ORCID
Connecting Research and Researchers

2014 Annual Report

ORCID

Who We Are

Mission, Values, and Vision

ORCID is an independent non-profit organization with an international and interdisciplinary scope.

Our core mission is to provide a registry of persistent identifiers for researchers, and to ensure adoption of these identifiers by working with the research community to embed the iDs in research workflows such as grant applications and manuscript submissions.

ORCID was founded on the fundamental principle of openness, and to this end we make the registration and management of an iD available for free to researchers; publish our code, APIs, documentation, and an annual public data file on our website; and provide a free Sandbox server for the community to test integration approaches.

Our goal is international adoption of ORCID identifiers by the research community—researchers and the organizations involved in supporting research—to connect research and researchers, end name ambiguity issues, and enable the transformation of the research and scholarly ecosystem.

ORCID

A Message from Laurel L. Haak, Executive Director

In 2014, our goals were to increase the adoption and integration of ORCID in the university community, expand our international reach, and complete the first phase of the ORCID Registry feature set. We made substantial progress on all fronts. ORCID doubled participation by researchers and members: the Registry reached 1 million registrants, and we closed the year with 195 member organizations and 100 live integrations. In 2014, thanks in large part to a grant from the Alfred P Sloan Foundation, we made real progress in adoption among universities and research institutes, welcoming 63 new sector members and collaborating to launch 34 new ORCID integrations. This summary report details project participants, use cases, and impact. In addition to growing the university sector, ORCID adoption expanded around the world. ORCID staff traveled to over 20 countries on 4 continents, holding Outreach meetings in Chicago and Tokyo, hosting workshops, participating in conferences, and talking with members of the community. We doubled our European member base, on-boarded 15 members in Asia and Pacific Rim countries, and welcomed 24 new North American members. We have learned a lot from the community and have improved our technical tools, launching the new "create on demand" workflow for universities, developing a new member support center (launched in Feb 2015), and the new public API with authentication. We also launched 4 new languages (Japanese, Korean, Russian, and Portuguese), and several new Registry features including a revamped user interface with sort, edit, and grouping functionality. Coming in 2015 are improvements to our API and auto-update functionality. Stay tuned!

Letter from Ed Pentz, Chair

2014 was a big year for ORCID with significant progress in many areas but a few things stand out for me. The first is community. ORCID has a fantastic community that includes the ORCID staff, board, steering groups and paying members but also the volunteer Ambassadors, the Outreach meeting and Codefest attendees, the submitters to the Ideas Forum, the many people working on the integrations that started or went live during the year and of course most importantly the over 1.1 million people who have gotten their ORCID iD. The second thing is that 2014 was the year that university and research institution engagement really started to happen (2013 was the year for publisher integrations): 45% of members are now universities or research organizations and they were responsible for 74% of the new integrations that went live during the year. Thirdly, ORCID, with a very small staff, has an incredible international reach thanks to the tireless efforts of Laure and the ORCID staff, the Ambassadors, the webinars and the Outreach meetings. ORCID is well on its way to being an integral and indispensible part of the scholarly communications infrastructure and as more and more integrations go live researchers and scholars will increasingly see the benefits of the ORCID system. Finally, thanks to the ORCID board members and the ORCID staff for all their efforts to help ORCID fulfill its mission.

ORCID

2014 ORCID Board

ORCID is governed by an elected Board of Directors, comprised of fourteen ORCID members, a majority of whom represent non-profit organizations. The Board is responsible for establishing general policies for the governance of ORCID, based on a set of core principles among them openness and transparency. In addition to the Board of Directors, ORCID Steering Groups are open to the research community, focused on gathering input on business, technical, and communications matters.

> **Liz Allen**, Wellcome Trust
> **Micah Altman**, Massachusetts Institute of Technology
> **Patricia Brennan**, Thomson Reuters
> **Craig Van Dyck**, Wiley-Blackwell
> **Jonas Gilbert**, Chalmers University of Technology
> **Laurel Haak** (Secretary), ORCID Executive Director, *ex officio*
> **Thomas Hickey**, Online Computer Library Center (OCLC)
> **Veronique Kiermer**, Nature Publishing Group
> **Salvatore Mele**, CERN
> **Ed Pentz** (Chair), CrossRef
> **Bernard Rous**, Association for Computing Machinery (ACM)
> **Chris Shillum**, Elsevier
> **Marta Soler-Gallart**, Researcher representative
> **Hideaki Takeda**, National Institute of Informatics (NII)
> **Simeon Warner**, Cornell University Library

2014 ORCID Staff

ORCID is a distributed organization, with no central office location. ORCID Inc. staff contribute from locations around the world. Our ORCID EU affiliate has one staff member in Europe, supported in part by the ODIN grant from the European Commission FP7 Programme. In 2014, we expanded our technical support and training expertise, changed staffing in Europe, and adjusted staffing in our back-office.

> **Josh Brown**, ORCID EU Director of Operations
> **Rebecca Bryant,** Community Director
> **Laurel Haak**, Executive Director
> **Liz Krznarich,** Member Services
> **Laura Paglione**, Technical Director
> **Rob Peters**, Lead Developer
> **Claudia Soriano**, Operations Manager
> **Catalina Wilmers**, Lead, Member Services

Highlights of 2014

2014 Goal	Plan	Milestone	Status
Build Membership	**Signed 85 new members, including 3 consortia. The number of member organizations grew by 85 to reach194 in 2014. Saw a 2-fold growth in university members, to 63 new members in 2014.**		**Progress**
	Drive toward financial sustainability: $2.5M in annual renewal revenue	Ended year with operating income better than budget. 2016 expected renewal revenue from signed members reached $1.16M.	**Progress**
	Obtain bridge funding in the form of grants	Proposals to NSF (approved, not yet awarded), Hypothes.is collaboration (approved, award 1Q15), EC H2020 (approved, award 2Q15), Mellon (not approved), Helmsley Trust (in review)	**Progress**
	Reduce barriers to integrating ORCID identifiers using authentication	Released the enhanced public API with authentication	**Met**
	Support and encourage national memberships	Developed national member agreement Published new group pricing policy. Onboarded Denmark consortium; discussions with Australia, Italy, Finland, Norway, Portugal	**Progress**
	Support use of ORCID identifiers in SSO and by identity providers	Supported use of ORCID API in SSO, first functionality launched by members (e.g., Publons, Aries); conversations with SURFNet about Service Provider agreement	**Progress**
	Clearly articulate strategy and methodology for managing duplicates	Blog post and documentation for university creators. Launch of new UI with grouping	**Met**
	Implement initial features to support third-party assertions	Blog post on MAWG recommendations. Record provenance part of the new Registry UI	**Met**
Increase Registry to 1.5M people	**Reached 1M registrants**		**Progress**
	Continue to improve user experience, paying particular attention to ORCID iDeas board	Addressed top-voted iDeas by end of 2014: editing, grouping, sorting, bibtex import, delegates, QR codes	**Met**
	Provide demos and registration opportunities at 3-5 research meetings	Booths at ACS, APS, MLA	**Met**
	Support integration with research profile tools: e.g., LinkedIn, Google, ResearchGate, Wikipedia, Academia.edu	Released BibTex bulk import Onboarded Wikipedian-in-Residence, who has supported changes in Wikipedia to link to ORCID iDs	**Progress**
	Broaden participation with search and link tools that go beyond journal publications	Added UI and search and link wizard for grants. Participated in Working Groups to define contributorship and peer review citation standards	**Progress**

ORCID

Support Adoption by Streamlining Integration Process	Issued 75 Production credentials in 2014, a 3x increase over 2013, for a total of 117 integrations since the launch of the Registry.		Progress
	Continue to develop workflows for specific integration use cases	Started consolidating effective practices, published documentation for universities (planning guide, create on demand workflow), designed Member Center (launch in 2015). May Outreach meeting highlighted workflows for universities and associations Published use cases from Sloan Program	Progress
	Provide regular opportunities for community to speak with ORCID technical team (e.g., quarterly webinar series, CodeFests)	Hosted CodeFest at the May Outreach meeting	Progress
	Develop partnerships to support integration efforts	Worked with vendors in publishing and university research offices to support member integration	Progress
Increase international reach of ORCID	Doubled number of European members, added 15 new Asia Pacific members and 24 new Americas members.		Progress
	Continue to build Ambassador program	Built program to 89 participants, including 3 organizations	Progress
	Add 1-3 languages to existing 4 (Russian? Japanese? Portuguese?)	Launched 4 new languages: Korean, Japanese, Russian, and Portuguese	Met
	Partner with other groups (e.g., CASRAI, EuroCRIS, RD-Alliance) on outreach	Established formal partnerships with CASRAI, DataCite, EuroCRIS, Force11, Global Alliance for Genomics and Health, RDA, and Library of the Chinese Academy of Sciences	Met
	Host Outreach meeting in Asia, couple with other outreach events	Hosted Fall Outreach meeting in Tokyo Tour of Asia-Pacific region, including presentations and/or workshops in Doha, Singapore, Hong Kong, South Korea, China, Japan, New Zealand, and Australia	Met
	Form outreach partnerships with organizations that have a strong footprint in South American and Asian research communities	Abel Packer of SciElo on Outreach Steering Group Redalyc welcomed as Institutional Ambassador and Member Walter Curioso of CONCYTEC (Peru) welcomed as Ambassador Partnership with Library of the Chinese Academy of Sciences	Progress

ORCID
Evaluating Progress

The core goal of ORCID is to connect research with researchers across disciplines, organizations, and countries. We address this fundamental need of the research community by providing a registry of unique and persistent identifiers for researchers.
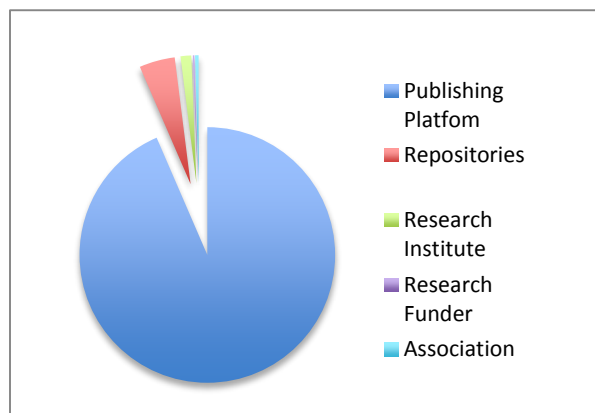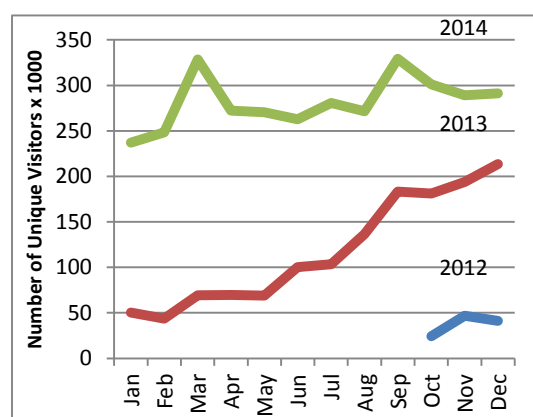
Our vision is a world where:
- researchers and contributors are uniquely identified using ORCID iDs
- researchers and contributors are reliably linked with their research and affiliations
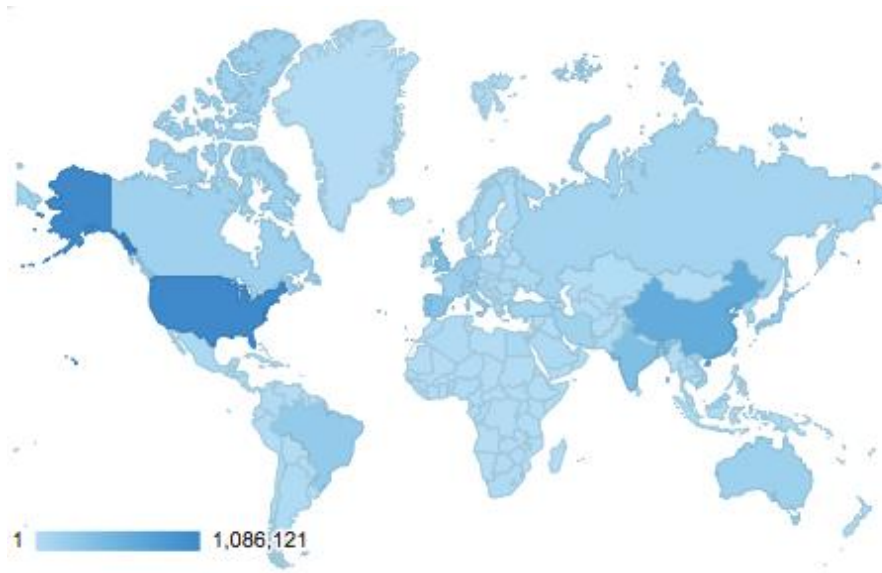- the community is confident with the ORCID service and uses it on a regular basis.

To determine progress toward that vision, we are measuring adoption of ORCID identifiers by researchers and organizations. We actively collect feedback through online forums and one-on-one interactions including our Outreach meetings and workshops. Registration data are available on the ORCID Website, updated on a weekly basis. We analyze usage and tracking data on a monthly basis, present quarterly reports to the ORCID Board, and summarize progress in a public Annual Report.
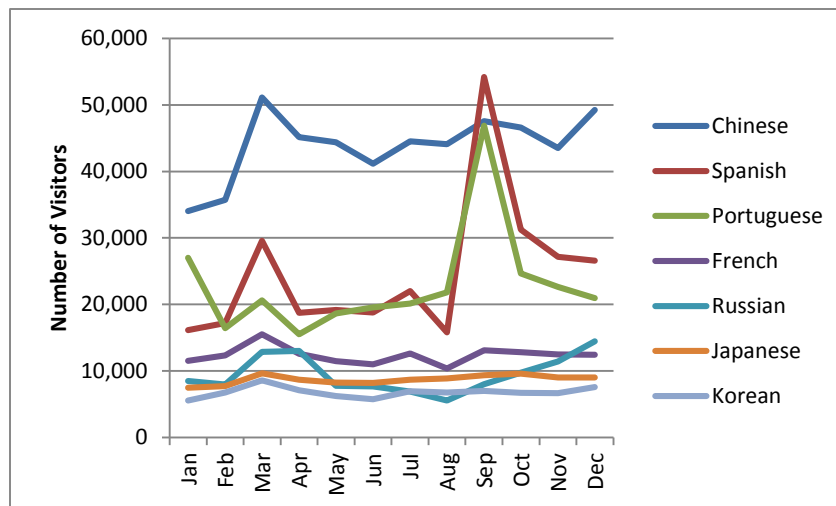
Visitors

3.4 million unique users visited the ORCID Registry in 2014, up from 1.4 million in 2013. About a third of visits were generated from users coming directly to the orcid.org site. ORCID member sites referred 60% of visitors, 30% came directly to the ORCID.org site, and 9% were referred by search engines and social methods (email, blogs, tweets, etc.). Of the member-referred visits, 93% were through publication platforms, 5% through repository integrations, 1% through research institutes, and the remainder through research funders and associations. The spike in March 2014 correlates with our communication about privacy policy updates to all Registrants, in July is due to a notice by ResearcherID, and in September is associated with a combination of three community events: the new CBUA consortium, the final ODIN meeting, and the opening of a new funding cycle by FCT, all of which drive traffic to the ORCID Registry.

There has been steadily increasing use of the Registry internationally. We can measure this in two ways. Using Google Analytics, we see that the ORCID Registry receives traffic from all countries and territories, including 54 countries with over 10,000 visitors (up from 32 at the end of 2013), and 94 countries with >1000 visitors (up from 81).
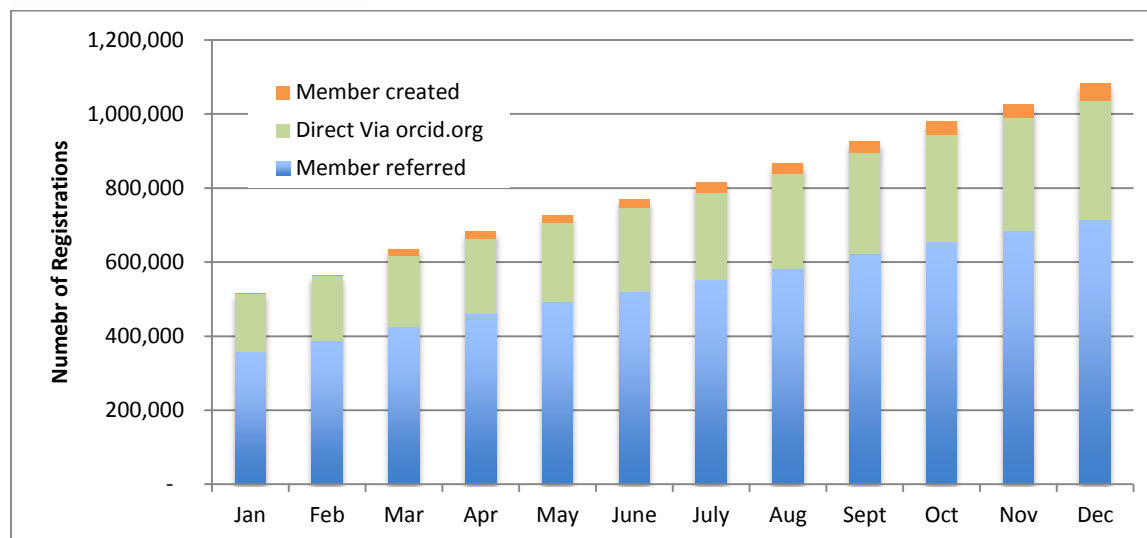

We also measure visits by browser language settings. In 2014, we launched translations of the Registry and several other webpages in Korean (April), Japanese, Russian, and Portuguese (November). In March and September we welcomed Madroño Consorcio and CBUA in Spain. In October, the Chinese Academy of Sciences launched their iAuthor integration, and in November we hosted our outreach meeting in Tokyo.
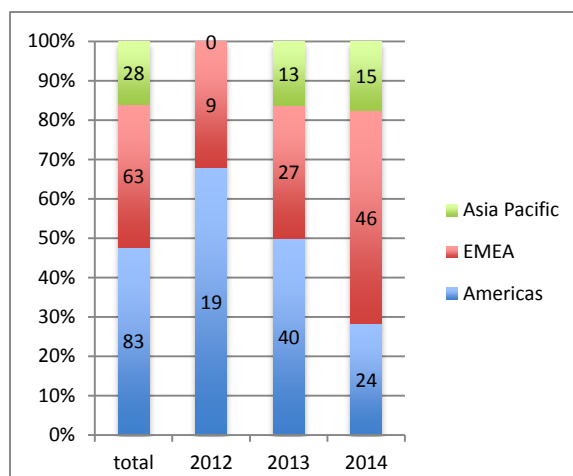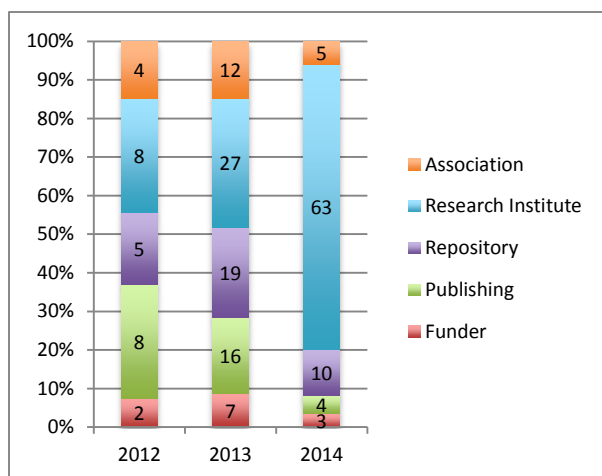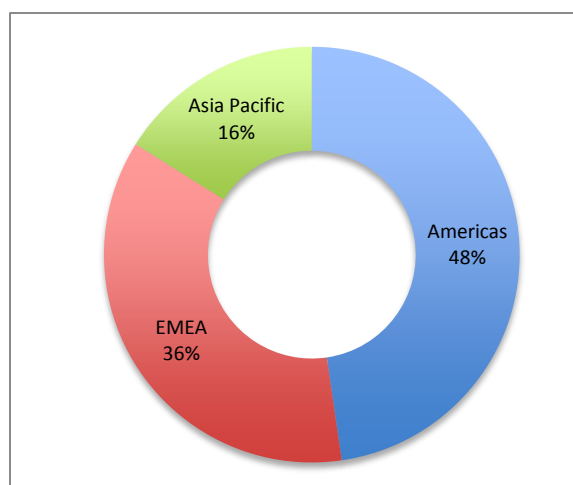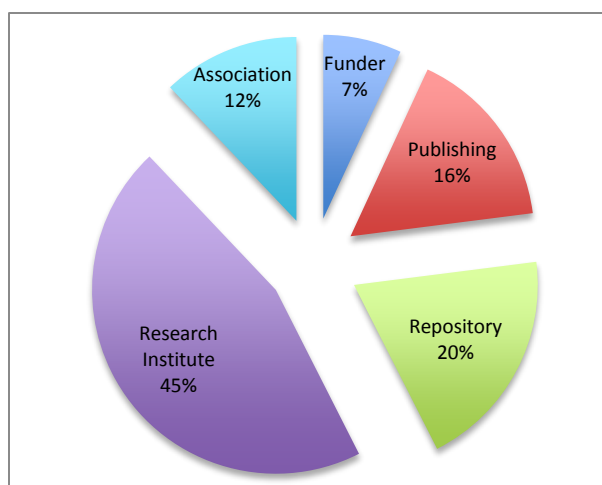
Registrants

By the end of 2014, 1.08 million researchers had registered for an ORCID identifier, a two-fold increase over December 2013. As in 2013, about one-third of registrations are from researchers coming directly to the Website (middle/green in the chart below), and two-thirds from an interaction with an ORCID member integration workflow (bottom/blue), such as asking for an ORCID iD during manuscript submission, grant application, or universities facilitating the creation of ORCID records. Some universities and research institutes bulk-created 46,000 records on behalf of their researchers (top/orange), including Texas A&M, University of Colorado, Fred Hutchinson Cancer Research Center, Hong Kong University, KTH Royal Institute of Technology, Madroño Consorcio members, National Taiwan University, and the European Biomedical Institute. Of the latter group, the average claim rate was 39%. Because of this relatively low researcher response, the likelihood of long-lasting unclaimed records, and the likelihood of creating duplicate records, we worked with members to develop an opt-in method for creating ORCID records, called "create on demand" and started recommending this approach to members starting mid-year 2014.

ORCID

Members and Subscribers

By the end of 2014, ORCID had welcomed 85 new members and subscribers, doubling out growth in 2013, for a total of 194 member organizations. Our members are from a broad cross-section of the international research community. Forty-five percent of our members are universities or research organizations (up from 35% in 2013), 20% are repositories (up from 13%), 16% are in the publishing community, 12% are associations, and 7% are funders. About half of our members are US-based, 36% are in Europe, Middle East, or Africa; and 16% are in Asia or Pacific Rim countries.

ORCID

Top: Year-end membership count by community sector (left) and region (right).

Bottom: Year-by-year new members by community sector (left) and region (right).

Publishing	AIP Publishing, Aries, Atlas, Bloomsbury Qatar Foundation, CABI, Cactus, Cambridge University Press, Copernicus, EDP Sciences, eJournal Press, eLife, Elsevier, Epistemio, F1000, Hindawi, IEEE, Infra-M Academic Publishing, IOP Publishing, Jnl Bone and Joint Surgery, Karger, Landes Bioscience, Nature, Oxford University Press, Peerage of Science, PLOS, PNAS, ProQuest, RNAi, Rockefeller University Press, ScienceOpen, Springer, Taylor & Francis, Wiley, Wolters Kluwer
Associations	ACSESS, AAAS, American Assoc Immunologists, American Astronomical Soc, American Chemical Soc, American Geophysical Union, American Mathematical Soc, American Physical Soc, American Psychological Assn, American Soc for Clinical Investigation, American Soc Microbiology, American Soc Civil Engineers, American Soc of Neuroradiology, American Soc of Plant Biologists, Assn Computing Machinery, Electrochemical Society, Modern Language Assn, OSA, Royal Soc Chemistry, Soc Neuroscience, Soc Exploration Geophysicists
Funders	Autism Speaks, Department of Energy (US), Fundação para a Ciência e a Tecnologia, Food and Drug Administration (US), Institut National du Cancer, Japan Science and Technology Agency, National Institutes of Health (US), National Institute of Health Research (UK), Qatar National Research Fndn, Science Fndn, Ireland, Wellcome Trust

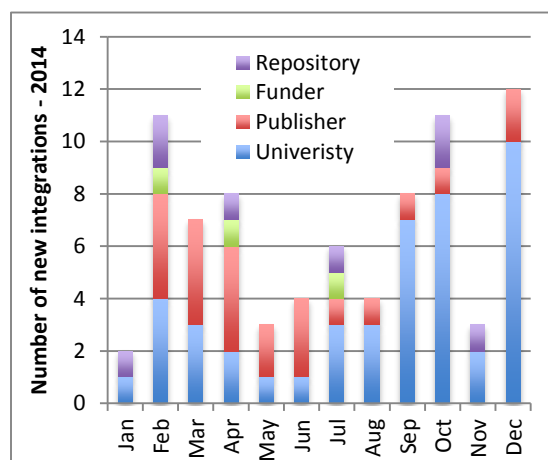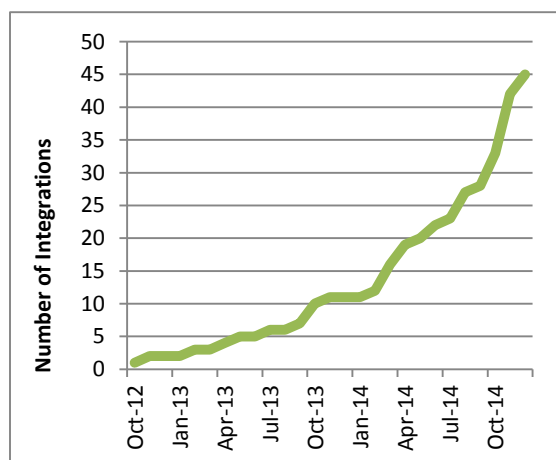|	
Universities and Research Organizations	Andalusian Universities Library Consortium (CBUA) (9), Aston Univ, Boston Univ, Brown Univ, Brunel Univ, CalTech, Carnegie Mellon Univ, CERN, Chalmers Univ Technology, Charles Darwin Univ, Cold Spring Harbor, Consorcio Madroño (5), Cornell Univ, Denmark Consortium (7), Dundalk Inst Technology, EMBL/EBI, Forshungszentrum Jülich, FHCRC, Harvard Univ, Hong Kong Baptist Univ, Hong Kong Polytechnic Univ, Hong Kong Univ of Science and Technology, Imperial College London, IHEP, IFPRI, Kaiser Permanente, Karolinska Institutet, KACST, KAUST, KISTI, KTH Royal Inst Technology, La Trobe, Macquarie Univ, MSKCC, MIT, National Chiao Tung University, National Institute of Informatics, National Taiwan Normal Univ, National Taiwan Univ College of Medicine, Northumbria Univ, NYU Langone Medical Center, Pennsylvania State Univ, Purdue Univ, Queensland Univ of Technology, Riga Technical Univ, Smithsonian Astrophysical Observatory, Stellenbosch Univ, SUNY-Stonybrook, Tamkang Univ, Texas A&M Univ, Uiv Bern,Univ Birmingham, Univ. Cádiz, Univ Cambridge, Univ Cape Town, Univ Carlos III de Madrid, Univ Colorado, , UCLA, Univ College London, Univ Glasgow, Univ Hong Kong, Univ Kansas, Univ Kent, Univ Manchester, Univ Melbourne, Univ Michigan, Univ do Minho, Univ Missouri, Univ New South Wales, Univ Notre Dame, Univ Oviedo, Univ del Pais Vasco, Univ Pittsburgh, Univ Sydney, Univ Oxford, Univ Politécnica Madrid, Univ Queensland, Univ Southampton, Uiv Virginia, Univ Washington, Univ Wisconsin, Univ York, Univ Zaragoza, Virginia Tech, Waikato Univ
Repositories and Profile Systems	Academic Analytics, AIRITI, Altmetric, Association of Users of Ukranian Research and Academic Network, Australian National Data Service, AVEDAS, British Library, California Digital Library, Copyright Clearance Center, CrossRef, Dryad, EBSCO, figshare, Impact Story, Kudos, M2 Community, Malaysian Citation Centre, National Science Library of the CAS, OCLC, Redalyc, Sciencescape, SSRN, SEAD, Symplectic, Thomson Reuters, Überresearch, Ukranian Research and Academic Network

Integrations

For researchers to use their ORCID identifier, there need to be "transaction points" where the iD is collected. This is the focus of our work with organizations, who integrate iD collection into systems and workflows. In 2014, we saw a surge in live integrations, adding 79 for a year-end total of 103. Our university and research institute members launched 74% of all new integrations. Together with a number of integrations in development in our Sandbox, this indicates that increasingly researchers will have opportunity and encouragement to engage with ORCID.

ORCID

Serving the Research Community

Engagement of the research community is essential to the success of ORCID. We work with the community directly, through online media, and by creating new venues for interactions. In 2014 we completed the Adoption and Integration program (see blog and summary report) supported by the Alfred P. Sloan Foundation. As described above, this program had great effect on university engagement with ORCID, leading to a number of implementations and follow-on projects in the community. We hosted outreach meetings, organized a number of workshops, staffed booths at disciplinary meetings, held Webinars, posted blogs, tweeted, and responded to user and member requests.

Outreach meetings

ORCID supported two Outreach meetings in 2014. These meetings are free and open to the public, and provide an opportunity for ORCID to communicate status and plans, and to listen to the community.

In May we hosted a meeting at the University of Illinois in Chicago. This meeting showcased the activities of our Adoption and Integration project participants, and we hosted a CodeFest focused on new user features. Over 150 people attended. The variety and depth of integration work being carried out by the community was impressive, demonstrating significant progress implementing ORCID identifiers across campus and association systems. Slides, recordings, and posters are available on the event site. Several of the CodeFest projects were later integrated into our code base and released as new Registry features, including ORCID QR codes, posting ORCID Record updates to Twitter, a Wordpress plug-in, and Google Scholar export.

In November, we hosted a meeting at the National Institute of Informatics in Tokyo. This meeting focused on integration of ORCID identifiers by organizations in southeast Asia, and featured speakers from Japan, Taiwan, Hong Kong, and Korea. To better support sharing of ideas, we provided simultaneous translation between Japanese and English. The meeting program and speaker slides are available on the event page, including an update on ORCID and our 2015 technical plans. This meeting was coupled with a tour of Asia and Pacific Rim countries, including ORCID workshops hosted by the University of Hong Kong, Auckland University, and Tsinghua University, and a launch event for the iAuthor platform by the National Science Library in China.

Resources for Answering User Questions

As an organization founded upon open principles, ORCID has worked to make materials and personnel accessible to support use of the Registry. Our Support Desk responded to between 508 and 778 tickets each month for a total of 7165 comments. We brought on a new member of the team in July. Our team routinely gets high marks from the community for responsiveness, completeness, and courtesy. In 2014, we addressed 43 items users submitted in our iDeas Forum, of which several of the top vote-getters were included in a release that updated the Registry user interface, which now supports user editing, sorting,

automated grouping of works, import from Mendeley, and the aforementioned import from Google Scholar.

Disciplinary Conferences

ORCID hosted booths at three disciplinary meetings in 2014. These meetings provided staff the opportunity to provide information to researchers and vendors, to register new users, and to gather feedback from Registry users, and were instrumental in testing messaging with researchers.

- **January:** Annual meeting of the Modern Language Association
- **April:** Spring meeting of the American Physical Society, where the APS graciously provided a booth adjacent to their main booth and staff to help out.
- **August:** Annual American Chemical Society meeting.

Adoption and Integration Program

The ORCID Adoption and Integration Program completed in 2014. The Alfred P. Sloan Foundation generously funded a suite of ORCID integration projects to drive the uptake of ORCID iDs by universities, associations, and scholarly systems. The nine projects launched in 2013 and completed in 2014, producing ORCID iD implementation use cases, promoting iD use among researchers, and sharing lessons, code, and experiences with the wider ORCID community. The projects delivered their final reports in Fall 2014, and we released our summary final report in January 2015. Program participants generated a rich resource of experience, know-how, and advice that helps to shorten the learning curve for all those who follow. Some facts and figures:

- **9** projects at 7 universities, 1 association, and 1 database
- **13** new ORCID integrations, including the first ORCID requirement for graduate students submitting theses or dissertations
- Slidedecks created by the program participants were viewed more than **7,000** times in 2014.
- Resources generated include native integrations of ORCID iDs in VIVO and DSpace, plugins for Hydra, library guides and integration into dissertation workflows and the "eduperson" schema from Texas A&M, videos from Missouri, and international conference presentations.

What we have learned from this program, we have used to improve the member Record Creation process, enrich our knowledge base, and develop our Member Support Center, with end-to-end technical and outreach documentation for community sectors. Further, the approach taken in the Adoption and Integration program helped to inspire the Jisc-ARMA ORCID pilot projects in the UK, which have just been completed and will be reporting soon.

Ambassador Program

ORCID Ambassadors encourage the adoption and use of ORCID identifiers. In 2014, we added 25 new individual and 2 new institutional ambassadors, bringing the total number of ambassadors to 88. Of these, three (Editage in USA and India, Redalyc in Mexico, and ScienceOpen in Germany and USA) are institutional and 85 are individual ambassadors. The network broadly follows membership trends in geographical representation. We have 18 ambassadors from the Asia-Pacific Rim area, 27 from Europe, the Middle East, and Africa, and 40 from the Americas.

During 2014 the ambassadors communicated actively on the BaseCamp network, sending 546 messages spread across 114 distinct conversations. Ambassadors reported posters, talks, and promotional activities at the following events:

- GeoCongress 2014
- Structures Congress 2014
- World Water Congress
- Transportation and Development Conference
- A Wikipedia event at the Royal Society of Chemistry, March 2014
- Webcast: reference and citation on wikipedia and the library
- Eduwiki conference
- 5th SPARC Japan Seminar 2014
- A poster at the IUMS conference
- CRIS 2014
- Library and Information Sciences in Astronomy, Naples
- 80th IFLA World Library and Information Congress
- 2014 EIFL Annual Meeting
- 34th Annual Charleston Conference: Issues in Book and Serial Acquisition,
- International Conference on Multidisciplinary Research

The Ambassadors produced a range of instructional and promotional materials during 2014. These materials have been held up as examples of good practice, and include:
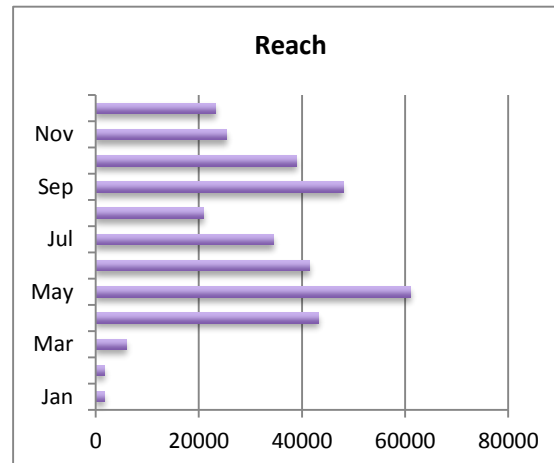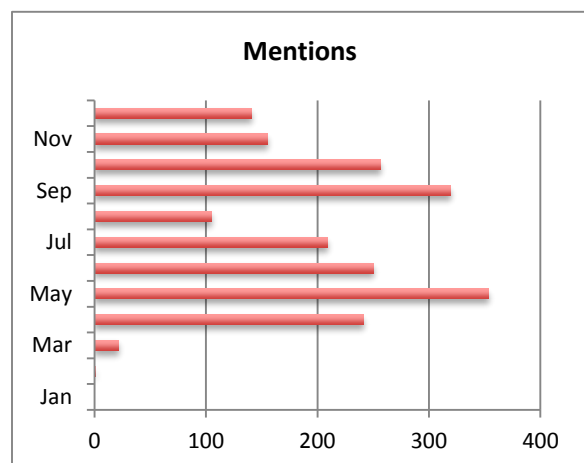
- University College Dublin ORCID Library Guide
- Hong Kong University ORCID Library Guide
- Addition of ORCID iDs to related topics pages in Freebase
- Flyer encouraging ORCID registration among astronomers, related survey, and presentation at LISA VII in Naples (see events list above)
- eQuiz game for librarian train-the-trainer sessions
- Workshop materials for "Taking control of your research visibility" which included ORCID as a vital strategic component in leveraging impact indicators
- Animated Video "Be visible on the net"

Presentations and Press

ORCID staff, board members, and volunteers presented on ORCID at numerous meetings and Webinars. We expanded our efforts beyond US and Europe, with visits to Mexico, Qatar, Singapore, Hong Kong, China, South Korea, Japan, Australia, and New Zealand. We hosted or co-organized workshops in [New York](#), [Hong Kong, Auckland](#), [Tokyo](#), [Chicago](#), Vienna, London, [Amsterdam](#), Helsinki, and [Canberra](#). We posted 50 [blogs](#) and authored papers published in the Encyclopedia of Library Information Science, ISMTE EON, International Journal of Knowledge and Learning, and a pre-print in PeerJ. We created a [short animated video](#) about ORCID, which was one of the most-tweeted ORCID items in 2014; it was also translated into Spanish.

- Haak LL (2014) ORCID. In *Encyclopedia of Library and Information Sciences.* (3rd Edition, Online). New York, NY: Taylor & Francis Group. DOI: 10.1081/E-ELIS3-120050534
- Paglione LD (2014) [ORCID Identifiers: Which Joe/Jo/João Do I Seek?](#) ISMTE Editorial Office News 7.8: 5-8.
- Starr J, Castro E, Crosas M, Dumontier M, Downs RR, Duerr R, Haak L, Haendel M, Herman I, Hodson S, Hourclé J, Kratz JE, Lin J, Nielsen LH, Nurnberger A, Pröll S, Rauber A, Sacchi S, Smith AP, Taylor M, Clark T. (2015) Achieving human and machine accessibility of cited data in scholarly publications. PeerJ PrePrints 3:e697v4 http://dx.doi.org/10.7287/peerj.preprints.697v4

We posted 700 tweets and increased our followers from 3090 to 5943 during the course of the year. We received on average over 150 mentions on Twitter every month, and when the audience of those Twitter accounts is factored in, our average reach exceeded 25,000 individuals per month. Blogs, tweets, and other social media outlets have generated substantial traffic to the ORCID Registry, and continue to provide useful feedback from the community.

Supporting Members: Membership Policies

The success of ORCID depends on people and organizations throughout the research community using the Registry and embedding ORCID identifiers in external systems. In 2014, we finalized a policy for group membership, replacing policies based on country economics with tiered pricing based on group size. We began to emphasize opt-in Trusted Party approaches for university members, providing specific guidance on opt-in "Create on Demand" workflow. And, we rolled out a new public API that supports authentication and requires registration, to better support broad adoption and appropriate use of ORCID identifiers.

New Features

In addition to assisting members in launching 116 new integrations across association, funding, publishing, research institution, and repository sectors of the community, we released several Registry and API updates and new features for members and Registry users:

Web User
- ability to link to funding activities
- a new user interface with editing, bulk upload, and grouping of works
- account delegation enables users to designate a trusted individual to help manage their ORCID account
- a public API that supports authentication
- BibTeX bulk activity import
- QR codes
- support for four new languages

API and member-specific improvements
- a public API that supports authentication
- persistent tokens to support auto-update processes
- member-customized ORCID sign-in, enabling pre-fill of sign-in/registration form
- custom claim email for premium Creator members

We also improved documentation and support for members, improved version control for documentation and language support, and increased the number of member webinars to support our growing membership.

Financial Highlights

Letter from Craig Van Dyck, Treasurer

The financial position of ORCID continues to strengthen, and at current staffing levels and membership growth we anticipate breaking even for the first time in 2016. Highlights of the unaudited 2014 financial results on a cash basis include the following:

- Income for the full year totaled $734,047. Income received in 2014 came largely from member fees, with $26K from sponsorships for ORCID Outreach meetings.
- Expenses of $1,529,842 were 20% below the budget, due to tight budget control and changes in staffing. The primary expenses continue to be for staff and IT contracting for system development, which together represent 74% of ORCID's operating spend. The current staff is comprised of six full time members: Executive Director, Technical Director, Operations Manager, Lead Developer, and two Member Services Specialists.
- Cash at year-end totaled $434,032, which is sufficient to cover more than 3 months of 2015 projected expenses.
- Renewals are anticipated to bring in an additional $457K in revenue in Q1 2015, which will cover an additional quarter of expenses.
- Outstanding new memberships look promising, with a pipeline of over $130K at 2014 year end in invoiced agreements. Additional standard and group memberships are in discussion.
- Based on year-end members, our expected renewal revenue in 2016 is $1.164M.

We will maintain close attention on expenses and cash in 2015 to ensure they remain in line with membership growth.

ORCID

Recognition of 2014 Sponsors

Grants. We thank the Alfred P. Sloan Foundation for their support of the ORCID Adoption and Integration program, described earlier in this report.

Meeting Sponsors. To be able to offer our Outreach meetings for no fee, ORCID thanks the following organizations for their sponsorship support:

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