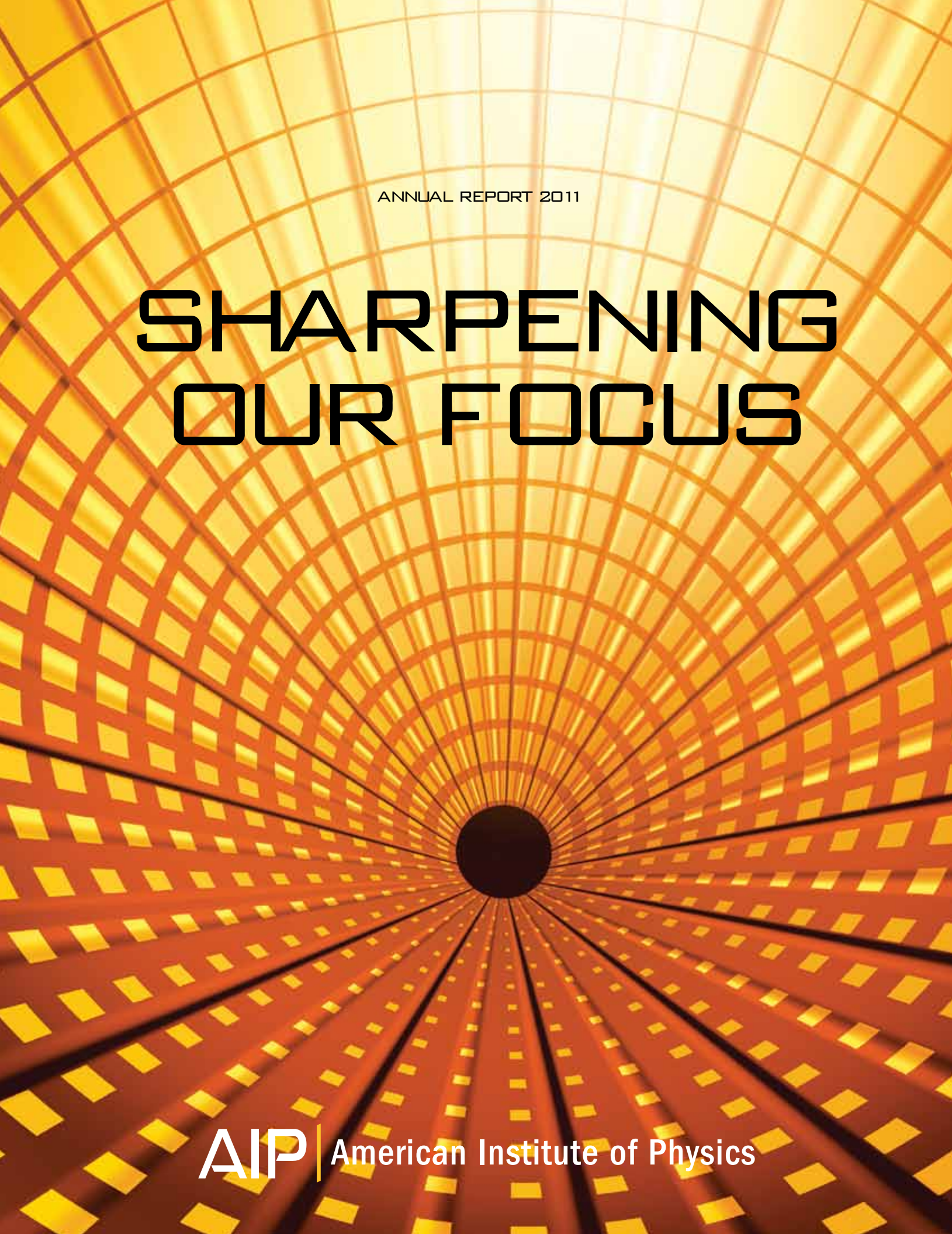
ANNUAL REPORT 2011
SHARPENING OUR FOCUS
AIP | American Institute of Physics

AMERICAN INSTITUTE OF PHYSICS

The American Institute of Physics (AIP) is an organization of 10 physical science societies, representing more than 135,000 scientists, engineers, and educators. As one of the world's largest publishers of scientific information in physics, AIP employs innovative publishing technologies and offers publishing services for its Member Societies. AIP's suite of publications includes 15 journals, three of which are published in partnership with other organizations; magazines, including its flagship publication *Physics Today*; and the AIP Conference Proceedings series. Through its Physics Resources Center, AIP also delivers valuable services and expertise in education and student programs, science communications, government relations, career services for science and engineering professionals, statistical research, industrial outreach, and the history of physics and other sciences.

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MESSAGE FROM GOVERNING BOARD CHAIR AND CEO

Louis J. Lanzerotti
Chair, Governing Board

H. Frederick Dylla
Executive Director & Chief Executive Officer

WE ARE PLEASED to share with you the 2011 Annual Report of the American Institute of Physics. In 2011 AIP continued to be a trusted source of timely and relevant information for physical scientists worldwide, a committed advocate for sensible science policy, and a champion for better science education. Yet perhaps the most noteworthy development in 2011 was the strategic decision to focus AIP's publishing activities on AIP journals and journals of its Member Societies.

AIP's mission, defined at its inception in 1931 to "advance and diffuse the knowledge of physics," has been carried out through the publishing of journals since that time. Eighty years later, a renewed commitment to the original publishing focus was needed to gain organizational clarity and ensure AIP's success in serving its Member Societies and the physical sciences community worldwide. As a result, publishing services to non-member societies is being phased out.

With the redirection of publishing activities, AIP and the Member Societies that publish through AIP are in a strengthened position to grow and provide sustainable publishing solutions. Resources are being dedicated to publishing high quality research and to developing innovative services for researchers. By ensuring a healthy publishing program, AIP will continue to ensure financial support for its wide array of community outreach programs and services in the physical sciences.

As evident in this report, the products and services offered by the Physics Resources Center have significant impact for advancing the physical sciences and for their contributions to society. AIP governance is also helping to set strategic direction for these outreach efforts. For example, in 2011 it was determined that AIP News and Media Services should direct its focus toward contributing to the development of a scientifically literate public and fostering a fundamental understanding of science and the scientific method — ultimately, to improve the quality of life. To this end, AIP's efforts center on the promotion of science awareness and appreciation, the value of science to society, and the integrity of science.

With the pace of change we have set for our course, 2012 promises to be a challenging year for the Institute. Working together, AIP and its Member Societies can successfully navigate the uncertainties of the global economic, publishing, and political environments.

GROWING OUR INFLUENCE

A STRONG PHYSICAL SCIENCES PORTFOLIO

AIP's suite of publications includes 15 journals — three of which are published in partnership with other organizations — as well as magazines and conference proceedings. The Institute also publishes prestigious journals for five of its Member Societies: AAPM, AAPT, ASA, AVS, and SOR.

Ron Davidson, editor of *Physics of Plasmas* with Hsueh-Chia Chang, co-editor of *Biomicrofluidics*.

AIP's journals made significant gains in the *2010 Journal Citation Reports*® (Thomson Reuters, 2011). Stand-out performances according to citation impact factor include a 35% jump by *Biomicrofluidics*, placing it at number two in the Physics, Fluids, and Plasmas category, an increase of over 50% for *Journal of Physical and Chemical Reference Data*, and a more than 15% increase by *Chaos. Applied Physics Letters, Physics of Fluids, Review of Scientific Instruments*, and *Journal of Laser Applications* also made impressive gains.

Overall, AIP journals place among the most highly cited journals in their categories. Led by *Applied Physics Letters* and *Journal of Applied Physics*, AIP ranked first among all publishers in applied physics citations. *The Journal of Chemical Physics* remains the most highly cited journal in the Atomic, Molecular, and Chemical Physics category, as does *Physics of Plasmas* in the Plasma Physics category.

Meanwhile, in 2011 AIP's second-newest publication, *Journal of Renewable and Sustainable Energy*, published 25% more research articles relative to 2010. Topical editorials, perspectives, commentaries, and special online content such as podcasts, interviews, and the energy blog *Clean* combine to make the journal a unique resource for this very important topic.

The *AIP Conference Proceedings* series reached a milestone with the publication of the 100,000th paper in the program's rich history. With the increasingly important role of conferences in interdisciplinary collaborations and the appeal of AIP's rapid publication times and broad access in print and online, this milestone highlights the enormous growth of the series. The numbers of articles and volumes published in 2011 nearly doubled those of ten years earlier.

A new website gives Chinese researchers access to critical information about AIP, includes links to AIP journals and conference proceedings, and provides information on how authors can submit their manuscripts.

ONE YEAR IN BEIJING

To mark the one-year anniversary of the opening of its Beijing office, AIP launched a Chinese-language website (http://china.aip.org). AIP has advanced many of its goals to better serve the Chinese physics community, including the completion in March 2011 of an agreement with Edanz Group, Ltd. Edanz offers valuable and cost-effective English-language editing services. This partnership will help AIP authors to enhance the written quality and presentation of their manuscripts, which will benefit all parties in the peer-review and publication process.

STRATEGIC PARTNERSHIPS ACROSS NATIONS AND OCEANS

AIP partnered with the **Chinese Society of Theoretical and Applied Mechanics** to publish the new journal *Theoretical and Applied Mechanics Letters* on behalf of the Society. Co-editors are two well-respected scientists in the field of mechanics, Professors Jiachun Li of the Chinese Academy of Sciences and Yonggang Huang of Northwestern University. The new journal features short articles in all areas of mechanics, as well as in diverse engineering disciplines such as aerospace, biomedical, environmental, mechanical, and civil engineering. With its January 2011 launch on AIP's Scitation platform, the journal immediately benefited from Scitation's global reach and rich features.

The **Laser Institute of America** (LIA) selected AIP to be their publisher for the *Journal of Laser Applications*. The partnership has enabled this flagship journal of the LIA to become rapidly available to more users, who can use a broad range of interactive features to find the content they need more quickly. Article objects tabs provide direct access to tables and figures, and the full-text HTML is highly functional. A streamlined mobile version of its website also complements the journal's online presence.

CHOOSING COLLABORATION & ENGAGEMENT

Science policy fellows: Makenzie Lystrup (left), in the office of Rep. Edward Markey (D-MA); Meredith Drosback (center), in the Senate Commerce, Science, and Transportation Committee, Science & Space Subcommittee Majority Office; and Sarah Case (right), in the US State Department's Office of Chinese and Mongolian Affairs.

INFORMING PUBLIC POLICY

As an umbrella organization, AIP is uniquely positioned to leverage the influence of its Member Societies to achieve national science policy objectives, particularly in the areas of STEM education and federal funding for R&D. In 2011, AIP worked with AAPT, AAS, AGU, and APS to advocate for relevant issues. The Government Relations team works with individual societies and broad coalitions, and informs the community through its signature online policy newsletter, *FYI* (http://www.aip.org/fyi/).

AIP is proud to have sponsored science policy fellows for more than 20 years, bringing highly qualified, motivated scientists to Washington to learn about and contribute to public policy. With current support from the ASA and the AAS, three AIP policy fellows began their terms in the fall of 2011.

BRIDGING ACADEMIA AND INDUSTRY

Industrial R&D in the physical sciences has fueled innovation and many of the great commercial breakthroughs that drive the modern economy. AIP, working with our Member Societies, strives to bridge physicists in academe with industry and keep them abreast of issues, trends, and scientific advances in the R&D enterprise. For the first time, AIP organized two Industrial Physics Forums (IPFs) in conjunction with Member Society meetings in 2011. APS's Forum on Industrial and Applied Physics joined AIP to hold an IPF in celebration of 100 years of superconductivity at the APS March Meeting in Dallas, TX. The second was organized with AVS and cosponsored by the *Journal of Renewable and Sustainable Energy*. Held at the AVS annual symposium in Nashville, TN, the forum examined energy for a sustainable future. Another Member Society, SOR, cohosted with AIP a reception and a panel discussion on industrial applications of rheology during their annual meeting in Cleveland, OH.

WORKING WITH MEMBER SOCIETIES

Supporting Member Societies in their efforts to serve the community is one of the most important roles of the AIP Physics Resources Center. The Niels Bohr Library and Archives, for example, serves as a repository of the historical records of all the Member Societies. During 2011, library staff continued to access and preserve major archival collections, oral histories, photos, and other materials that document the Societies' rich history and heritage. The Statistical Research Center collaborated with five Member Societies — AAPM, AAPT, AAS, APS, and OSA — to design and conduct surveys on issues of importance to their membership. The AIP Media Relations team helped draw attention to major meetings of the ACA, APS, ASA, AVS, and OSA. Thousands of undergraduate students joined the ten Member Societies, introduced through the Society of Physics Students' reciprocal membership program. The *Physics Today* Career Network and their partners (including Member Societies AAPM, AAPT, APS, and AVS, as well as Society of Physics Students and the IEEE Computer Society) introduced an improved website for both job seekers and employers. AIP and its Member Societies often benefit by leveraging resources.

WORKING TO MAKE SCIENCE MORE ACCESSIBLE

TOWARD SOUND PUBLISHING POLICY

AIP is dedicated to the widest possible dissemination of published scholarly work. Publishing is our principal means of communication; broad distribution helps our knowledge of science to grow. In early 2011, APS, AAS, AIP and other scholarly publishers began working directly with the Department of Energy and the National Science Foundation to develop agency-publisher partnerships and pilot projects for increasing access to and interoperability among agency and publisher databases. These collaborations were set in motion by the America COMPETES Reauthorization Act of 2010, calling for stakeholders to work together to map out sustainable approaches for increasing public access —

Goudsmit papers which can be studied for insights into the development of quantum physics in Europe and its spread to the United States, the Nazi atomic weapons program, postwar physics research, scientific publishing, and many other topics engaged during that Dutch-American physicist's remarkable career.

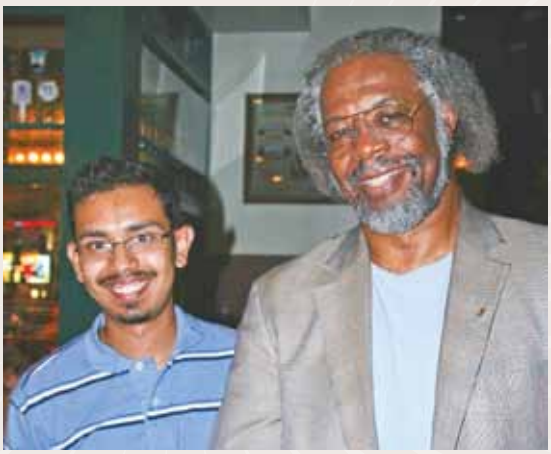
CONNECTING THE SCIENTIFIC COMMUNITY

OUTREACH TO STUDENTS, THROUGH STUDENTS

AIP Education supports the highest quality science education for all students through a host of programs and services that increase student exposure to the physical sciences and related scientific networks. Chief among these is the Society of Physics Students (SPS), the professional society for physics students and their mentors, which engages undergraduates and other students from the local to the international level.

SPS challenges its members to make science available to a wider audience through outreach grants and Science Outreach Catalyst Kits (SOCKs), and by subsidizing zone (or regional) meetings.

Inspired by PBS's fall 2011 premiere of *The Fabric of the Cosmos*, a NOVA series exploring the strange nature of space, time, and the universe, SPS teamed up with NOVA to organize a national Cosmic Café campaign. Dozens of chapters from across the country hosted live events in relaxed public settings, featuring engaging conversations with scientists on cosmic topics such as space, time, and the quantum world. SPS intern Anish Chakrabarti of Drury University spearheaded the development of these local efforts.



Chakrabarti with Dr. James Gates of the University of Maryland at the kick-off Cosmic Café. Gates mesmerized the audience with his explanation of string theory.
Credit: Courtney Lemon

SPS Council members Caitlin Heath of Mesa State College (left) and Amanda Steck of the University of Wisconsin-River Falls (right) demonstrate the properties of lasers at the Smithsonian's Spark!Lab at the National Museum of American History.

FROM LIBRARY TO LABORATORY

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The Center for History of Physics began a new series of Science Heritage Public Lectures. David DeVorkin, senior curator of astronomy and space science at the National Air and Space Museum, presented the inaugural lecture on how the Cold War changed the Smithsonian's Astrophysical Observatory.

The AIP UniPHY scientific social networking service has continued to forge new connections among physical scientists with 20% growth in 2011 to nearly 35,000 registered users. The addition of content from other publishers, including The Royal Society (UK) and Taylor & Francis, is expanding UniPHY's reach to more segments of the global physics community.

approaches that don't weaken incentives for investments in private-sector research works. COMPETES incorporated several of the recommendations from the Scholarly Publishing Roundtable. By involving all stakeholders — federal agencies, universities, and publishers — the debate over public access can evolve to discourse and the development of workable solutions.

EXPANDING ACCESS

2011 marked the launch of *AIP Advances*, AIP's new fast-track open access journal focusing on applied research in the physical sciences. Following an initial promotional period offering publication without charge, authors pay an article processing charge so that their articles are made freely available online to a global audience; authors also retain copyright via a Creative Commons license. Rapid peer review and streamlined processing ensure fast-track publication. The journal published its first paper online in February 2011, with immediate support from authors who submitted over 1,000 articles with 250 papers published during the year. Readers also found the new journal relevant and timely, as shown by online usage with over 235,000 abstract views and nearly 85,000 article downloads. The publication launched article-level metrics in June 2011 offering graphical snapshots of cumulative article usage. This tool provides authors with quantitative feedback and allows for individual research papers to be judged on their own scientific merit.

AIP is the first publisher of the physical sciences to partner with SharedBook, making AIP's catalog of journals available through the growing AcademicPub platform. This online service gives educators access to publications and online resources which they can use to assemble high-quality, custom course materials without copyright barriers.

Through an agreement with the National Institute of Standards and Technology, AIP makes freely available from both organizations' websites the proceedings papers from an entire series: International Conferences on Frontiers of Characterization and Metrology for Nanoelectronics (formerly Characterization and Metrology for ULSI Technology).

SCIENCE FOR EVERYONE, EVERYWHERE, EVERY DAY

Physics Today engages the diverse physical science community through its authoritative reporting and comprehensive features. By serving job seekers, Member Societies, the physical sciences community, employers, advertisers, and the public, the monthly magazine with its continually updated website evolves to improve its value to these diverse readers and stakeholders. Toward this end, both the print and online editions were redesigned in 2011, thus strengthening the magazine's appeal to a circulation of 130,000 readers and 150,000 visitors to its website each month. Content spans many disciplines. One of its latest features, a new blog called *Down to Earth*, provides news and updates on the latest research from the Earth sciences community.

AIP's News and Media Services adopted *Inside Science* as the overarching brand for its science news and information outreach to general audiences. Content is designed for pickup by a broad spectrum of media outlets.

- *Inside Science News Service* provides news organizations with ready-to-run articles about science, engineering, mathematics, and related fields to cultivate a better-informed public.
- *Inside Science Minds* features online guest columns by notable figures covering topics related to research and development and public policy.
- *Inside Science Currents* is a blog by Inside Science's team of writers and editors.
- *Inside Science Television*, which offers 90-second science news videos, was developed in 2011 for launch in early 2012.

SHARING OUR HISTORICAL TREASURES

The Niels Bohr Library and Archives continued to enlarge its online offerings of valuable oral history and photo resources for the physics and history communities and the interested public. Its website now presents more than 23,000 photos and 650 oral histories. The crown jewel of web offerings for 2011, however, is the complete collection — 69,000 pages — of the Samuel

Samuel Goudsmit (left) and Lt. Toepel, Alsos Mission; Stadtilm, Germany; April 16, 1945.
Courtesy of the Emilio Segré Visual Archives.

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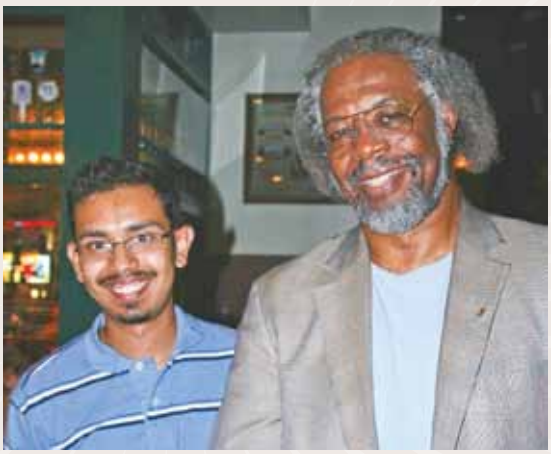

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A TRUSTED AUTHORITY FOR DATA AND ANALYSIS

Only by quantitatively understanding data and trends within our community can we begin to address its concerns and challenges. The AIP Statistical Research Center (SRC) released its findings from the Global Survey of Physicists conducted for the Women in Physics Working Group of the International Union of Pure and Applied Physics. This massive undertaking collected data from more than 15,000 physicists in nearly 140 countries, revealing that:

- Early educational experiences are very important for both men and women in choosing physics.
- Female physicists report having less access to professional opportunities and resources than male physicists.
- Female physicists who have children report progressing much more slowly in their careers than those without children and more slowly than male physicists.

Through preliminary data analyses, the SRC projects that 2011 will break records for the number of physics bachelor's degrees and PhDs and the number of astronomy bachelor's degrees awarded in the United States.

The Science and Engineering Readiness Index, developed by SRC and physicist Paul Cottle of Florida State University, ranks the states' K-12 schools' preparation of students for science and engineering careers. The index places Massachusetts first and Mississippi last in the country.

PURSUING ORGANIZATIONAL EXCELLENCE

ENHANCING THE USER EXPERIENCE

Improvements in infrastructure and operations facilitate the sharing of innovations with AIP's community of authors, readers, and reviewers. One noteworthy innovation in 2011 was the development of a new app, iPeerReview, which allows authors and reviewers to use their iPhone, iPad, and iPod touch devices to access information regarding submitted papers in the review process. Also of note, AIP began using MathJax to render superior quality presentation of mathematics in its online journals. As a MathJax partner, AIP provides funding to the MathJax initiative to further develop this powerful tool for increased usability and accessibility.

AIP partnered with Really Strategies, Inc., in 2011 to develop the RSuite content management system for a new master content repository and production workflow system. As a content management system designed specifically for publishers, RSuite will improve AIP's production workflow, metadata management, usability, and content delivery.

NEXT-GENERATION SCITATION

In concert with the refocus on its own and Member Society publications, AIP has taken new steps to streamline operations, including partnering with Publishing Technology plc to redevelop AIP's Scitation online hosting platform. Authors, readers, and librarians can expect a seamless transition to this new custom platform which is scheduled for launch in the fourth quarter of 2012.

MEMBER SOCIETIES

ASA
Acoustical Society of America

AAPM
American Association of Physicists in Medicine

AAPT
American Association of Physics Teachers

AAS
American Astronomical Society

ACA
American Crystallographic Association

AGU
American Geophysical Union

APS
American Physical Society

AVS
Science & Technology of Materials, Interfaces, and Processing

OSA
The Optical Society

SOR
The Society of Rheology

OTHER MEMBER ORGANIZATIONS

Sigma Pi Sigma
(the physics honor society)

Society of Physics Students

Corporate Associates

LOCATIONS

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FINANCIALS

$ IN THOUSANDS

	2007	2008	2009	2010	2011
Investments	$139,329	$103,858	$126,126	$137,656	$122,504
Total assets	$178,463	$139,449	$165,305	$172,172	$168,536
Unrestricted net assets	$127,767	$ 86,595	$108,852	$116,651	$108,773
Annual investment return	9.4%	-26.1%	28.0%	12.6%	-2.8%
Total revenue	$ 74,773	$ 75,775	$ 77,207	$75,956	$ 74,098
Publishing Center, net	$ 10,628	$ 9,017	$ 10,947	$9,550	$ 11,651
Physics Resources Center, net	($9,625)	($11,618)	($11,360)	($11,207)	($11,300)
Net operating revenue (expense)	$ 2,144	($1,820)	$ 311	$ 259	$ 539

AIP PUBLICATIONS

MAGAZINES

Physics Today
Computing in Science and Engineering (jointly with IEEE Computer Society)

JOURNALS

AIP Advances
Applied Physics Letters
Biomicrofluidics
Chaos: An Interdisciplinary Journal of Nonlinear Science
Journal of Applied Physics
The Journal of Chemical Physics
Journal of Laser Applications (published on behalf of the Laser Institute of America)
Journal of Mathematical Physics
Journal of Physical and Chemical Reference Data (jointly with NIST)
Journal of Renewable and Sustainable Energy
Low Temperature Physics (a translation journal)
Physics of Fluids
Physics of Plasmas
Review of Scientific Instruments
Theoretical and Applied Mechanics Letters (published on behalf of the Chinese Society of Theoretical and Applied Mechanics)

AIP SPOTLIGHT PUBLICATIONS

APL: Organic Electronics and Photonics (selected content from *Applied Physics Letters*)
Applied Physics Reviews (review articles from *Journal of Applied Physics*)
JCP: BioChemical Physics (selected content from *The Journal of Chemical Physics*)

CONFERENCE PROCEEDINGS

In 2011, 97 volumes were published.

VIRTUAL JOURNALS

(jointly with APS)
VJ of Applications of Superconductivity
VJ of Atomic Quantum Fluids
VJ of Biological Physics Research
VJ of Nanoscale Science & Technology
VJ of Quantum Information
VJ of Ultrafast Science

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- Judith Flippen-Anderson (ACA)
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  Jaime Fucugauchi (AGU)
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  Paul Kelley (OSA)
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  Michael McPhaden (AGU)
  Elizabeth Rogan (OSA)
  Charles Schmid (ASA)
- Joseph Serene (APS)
  David Sokoloff (AAPT)
  Gene Sprouse (APS)
  Hervey (Peter) Stockman (AAS)
  Michael Turner (APS)

- *Identifies members of the 2011 Executive Committee*