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Year in Review

In 2016, BioOne increased the reach and impact of its core product, BioOne Complete. The BioOne Complete aggregation grew to 1.3 million pages and generated nearly 13 million user hits. The 2016 net sales increased by 2.1% over 2015, to $6,657,844. After a four-year incubation, BioOne transferred its growing open access journal, *Elementa: Science of the Anthropocene* to an environment where it will continue to flourish at the University of California Press. The organization thus continues on mission to support scientific discovery and increase access to critical scientific research.

Over the past 15 years, BioOne has returned nearly $40 million to the not-for-profit scholarly publishing community. Importantly, the organization has achieved this by maintaining reasonable pricing and moderate price increases for its institutional subscribers around the world. In 2016, BioOne Complete maintained a 3% price increase. BioOne Complete boasts an average per-active title cost of $216, or 93% less than the $3,104 average cost of a biology journal in 2016, according to *Library Journal*’s annual survey.

In addition,

- the BioOne Complete collection included 191 journals from 146 nonprofit and society publishers;
- in 2016 this global network of scientific societies and independent presses deposited 9,135 articles in the aggregation;
- BioOne Complete reached 1,468 subscribers and continued to exhibit a strong 93% renewal rate;
- publisher consideration for subscribed BioOne Complete participants totaled $4,271,934, a 2.75% increase over 2015;
- BioOne Complete included 19 fully open access titles comprising 83,000 cumulative pages and generating more than one million user hits;
- BioOne participation in various philanthropic programs provided free content access to more than 2,500 institutions in 95 nations throughout the developing world.

BioOne would not exist without the support of its many stakeholders—libraries, publishers, authors, researchers, and funders. On behalf of BioOne’s Board of Directors and executive staff, we thank the many individuals and organizations whose patronage ensures that BioOne will continue to flourish and evolve over the long term. We also gratefully recognize the contributions of BioOne’s key collaborators and service partners, including, Allen Press, Atypon, Dartmouth College Library, Innodata, and Publishers Communication Group.

Kent Holsinger, Ph.D.  
Chairman of the Board

Susan Skomal, Ph.D.  
President/CEO
My experience with BioOne has been extremely positive. As an instructor, I have benefitted from BioOne Complete's easy-to-use platform, where you can access the contents in a naturally intuitive way. And, BioOne provides my users with access to scientific information to nurture their research, and that is what we are looking for at the Autonomous University of Sinaloa—to have reliable, up-to-date, relevant and quality information easily available.

Nidia Odette Santana, Digital Resources Coordinator
Autonomous University of Sinaloa (Member of CONRiCyT)

BioOne Complete Subscriber since 2012
Mission-Driven Strategic Growth

BioOne focuses on several operational initiatives each year that are designed to support its mission and strategic goals. In 2016, the organization made excellent progress on a variety of these goals. Notably, BioOne:

1. maintained a stable average total royalty for BioOne Complete publishers through the maintenance of a 93% renewal rate, new sales in emerging markets, and a reduced cost of sales;
2. converted 79 institutional subscriptions to BioOne Complete (from 328 to 249);
3. attracted seven high-quality participants to BioOne Complete (four subscribed titles and three open access), strengthening the collection’s value and driving usage;
4. promoted the BioOne organizational brand, both in the publishing and research communities. The goal is a greater understanding of and appreciation for BioOne’s services and an active role in the scholarly ecosystem.
5. increased usage of BioOne Complete through improved content discovery; enhanced user experience; and marketing to and communication with researchers and end users.

BioOne Strategic Goals

1. Increase the value BioOne delivers to its stakeholders.
2. Develop new publishing models and products that increase access to scientific research.
3. Enhance BioOne’s visibility and brand awareness.

BioOne Mission Statement

BioOne sees sustainable scholarly publishing as an inherently collaborative enterprise connecting authors, publishers, professional societies, academic institutions, libraries, and research funders in the common goal to maximize access to critical research.

As a leading publisher of scientific research, BioOne explores economic models and strategic partnerships that balance the needs of all stakeholders and increase the accessibility and integration of content with a global network of scholarly exchange.
In February 2013, BioOne launched *Elementa: Science of the Anthropocene*, a mission-driven, not-for-profit, open-access journal. Since its launch, *Elementa* published articles, Special Features, and Forums to accelerate scientific solutions to the many challenges presented by this era of human impact. The publication is organized into six knowledge domains: Atmospheric Science, Earth & Environmental Science, Ecology, Ocean Science, Sustainable Engineering, and Sustainability Transitions.

Having incubated this innovative OA journal for its first four years, BioOne made the decision in 2016 to transfer *Elementa: Science of the Anthropocene* to the capable care of a like-minded not-for-profit publisher, the University of California Press. As of January 2017, *Elementa* became a core part of the open access ecosystem at UC Press, alongside the journal Collabra and the open access monograph program Luminos.

Among its many achievements, *Elementa* developed a high-quality Special Feature and Forum publication program. *Elementa* attracted a dedicated following. For example, the article “Expert opinion on extinction risk and climate change adaptation for biodiversity” benefited from over 160,000 views after only six months post-publication. *Elementa* authors have been extremely positive about their experiences publishing with the journal, which has set the pace as a trans-disciplinary publication within the overarching topic of the Anthropocene. A large proportion of the articles and Special Features published are cross-domain and therefore reach a larger and more diverse readership.

BioOne supports the University of California Press’s commitment to advancing this innovative model. The organization also gratefully recognizes the support from founding partners Dartmouth, the Georgia Institute of Technology, the University of Colorado Boulder, the University of Michigan, and the University of Washington, in addition to critical support from The Greater Western Library Alliance, Texas A&M, Princeton, and Duke universities.

BioOne Complete contained a total 191 publications in 2016; 141 of which were “active” or contributing current content. 78% of subscribed titles had an Impact Factor. 43% of active titles were available online exclusively through BioOne Complete, while 73% of titles were available in XML exclusively through BioOne Complete. BioOne is proud to offer a wide variety of essential research from 48 titles based outside of the US—25% of the BioOne Complete aggregation.

In addition to attracting new subscribers, BioOne is dedicated to providing value to its existing institutional subscribers through usage monitoring, user training, and educational resources.

New Publishers


Three more titles joined the OA collection: *Paleontological Contributions*, published by The Paleontological Institute at The University of Kansas; and Palaeodiversity and *Stuttgarter Beiträge zur Naturkunde A*, both published by The Stuttgart Museum of Natural History, Germany.

These additions represent a wealth of new content in biodiversity conservation, entomology, paleontology, and natural history. All four subscribed titles have Impact Factors, and three titles are based outside of the US (UK and Germany). Moreover, all titles have been previously unavailable in XML.

BioOne’s OA Collection became self-sustaining in 2016 and we expect to see this program grow.
In addition to the 19 titles in the 2016 OA collection, quality titles around the world have already expressed an interest in joining this cost-effective, fee-for-service program. All OA publications are seamlessly incorporated into the BioOne Complete aggregation, where they benefit from the same high level of technology and distribution services as the subscribed titles.

Global Access

BioOne’s natively branded global sales force is dedicated to selling and promoting BioOne Complete worldwide. With a focus on end-user outreach, BioOne brings its publications into markets that smaller publishers would be unable to penetrate on their own without significant investment. This exposure to the global scientific community is critical for growing readership, increasing author base, and generating citations. In addition, through alliances with philanthropic organizations like Research4Life, EIFL, and TEEAL, BioOne provides developing countries with free access to BioOne Complete, benefitting the entire scientific community and supporting the missions of our participating publishers.

Platform Enhancements

Each year BioOne carefully assesses its platform and strategically invests in enhancements that increase usability. During 2016, BioOne focused on four important improvements:

1. The addition of platform upgrades to optimize BioOne Complete for external search and discovery. Two new indexing partners, BOLAS in the Netherlands and TDNet in Israel, now provide discovery solutions and tools for researchers.

2. A partnership with RedLink Network, a newly formed public benefit company offering a free IP registry service to both libraries and publishers. Rather than individually informing hundreds of publishers when an IP address, link resolver, or logo changes, the Network allows libraries to manage their access information and “broadcast” it to connected partners like BioOne.

3. Optimization of BioOne Mobile, one of BioOne Complete’s most attractive features. In 2016, BioOne Mobile generated over 1.1 million hits to abstract and full-text content, with 1,253 new mobile user registrations. Many BioOne Complete users—particularly those in Africa and Asia—tell us how important mobile accessibility is to their research process.

4. Addition of the Altmetrics Explorer tool, allowing our sales and marketing team to produce reports on the articles, authors, and topics that excite the BioOne Complete community.

Education & Outreach

Marketing and Communications

BioOne launched a responsive organizational website that strengthens the BioOne brand as a modern, mission-driven, and design-forward organization. The new site replaces the “About” section of the BioOne Complete website and is designed to present BioOne’s story, list of products and initiatives, financial statements, corporate documents, and staff and board information. As part of the design process, BioOne Complete is also undergoing a complementary brand refresh. New logos will distinguish BioOne’s products from the organization.

BioOne exhibited for the first time at the North American Ornithological Conference in Washington, DC. This was an important event, as BioOne Complete provides broad coverage of topics in ornithological research in ten leading ornithology journals from five countries. The newly-formed American Ornithological Society (AOS) appreciated BioOne’s presence and sponsorship at this meeting. A merger of the American Ornithologists’ Union and Cooper Ornithological Society, AOS is the publisher of The Auk and Condor—two of BioOne’s most heavily used journals.

BioOne executive staff and members of the sales team exhibited, met with stakeholders, and spoke on panels at twenty four conferences and meetings.
around the world in 2016, from Vancouver to Shanghai.

Our marketing team coordinated a large-scale campaign targeting researchers outside of academia, as BioOne Complete’s subscriber base expands in the government and corporate markets. Moreover, industry news briefs were sent to more than 2,000 wildlife and conservation professionals.

Members of our team, traveling around the world to meet with the BioOne community.

Appreciation

Active involvement by the scholarly communications community is essential to the success of BioOne. The Board of Directors gratefully acknowledges the service of three directors for their contributions to the Board, the staff, and to the BioOne community at large. Susan Ford loyally served the organization for two Board terms (2011-2016); David H. Carlson ably served BioOne since 2009 in such capacities as Secretary (2014) and member of both the Board’s Executive Committee and Elementa’s Oversight Committee; and Jeffrey L. Horrell contributed his talents and enthusiasm as a member of the Board’s Elementa Oversight Committee (2013-2016). All three concluded their board terms at the end 2016.

Financial Report of Management

2016 Financial Summary*

**PUBLISHER CONSIDERATION**

Total 2016 net sales to BioOne Complete increased by 2.1% over 2015, to $6,657,844. Fifty percent of this total is allocated to BioOne overhead and 50% to BioOne publishers. Thus in 2016, publisher Revenue Sharing payments totaled $3,328,922. And, for the thirteenth consecutive year, BioOne was also in a position to return a second—Surplus Sharing—payment to its active publishing participants from a pool of $943,012 (55% of the organization’s net operating surplus). In total, BioOne publishers received $4,271,934 or 64% of BioOne net subscription sales in 2016.

See Figures 1 and 2 on page 9.

**BOARD-DESIGNATED RESERVES**

BioOne has a responsibility to fund its Operational Reserve to minimum established levels after distributing Surplus Share and before adding funds to its Capital Reserve. Given BioOne’s significant financial investment in Elementa, it is critical that we focus on rebuilding the organization's financial reserves. Thus, the organization added $755,339 to its Operational Reserve Fund at the close of 2016, nearing its goal of six months of operating expenses.

*Reported in USD
Audit and Financial Safeguards

The independent auditor Gelman, Rosenberg and Freedman audits BioOne's financial statements annually. BioOne received an unqualified opinion as of December 31, 2016, which found that the financial statements were presented fairly in all material respects and in accordance with generally accepted accounting principles. BioOne's management is responsible for the financial information and representations reflected in its financial statements and accompanying footnotes.

BioOne maintains a system of internal controls to assure that its financial information is reliably reported, its assets are safeguarded, and its transactions occur and are recorded with proper authorization. BioOne’s Board of Directors provides financial oversight through its Finance and Audit & Oversight committees, both of which meet regularly with management, as well as its independent auditors. The investment firm AllianceBernstein manages BioOne’s assets in accordance with the organization’s investment policy. This policy was designed to protect publisher royalty revenue and earn investment income above CPI.

BioOne financial statements with the Independent Auditor's Report are available on the BioOne website or may be obtained by contacting BioOne directly.
Figure 1: BioOne Complete Publisher Consideration (2001-2016)*

*Includes ancillary revenue

Figure 2: BioOne Complete Historical Performance (2001-2016)
The Coastal Education and Research Foundation (CERF) and Journal of Coastal Research (JCR) were created to serve the scientific community through the dissemination of ongoing, innovative research worldwide and our mission is vastly achieved through the partnership we have with BioOne. We are honored to be part of the BioOne family and sincerely appreciate all of their efforts in the name of science.

Christopher Makowski, Ph.D.
Senior Vice President, Coastal Education and Research Foundation, Inc.
Deputy Editor-in-Chief, Journal of Coastal Research

BioOne Complete Subscriber since 2004
Leadership

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Maeg Keane
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*Appointed Founding Organization representative
Directors Emeriti

Stephen C. Howell (2010-2012)  ‡ deceased

BioOne is indebted to the founding organizations that came together in 1999 and continue to invest their time and expertise to lead this collaborative and ever-evolving endeavor:

American Institute of Biological Sciences
Allen Press, Inc.
Greater Western Library Alliance
Scholarly Publishing & Academic Resources Coalition
The University of Kansas

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