



Directors' Report to members 2015

Listening to our members

In 2015, a pleasing number of you replied to our survey and your responses are informing our activity in 2016.

You told us that your highest priority was making it easier for publishers and vendors to comply with the COUNTER Code of Practice. We are addressing this by creating a series of 'friendly guides' to explain what the Code of Practice is and to clarify the definitions that COUNTER uses. In addition, our new website will make it easier to navigate the Code of Practice.

To help with SUSHI compliance, we are building a testing site, thanks to generous support from the EBSCO foundation.

Our research

We worked with Carol Tenopir on the *Beyond Downloads* project, which provides a fascinating insight into the life of an article once a user has downloaded it and shared it with colleagues.

The COUNTER Code of Practice

Our focus is on improving the standard known as the Code of Practice. In 2015, we undertook surveys and face-to-face consultation to improve our understanding of the needs of our members and stakeholders. The information we have gathered will inform the next Release of our Code of Practice.

We issued a new Book Report 7, and are delighted that at least one publisher has already begun to implement it.

Supporting our community



In 2015, the first full year of Usus operation, the Usus Supervisory Board responded to 18 usage-report issues sent in from around the world and answered many more questions from librarians seeking to understand potential problems with their usage statistics. Some of these usage-report issues resulted in clarifications about applying the COUNTER standard, and others led to fixes to systems and usage reports based on conversations with the relevant vendors.

Our members

In addition to responding to questions, members of the Supervisory Board made presentations about Usus and COUNTER topics at the Electronic Resources & Libraries Conference in Austin, Texas, in March 2015 and the NASIG Annual Conference in Arlington, Virginia, in May 2015. These presentations were well attended and helped disseminate the purpose and goals of Usus.

Our members make COUNTER possible and membership is growing. We welcomed 33 new members in 2015. Membership accounted for 76% of our income.

Our sponsors

We greatly appreciate the generosity of our sponsors, who have provided 18% of our income. Sponsorship is enabling projects and development that would not otherwise be possible.

Our finances

COUNTER is a non-profit organization funded through organizational membership fees. To maintain and develop the COUNTER Code of Practice and Registry of compliant vendors and publishers, we rely on membership from the knowledge community. Our audited accounts are in the Annex to this document.

Our plans for 2016

We have an ambitious programme of work for 2016. The highest priority will be the development of the next Release of the Code of Practice.

We will also:

- launch a new and improved website which will make navigation of the Code of Practice much easier. It will provide a comprehensive registry of COUNTER-compliant and SUSHI publishers.
- publish guides for publishers to help them comply with the Code of Practice and prepare for audit
- publish three guides for libraries explaining how to get the best from COUNTER reports for journals, e-books and databases
- in collaboration with UKSG provide webinars for publishers and libraries
- build a SUSHI test site



Governance and our working groups

Kathy Perry chaired our Board of Directors until the end of 2015, overseeing the appointment of the new Executive Director. Oliver Pesch will replace her. Both our Executive Committee and our Technical Advisory Group met four times in 2015.

Board of Directors

Peter Shepherd	UK
Enrique Gonzales	AAAS, USA
Peter Shepherd	COUNTER, UK
David Sommer	Kudos, UK
Harald Wirsching	Springer Science +
Business Media, Germany	
Lorraine Estelle	COUNTER, UK

Oliver Pesch
from 2016) EBSCO, USA (Chair

Company Secretary: Lorraine Estelle, COUNTER

Executive Committee

David Sommer	Kudos (Chair)
Simon Bevan UK	Cranfield University,
John Chodacki	PLoS, USA
Michael Christensen Denmark	Novo Nordisk,
Jill Emery University, USA	Portland State
Kornelia Junge	Wiley, Germany
Marie Kennedy University, USA	Loyola Marymount
Sonja Lendi	Elsevier, Netherlands
Irene Barbers Jülich, Germany	Forschungszentrum
Bernd Oberknapp Germany	University of Freiburg,
Jack Ochs Society, USA	American Chemical
Kathy Perry Virginia (VIVA), USA	Virtual Library of
Oliver Pesch	EBSCO, USA
Sarah Price Birmingham, UK	University of
Hazel Woodward	Information Power, UK
Paul Needham UK	Univeristy of Cranfield,
Daniel Albertsson	Swedish University of Agricultural Sciences, Sweden

Technical Working Group

Paul Needham (Chair)	Univeristy of Cranfield
Aatish Amin	NPG
Andrew Goldthorpe	ABC
Tasha Mellins-Cohen	Semantico
Oliver Pesch	EBSCO
Mayday Sit	OUP
Ross Macintyre	Jisc
Victoria Rao	CrossRef
Sean O'Toole	Macmillan
Senol Akay	ACS

Annex

Our audited accounts for 2015

	<u>2015</u>	<u>2014</u>
	£	£
Turnover (income from members and sponsors)	94,449	88,202
Administrative expenses	104,660	103,215
Research grant income	4,812	
Operating loss	(5,399)	(15,013)
Interest receivable	130	303
Loss on ordinary activities before taxation	(5,269)	(14,710)
Tax on loss on ordinary activities	61	174
Loss for the financial year	(5,330)	(14,884)

Current Assets and Reserve Fund: In the course of 2015, the Reserve Fund diminished from £59,126 to £53,796. The Current Assets consist of cash held in our bank accounts, as there are no Current Liabilities. The Reserves total is £53,796, which is our cumulative surplus carried forward into 2016.

Creditors The total amount due to creditors at the end of 2015 was £43,222. This relates to 2016 membership fees received before the end of 2015.

Our balance sheet

	<u>2015</u>	<u>2014</u>
	£	£
CURRENT ASSETS		
Debtors ¹		2,099
Cash at bank	97,018	111,495
CREDITORS: Amounts falling due within one year ²		
	43,222	54,468
NET CURRENT ASSETS	53,796	59,126
TOTAL ASSETS LESS CURRENT LIABILITIES	53,796	59,126
RESERVES ³ Profit and loss account ⁴	53,796	59,126
MEMBERS' FUNDS	53,796	59,126