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Pictured on front: Floodplain Death Adder (Acanthophis praelongus), image taken by Ruchira Somaweera
Pictured on page 6: Namib Web-footed Gecko (Pachydactylus rangei), image taken by Johan Marais
Pictured on page 9: Meerkat (Suricata suricatta), iStockPhoto by Getty Images
Pictured on page 12: Pygmy Mulga Snake (Pseudechis weigeli), image taken by Ruchira Somaweera
Year in Review

In 2017, BioOne's core product - BioOne Complete - grew to 1.45 million pages and generated over 15 million user hits. 2017 net sales increased by 1.4% over 2016, to $6,752,164. During the fall of 2017, BioOne also launched its new Career Center, a curated service for both employers and jobseekers. BioOne thus continues on mission to support the scientific community in their endeavors.

Over the past 16 years, BioOne has returned nearly $45 million to the not-for-profit scholarly publishing community. Importantly, the organization has achieved this while maintaining affordable pricing for its institutional subscribers. BioOne Complete has an average per-active title cost of $215, or 93% less than the $2,917 average cost of a biology journal in 2017, according to Library Journal's annual survey.

In addition,

- the BioOne Complete 2017 collection included 200 bioscience journals from 150 nonprofit and society publishers;

- BioOne Complete’s global network of publishers deposited 10,793 articles in the aggregation;

- BioOne Complete reached 1,448 subscribers and continued to exhibit a strong unit-based 93% renewal rate;

- Publisher consideration for subscribed BioOne Complete participants totaled US$4,321,644, a 1.2% increase over 2016 and 65% of the organization’s net subscription revenue;

- 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, Cordia Partners, Innodata, Lutzker & Lutzker, and Publishers Communication Group.

KENT HOLSINGER, PhD.
Chairman of the Board

SUSAN SKOMAL, PhD.
President/CEO
Mission-Driven Strategic Growth

BioOne focuses on select operational initiatives each year that are designed to support its mission and strategic goals. In 2017, the organization made excellent progress on a variety of these goals.

Notably, BioOne:

- 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 commission structure;
- forged partnerships with three prestigious global presses, adding nine high-quality titles to BioOne Complete, thus broadening the collection and increasing the value libraries and their patrons derive from the collections;
- promoted awareness of BioOne to enhance our ability to support the publishing and research community through affordable and sustainable access to high quality research; and,
- improved content delivery, enhanced the user experience, and expanded awareness of BioOne resources to researchers and end users.

BioOne Strategic Goals

1. Increase the value BioOne delivers to researchers, librarians, and publishers.
2. Develop new publishing models and products that increase access to scientific research.
3. Enhance BioOne’s ability to support affordable access to high quality research in the life sciences.

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.
Figure 1: BioOne Complete Publisher Consideration (2001-2017)

- 2001: $478,678
- 2005: $1,377,619
- 2010: $3,528,129
- 2016: $4,315,996
- 2017: $4,358,505*

*Pending Board approval of 2017 Surplus Share

Average per active title:
- 2001: $11,132
- 2005: $18,127
- 2010: $25,859
- 2016: $33,457
- 2017: $32,048*

Figure 2: BioOne Complete Growth and Trends (2001-2017)

- Titles: 1544.9%
- Pages: 237.2%
- Max. price: 207.8%
- Price/title: -8.7%
- Price/page: -81.3%
- Total royalties: 170.0%
- Average royalty: 35.7%
Research in my lab is conducted on six continents and is dependent on access to a wide diversity of museum and society-based journals with systematic and natural history content. My needs for relevant journals from around the world are largely met by the more than 200 BioOne journals that can be accessed through our institutional library. BioOne is also a critical resource for my primary literature driven graduate courses.

Aaron M. Bauer, Professor of Biology and Gerald M. Lemole Endowed Chair in Integrative Biology at Villanova University
BioOne Complete contained a total of 200 publications in 2017, 146 of which were contributing current content. Of this total, 76% had Impact Factors; 29% were based outside the US; and 69% were available in XML exclusively through BioOne Complete. Ten BioOne Complete titles were part of BioOne’s Open Access Collection, which is operated under a cost-recovery, fee-for-service model. This program allows open access titles to receive the benefits of a sophisticated platform and curated aggregation while making their content freely available.

BioOne is proud to offer a wide variety of essential research from 150 publishers—societies, institutes, university presses, museums, and nonprofit organizations. More than a third of these organizations (57) are based outside of the US. In addition to attracting new subscribers, BioOne is dedicated to providing value to its existing institutional subscribers by providing them tools to monitor usage, as well as user training and educational resources.

New Publishers
Nine new journals from three publishers made their BioOne Complete debut in January 2017. This is the largest addition to the collection since 2009. These titles represent a wealth of content in agriculture, zoology, plant sciences, and evolutionary biology. Their collective backfile adds over 40,000 new pages to BioOne Complete. Moreover, the high-profile partnerships with Canadian Science Publishing and CSIRO Publishing in Australia increase the value of the BioOne Complete collection to researchers and librarians.

CSIRO Publishing
• Australian Journal of Zoology
• Australian Systematic Botany
• Crop and Pasture Science
• Invertebrate Systematics
• Wildlife Research

International Commission of Zoological Nomenclature
• The Bulletin of Zoological Nomenclature

Canadian Science Publishing
• Canadian Journal of Animal Science
• Canadian Journal of Plant Science
• Canadian Journal of Soil Science

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 and consortial sales, BioOne brings its publications into markets that smaller publishers would be unable to penetrate on their own. This exposure to the global scientific community is critical for growing readership, increasing author base, generating citations, and promoting broad access to scientific research. In addition, through alliances with various philanthropic organizations, BioOne Complete is available for free in developing countries. These programs benefit the entire scientific community and support the missions of our participating publishers.

Platform Enhancements
Each year BioOne carefully assesses its platform and strategically invests in enhancements that increase usability and distribution. During 2017, BioOne focused on three important features:

1. BioOne partnered with The Wikipedia Library to provide Wikipedia editors with access to BioOne Complete. This partnership supports the BioOne mission by enhancing access to research found in our collection. Data collected by Wikipedia indicates that participants have seen traffic increases as a result of Wikipedia readers clicking through to the cited content. We can expect that an increased presence in Wikipedia citations will improve the discoverability of our content.

2. To ensure that BioOne’s subscriber records are accurate, BioOne partnered with Ringgold to normalize its subscriber data against their Identify database. With clean metadata for each institution and unique institutional identifiers, BioOne now has the flexibility to pursue future data-related projects and integrations with other services.

3. BioOne Mobile optimization continues to be one of BioOne Complete’s most appealing features. There is no app to download, and mobile devices are automatically directed to our mobile site. In 2017, BioOne Mobile generated over 1.4 million hits to abstract and full-text content, with 1,630 new mobile user registrations. Many BioOne Complete users—particularly those in Africa and Asia—tell us that mobile accessibility is vital to their research process.
BioOne Career Center

Already the trusted source for curated content across the biosciences with BioOne Complete, BioOne now offers a Career Center to serve as a reliable destination for both jobseekers and employers in a wide array of scientific fields. BioOne launched the Career Center in September 2017 to welcome jobs from the academic, nonprofit, and private sectors for educators, researchers, administrators, and beyond.

The BioOne Career Center fits neatly into BioOne’s mission to unite stakeholders across the scientific community. It provides an easy interface to post and search for just the right opportunities for employees and employers, as well as volunteers, internships, and advertising scientific meetings. For BioOne, the Career Center is a cost-effective means to add to our portfolio of services and build on our reputation as a trusted destination for the scientific community.

The BioOne Career Center also offers a unique opportunity for cross-promotion. Because the Career Center includes links to BioOne Complete, it can be used as a way to introduce researchers and practitioners who might not be familiar with this essential resource. Other benefits include:

- The price for placement is substantially less than other outlets;
- All employers may post volunteer opportunities and internships at no cost;
- Ads reach beyond the biological, ecological, and conservation communities to all interrelated sciences;
- Participating publishers may also use BioOne’s events page to advertise their next conference or meeting; and,
- Jobseekers around the world can create free accounts, set up job alerts, and post CVs or résumés for registered employers to review.

Education & Outreach

Marketing and Communications

2017 marketing and communications efforts focused on extending the BioOne brand identity, promoting the launch of the BioOne Career Center, and promotion of the 2017 BioOne Complete collection along with the announcement of 2018’s new titles. BioOne’s rebranding efforts began in 2015, formalizing the brand name of the aggregation as BioOne Complete. Our goal for rebranding combines the ability to better communicate BioOne’s capabilities and increase awareness for its products and services. To position BioOne for new growth and opportunities the rebranding project features a distinctive identity and extensible architecture that builds on the existing brand equity. Finalized by spring 2017, this effort has established the foundation for BioOne’s brand strategy and visual identity.

Subsequent work has involved developing and documenting a brand architecture to ensure consistency over time. In addition, BioOne created a plan for the redesign of all BioOne’s collateral, communications, and corporate documents. By September, BioOne announced the rebranding, 2018 titles, and the new BioOne Career Center through email, select media outlets, and Listservs. In addition, we launched campaigns directed at specific sectors of BioOne Complete’s end-user audience. Note that the rebranding is reflected in this year’s Annual Report!
BioOne provides a great range of information resources for zoos. It enables us to access peer-reviewed literature in conservation, ecology, zoology, veterinary medicine, plant science, and other disciplines. BioOne is an important tool for team members at San Diego Zoo Global, and library staff especially appreciates the system’s functionality and fair pricing.

Beth Autin, Associate Director for Library Services, San Diego Zoo Global
Appreciation

Active involvement by the scholarly communications community is essential to the success of BioOne. The Board of Directors gratefully acknowledges the service of Joseph L. Travis, appointed by founding partner, the American Institute for Biological Sciences. Joe ably contributed to the Board, the staff, and to the BioOne community at large for three terms (2010-2017).

BioOne deeply mourns the loss of former director Susan Ford, who passed away on December 5, 2017. Susan loyally served the organization for two terms (2011-2016) and is missed by all who worked with her. The BioOne community equally grieves the loss of Joan R. Giesecke on October 9, 2017. Joan represented GWLA on the Board (2002-2004), while Dean of the University of Nebraska–Lincoln libraries.

Welcome

Following the departures of valued staff members Maeg Keane and Mark Kurtz, BioOne added two new individuals to the team in 2017.

Caroline Breul joined BioOne in April as Program Assistant, adeptly supporting both executive staff and the BioOne Board of Directors on diverse projects.

To meet its evolving technology needs and commitment to a superior user experience, BioOne welcomed Mike Di Natale in July as Technology Project Manager. Mike’s remit is to serve as an advocate for all users, and to work with our vendors, technology partners, and publishers to steer the organization forward strategically.

Financial Report Of Management

2017 Financial Summary*

Publisher Consideration

Total 2017 net sales to BioOne Complete increased by 1.4% over 2016, to $6,752,164. Fifty percent of this total is allocated to BioOne overhead and 50% to BioOne publishers. Thus in 2017, publisher Revenue Sharing payments totaled $3,376,082. For the fourteenth consecutive year, we are proud to report that BioOne was also in a position to return a second—Surplus Sharing—payment to its active publishing participants from a pool of $945,561 (62% of the organization’s net operating surplus). In total, BioOne publishers received 65% of BioOne net subscription sales in 2017.

Board-Designated Reserves

BioOne has a responsibility to fund its Board Designated Operational Reserve to minimum established levels after distributing Surplus Share and before adding funds to its Capital Reserve. The organization fulfilled its obligation to set aside six months of current operating expense by adding $426,967 of 2017 undesignated assets to the $755,339 allocated in 2016. This completes the Capital Reserve at $1,182,125. BioOne was also in a position to add the remaining undesignated net assets in the amount of $372,125 to the 2017 Board Designated Capital Reserve. BioOne is gratified to rebuild its reserves and to be in a strong financial position for future growth.

Audit and Financial Safeguards

Independent auditor Gelman, Rosenberg and Freedman, audits BioOne’s financial statements annually. BioOne received an unqualified opinion as of December 31, 2017, 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 L.P. 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.

*Reported in USD
Leadership

2017 Board of Directors

Officers

Kent E. Holsinger, Chair
Board of Trustees Distinguished Professor,
Vice Provost for Graduate Education,
Dean of the Graduate School
University of Connecticut

Joni Blake*, Secretary
Executive Director
Greater Western Library Alliance

Catherine Murray-Rust, Treasurer
Dean of Libraries
Georgia Institute of Technology

2017 Directors

Raym Crow*
Senior Consultant, Scholarly Publishing and
Academic Resources Coalition (SPARC)
Managing Partner, Chain Bridge Group

James V. Maher
Provost Emeritus,
Distinguished Service Professor of Physics and
Senior Science Advisor
University of Pittsburgh

Andrew (Town) Townsend Peterson*
University Distinguished Professor and Curator for
Ornithology, Biodiversity Institute
University of Kansas

Arthur K. Reilly
Former Senior Director in Strategic Technology Policy
CISCO Systems, Inc.

Alan H. Savitzky
Head, Department of Biology
Utah State University

Joseph L. Travis*
Robert O. Lawton Distinguished Professor
Department of Biological Science
Florida State University
President, 2015-2016
American Institute of Biological Sciences

James F. Williams II
Emeritus, Dean of Libraries
University of Colorado at Boulder

2018 Executive Staff

Susan Skomal, PhD.
President/CEO

Lauren Kane
CSO/COO

Nicole Colovos
Senior Director, Marketing Communications

Michael Di Natale
Technology Project Manager

Caroline Breul
Program Assistant

*Appointed Founding Organization representative
I’ve had good reason to appreciate BioOne both in my role as president of the Society for the Study of Amphibians and Reptiles, and as a researcher on reptiles. At the Society level, BioOne provides a seamless entry to our journals for people from around the world; and from my own selfish perspective, BioOne gives me easy access to a smorgasbord of research material – much of it otherwise difficult-to-find – about the animals that have dominated my research career.

Rick Shine, President of the Society for the Study of Amphibians and Reptiles
Directors Emeriti

Adrian W. Alexander (1999-2006)
Rand Allen (1999-2001)
Shirley K. Baker (2001-2008)
David H. Carlson (2009-2016)
E. Dale Cluff (1999-2001)
Alan P. Covich (1999-2000)
Guy Dresser (2001-2007)
Susan Ford (2011-2016) †
Ted Freeman (2001-2007)
Richard C. Fyffe (2003-2006) †
Joan R. Giesecke (2002-2004) †

Jeffrey L. Horrell (2012-2016)
Stephen C. Howell (2010-2012)
Richard Johnson (1999-2005)
Heather Dalterio Joseph (2001-2008)
Alan Kahan (2005-2013)
Robert Kidd (1999-2001)
Leonard Krishtalka (2009-2014)
Catherine N. Norton (2007-2012) †
Richard T. O’Grady (1999-2014)
Sara Rockwell (2007-2009)
David E. Shulenberger (1999-2006)
Denise Stephens (2006-2008)

† 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

BioOne
21 Dupont Circle, NW, Suite 800
Washington, DC 20036-1118
+202-296-1605
about.BioOne.org

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