



BioOne News

Volume 1 • Issue 4 • October 2007

Message from the Executive Director



Dear BioOne Community,
Welcome to the fourth issue of our inaugural volume of *BioOne News*. As we enter the fourth quarter of 2007, we've begun to reflect on BioOne's achievements over the past nine months. At the onset of the year, we outlined three key goals for our sixth

year in operation, including: increasing communications within the BioOne community through the *BioOne News* and other missives, increasing content holdings through the launch of BioOne.2, and increasing publisher and library services and benefits through the continued development of our platform.

While there is still more work to be done, we're proud of the strides made to strengthen and enhance the BioOne experience, including:

- The successful launch of **BioOne.2** on January 2, 2007, which added **41 titles and 26 publishers** to BioOne.
- The ongoing expansion of the **Secondary Rights Management Program** (offering publishers an ancillary revenue stream and increased distribution through pay-per-view article sales, Copyright Clearance Center management and print sales to China through the Charlesworth Group), which now includes **67 participating titles earning over \$25,000** in combined royalties to date.
- Record-attendance at our **Annual Publishers and Partners Meeting**, held in Washington, DC in April, with over **70 participants from across the US, Canada, Japan, Poland, Sweden, and Switzerland**.
- The eagerly anticipated May launch of the **BioOne Free Society Member Access Program**, providing society members with free, automatically authenticated access to their society publications on BioOne. After only four months, we have **six**

participating societies, representing **thousands of individual members**, live in this program, with **nineteen more** in some stage of implementation.

- The equally anticipated August launch of BioOne's **Library Administration Panel**, allowing library administrators to manage, brand, and customize their BioOne subscription. After only two months, we are delighted to report that over **100 libraries** across the world are using this service.

Building upon this momentum, we will continue to share new opportunities and initiatives for 2008 as they become available. In particular, please read on in this issue for updates on BioOne's participation in NISO's innovative SERU Pilot Program, results of our 2007 Publishers Survey, as well as content additions for 2008.

With all best wishes,

Susan Skomal
Executive Director

Save the Date - Friday, April 18, 2008

Please mark your calendars now for **BioOne's 5th Annual Publishers and Partners Meeting** to be held on **Friday, April 18, 2008 in Washington, DC**. The 2008 meeting will take place at the **American Geophysical Union's Conference Center** at 2000 Florida Avenue, NW, Washington, DC, from roughly 9am–5pm.

This important meeting provides an open forum for discussion among **journal publishers, librarians, and leading industry providers**, and enjoys a robust turnout each year.

We encourage participation by anyone interested in the **activities, strategies, and continued development of BioOne**. Registration for this meeting is free and will open soon after January 2, 2008.



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(Continued from pg. 1) BioOne has secured a limited room block at the **Hilton Washington** (located at 1919 Connecticut Ave, NW, across the street from our meeting space.) The special rate is \$199/night. We encourage you to **make your reservation as soon as possible** by utilizing our special reservations page at: www.hilton.com/en/hi/groups/personalized/dcawhhh_boa/index.jhtml. Alternatively, you may call the Hilton at 202-483-2000. Please be sure to reference the “BioOne” group rate.

For the convenience of our mutual participants, we have scheduled the BioOne Annual Meeting the day after the **Allen Press Emerging Trends in Scholarly Publishing Seminar**, to be held on Thursday, April 17 at the National Press Club in Washington, DC.

Please contact Lauren at lauren@arl.org with any questions. We look forward to seeing you in April!

BioOne Participates in SERU Pilot Program



In support of our ongoing efforts to simplify the subscription process and reduce overhead costs for both publishers and libraries, BioOne has recently joined the SERU (**Shared Electronic Resource Understanding**) Pilot Program, sponsored by NISO (www.niso.org/committees/SERU/) and endorsed by ARL.

SERU seeks to address the problematic status of many publisher-library subscription transactions, currently dominated by extensive negotiated licenses. These formal licenses increase the cost of sales for both parties, delay researchers' access to content, and perpetuate the often-adversarial nature of the subscription economy. As such, many publishers and libraries have called for a **new, best practices approach that streamlines and simplifies the e-resource acquisition process**, while still protecting copyright.

SERU has answered this call with a Recommended Practice document for Trial Use that outlines a “framework of

shared understanding and good faith.” The Statements of Common Understanding for Subscribing to Electronic Resources include definitions of acceptable and inappropriate use, confidentiality and privacy, service and performance expectations, and archiving and perpetual access standards.

Going forward, libraries and consortia in North America wishing to subscribe to BioOne will be given the option to forego a traditional licensing agreement and operate under SERU Recommended Practices. BioOne's sales and marketing partner in North America, Amigos Library Services (www.amigos.org), will continue to manage these transactions. Interested libraries should contact Jeff Downing at downing@amigos.org with any questions.

2007 BioOne Participating Publisher Survey

In early January of this year, BioOne surveyed its community of participating publishers to request longitudinal data relating to institutional subscription and pricing trends for active BioOne publications. Our goal in doing so was to answer important questions about how well BioOne is serving its community of publishers after over five years in operation. In addition to the evident benefit of aggregate results that would inform BioOne's strategic long-term vision, we also saw a critical opportunity to provide individual participating publishers with tailored, data-driven analyses that would inform their own publishing programs.

Thirty-one publishers representing thirty-nine participating titles answered our call for data, providing a robust and representative sample of the BioOne community. The results of our aggregate analysis proved extremely positive: **87% of responding journals (34 of 39) have earned higher overall revenue as a result of being in BioOne, seeing an average net-gain of \$18,800 per year following participation.** This is, of course, in addition to the numerous additional benefits of being in BioOne, including worldwide dissemination, increased circulation,

Questions? Comments? Suggestions? Contact: Lauren Kane, Director of Publisher Relations

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(continued from pg. 2) and sophisticated, interlinked online availability.

We shared individual analyses with participating publishers in late September, and expect to publish an article speaking to our aggregate results in a scholarly publication soon. The Executive Summary of our report is available for any interested individuals.

2008 Collection Content Additions

The BioOne community will be home to **over 100 publishers in 2008**, as we add quality content to the BioOne.1, BioOne.2, and BioOne Open Access collections. Adding new titles to BioOne is increasingly a competitive process, as we seek to enhance—and not just expand—our existing collections. Key selection criteria include a commitment to furthering bioscience research, ISI ranking, relevant research focus, international scope or appeal, and not-for-profit status. New BioOne.1 and BioOne.2 titles will be included in subscriptions to the respective collections; Open Access content is freely available to all users, irrespective of subscription.

New to BioOne.1

Avian Diseases Digest – American Association of Avian Pathologists

Invasive Plant Science and Management – Weed Science Society of America

Journal of the North Atlantic – Humboldt Field Research Institute

New to BioOne.2

African Zoology – Zoological Society of Southern Africa
Bulletin of the Peabody Museum of Natural History -

Yale University, Peabody Museum of Natural History

Human Biology – Wayne State University

Journal of Great Lakes Research – International Association of Great Lakes Research

Journal of Raptor Research – Raptor Research Foundation

Western North American Naturalist – Brigham Young University, Monte L. Bean Museum

New to BioOne Open Access

From a special partnership with Conservation International:

Advances in Applied Biodiversity Science

Edentata

Neotropical Primates

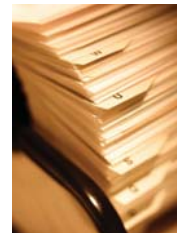
Primate Conservation

Rapid Assessment Program Bulletin of Biological Assessment

Librarians **interested in subscribing to or receiving a free trial** for BioOne.1 or BioOne.2 are encouraged to contact the appropriate BioOne Sales Representative: Jeff Downing at downing@amigos.org (in North America) or Hugh Tomlinson at hugh.tomlinson@proquest.co.uk (in Rest of World).

New Society Leadership?

New society officers? Change in BioOne primary contacts or recipients of royalty checks? Change of address or email? Additions or deletions from BioOne communications? Let us know!



This information is critical for important correspondence and disbursement of annual payments, so please help us keep BioOne records current.

As a reminder, revenue-sharing royalty checks will be sent at the end of March 2008 for the 2007 volume year, though this process begins much sooner. Please contact Lauren at lauren@arl.org with any updates or questions.

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