ORCID

Connecting Research and Researchers

2012 Annual Report

The Annual Report provides an overview of ORCID accomplishments, efforts, and activities for FY2012. The report includes information about our mission, Outreach activities, technical accomplishments and plans, membership, and finances.

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ORCID

Who We Are

Mission, Values, and Vision

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

Our core mission is providing a registry of persistent identifiers for researchers, and to ensure adoption of these identifiers by working with the research community to embed them 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 registry available for free to researchers; publish our code, APIs and documentation on our website; and provide a 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 transform the research and scholarly ecosystem.

A Message from the Executive Director



2012 was a year of many firsts for ORCID. We transitioned from being an entirely volunteer-run organization to one with staff. We moved development in-house, and moved servers to the cloud. We made our APIs available to the community with a sandbox server for testing integrations, and worked closely with the community ensure ORCID iDs were embedded in critical workflows in time for launch. And, we launched the ORCID registry. By the end of the year, over 40,000 individuals had registered for an ORCID iD, and we brought on-board 27 member organizations who are in various stages of integrating ORCID iDs. Our challenge will be in keeping up the momentum: increasing adoption among researchers and integrators alike, continuing to build our technical user community, responding to user needs and requests, and continuing to build our member base so that we can become a self-sustaining organization. We have put into place an ongoing evaluation plan (see page 5) to measure our progress, and are actively soliciting input from the community through Forums and Working Groups. Thank you to everyone for your participation!

Letter from the Chair



What a year for ORCID! 2012 was the year in which ORCID blossomed from its roots at the CrossRef Contributor ID, Researcher ID, and the Name Identifier Summit of November 2009 to going live with its registry in October 2012. Over the three years as chair of this not-for-profit organization, I have discovered that all involved are passionate and dedicated to developing an open community-led system "to transform the research ecosystem by providing a registry of persistent unique identifiers for researchers and scholars and automating linkages to research objects such as publications, grants, and patents." We spent quite a bit of time of community building and had countless discussions about privacy, sustainability, and what it means to be open. We built ORCID to support research system interoperability -- for the long term. We could not have done it alone. We have many generous participants who have helped ORCID to lift off: hundreds of volunteer hours from dozens of participants and board members, sponsorships and loans received from publishers; grants received from Mellon, National Science Foundation, and the European Union; and a perpetual no-fee license of the Researcher ID code from Thomson-Reuters. In 2013, Ed Pentz was elected Chair of the ORCID Board. I look forward to working closely with him, my fellow Board members, and the research and scholarly community to drive ORCID in its mission to solve name disambiguation in an open research community.

2012 ORCID Board

ORCID is governed by an elected Board of Directors, a majority of whom represent non-profit organization, comprised of fourteen members of the international research community. 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 has several Working Groups open to the research community, focused on gathering input on business, technical, and outreach matters.



Liz Allen, **Wellcome Trust**
Micah Altman, **MIT Libraries**
Amy Brand, **Harvard University**
Craig Van Dyck, **Wiley-Blackwell**
Jackie Ewenstein, ORCID Legal Counsel (ex officio)
Martin Fenner, **Hannover Medical School**
Laurel Haak, ORCID Executive Director (ex officio)
Thomas Hickey, **OCLC**
David Kochalko, **Thomson Reuters**
Salvatore Mele **CERN**
Laura Paglione, ORCID Technical Director (ex officio)
Ed Pentz, **CrossRef**
Howard Ratner, **Nature Publishing Group**
Bernard Rous, **Association for Computing Machinery, Inc.**
Chris Shillum, **Elsevier**
Hideaki Takeda, **National Institute of Informatics (NII)**
Simeon Warner, **Cornell University Library**

ORCID

Evaluating Progress

The core goal of ORCID is to connect research with researchers across disciplines, organizations, and countries. We aim to address this fundamental need of the research community by providing a registry of unique and persistent identifiers for researchers. We are driving toward a world where researchers can be uniquely identified using ORCID iDs, researchers can be reliably linked with their research—saving valuable time in record keeping, and where researchers and organizations are confident with the ORCID service and return use the Registry on a regular basis.

How do we Measure Success?

We need to measure adoption of ORCID—who is registering and who is integrating ORCID iDs—as well as what features are most used, most requested, and most needed. In addition to tracking registrations, we have implemented site usage tracking with Google Analytics, which helps us understand how people are using the site, and we are collecting information from users on desired features through the iDeas forum. We also listen to the community through regular Outreach and Working Group meetings.

In the short term:

- *Are researchers logging on to ORCID?* Yes. 90,642 unique users visited the ORCID Registry in 2012.
- *Are they able to register?* Yes. While we had some technical issues at launch, we saw a steady increase in registrations, reaching 44,270 ORCID iDs by the end of 2012.
- *Are institutions registering their researchers?* Not yet. 8 research institutes became members of ORCID in 2012. The earliest launch is expected in Q1 of 2013.
- *Are researchers using ORCID iDs in other contexts?* Yes, just. We saw ORCID iDs starting to be used in Wikipedia records, on Twitter as handles, and on blog posts.
- *Are other organizations integrating ORCID iDs?* Yes. In addition to members using the member API to embed ORCID iDs, we see non-members using the public API to provide services to the research community. Examples include Impact Story (http://impactstory.org) and ScienceCard (http://sciencecard.org), which provide article-level metrics for works imported from an ORCID record; and rorcid and python wrapper libraries for the public ORCID API.

We will start measuring mid-term outcomes a year after launch of the Registry, to assess whether researchers are returning to the registry to populate ORCID Records, track whether ORCID Records are getting updated via API calls, to further determine if ORCID iDs are being used in the research community by researchers and organizations, and finally, whether the research community is able to link research with researchers using the ORCID Registry data.

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.

Outreach meetings

ORCID supported two Outreach meetings in 2012. In May, coincident with the posting version 1.0 APIs and launch of the ORCID sandbox, we hosted a meeting at the Microsoft Research campus in Cambridge, MA. This meeting highlighted integrator use cases, and brought together funders, universities, publishers, and commercial vendors to discuss requirements and plans for embedding ORCID iDs. The meeting also featured breakout sessions for developers to discuss technical aspects of integration. In October, we hosted a meeting in Berlin, Germany, coincident with the launch of the ORCID Registry (http://orcid.org) and our new Website (http://about.orcid.org). The theme of the meeting was international adoption of persistent identifiers, and we had presentations from Spain, UK, and the Netherlands. We heard from JISC in the UK about their support for national adoption of ORCID identifiers, and we saw demonstrations from our Launch Partners of their ORCID integrations in manuscript submission systems, university profile systems, and with external IDs and repositories.

Presentations and Press

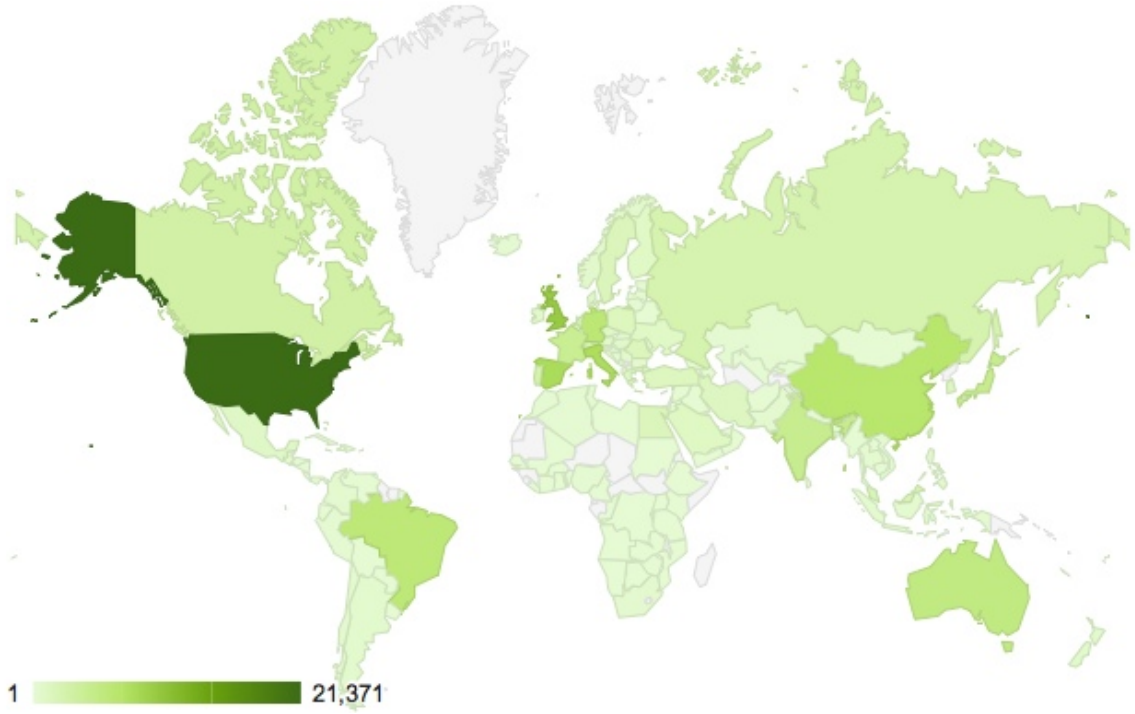
ORCID staff, board members, and volunteers presented on ORCID at numerous meetings and Webinars in 2012, at publisher meetings including EMUG, the International Association of Scientific Technical and Medical Publishers (STM), Society of Scholarly Publishing (SSP), Scholar One, and the Council of Science Editors (CSE); at funder meetings including Heads of International Research Organizations (HIROS) and meetings with the US National Institutes of Health (NIH), Wellcome Trust, Canadian Institutes of Health Research (CIHR), and the National Health and Medical Research Council of Australia (NHMRC); at research information system meetings including EuroCRIS and VIVO; at professional society meetings including the International Society for Medical Publication Professionals (ISMPP) and the International Union of Pure and Applied Physics (IUPAP); and at persistent identifier meetings including APARSEN, Federal Demonstration Project (FDP), The International Workshop on Contributorship and Scholarly Attribution (IWCSA), SpotOn, in Sweden and with JISC in the UK. Meetings with Sweden and JISC both led to recommendations for nation-wide adoption of ORCID.

Social Media

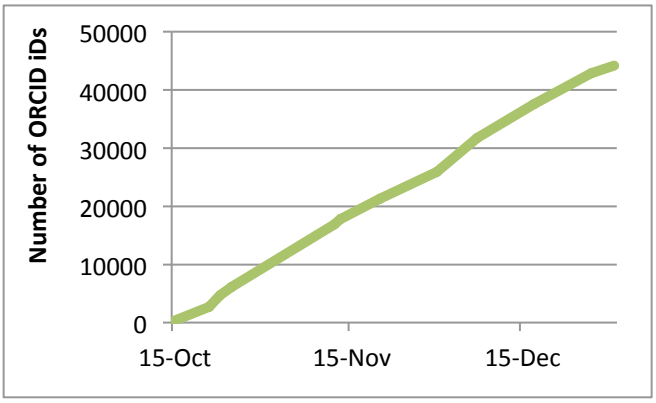
Throughout the year, we have been posting updates on policy, outreach, and technical developments to our blog and newsletter page, which has over 600 subscribers, and on the @ORCID_org twitter account, where we had 1200 followers. The ORCID posts are regularly re-posted and re-tweeted, and since the Registry was launched have been generating new registrations. There are also a number of bloggers who have written on ORCID, including UKWebFocus and Gobbledygook. Since launch, Twitter and other social media outlets have generated substantial traffic to the ORCID Registry.

Releasing the Registry

Perhaps the most important accomplishment of ORCID in 2012 was the launch of our Registry, in October. Since then, the ORCID website has attracted a strong flow of international traffic. Between launch and the end of the year, over 90,000 users visited the site, 30% of them more than once. 20 countries represented 80% of all traffic, and 147 countries the remaining 20%. The United States represented 17% of all traffic, followed by the United Kingdom (8%), Spain and Italy (6% each), China, Germany, and Brazil (5% each), Australia and Japan (4%), and India (3%). 58% of visitors were English-speaking, and the next most common languages were Chinese, Spanish, Italian, Portuguese. German, Japanese, French, Russian, and Polish.

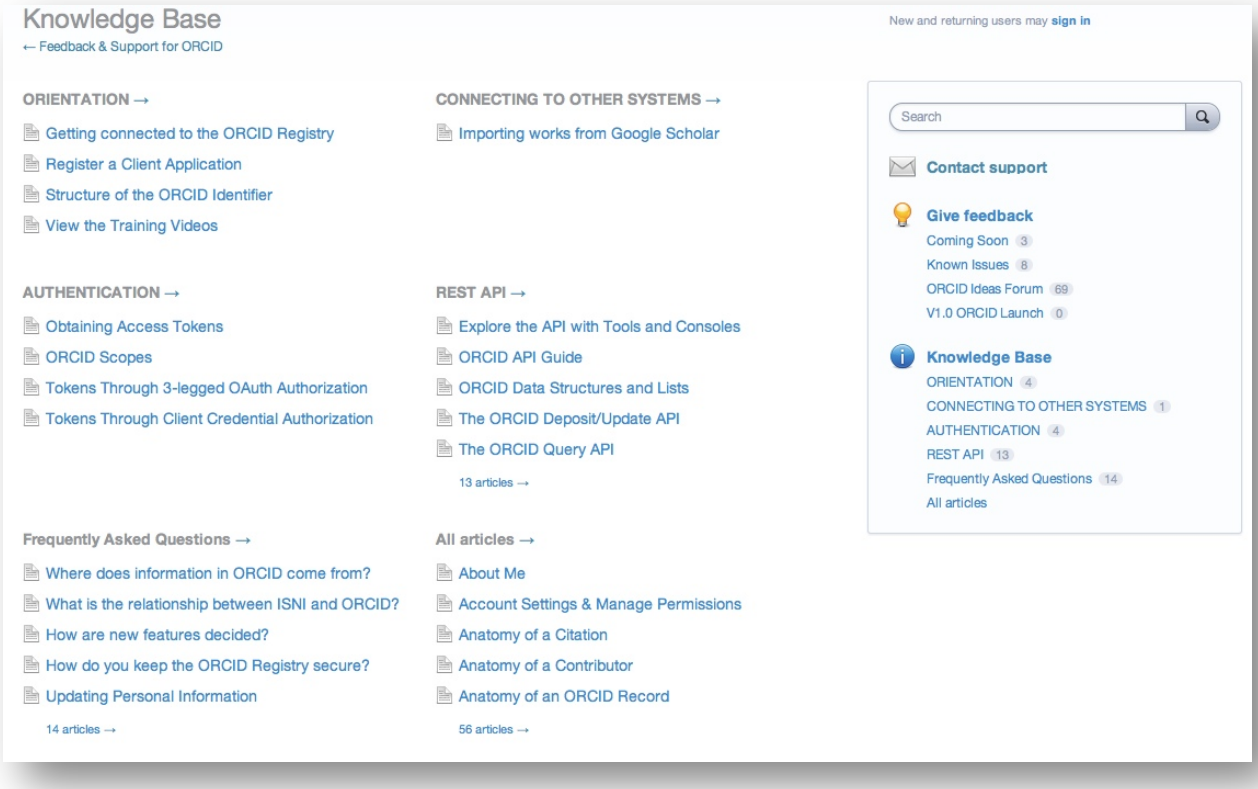


Most traffic to the site was direct, but almost a third was through referrals. Among referral sites, traffic came from several integrators and from non-members: manuscript submission systems represented almost half of referral traffic, external ID providers 37%, and social media 3%. From the time of launch, the Registry grew steadily, and by the end of 2012, 44,270 researchers had registered for iDs.



Resources for Answering Questions

As an organization founded upon open principles, ORCID has worked to make materials and personnel accessible to support use of the Registry and integration of ORCID iDs. We launched the ORCID Knowledgebase to hold documentation on APIs, features, and community practices. ORCID also provides a Help Desk (support@orcid.org), and responded to 625 requests in 2012. The support area has hosted 24,500 unique visitors since its launch. Visitors to the site and users of the API are utilizing help desk, knowledge base and community forums to communicate, interact and learn about the Registry and its functions. In general the demographics of those accessing the support areas of the site mirror those of the Registry sections of the site.



ORCID

Supporting Members

Creating a Sustainable Organization: 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. ORCID is committed to working collaboratively with the community to achieve this vision. Consistent with our principles, participation in ORCID is open to any organization in the research community and access for individual researchers is free.

In 2012 we finalized and posted our privacy policy, user policies, dispute resolution procedures, and member benefits and fees. We consulted extensively with legal counsel at universities, publishers, and privacy specialists to develop these policies. We also iterated on and finalized our standard member agreement. The membership structure has two categories, Basic and Premium, the distinction being in the volume of queries, update services, and custom reports. The Premium category is tiered by member size. ORCID provides a 20% discount for non-profit organizations. To the extent possible, the standard agreement is used without revision when new members are on-boarded. In 2013, we will be adding standard agreements for groups of organizations such as consortia, affiliates, and service providers. We'll also be working to create a standard agreement for government organizations and nations.

Tools for Integration: Launch Partners and the Knowledge Base

A critical component of our launch plan was ensuring that external organizations had embedded ORCID iDs and could co-launch their integrations. We worked closely with 17 organizations during the run-up to launch to test our APIs and collaboratively develop use cases and workflows. We developed technical documentation, presented a webinar series, and improved our APIs based on feedback from these Launch Partners. At launch, researchers were able to register and obtain an ORCID, search for their publications and import metadata, link to external IDs, and link to ORCID from manuscript tracking systems. As noted above, these integrations have been responsible for upwards of a third of the traffic to the ORCID Registry.

Since launch we have been working to create a strong technical community. In addition to posting documentation in the Knowledgebase, the ORCID iDeas Forum was created to collect community feedback on ORCID functionality and provides a venue to vote on new features—567 users posted or voted on 171 ideas, of which close to 50 were implemented post-launch in 2012. We created the Registry Stability Working Group to help us prioritize issues and features in the immediate post-launch period. And we increased end-user communication by providing a public view into feature-set development and deployment by implementing Trello boards (https://trello.com/orcid2). In 2013, consistent with or core principles, we will be working to further support an open community to share ideas and develop code.

Members and Subscribers: 2012

We thank our members for committing to the ORCID mission and their help sustaining ORCID for the benefit of the research and scholarly community. Our 2012 goal was 17 members; by the end of the year, 27 organizations across the spectrum – research institutions, professional societies, publishers, professional societies, funders, repositories – had become members or subscribers of ORCID.

CrossRef
Hindawi
New York University Langone School of Medicine
National Institutes of Health
Nature Publishing Group
Memorial Sloan Kettering Cancer Center
Faculty of 1000
Thomson Reuters
Wiley
Figshare
Aries
American Physical Society
Copernicus
Wellcome Trust
Cornell University
Elsevier
American Psychological Association
California Institute of Technology
CERN
Epistemio
University of Michigan
Association of Computing Machinery
Springer
University of Oviedo
Modern Language Association
Harvard University
Boston University

Financial Highlights

Letter from the Treasurer



ORCID completed 2012 in a solid financial position to deliver on its mission. Highlights of our 2012 financial results include the following:

(1) The research community has provided $1.2M in foundational loans.
(2) Revenue for the full year totaled $813,000.
(3) Operating expenses totaling $1,331,000 were 7% over the full year forecast, due primarily to investment in development of the Registry.
(4) Cash at year end totaled $860,000, which is sufficient to cover approximately half of our budgeted 2013 operating requirements.

Revenue received during 2012 was derived from three primary sources: $506,000 in member fees, $201,000 in grant income, and $104,000 from sponsorships. Through the collective efforts of the Business and Outreach working groups, ORCID kicked off a member program in the second quarter of 2012 to great success, signing 27 members by the end of the year. We also implemented a Web-based CRM system for tracking new members, which will help ORCID achieve growth.

Operating highlights in 2012 included hiring our first 4 staff members, establishing accounting policies and procedures and, of course, launching the ORCID Registry. Our primary expenses were in IT contracting, with additional expenses in legal, data center, and outreach/travel in accordance with ORCID's start-up priorities. Going forward, we will control expenses by bringing more of IT development in-house, having spent the latter part of 2012 establishing infrastructure and processes to support this goal. Our mission remains to provide a persistent registry of unique identifiers for researchers, and our focus in 2013 will continue to be on building a sustainable organization to support that mission.

Recognition of Sponsors

ORCID received loans from several sponsors in 2011 and 2012 to help launch the initiative. We thank these sponsors for their vision and support. Organizations marked with an asterisk (*) provided funding in the form of foundational loans.

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