



ORCID | 2019 ANNUAL REPORT

2019



## ABOUT ORCID

As an independent non-profit organization with a global scope, ORCID is uniquely positioned to address key open research challenges. Founded by the community in 2010, ORCID provides a unique identifier for researchers, a set of APIs to enable researchers to easily share their information, and a database to store transparent iD-ID connections between researchers and their contributions and affiliations. As of 31 December 2019, 7,778,443 researchers from every country and discipline had registered for an ORCID ID.

We work closely with our community, and are thankful for their continued support and engagement. We are supported and governed by our members, with an elected [Board of Directors](#) from a broad cross-section of community stakeholders, the majority of whom are non-profit as per our [bylaws](#). As a 501c3 non-profit, we cannot be sold to or acquired by a commercial entity. We make our Registry available for free to researchers, who own and manage their record. We publish our [open source code](#), [documentation](#), and an [annual public data file](#); and in addition to our member API, we provide a free [public API](#).

## OUR VISION

ORCID's vision is a world where all who participate in research, scholarship, and innovation are uniquely identified and connected to their contributions and affiliations across disciplines, borders, and time.

## OUR MISSION

ORCID provides an identifier for individuals to use with their name as they engage in research, scholarship, and innovation activities. We provide open tools that enable transparent and trustworthy connections between researchers, their contributions, and affiliations. We provide this service to help people find information and to simplify reporting and analysis.

## OUR VALUES

We are guided by the principles of privacy and researcher control, and the vision of identifier-enabled research information infrastructure. Our work is **open, transparent,** and non-proprietary. We **make decisions collaboratively**, involving our staff, Board, those who support our mission, and the researchers and community that are the purpose of our work. We take a **global** view. We have a **diverse** team, deployed internationally in our "virtual office." We engage with a wide range of organizations and people to **include** broad viewpoints. We strive to be a **trusted** and **persistent** component of the research infrastructure with the goal of providing clarity in the breadth of research contributions and the people who make them.

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## MESSAGE FROM THE EXECUTIVE DIRECTOR LAURE HAAK



2019 was our “Year of the Researcher,” and an eventful year for ORCID. ORCID awareness and adoption really took off among funders in 2019. The ORBIT project finalized its findings and recommendations for use of ORCID by funders, and a number of key funders announced policies or workflow integrations, including the US National Institutes of Health and the Australian Research Council. We’ve continued our work in other communities, including a number of presentations at events focused on research administration and evaluation, and direct engagement with publishers in our Peer Review and Publishing working groups.

We have also made significant strides toward sustainability as we grow from start-up to scale-up and 2019 was our break-even year! Each year we undergo annual external audits of our financials, an external privacy and security audit, and in 2019 staff worked with the Audit Committee to create a risk register for the organization, which we are using to prioritize actions for the coming year.

As part of our sustainability work, we released our latest and greatest API 3.0 with support for research resources, more affiliation types, more work types, normalized identifiers, and enhanced source transparency. We’ve worked more on supporting organization identifiers, both in the ORCID Registry and in our awareness work in research communities around the world.

For our Year of the Researcher, we have been working to redesign our website to ensure ORCID is inclusive and accessible to the widest audience possible, and launched our new accessible home page (more to come in 2020!). We created a dedicated Researcher Services Team to continually deliver excellent customer service to Registry end users. In addition, we established a Product function, charged with developing tools and processes to actively engage researchers in user interface co-design. We have already incorporated your ideas into a number of new features and bug fixes. What’s more, anyone can check in on what we are working on and what is coming up next by following our new Product Roadmap board.

I am proud of the role ORCID plays in realizing our vision: a world where all who participate in research, scholarship, and innovation are uniquely identified and connected to their contributions across disciplines, borders, and time. ORCID is all about people, and I thank all of the researchers and members who use and trust ORCID, and each and every member of our team, our Board, working groups, and our diverse communities for including ORCID in your lives. I look forward to continuing our global-scale collaboration to further openness, transparency, and researcher control.



## MESSAGE FROM THE ORCID BOARD CHAIR

### VÉRONIQUE KIEMER



It has been another great year from ORCID! A key highlight of 2019 for me has been the growth in the Registry usage. In 2019, on average 5,400 researchers created an iD every day and two ORCID records were updated every second. In addition, membership continues to grow steadily, showing a 10% growth in 2019 over the previous year, with new members and consortia joining, and existing members renewing their commitment. Importantly also, ORCID reached operational break even in 2019 — an important milestone for any non-profit member organization and a meaningful step towards long-term sustainability.

These numbers illustrate the value that ORCID delivers to its users and members. Within the organization, a lot of activity has been devoted to support this growth and to bolster the value provided to our communities, from behind-the-scenes efforts to scale operations to external engagement with stakeholders. I want to recognize in particular the meaningful engagement with funders through the completion of the ORBIT project started in 2018, which resulted in agreements by several funders on how to use ORCID to decrease the reporting burden on their grantees and to increase the quality of funding data. Similarly, engagement with publishers in 2019 has been directed at increasing integrations and adoption of ORCID programs. As Researchers are at the center of everything ORCID does, it has also been an important move to invest in user experience and to work with research institutions to clarify how ORCID facilitates recognition and saves time for end users.

I have served as Chair of the Board for the past three years — three years during which I have seen an incredible range of achievements by ORCID as the organization has been maturing into a stable and resilient infrastructure delivering a critical service to the research community. Last year, I announced to my Board colleagues my intention to step down from the Chair role in 2020, while continuing to serve as a Director. I'm delighted to announce that in its first meeting of 2020, the Board has voted in Linda O'Brien as ORCID Board Chair. Linda brings a wealth of experience to this role and she has been a champion of ORCID for many years. She was instrumental in bringing online the Australian Consortium in 2016 and she has served on the ORCID Board since 2018, chairing the Membership and Fees Committee and serving on the Executive Committee.

I want to say a huge thank you to my colleagues on the Board and to the fantastic ORCID team who make this organization the success it is day in and day out. It has been a privilege and an honor to serve as the Chair alongside such a stellar group of individuals. Above all, my gratitude goes to all of you who form the community at the heart of ORCID and continue to guide its journey.

## MESSAGE FROM THE TREASURER

### DANIEL HOOK



ORCID reached a significant milestone in 2019 — that of operational financial breakeven. As ORCID reaches this important milestone, it is important to reflect on the sustainability of the organization as it is rapidly becoming a critical piece of research infrastructure. Seen through that lens, ORCID's finances are an important part of its value to the global research community.

ORCID achieved a 96.87% retention rate with existing members while at the same time growing the membership to deliver 14% year-on-year revenue growth, taking year-end recurring revenues from US\$3.55m to US\$4.25m.

At the same time, careful fiscal management reduced ORCID's costs by 2% year on year (US\$3.98m FY2018 to US\$3.92m FY2019). It is not anticipated that this trend will continue as, having reached breakeven, the key focus for ORCID will be on investing into the organization to develop the other aspects of sustainability needed to support ORCID's developing research infrastructure role.

Work from the finance team in 2018 bore fruits in 2019 and cash management was greatly improved, ending the year with negligible accounts receivable outside the standard membership payment period. At no point in the year did cash reserves dip below US\$3m.

A new finance committee has been constituted and will start to meet in 2020. Their first priority will be to review ORCID's start-up loans and recommend a repayment plan for the Board to consider.

# OUR CORE STRATEGIES

ORCID's overall strategic goal is to empower researchers and advance the research ecosystem to drive better research outcomes. We do this by focusing on four core strategies:



**RESEARCHERS:** Positioning the researcher at the center of all that we do



**INFRASTRUCTURE:** Investing in developing a robust information infrastructure



**TRUSTED ASSERTIONS:** Enabling a wide range of verified iD-ID connections



**STRATEGIC RELATIONSHIPS:** Developing sustainability through strategic relationships

2019 was our “Year of the Researcher,” and our goal was to establish compelling reasons and methods for researchers to use ORCID to share information about themselves.

## RESEARCHERS

We have been working to ensure ORCID is inclusive of the diverse communities we support. In 2019 we launched our [new accessible home page](#) to enable more people to use our website. We established a product function at ORCID, led by Product Director [Tom Demeranville](#), and launched our [Product Roadmap](#) board, where anyone can check in on what we are working on and what is coming up next. We also created a Researcher Services team, led by [Catalina Wilmers](#), to better answer questions our users have, and also help us test new product features to address user needs. We have developed and implemented tools and processes for engaging researchers in user interface co-design. And we have met with many of you in focus groups and working groups to better understand your needs and desires, including [hosting a researcher](#) to participate in our annual staff retreat.

**Academia and Beyond** — expand understanding, use, and adoption of ORCID in Arts & Humanities and Life Science/Clinical Medicine communities

- [Academia and Beyond!](#)

**Improve the User Experience** — ensure a positive and consistent user experience and user accessibility across ORCID integrations

- [Improving the User Experience: Why, What, How?](#)
- [Listening to our Users: What We Learned from our 2019 Community Survey](#)

## INFRASTRUCTURE

The ORCID Board completed a self-assessment this year, and a thorough review of [ORCID governance policies](#) has resulted in the creation of a [Board Charter](#) and clarifying updates to our bylaws. We undergo annual external audits of our financials, led by our [Audit Committee](#) and supported by Operations Director [Sarah Hershberger](#). We are thrilled to declare that in 2019 we have reached breakeven! In addition to a financial audit, we also undergo an annual external privacy and security audit, this year led by [Will Simpson](#), who in addition to being our Technology Director has assumed the mantle of ORCID Privacy Officer. And if that is not enough in one year, Will and Sarah worked with the Audit Committee to create a risk register, which we are using to prioritize actions for the coming year.

**Data Infrastructure** — ensure our APIs and databases scale with increasing community adoption

- [ORCID at Scale: Improving our own Infrastructure](#)

**Operations** — improve our back-office operational efficiency in areas that have a direct impact on the research community

- [Optimizing and Automating — Improving our Accounts Receivable and Other Processes](#)

## TRUSTED ASSERTIONS

We released our latest and greatest [API 3.0](#) in May of 2019, with support for more affiliations, [research resources](#), more work types, normalized identifiers, and enhanced source transparency. We've worked more on supporting organization identifiers, both in the ORCID Registry and in our awareness work in research communities around the world.

**PID Power** — leverage the benefits of PID infrastructure to make the most out of iD-ID connections

- [Connected Research!](#)

## STRATEGIC RELATIONSHIPS

ORCID [awareness and adoption](#) really took off among funders in 2019. The [ORBIT project](#) finalized its [findings and recommendations for use of ORCID by funders](#), and a number of key funders announced policies or workflow integrations, including the US National Institutes of Health and the Australian Research Council. We've continued our work in other communities, including a number of presentations at events focused on research administration and [evaluation](#), and direct engagement with publishers in our [Peer Review](#) and [Publishing](#) working groups.

**ORBIT (ORCID Reducing Burden and Improving Transparency)** — engages funders to use persistent identifiers to automate and streamline the flow of research information between systems.

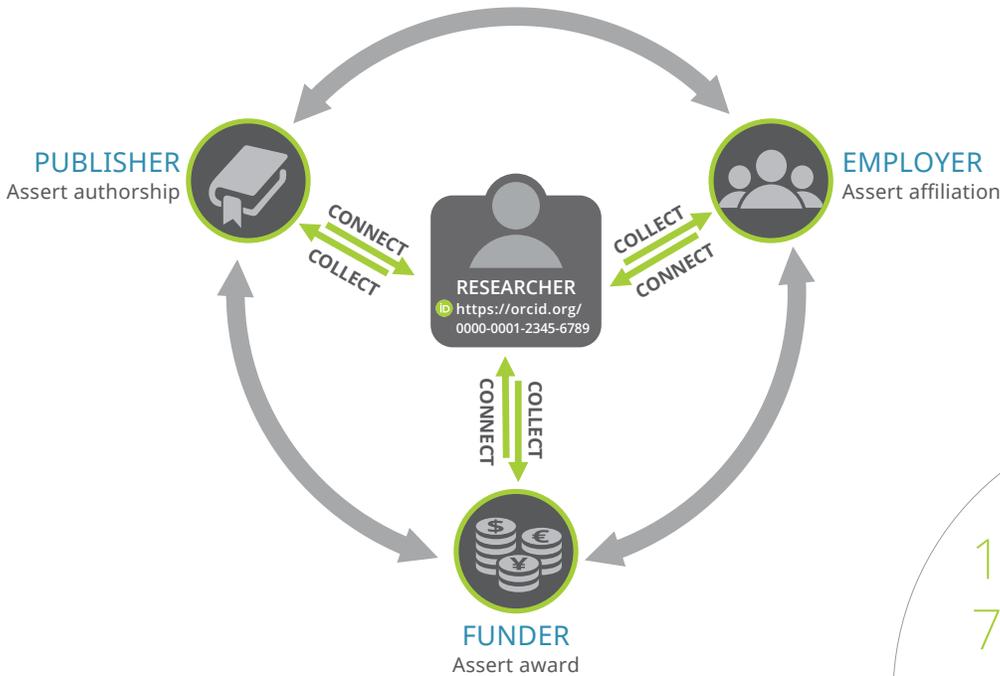
- [The ORBIT Project](#)
- [ORCID and Funder Workflows — An Update](#)

**RIPEN (Research Information Platform Engagement)** — enable authenticated ORCID iD collection and secure cross-platform sharing of ORCID permission tokens

- [Scaling Up: Easier ORCID Authentication for Everyone](#)
- [RIPEN — Focused on the Future](#)

# MAKING PROGRESS ON OUR MISSION

Building trusted and trustworthy research information infrastructure — one that keeps researchers at its heart — underpins everything we do. We work with our community to provide more opportunities for researchers to use their iD to make reliable connections with their works and affiliations.



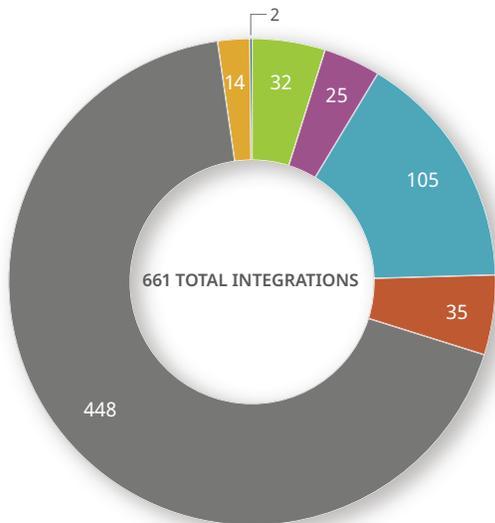
- 1.9m** New registered users in 2019
- 7.8m** Total Registrations in 2019
- 5,400** New iDs created every day by researchers
- 3.2m** Records connected to another identifier (40%)
- 27.5k** Records with at least one trusted individual

## ADOPTION AND INTEGRATION

We continue to work with our community to provide more opportunities for researchers to use their iD to make reliable connections with their works and affiliations. We are delighted to report that there are 101 new member integrations in 2019, bringing the total number of active integrations worldwide to 661. The charts on the following page show the full breakdown of ORCID member integrations in 2019 by community (left) and region (right).

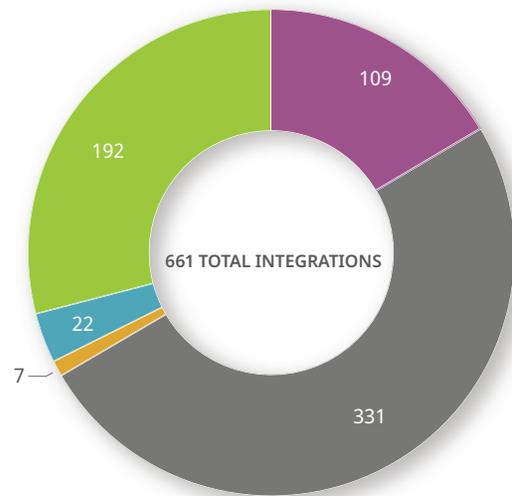
2019 was another year of milestones in terms of researcher adoption and use of ORCID. You can find the latest data on our [statistics page](#).

- 1,957,249 new users registered for an ORCID iD, for a year-end total of 7,763,812 users.
- Around 5,400 researchers create an iD every day, an increase of 8% over 2018
- Over 40% of records — 3,219,135 — have a connection to at least one other identifier.



MEMBER INTEGRATIONS BY SECTOR

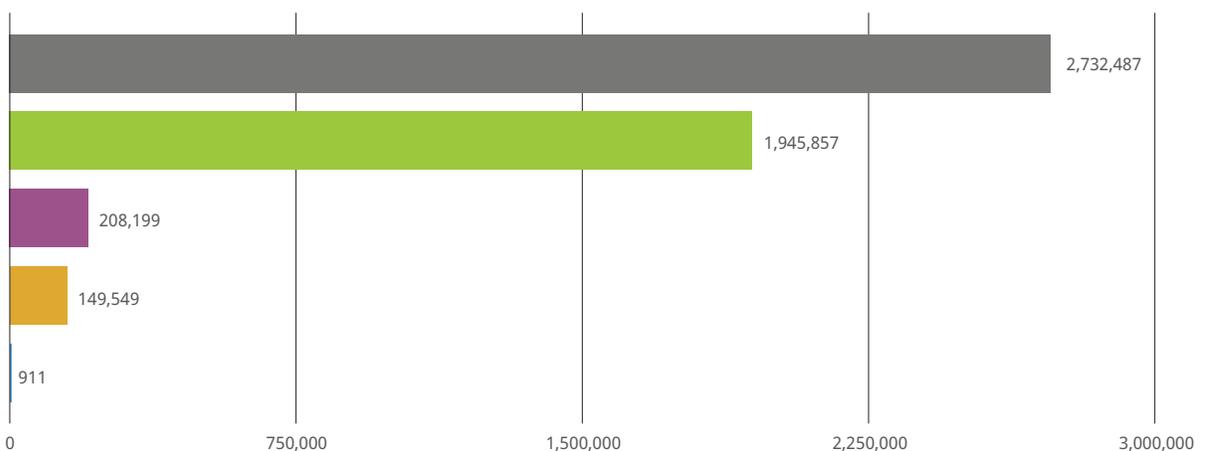
- Research Institute: 448 (68%)
- Publisher: 105 (16%)
- Repository/Profile System: 35 (5%)
- Other: 2 (<1%)
- Association: 32 (5%)
- Funder: 25 (4%)
- Government: 14 (2%)



MEMBER INTEGRATIONS BY REGION

- Europe: 331 (50%)
- USA/Canada: 192 (29%)
- Asia Pacific: 109 (16%)
- Middle East & Africa: 22 (3%)
- Latin America: 7 (1%)

ACTIVE RECORDS WITH AT LEAST ONE CONNECTION (TOTAL ACTIVE RECORDS: 7,778,443)



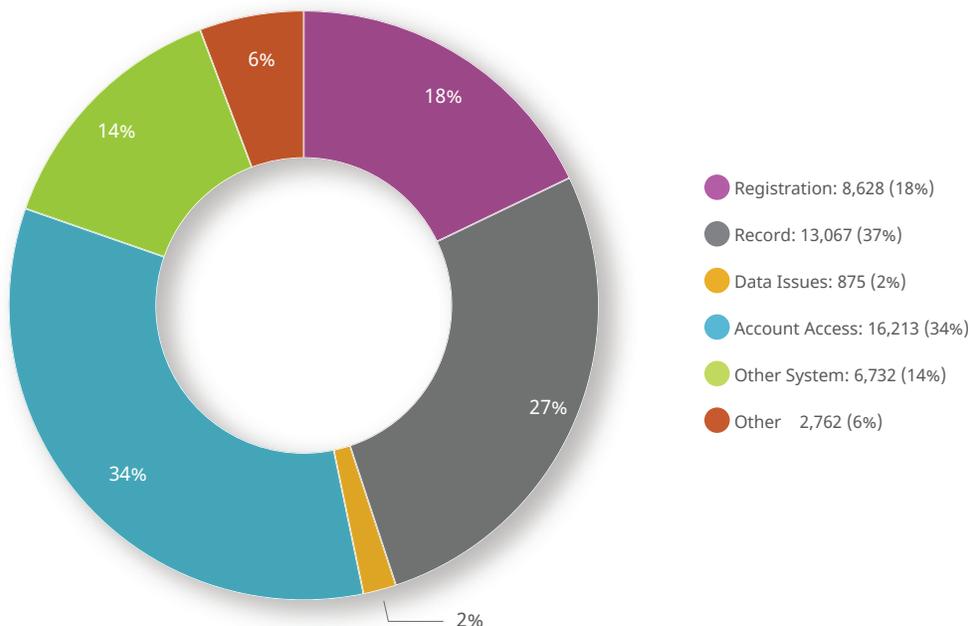
- Records with an affiliation (35%)
- Records with a work (25%)
- Records with funding (2.6%)
- Records with peer-review (1.9%)
- Records with research-resource (<1%)

## EASE OF USE

We strive to make ORCID a useful and pleasant service for researchers. As ORCID registrants and integrations grow, so do user questions, member support tickets, and other community requests. During 2019 we solved 69,299 tickets, compared with 40,236 in 2018 — an increase of 72%. Our new Researcher Services team has reduced our average response time to 33 hours overall and 14 hours during weekdays. On weekdays 50% of tickets get a reply within 8 hours. Overall (including weekends) 50% of tickets get a reply within 24 hours. We implemented a new tool to manage our service alerts to users, and this year we eliminated spikes in ticket numbers.

We have been working to improve the user interface and user experience and have a number of improvements on our roadmap in 2020 to address issues raised in user tickets, about half of which are about accessing or registering for an account. Questions or issues regarding features of the ORCID record make up 27% of tickets and another 14% regard a system that integrates with ORCID. We also see a small but growing number of tickets related to data issues, some of which are caused by manual ORCID iD data entry in publication processes, which we are working with Crossref and publishing partners to address.

USER TICKETS 2019 (48,277 TOTAL TICKETS)



## BROADENING BENEFIT

2019 was the Year of the Researcher at ORCID, and in our efforts this year we strove to enable researchers to be recognized for more of the many different types of valuable work they do.

### AFFILIATIONS

With the launch of our API 3.0 in May, we expanded our affiliation section so that researchers can be associated with — and get recognition for — a wider range of professional activities. 697,663 of these new affiliations types were added to ORCID records in 2019:

- **Invited positions and distinctions:** formal relationships outside of employment between a person and an organization, such as serving as a visiting researcher, an honorary fellow, or being distinguished with an award or honorary degree
- **Membership and service:** membership in an organization, or donation of time or other resources in the service of an organization

### RESEARCH RESOURCES

Our new [research resources](#) section, piloted in 2018 and launched in 2019 with API 3.0, enables connections between people and the facilities and equipment they have been granted access to use. This feature also enables organizations that provide research resources to monitor outputs and be acknowledged. Like peer review items, research resource items can only be added by ORCID member organizations.

We saw a substantial increase in the use of the feature, in terms of the number of record items, record with an item, and number of resources acknowledged. Several organizations have started using this functionality, including Environmental Molecular Sciences Laboratory (780), Oak Ridge National Laboratory (532), and the Extreme Science and Engineering Discovery Environment (XSEDE) (180), with several others in development. Publishers are also participating, with Wiley piloting the inclusion of research resources used in the production of submitted manuscripts in a unique acknowledgments section.

#### RESEARCH RESOURCES

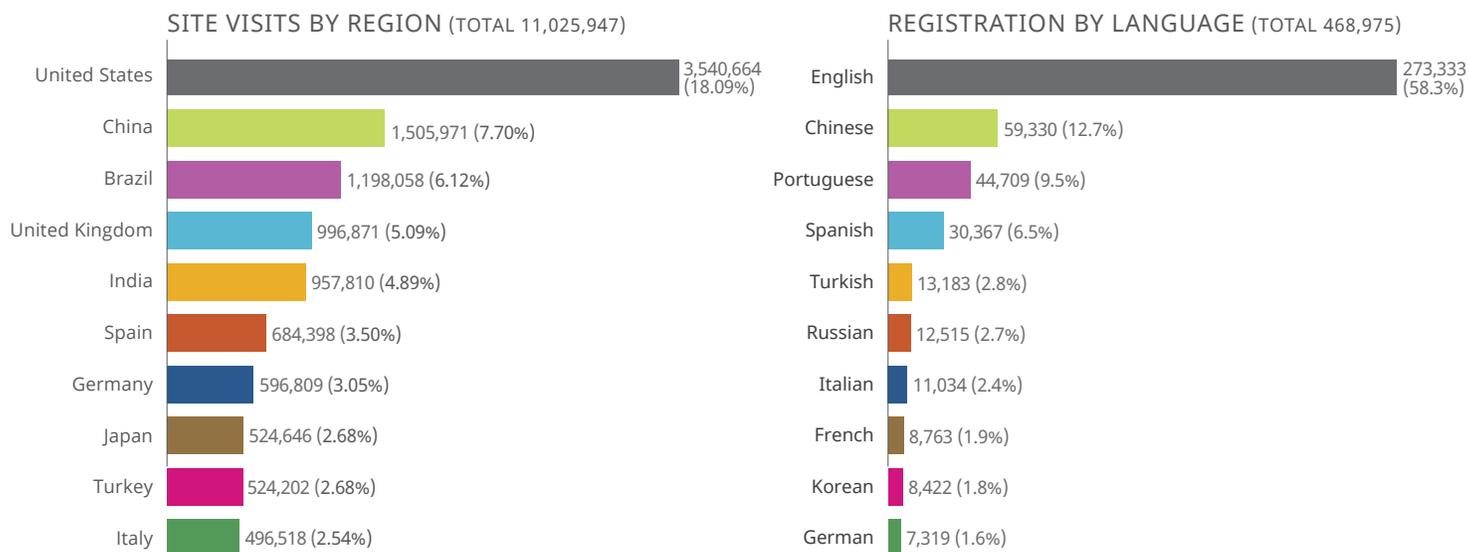
	2018	2019	% INCREASE
Number of research-resource items	692	1,494	116%
Records that have at least one research-resource item	476	911	91%
Number of unique research-resource organizations	709	1,545	118%

## WORKING WITH COMMUNITIES

ORCID is a community-led organization; actively engaging with our community is vital to ensuring that we understand and respond to the needs of our users and members. We seek input and direction on specific initiatives through community working groups and task forces, and we make decisions collaboratively, involving our staff and Board — which is majority non-profit and broadly representative of the research community — as well as our partners, and the researchers and community that are the purpose of our work. We also engage with our community through ORCID-hosted and community events, webinars, our blog and other publications, and social media.

### RESEARCHERS

ORCID usage by researchers around the world continues to increase, with nearly 2 ORCID record updates per second now being made, by researchers or by ORCID members that they have authorized! The Registry is now available in 12 languages, with Chinese (9.2%), Portuguese (5.9%), and Spanish (5.6%) the most used after English (47.8%).



- **Academia and Beyond.** Chaired by Board Member Karin Wulf, this Task Force supported our Year of the Researcher goals by helping us develop strategies for engaging researchers in the arts and humanities. We took an evidence-based approach to explore the opportunities and challenges for adoption of ORCID, including the kinds of information researchers in these disciplines connect — or would like to connect — to their record.
- **Person Citations,** an exploratory working group Chaired by Board Member Karin Wulf charged with discussing ORCID’s role in enabling acknowledgment of broader research contributions. Specifically, the group considered the utility of curated grouping of items on an ORCID record. Several open questions remain, first and foremost among them the intersection between researcher interest and ORCID as an enabling resource. Starting in 2020, ORCID will test the ideas developed in researcher focus groups.

## RESEARCH INSTITUTIONS

Research institutions continue to represent the majority of ORCID members — 882 of 1107 (79%), the same proportion as in previous years. 65 new institutional integrations were launched during 2019. Institutions use ORCID for a number of reasons, but one of the most critical is using the member API and organization identifiers to share education and employment affiliation information with researchers. Collectively, with researcher permissions, member organizations have added 30,032 education and 161,179 employment affiliation items by the end of 2019, out of a total of 3,769,720 education and 3,485,808 employment affiliations. We are working with research institutions to clarify the value of ORCID for their reporting, access, and evaluation workflows with the goal of increased member participation and improved ease of information sharing. Part of this work is partnering with service providers — third party research information management systems and federated identity providers primarily — to streamline use of ORCID iDs and APIs in institutional workflows. In 2020 we are working with service providers to define and launch a new certification program to improve communication of ORCID value and integration points.

## PUBLISHING

Publishers, journals, and associations represent about 10% of ORCID members. Fourteen new publishers joined ORCID in 2019, bringing the total to 116, and support for the publishers' [ORCID open letter](#) continues to grow. As of the end of 2019, there were 81 signatory organizations, 23 of which are now requiring iDs for authors and complying with our [best practices](#). We engaged with the community in a Publishers Working Group, and will be releasing findings and recommendations from that group in 2020.

Publishing workflows continue to be the primary way researchers share their iD. By the end of 2019, 49,252,213 work items had been connected to ORCID records, an increase of 34% over 2018. Of these 32,982,354 were added through member API integrations, an increase of 40% over 2018. The main API sources of work items were search and link wizards built by our members to support researchers in connecting their iD to their works: Scopus — Elsevier wizard (15,078,205), ResearcherID wizard (4,810,590), Europe PubMed Central wizard (2,327,337), and Crossref Metadata Search wizard (1,850,072). In addition, Crossref enabled over 2.8 million ORCID record updates with published paper information, saving researchers time when they used their iD when submitting a paper.

As with research institutions, we have been partnering with several publishing service providers — primarily manuscript submission systems — to enable ORCID iD collection and sharing of record information throughout the publishing lifecycle. This work focused on enabling increased adoption of our peer-review functionality, in addition to the research resources work mentioned above and funding work noted below. In 2019, there was a 4-fold increase in records that have at least one peer-review item (27,577 to 149,549) and a 134% increase in peer review items overall (561,937 to 1,316,648). The top five sources for peer-review items are Publons (1,103,717), Springer Nature (140,472), F1000 (22,147), GEMS (13,906), and Editorial Manager Journals at Wiley (12,674).

- **ORCID in Publishing Working Group.** Chaired by Board member Alison Mitchell of Springer Nature, this group increased knowledge and adoption of new ORCID programs and initiatives by the publishing community, and increased ways for the publishing community to inform and support existing and new programs and initiatives
- **ORCID in Peer-Review Task Force.** Peer review is a fundamental part of the research life cycle and one that often goes unrecognized. Our peer review functionality enables two forms of recognition — for individual peer review activities, and for ongoing peer review service. The remit of this Task Force was to resolve some outstanding issues with adding peer review activities to ORCID records, in particular, group identifiers; and to work through peer review service use cases for different sectors with the goal of implementing at least one as an exemplar.

## FUNDERS

One of ORCID's main goals is to enable researchers to easily share information about their activities and affiliations with grant application systems, not only to reduce the data entry burden for researchers at the time of application, but to improve data quality for funders and the broader community.

In 2019, we released [two survey reports and one set of recommendations](#) from the ORBIT (ORCID Reducing Burden and Improving Transparency) Funder Working Group. The reports were developed with the 20 funder participants, and framed by the funding community's progress with integrating ORCID into grants processes.

In the [ORBIT: Grant Application Data Field Survey Report](#), we summarize data fields used by funders to collect grant application information, based on responses from nine participating national and philanthropic funders to a survey carried out as part of the ORBIT project. Our analysis shows that the ORCID data model accommodates — or could easily accommodate — much of the grant applicant information required by funders. We also analyzed the amount and sources of this information in the ORCID Registry.

The [ORBIT Funder Reporting Survey report](#) outlines key findings about data quality, streamlining reporting, and funder priorities as well as recommendations from the project team about linking grants and outputs, increased reporting automation, and assessing compliance with funder requirements. For this phase of the project, information-gathering took the form of an initial survey of members of the ORBIT Funder Working Group, which was also shared with a network of United States Federal funders and the Belmont Forum, to widen the reach of our investigation. In all, 13 ORBIT funders from nine countries in six continents participated, ranging from national, multidisciplinary research funding bodies to discipline-focused philanthropic funders.

Ultimately, the The ORBIT Funder Working Group recommended the following:

- Funders, publishers, and identifier registries should work together to develop, implement, and socialize workflows that use identifiers to create and share transparent connections between people, funding, and research activities in grant and publication workflows
- Funder reporting systems should implement digital reporting workflows that reduce reporting burden, by enabling researchers to populate web forms with information from other systems, including ORCID records, without rekeying or manual data entry
- Funders should partner with publishers to leverage identifiers for organizations, grants, and people, to enable compliance with funder open access and data-sharing requirements

Funders continue to sign the [ORCID Funder Open Letter](#) committing to the use of best practices for collecting ORCID IDs from applicants and sharing grant award information publicly. The number of funding items added by members nearly doubled in 2019, from 122,987 to 242,480. The top five members adding funding items to records were: ÜberWizard (209,047), Ciência Vitae (25,462), University of Tasmania (4,002), National Chengchi University (1,269), and Chang Gung University (1,096).

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— an increase of **34%** over 2018.

Of these records, **32,982,354**

were added through **member API integrations**

— an increase of **40%** over 2018.

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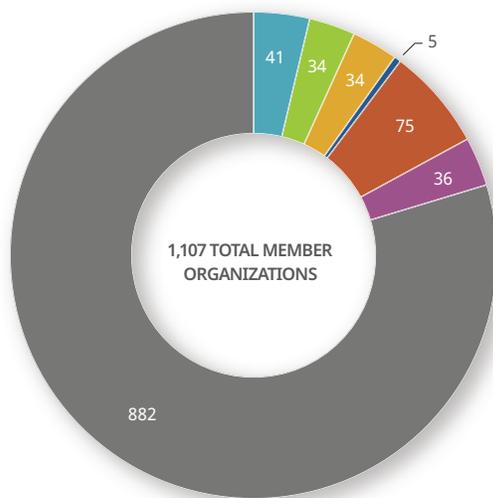
# BUILDING SUSTAINABLE INFRASTRUCTURE

Building trust in research information infrastructure, by providing transparent and trustworthy services and tools to the community, is central to everything we do. This includes ensuring that our technology is reliable; that our members build integrations that work for their users, their organizations, and the wider community; and that we continue to adhere to our core principles, including researcher control.

## PROVIDING VALUE TO OUR MEMBERSHIP

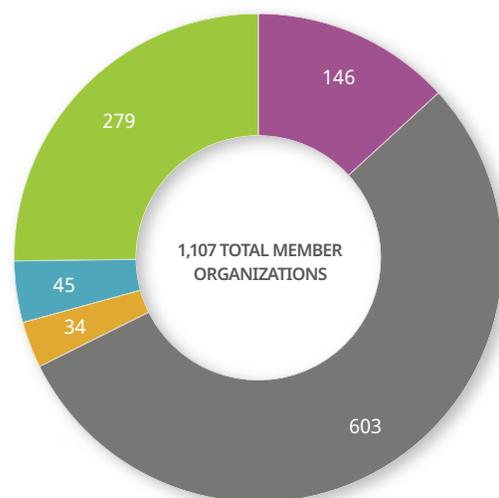
Our sustainability is based on membership. To achieve our mission, we need to sustain and build our membership community. During 2019, we continued to add new members, supported outreach efforts, and provided technical assistance with ORCID integrations. We ended 2019 with 193 new members for a total of 1107 members in 47 countries. This compares with 1005 in 45 countries at the end of 2018. We also had greater than 96% retention of our existing members.

Reaching financial sustainability through membership fees is a key metric for ORCID sustainability. We are pleased to report that we made it in 2019! In addition to being “in the black” 6 months of the year, for the first time since our founding in 2010, we ended the year with a net positive income. See the Treasurer’s Report for more details on our financials.



MEMBER ORGANIZATIONS BY **SECTOR**

- Research Institute: 882 (79%)
- Association: 41 (3%)
- Publisher: 75 (7%)
- Funder: 35 (3%)
- Repository/profile: 36 (3%)
- Government: 34 (3%)
- Other: 5 (<1%)



MEMBER ORGANIZATIONS BY **REGION**

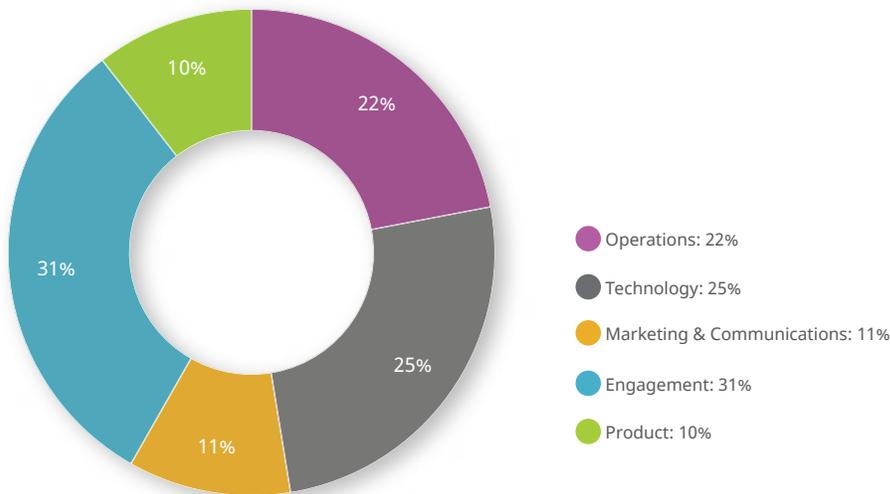
- Europe: 603 (54%)
- USA/Canada: 279 (25%)
- Asia Pacific: 146 (13%)
- Middle East & Africa: 45 (4%)
- Latin America: 34 (3%)



**Membership and Fees Committee Task Force** is a Board-level group chaired in 2019 by Linda O'Brien. In 2019 the committee focused on. In 2019 the group exploring options to lower technology barriers, improve data quality, and expand the reach of ORCID in underserved communities.

During 2019, membership fees enabled us to undertake the wide variety of activities outlined in this report. This chart shows the breakdown of expenditure across our four main areas of focus. In addition to staff costs in each area, Engagement activities include user and member support; Marketing & Communications activities include our communications, marketing, and regional workshops program; Operations includes back-office costs such as bookkeeping, audits, and privacy certification; Product includes UX focus groups, and Technology includes infrastructure costs such as Rackspace.

SPENDING BY CATEGORY



## CREATING RESILIENT TECHNOLOGY INFRASTRUCTURE

### PRIVACY

Since 2013, ORCID has sought independent audit and certification of our [Privacy Policy](#) against international standards. This is a formal process carried out annually through [TrustArc's privacy management program](#) to ensure we are meeting the requirements of our own privacy policy and those of the [EU-US Privacy Shield Framework](#), the European Union's framework of data security requirements for data transfer. A link to our [certification letter](#) is included in [Section 12](#) of our Privacy Policy.

### RELIABILITY

Registry and API availability and reliability are essential to our success. There was 99.99% availability throughout 2019 for our Member and Registry APIs. These numbers are inclusive of external network, releases, server issues, and show incremental improvement versus the preceding year.

## GROUNDING OUR TEAM IN OUR VALUES

ORCID is a mission-driven organization grounded by our values, upon which our [principles](#) are based. We regularly review our organizational culture to ensure we are embodying our values. In 2019, we launched the ORCID Values Project, a commitment to examining, discussing, and encouraging organization-wide culture that integrates collaboration, diversity, global perspective, inclusivity, openness, persistence, transparency, and trust in everything we do, and ensuring we have opportunities to identify areas where we are doing well and where we can improve. [Our Dignity at Work statement](#), available on our website, outlines our commitments and procedures to ensure our values are adopted throughout the organization.

We saw many staff changes in 2019. We bid farewell to several staff members, including [Josh Brown](#) (Director of Partnerships), [Matt Buys](#) (Engagement Director), and [Alice Meadows](#) (Communications Director), and welcomed [Ivo Wijnbergen](#) as our new Director of Engagement and [Julie Petro](#) as our new Director of Communications, among others. At the end of 2019 we had 31 team members in 15 countries, and collectively we speak 12 languages! A few of the sessions at our staff retreat in October focused on brainstorming new ideas for how to better work as a virtual team, fostering an ever-better understanding of what it means to collaborate — in person and virtually.

## COLLECTING COMMUNITY FEEDBACK

In early 2019 we carried out our third [community survey](#), with an impressive 11,201 respondents, 8,163 (72.9%) of which completed all the questions.

As a researcher-centric organization, listening to our community is essential for us to improve our services. Through the survey results we gained a better understanding of what researchers and members know about ORCID; of how, when, and why iDs are being used, and of what they do and don't like about ORCID. Surveys are a great tool for this and, as with previous surveys, we will be using the feedback to inform our strategic decision-making and to improve our technology and communications.

One noticeable change in perception of ORCID is that we're no longer considered to be a new organization. With nearly 8 million ORCID iDs registered since 2012, we clearly are moving out of our startup phase; "New" has been replaced by "Widely used" in the top five attributes associated with ORCID, and the number of respondents who have had an iD for three or more years, which has grown from 13.9% in our 2015 survey to 35.3% in 2019.

Perceptions of ORCID remain overwhelmingly positive overall; the vast majority (84.4%) agree or strongly agree that an ORCID iD is essential for researchers, and support for requiring iDs is equally high — 84% of respondents overall support this.

## ENGAGING AND COMMUNICATING

We use many channels to engage with our communities, including the working groups noted above, virtual and in-person events, as well as our blog, social media, and direct user communications.

### EVENTS

For a full list, see our [Events page](#); highlights for 2019 include:

- **PIDapalooza:** the third annual open festival for persistent identifiers, co-hosted with CDL, Crossref, and DataCite, took place in Dublin, Ireland. Over 150 PID enthusiasts attended and most presentations are available in the [PIDapalooza repository](#)
- **Workshops.** We hosted 17 workshops (including the consortia workshop), attracting over 800 participants
- **Webinars.** Our webinar program in 2019 included regular membership webinars in all regions; the Better Together webinar series where researchers, funders, and vendors shared best practices and experiences of using ORCID, several co-hosted webinars with partner organizations our first webinar for research managers in APAC; several ORCID in publishing webinars; and more. Altogether we hosted 1215 attendees over 18 scheduled webinars
- **Town Halls.** We held town hall meetings twice in each of three global regions during 2019, to report on progress toward our mission and to ensure that members were fully briefed on Board elections
- **Conferences.** We participated in over 90 events spanning all sectors and regions

### BLOG AND SOCIAL MEDIA

We issued four press releases, about the formation of Greek and Austrian Consortia, the recommendations of [ORCID's funder working group](#), and the ARTiFACTS ORCID integration, which generated a total of 15k views.

[ORCID blog.](#) During 2019 we published 75 blog posts. Overall page views of the blog reached 198,691 last year. The top three most viewed posts were:

- [Keeping ORCID Trusted and Trustworthy: Updates to our Privacy Policy](#) (18,762 views)
- [Six Things to Do Now You've Got an ORCID iD](#) (17,448 views)
- [I registered for my ORCID iD. . . now what?](#) (8,468 views)

**Social media.** This continues to be an important form of community engagement. On [Twitter](#), where we engage actively with our 31.5k followers (an increase of 25% over 2018), resulting in 2.2m impressions and 6058 mentions in 2019.

## WHO WE ARE



### ORCID BOARD MEMBERS, 2019

ANDREW CORMACK (2017 – 2019) *Jisc (UK)*

RICHARD DE GRIJS (2017 – 2019) *Researcher member (AU)*

LAUREL L. HAAK (ex officio) *ORCID (US)*

DANIEL HOOK (2017 – 2019) *Digital Science (UK)*

RICHARD IKEDA (2019 – 2021) *US National Institutes of Health (US)*

VERONIQUE KIERMER, Chair (2019 – 2021, second term) *PLOS (US)*

ROBERT KILEY (2019 – 2021, second term) *Wellcome Trust (UK)*

SALVATORE MELE (2018 – 2020, second term) *CERN (CH)*

ALISON MITCHELL (2018 – 2020) *Springer Nature (UK)*

LINDA O'BRIEN (2017 – 2019) *Griffith University (AU)*

ED PENTZ (2018 – 2020, second term) *Crossref (UK)*

DAISY SELEMATSELA (2018 – 2020) *UNISA (ZA)*

CHRIS SHILLUM (2017 – 2019, second term) *Elsevier (US)*

SIMEON WARNER (2018 – 2020, second term) *Cornell University (US)*

KARIN WULF (2018 – 2020) *Researcher member (US)*

SHOUGUANG XIE (2019 – 2021) *Social Sciences Academic Press (China)*

ORCID Board elections were held in October – November 2019.

Five new and returning Directors started their three-year term in January 2020.

## WHO WE ARE



### ORCID STAFF, 2019

LAUREL L. HAAK, Executive Director

JULIE BALTER, Administrative Coordinator

ROB BLACKBURN, QA and API User Support Specialist

MATTHEW BUYS, Director of Engagement  
(through September 2019)

ANA PATRICIA CARDOSO, Engagement Team Lead, Americas

ESTELLE CHENG, Engagement Team Manager, Asia Pacific

PEDRO COSTA, User Support Specialist

PAULA DEMAIN, Product Manager (Engagement Team Lead,  
Europe, Middle East & Africa through September)

TOM DEMERANVILLE, Director of Product

PADMA GOPINATH, Bookkeeper

STEPHANIE HARLEY, Events Coordinator

ANA HEREDIA, Engagement Team Lead, America

SARAH HERSHBERGER, Director of Operations

LIZ KRZARNICH, Tech Lead

NABIL KSIBI, Engagement Team Lead, Asia Pacific

EMILIA KUTROVSKA, Operations Project Manager

CAMILLIA LU, Engagement Team Lead, Asia Pacific

ALICE MEADOWS, Director of Communications  
(through October 2019)

LEONARDO MENDOZA, Front End Developer

GABRIELA MEJIAS, Engagement Team Lead, Europe,  
Middle East & Africa

BRIAN MINIHAN, Engagement Team Lead, Asia Pacific

ANGEL MONTENEGRO, Software Architect

GEORGE NASH, Senior Software Developer

MITRA NAJAFI-GHEIDARI, User Support Specialist

ERIC OLSON, Engagement Team Lead, Americas

JULIE PETRO, Director of Communications  
(as of November 2019)

MALLORY ROBERTSON, UX Designer

ANDREJ ROMANOV, User Support Specialist

SHAWNA SADLER, Engagement Manager, Americas

BERNETTE SHERMAN, Engagement Team Lead, Americas

WILL SIMPSON, Director of Technology

IVO WIJNBERGEN, Director of Engagement, Europe,  
Middle East & Africa (as of October, 2019)

CATALINA WILMERS, Lead, Researcher Services and  
Quality Assurance