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*Pictured on front: “Follow Me,” iStock Photo by Getty Images, photo taken by [webguzs](#)*

*Pictured on page 7 “Group of Moon Jellyfish Swim Underwater, with a Soft Bioluminescence,” iStock Photo by Getty Images, photo taken by [WaraJenny](#)*

*Pictured on page 10: “Green Moss Close Up in Rainforest,” iStockPhoto by Getty Images, photo taken by [Pojcheewin Yapraser](#)*

*Pictured on page 14: “Turkey tail mushrooms, Trametes versicolor,” iStock Photo by Getty Images, photo taken by [Digoarpi](#)*
Year in Review

2018 was a transformational year. After 18 months of intense preparation, BioOne moved BioOne Complete to an agile new platform at the end of 2018. The new platform is powered by a collaboration with fellow nonprofit SPIE, The International Society for Optics and Photonics. This partnership allows BioOne to use SPIE’s proprietary technology to meet the needs of our community, including more than 4,000 libraries with access to the collection worldwide. The new BioOne platform provides BioOne Complete a more modern and intuitive look and feel, while enhancing usability.

BioOne 2018 net sales increased 4.9% over 2017, to $7,079,417 in total net sales allocated for 2018. Over the past eighteen years, BioOne has returned almost $50 million to the not-for-profit scholarly publishing community while maintaining affordable pricing for its subscribers. Demonstrating its unparalleled value to subscribers, BioOne Complete costs only $221 per-active subscribed title —94% less than the $3,769 average cost of a biology journal in 2019 in Library Journal’s annual survey. In addition, during 2018 BioOne Complete:

- offered 207 journals from 157 nonprofit societies, associations, museums, and independent presses. This includes 26 Open Access titles, of which two were previously subscribed participants;
- surpassed the 1.5 million page mark and generated over 16 million user hits;
- added 8,805 articles by its global network of publishers, many of them ahead of or independent of print publication, through BioOne’s Issue-in-Progress workflow
- reached 1,395 subscribing institutions and continued to exhibit a strong unit-based 92% renewal rate;
- returned US$4,477,771 in publisher royalties to subscribed participants, a 3.6% increase over 2017 and 64% of the organization’s total net subscription revenue; and;
- provided free content access to more than 2,500 institutions in 87 nations throughout the developing world through participation in various philanthropic programs.

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 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, PCG, and SPIE.

KENT HOL Singer, 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 2018, the organization made marked 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 92% renewal rate, new sales in emerging markets, and restructured commissions;

2. added seven high-quality titles to BioOne Complete to broaden the collection and increase the value libraries and their patrons derive from the collection;

3. 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,

4. improved content delivery, enhanced the user experience, and expanded awareness of BioOne resources to researchers and end users through the migration to a dynamic new platform.

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.
BioOne Complete

BioOne Complete contained 207 publications in 2018, 147 of which contributed current content. Of this total, 75% had Impact Factors; 30% were based outside the US; and 70% were available in XML exclusively through BioOne Complete. Twenty-six BioOne Complete titles were part of BioOne’s Open Access Collection, which operates under a cost-recovery, fee-for-service model. This program allows open access titles to receive the benefits of a sophisticated platform and curated cohort while making their content freely available. BioOne is proud to offer a wide variety of essential research from 155 publishers—societies, institutes, university presses, museums, and nonprofit organizations. More than a third of these organizations (57) are based outside the US. In addition to attracting new subscribers, BioOne is dedicated to delivering value to its existing institutional subscribers by providing tools to monitor usage, as well as user training and educational resources.

Figures 1 - 3 offer a visual representation of the BioOne aggregation’s sustained growth over time, as well as the value provided to both the publisher and library communities since 2001.

Figure 1: BioOne Historical Performance (2001-2018)
Figure 2: BioOne Complete Growth and Trends (2001-2018)

- 30% Titles based outside of the U.S.
- 70% Titles available exclusively in XML
- 75% Titles with an Impact Factor
- 92% Subscription Renewal Rate
- 4.9% Increase in Net Sales

Please note that the totals above include ancillary revenue.

Figure 3: BioOne Complete Publisher Consideration (2001-2018)
There really are no comparable collections to BioOne Complete.

Whilst others do have some good content, it really is the uniqueness of the portfolio that sets it apart. With specialist departments that focus on zoo and wildlife medicine, it really is only BioOne that offers such a unique collection to meet their needs. It also includes good content for entomology and ornithology which are also important areas for us and not very accessible.

Mr. David Frank,
Deputy Head, University Library

University of Veterinary Medicine Vienna
(Veterinärmedizinische Universität Wien)
New Publishers
BioOne added seven new journals—three subscribed and four OA—from as many publishers to the BioOne Complete 2018 collection.

- *Arachnologische Mitteilungen: Arachnology Letters* — *Arachnologische Gesellschaft eingetragener Verein*

- *Bradleya* — *British Cactus and Succulent Society*

- *Bulletin of the British Ornithologists’ Club* — *British Ornithologists’ Club*

- *Folia Zoologica* — *Institute of Vertebrate Biology, Academy of Sciences of the Czech Republic*

- *Journal of Herpetological Medicine and Surgery* — *Association of Reptilian and Amphibian Veterinarians*

- *Lindbergia* — *Dutch Bryological and Lichenological Society, Nordic Bryological Society*

- *Lundellia* — *The Plant Resources Center, The University of Texas at Austin*

These seven titles offer high-quality content in herpetology, entomology, plant sciences, ornithology, and zoology. Their collective backfile accounts for over 10,000 new pages for BioOne Complete.

Global Access
BioOne’s 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
The new BioOne Complete site is the result of an innovative partnership with SPIE, the International Society for Optics and Photonics. Through this partnership BioOne has:

- significantly reduced its platform costs and thus its operating expense;
- updated to a more modern look and feel;
- increased its agility with more rapid software and product development; and,
- expanded and improved the selection of tools available to researchers.

Important enhancements to the platform include:

Content Display
The new BioOne Complete showcases publisher content on a sleek, modern interface. More than an updated appearance, this platform offers key improvements to enhance user experience as well as content discoverability. New navigation makes it easier for users to move through the site, while a powerful search engine and new Browse-by options make identifying relevant content simple. Moreover, metadata-rich URLs, a fully functional mobile site, and other SEO (search engine optimization) features make content more discoverable through external search engines such as Google.

Tools and Features
BioOne Complete offers researchers a suite of tools to make finding and organizing relevant content simple. In addition to improved email alerts, citation downloads, and advanced search, users can access My Library, which allows them to save and organize articles in a personal library.

Quick Abstracts
BioOne supports Google Scholar’s Quick Abstracts functionality by allowing users to browse the full abstract text of a BioOne Complete article directly on a mobile device.
GDPR

BioOne became compliant with the European Union’s General Data Protection Regulation (GDPR) before May 25, the deadline for implementation. BioOne’ Complete users worldwide benefit from both BioOne’s and SPIE’s meticulous compliance with the new regulations.

BioOne Career Center

On mission to support the scientific community, the BioOne Career Center builds on our reputation as a trusted partner of the biological, ecological, and conservation communities. Serving both jobseekers and employers in an array of scientific fields, this program is an invaluable tool for expanding the BioOne audience, the BioOne brand, and cross-promoting BioOne Complete. In addition to providing a positive experience for employers, the Career Center allows BioOne to connect with job seekers as well as those searching for internships. Other benefits include:

- free posting by BioOne publishers, and the price for others starts at just $50;
- all employers may post volunteer opportunities and internships at no cost;
- 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

BioOne considers sustainable scholarly publishing to be an inherently collaborative enterprise connecting authors, nonprofit publishers, academic institutions, research libraries, and research funders in the common goal of maximizing access to critical research.

Education and the exploration of new models and innovative strategic partnerships are therefore important components of BioOne’s operating mission. BioOne guides its publishers seeking advice on business model changes, sub-licensing agreements, or other issues surrounding sustainable publication. BioOne staff members also travel the world to attend industry events.

During 2018, for example, Chelsea Tharp, North American Sales Manager, represented BioOne at the 2018 Association of Zoos and Aquariums annual meeting in Seattle, while President/CEO Susan Skomal met with BioOne publishers and society officers while attending the Joint Meeting of Ichthyologists and Herpetologists in Rochester, New York.

BioOne values the opportunity to meet community members in person, and encourages the community to consult the annual conference calendar for opportunities to make personal connections with BioOne staff. We are available to attend society conferences or board meetings, and are prepared to speak on relevant topics, such as trends in scholarly publishing, BioOne’s business model and history, or to present a report on journal performance or institutional trends.

Chelsea Tharp, BioOne’s North American Sales Manager, represented BioOne at the 2018 Association of Zoos and Aquariums annual meeting in Seattle, Washington.
A key challenge for us was working with the limited budget, which simply could not satisfy the researchers’ growing need for content. With Chinese researchers eager for more resources, BioOne Complete is able to provide a wealth of great content in one resource.

Mr. Qiu Xiaochun,  
Chief Librarian  
Shanghai Jiao Tong University  
School of Medicine
BioOne Ambassador Award

BioOne’s first Ambassador Award was designed to encourage early career scientists committed to communicating their research broadly, as well as to highlight BioOne Complete’s publishers and content. In 2018, BioOne recognized five outstanding early career researchers for their ability to communicate complex research results beyond their disciplines. There was an encouraging response from many enthusiastic publishers, and the five winners hailed from three countries, representing such fields as veterinary science, taxonomy, anthropology, and botany.

Please join us to congratulate and encourage 2018’s BioOne Ambassadors, pictured and listed in alphabetical order:

- **Dr. Benjamin Anderson**, nominated by CSIRO Publishing
- **Kalhari Bandara Goonewardene**, nominated by the American Association of Avian Pathologists
- **Dr. Robbie Hart**, nominated by the Missouri Botanical Garden
- **Sarah Speck**, nominated by the International Mountain Society
- **Dr. Larry Wood**, nominated by the Society of the Study of Amphibians and Reptiles

By promoting the work of BioOne’s early career researchers, the 2018 BioOne Ambassador Award encourages publisher engagement; features BioOne Complete as home to cutting-edge scholarly content; and, engages BioOne and BioOne Complete in the discussion surrounding scientific communication.

The success of the Award’s inaugural competition has encouraged BioOne to offer another opportunity in 2019 to identify rising researchers, celebrate the work of our publishers, and increase the Ambassador Award’s prestige and presence in the scientific community.

Search Marketing

Throughout 2018, BioOne has focused on a variety of SEO tactics. Although initially targeted for the Career Center, SEO efforts will make it easier for search engines to crawl, index, and understand all BioOne content.

Ongoing SEO tactics include:

- keyword research and analysis to identify the specific phrases that are used on search engines. Over time, the more keyword rankings, the more potential there is to place higher in search engine results;
- microdata generation for all Career Center web pages including new job postings—HTML tags improve how search engines read and represent our pages in the search results;
- connections to other organizations for authoritative backlinks to establish our site as more credible and thus place higher in search engine results;
- monthly blog posts to increase keyword rankings and reciprocal link building; and,
- reviewing website metrics to analyze efforts and adjust for performance.
Welcome

In 2019, the BioOne Board of Directors appointed three new members-at-large to begin their tenure January 1, 2019. Each new director brings a wealth of experience and perspective relevant to the community at large. BioOne warmly welcomes the active participation of:

2. Taran Grant, Professor Doutor, Institute of Biociências, Departamento de Zoologia, Cidade Universitária, São Paulo, Brasil; and,
3. Mira Waller, Department Head, Research Engagement, North Carolina State University.

Financial Report Of Management

2018 Financial Summary*

Publisher Consideration

Total 2018 net sales to BioOne Complete increased by 4.9% over 2017, to $7,049,41. Fifty percent of this total is allocated to BioOne overhead and 50% to BioOne publishers. Thus in 2018, publisher Revenue Sharing payments totaled $3,539,709. For the 15th 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 $938,062 (56% of the organization’s net operating surplus). In total, BioOne publishers received $4,477,771, 64% of BioOne net subscription sales in 2018.

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. Having fulfilled its obligation to set aside six months of current operating expense in 2017 ($1,182,304), BioOne added the remaining 2018 undesignated net assets in the amount of $478,915 to the 2018 Board Designated Capital Reserve for a total of $851,035. BioOne is in a strong financial position for future growth.

*Reported in USD

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, 2018, 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.
Leadership

2018 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

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

Eric S. Nagy*
Associate Director, Mountain Lake Biological Station, Professor, Department of Biology, University of Virginia, Charlottesville, American Institute of Biological Sciences

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

2018 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
BioOne Complete really addressed the need from the Entomologists, Mycologists and Botanists and included quality must have titles that were in demand by these researchers. Furthermore, the price was good, so we were able to increase our offering and have access to Front list titles that we previously only had access to the archives for.

Dr. George Meerburg,
Bioscience Information Specialist

Library of the UvA
University of Amsterdam
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

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