



Annual General Meeting

Directors' Report 2023

**A report to the members of COUNTER
Metrics on the organisation's activities and
financial report for 2023**

Directors' Report

Strategy review

During 2022 the Board of Directors and Executive Committee approved a project to review our overall strategy, which ran throughout the second half of 2023 and involved stakeholders from across the full breadth of COUNTER's community. We are delighted to present our new strategic statements to the membership through this Directors' Report.

Our vision: A world where knowledge is advanced through trusted usage metrics

Our mission: We bring the knowledge community together to agree and adopt the global standard for measuring and reporting content usage through normalised metrics

Our objectives

- ❖ We will maintain, develop and extend the COUNTER Code of Practice as a foundation for normalised, community-defined usage metrics.
- ❖ We will foster and grow an engaged community to increase adoption and use of COUNTER metrics worldwide.
- ❖ We will ensure COUNTER is operationally resilient and financially sustainable.

The new objectives provide a framework for us to report back to our membership on our progress, and have been used as the headings for this Report.

As well as our vision, mission and values, we took the opportunity of the strategy review to restate our values:

- ❖ We are led by and for the knowledge community, welcoming those interested in usage metrics from all disciplines, all geographies and all types of organisation.
- ❖ We advocate for the use of standards across the knowledge community to maximise interoperability and shared understanding.
- ❖ The Code of Practice and the tools and materials we create to support it are openly available and will remain so.

- ❖ As a not-for-profit organisation sustained by and answerable to our membership, we strive to be as ethical, transparent and efficient as possible in everything we do.

Looking forward to 2024

With a new strategy in place, and in recognition of our 21st anniversary, the Board agreed that COUNTER should stop using the name 'Project COUNTER' in favour of our legal name, COUNTER Metrics. That will be accompanied by a fresh visual brand and a new website, countermetrics.org, designed to make it easier for our community to find what they need.

The Code of Practice

Objective: We will maintain, develop and extend the COUNTER Code of Practice as a foundation for normalised, community-defined usage metrics.

May 2023 saw publication of the new Release 5.1 of the COUNTER Code of Practice, for which compliance will be required in January 2025. Our goal with R5.1 was to meet the needs of the knowledge community in two key areas: bibliodiversity, and open scholarship. We tackled bibliodiversity by increasing the number of Data Types in the Code, allowing multimedia streaming services, interactive tool developers and other services to report on usage in the same way as book, journal and database publishers. For open, we refined our Access Type definitions and clarified where they apply, as well as reinforcing our recommendations for global and item-level reporting.

Looking forward to 2024

The Technical Advisory Group is planning a small Release 5.1.1 for 2024, including bug fixes and policy clarifications - all of which will be backwards-compatible with R5.1. Other upcoming projects include a review of the Code of Practice for Research Data, and a reassessment of the old Distributed Usage Logging project.

Our Community

Objective: We will foster and grow an engaged community to increase adoption and use of COUNTER metrics worldwide.

Complementing R5.1, we produced a comprehensive new set of educational materials in the form of Friendly Guides, Videos, and Printables, all of which are

available for free, forever. We also sent our Executive Director out to deliver webinars and conference sessions on all things COUNTER, including hands-on training sessions for consortia in Africa, Europe, and North and South America.

Alongside the educational materials, our Registry proved to be a popular resource, helping libraries around the world understand where and how to get hold of COUNTER-compliant usage information. Use of the Validation Tool also increased, suggesting that publishers are increasingly taking advantage of this free resource.

In December 2023 we announced that COUNTER would be hosting its first ever conference in May 2024, with the aim of helping our community share their knowledge about usage metrics.

Looking forward to 2024

In January 2024 Sian Harris will join COUNTER as our Communications and Engagement Manager. She will oversee the COUNTER Conference programme and operations, as well as collaborating with volunteers and the Executive Director on projects such as 'Communities of Interest', which will allow members to easily communicate with each other on specific topics. The role is financed through a rearrangement of existing budgets, though we anticipate being able to recoup some of the costs through additional sponsorship and growth in membership.

Sustainability

Objective: We will ensure COUNTER is operationally resilient and financially sustainable.

COUNTER has always operated within a tight budget with the goal of being as cost-efficient as possible without impinging on the quality of what we deliver. During our strategy review it became apparent that our community wanted us to make a similar commitment to environmental sustainability, so this objective includes a clear sub-goal of 'Keeping the environmental impact of COUNTER operations to a minimum' - for example travelling by train instead of plane or car wherever possible.

During 2023 we continued to make strides towards ensuring our infrastructure and our external partners are appropriately scaled for COUNTER's current and

future needs, including recruitment of new accountants for 2023 accounts onwards.

Looking forward to 2024

We rely on our members for our funding, and during 2024 we will be reviewing our membership structure and benefits. This project was originally scheduled for 2023, but we agreed to hold it pending completion of the strategy review.

Our Board and Committees

Board of Directors

- ❖ Anne C. Osterman, VIVA and George Mason University (Chair)
- ❖ Irene Barbers, Forschungszentrum Juelich
- ❖ Jo Lambert, Jisc
- ❖ Heather Loehr, Hanover College
- ❖ Richard Gallagher, Annual Reviews
- ❖ John McDonald, EBSCO Information Services

Executive Committee

- ❖ David Sommer, Kudos (Chair)
- ❖ Irene Barbers, Forschungszentrum Juelich
- ❖ John Chodacki, California Digital Library
- ❖ Jill Emery, Portland State University Library
- ❖ Jacqueline Gillet, National Institute for Research in Digital Science
- ❖ Bernd Oberknapp, Freiburg University Library
- ❖ Nicola Haden, Royal Society of Chemistry
- ❖ Jack Ochs, American Chemical Society
- ❖ Svenja Nemetschek, Springer Nature
- ❖ Oliver Pesch, EBSCO Information Services
- ❖ Heather Staines, Delta Think
- ❖ Elena Zapryanova-Hadjinikolova, Elsevier
- ❖ Executive Committee members serving a partial year in 2023

- ❖ Kornelia Junge, Wiley (retired mid-2023)
- ❖ Paul Needham, Cranfield University (retired mid-2023)
- ❖ Matthew Ragucci, Wiley (joined mid-2023)
- ❖ Sara Rouhi, PLOS (resigned mid-2023)
- ❖ Alexandra Winzeler, OCLC (resigned mid-2023)

Technical Advisory Group

- ❖ Senol Akay, American Chemical Society
- ❖ Melissa Belvadi, NASIG
- ❖ David Chaplin, Jisc
- ❖ Andrew Goldthorpe, Audit Bureau of Circulation
- ❖ Ian Hayes, Atypon
- ❖ Athena Hoepfner, University of Central Florida
- ❖ Bedřich Košata, Big Dig Data
- ❖ Sonja Lendi, Elsevier
- ❖ Stuart Maxwell, Scholarly iQ
- ❖ Paul Meehan, Jisc
- ❖ Bernd Oberknapp, Freiburg University Library
- ❖ David Perry, New York University
- ❖ Oliver Pesch, EBSCO Information Services
- ❖ Thomas Porquet, Consortium Couperin
- ❖ Jon Slinn, Atypon
- ❖ Peter Vlahakis, ITHAKA/JSTOR
- ❖ Elena Zapryanova-Hadjinikolova, Wiley

Communications and Outreach Group

- ❖ Nicola Haden, Royal Society of Chemistry (Chair)
 - ❖ Jill Emery, Portland State University Library
 - ❖ Heather Staines, Delta Think
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Financial Statements for 2023

COUNTER ONLINE METRICS (BY GUARANTEE)

INCOME STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2023

	2023 £	2022 £
TURNOVER	132,292	126,655
Other charges	(120,117)	(96,071)
Taxation	-	-
SURPLUS	<u>12,175</u>	<u>30,584</u>

STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2023

	2023	2022
	£	£
CURRENT ASSETS	350,324	353,929
CREDITORS		
Amounts falling due within one year	(125,455)	(141,235)
NET CURRENT ASSETS	<u>224,869</u>	<u>212,694</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>224,869</u>	<u>212,694</u>
RESERVES	<u>224,869</u>	<u>212,694</u>

NOTE TO THE FINANCIAL STATEMENTS

1. AVERAGE NUMBER OF EMPLOYEES

The average number of employees during the year was 1 (2022 - 1).

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2023 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the micro-entity provisions.

The financial statements were approved by the Board of Directors and authorised for issue on 22 February 2024 and were signed on its behalf by:



Ms J Lambert - Director

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COUNTER Online Metrics

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