

# State of the Org Update

This report format is designed for the officers to report to the board and the general membership. **This report closes on May 10th.**

**Date:** May 10, 2021

**Reporting period:** April 2021

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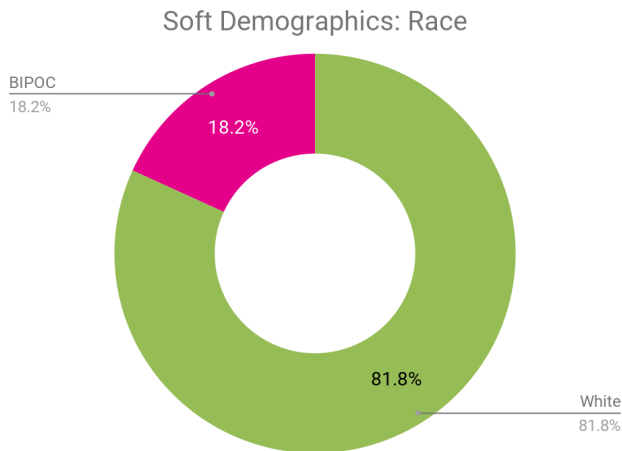
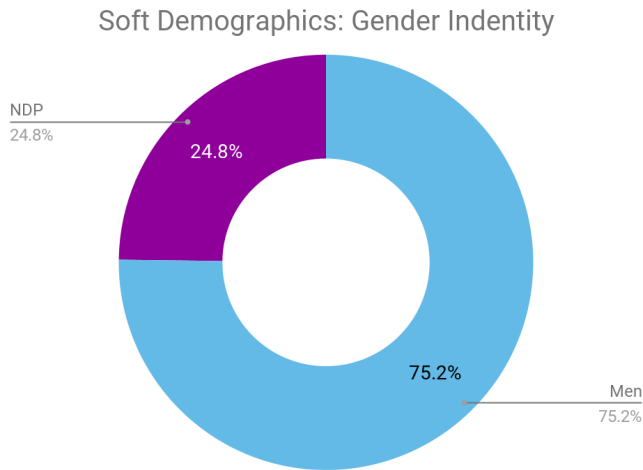
[Activities](#)

# Community Engagement

## Inclusion and Equity

### Membership Metrics

- Soft demographics reporting (based on the member directory, as of **4-30-21**)



### Representation

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## Membership Development and Engagement

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### Member Contribution Tracking

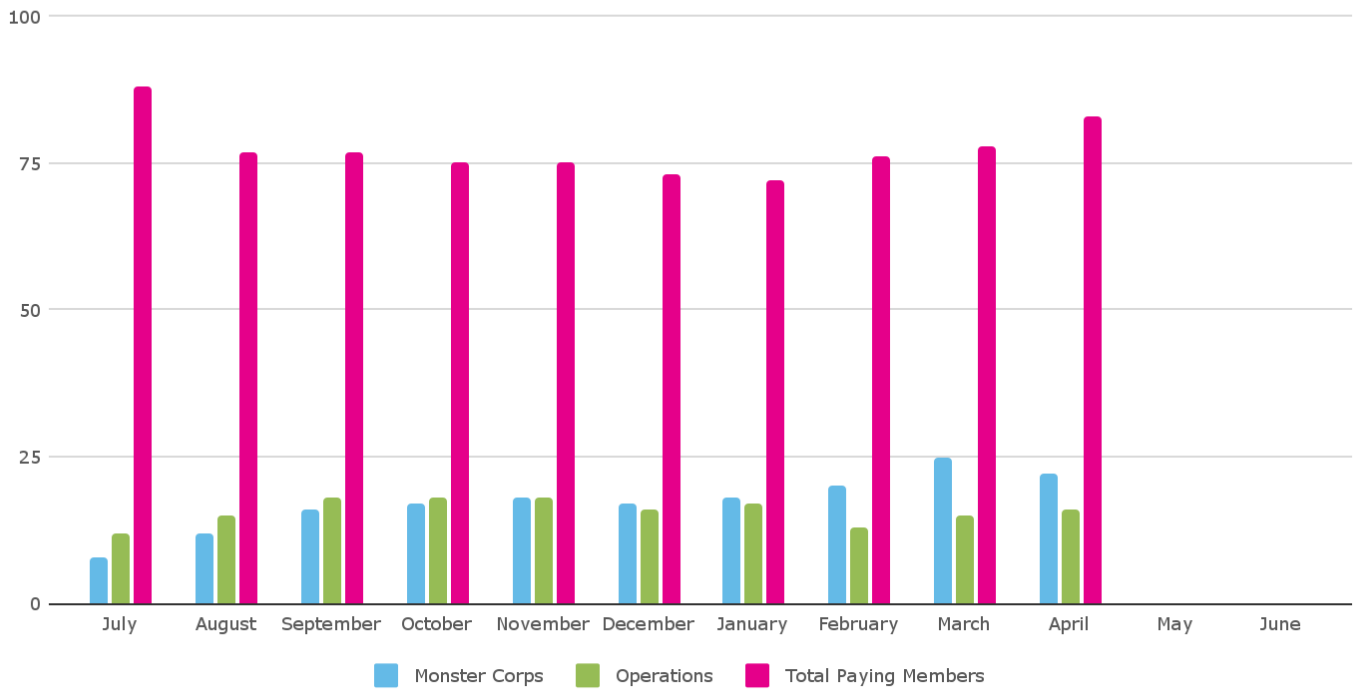
No changes at this time.

## Membership Metrics

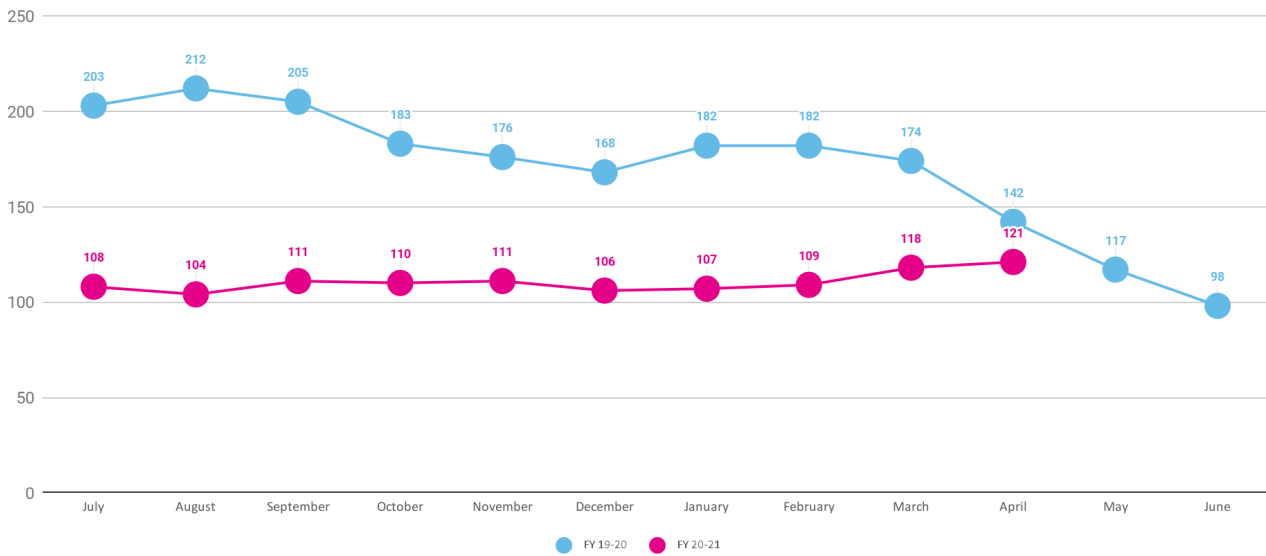
- Member Billing: We are WAY backed up with billing due to tech deficient. Seeking a new developer as a contractor and we need to raise 7k to get all the backlog sorted. **Fundraising needed.**
- Data from WordPress (*as of April 30, 2021*)

	Scholarship	Starving	Standard	Premium	Monster Corps	Operations	Total Paying Members	Total Members
July	6	16	59	7	8	12	88	108
August	4	15	52	6	12	15	77	104
September	4	12	54	7	16	18	77	111
October	3	13	53	6	17	18	75	110
November	5	13	52	5	18	18	75	111
December	5	13	50	5	17	16	73	106
January	7	12	48	5	18	17	72	107
February	9	13	50	4	20	13	76	109
March	9	14	51	4	25	15	78	118
April	9	13	57	4	22	16	83	121

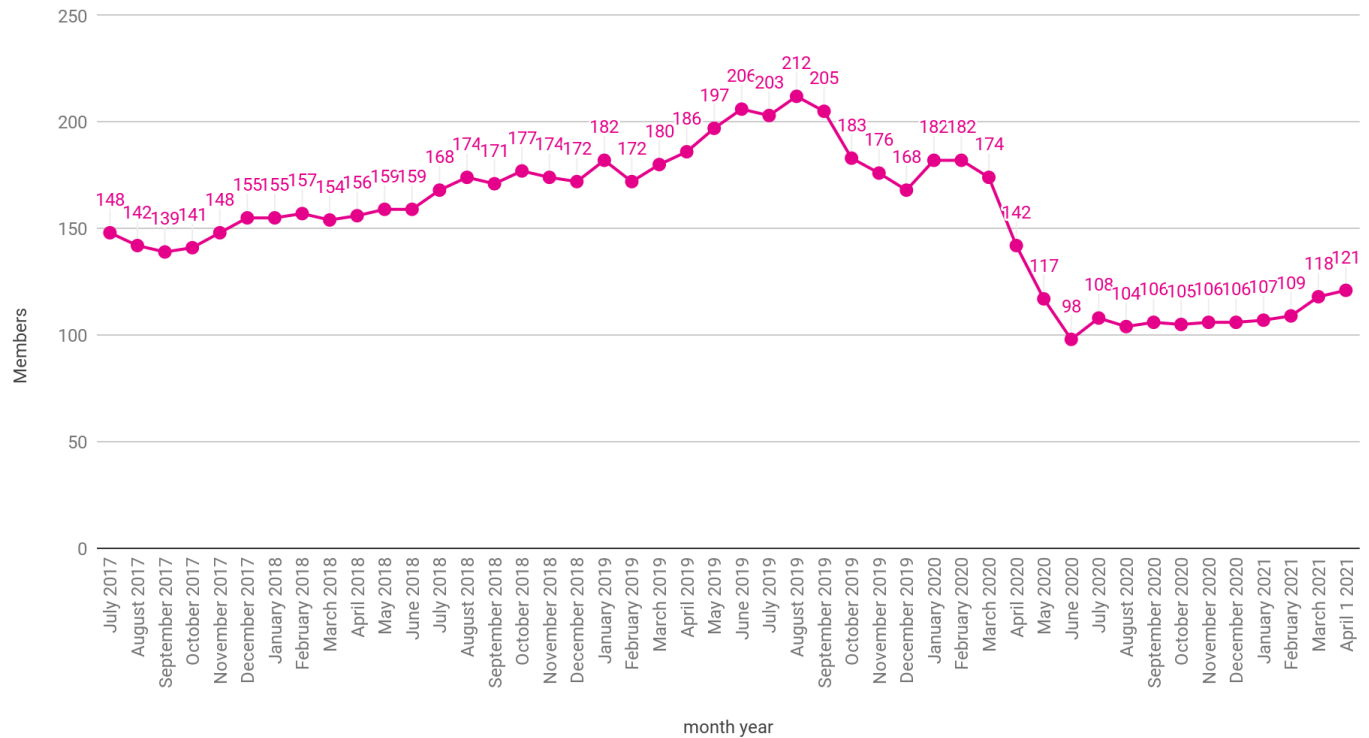
## Paid vs Monster Corps / Ops Memberships 2020-21 FY



## Membership Comparison | Current Fiscal Year vs Last Fiscal Year



## Membership over time



## Deliver on our BLM Promises

*I would like to propose that we sunset this section of the report in June. We will have performance tracked for 1 year. Replacement with other equity based work reporting would be good. - RS*

**Goal 1 - Demilitarization Signal Boosts.** Support calls for the demilitarization of police and a racially-equitable justice system.

- Project with Lead to Life Completed

**Goal 2 - Small Business Support.** Donate sani-stations to businesses in Oakland that are rebuilding

- Project restarted. Cohort/build day planned for May. Continued project to build IR wall mounted thermometers - Rachel, Ted and Ahkil

**Goal 3 - PPE.** Continue to provide PPE to marginalized communities

- This program is sunsetting and this goal has run it's life.

**Goal 4 - Anti-Racist Education.** Add anti-racist courses to our education programs

- 5 workshops scheduled for April
  - Very low turn out, several events cancelled. Outreach and promotion resource unavailable and redirected to membership recruitment.

## Outreach

- Old Member Acquisition Campaign activity and performance

- Volunteer dipped out due to health reasons
- 1 email sent April 15th
  - With 3 promotional offers, 2 month free when you pay for a year, 10% off when you pay for 6 months up front, 25% off laser classes
    - No Takers on the Deals in the first 15 days
  - Sent to 66 former members
  - 29% open rate
  - 3.1% Click rate
  - 1 unsubscribed from the list
- Started working with the Google Ad Words grant for 10k per month worth of advertising
  - Beginning planning to find a marketer to run this space in an effective ebay
  - Began Integrating Google Ads into the normal stuff we for all digital marketing
  - Google Ad Words was a huge pain the ass. Professional resources needed I think. We don't have anybody with the time to learn it.

## Social Media Performance

- Analysis of our social media reach to improve reach to more diverse people. Below are our baseline social media numbers as of **4-30-21]** - rs
  - *Google Business - 53k people found us, 136 asked for directions, 138 visited our website, Rated 4.7 stars from 39 review - from the March 9th report from google on March performance*
  - *Facebook: 2,303 followers (-5), 2183 likes (-3), 9 posts (-10)*
  - *Twitter: 15 followers (+4), 6 posts (-9)*
  - *Instagram: 346 followers (+15), 234 posts (+7 this month)*

## Programs and Operations

### Program Updates

- New Laser FATT Access Box installed - Matt, Rachel **[Matt Update this]**
  - The open source software development cost \$
  - This will allow us to bill and stop losing revenue from the laser program
  - This automates many billing functions and maintenance prompts for users
- Laser
  - Not a lots of sales for Laser Workshops. This is usually very popular so we are finding it strange.
  - Recruited 1 persons to be on the stewardship team into Monster Corps
  - Ventilation remediation is underway and going really well
- Metal
  - Began set up to Ace Set-Up Standards (equity and Inclusion bench mark)
    - Some stalls based on volunteer availability
  - Having found a good candidate for running workshops, unfortunately Steve is not responding to the one member who said they would be into do it if Steve could do a "teach the teacher" lesson

- Update on Implement a rubric for experienced users so the testing for certification is transparent and equally administered - No response from Steve B. so far. May have to look further afield.
- Storage
  - Two safety issue came up in April. We will need to clarify parameters but members are using the new project storage area
  - The locker may end up going as they take a lot of space but don't add a ton of value.
- Workshop
  - These classes are going really well
  - New plans for signage and other moves are underway.
  - Colm did a great job this month purging crap in the space.
- CNC Router
  - Bob is doing well giving classes - With 3 people certifying in April generating \$300 in revenue
- Electronics
  - Kicked off Electronics night and everyone was really great
  - Peter from Fix-it clinic is attending to help with cross over initiatives
- 3D Printing
  - Planning began for updating the area and information
- Wide Format Printing
  - Recruited a steward and in-house fulfillment person in Monster Corps
- Textiles
  - Made connect with Nia at the Fabric Mermaid, a local shop - missed for a tour but hoping to connect mid-May
  - Textiles Tuesday April - Sold out all 5 seats generating \$50 in income, w/ 1 scholarship
  - Sewing 101 Bootcamp- April Performance. We sold out with 4 students. Some issues with tracking. And more instructor training needed.
- Coworking
  - More demand for co-working being expressed. Ideas on how to shrink the storage area and offload old materials needed.
- Community Benefit
  - Oakland Community PPE Sunset - Planning and activity 20% complete
  - Willard Permaculture Garden - began prototyping signage and memorial items
  - Oakland Library (Golden Gate) - Contact made and plans for outdoor stuff this summer underway. Outdoor stuff will require more set up... but so worth it.

## Residencies

### Indigenous Makers Residency

- Nazshonnii completed CNC Certification and solved for Solidworks access
  - We provided a paid lic. To Fusion 360 for 1 year
- 

### Black Makers Residency

- Drafted outreach plan - rs, Liz P.
- Drafted basic info page and completed set up on application form - rs
- Budget organized - rs

- Introduction to community contact begun through Tammy Johnson
- Very basic Flyer put together

## Operations Updates

- Maker Associate.
  - Training 80% complete, successfully giving tours every shift - And then Kathering gave notice that May 10th was her last day.
  - The hustle was on and we posted to indeed, Ace Slack, and Craigslists.
    - Screen many candidates, Interviewed 6
    - Hired Zoe Conley with a start date of May 10th
      - Training Plan Developed
- Monster Corps
  - Reached ad-hoc capacity and now only recruiting for instructors and stewards
- **Book a tour functionality added to the website -**
  - 26 tours booked of 32 possible
  - 26 tours attended by 35 people
  - 3 known conversion to members
- Membership Onboarding
  - Orientation removed from requirement but highly encouraged
- Occupancy Tracking System - v2.1 and v2.2 in flight **[Matt Update this]**

## Leadership Development

### Cross-training and delegation

Reduce critical single-person dependencies (critical tasks only one person knows how to do).

- This is pretty much on hold while we are so short staffed.

### 2-5-10 year Vision

- Presentation to the board complete - Reactions favorage
- Operations moving to readiness for engaging a development person
- Board began discussing next steps in Slack, more planning in May

### Board Updates

- Directors agreement completed - cela
- Director recruiting resource drafted - cela+team
- Board met for 1, 1.25 hour working meeting and 1, 2+ hour board meeting

## Finances and Fundraising

Detailed financials and the annual budget through **April 30th** are on the [Wiki](#).



## Cash on Hand

An interactive cash dashboard is available [here](#).

As of April 30, 2021, our cash balance was \$81K (154 days of cash). We forecast to end the year with \$60K (115 days of cash).

Our daily expense is approximately \$525.

## Funds available by Program

Steward reports available as a standalone [wiki](#) page.

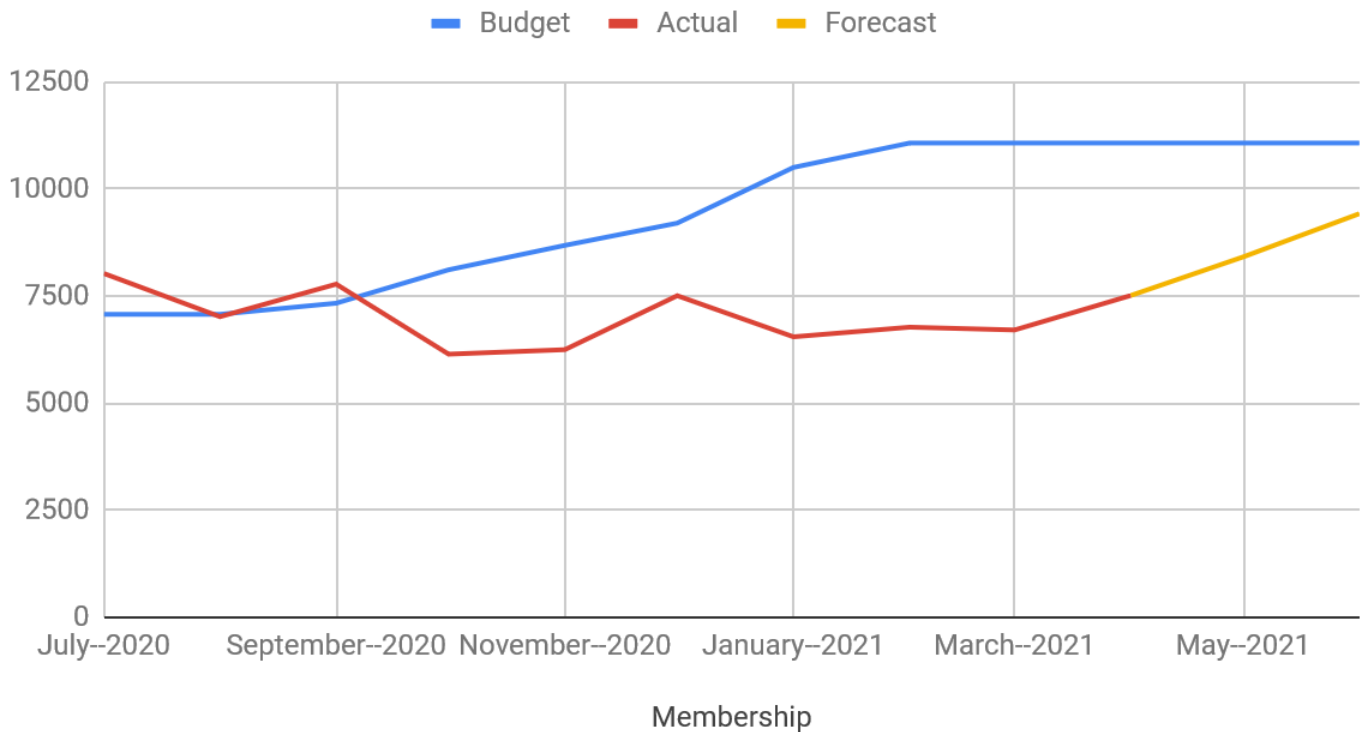
This [page](#) shows monthly program revenue from classes and an overview of available funds by program.

## Membership Revenue

An interactive membership revenue graph is available [here](#).

Membership revenue in April was the highest it's been since September 2020! The graph below shows the modeling for future membership revenue, assuming two more months of growth like we just had.

## Budget, Actual and Forecast



## Activities

- One grant (State of California, \$15K) ultimately NOT awarded. During the final approval stage, our NAICS number did not meet the application criteria. We may be eligible in the final round of applications for all business types.
- The SBA has offered Ace the opportunity to increase it's emergency loan from \$88K to up to \$500K; we've indicated that we're interested in making an additional draw on the loan and will discuss the amount with the Board before final draw.
- PPP loan forgiveness application paused - Bank of America is going terribly slow as regulations continue to change
- PPP Second Draw Loan Application was cancelled in March due to Bank of America onerous document requirements. As of May 7th, the SBA was out of money for the PPP program and Bank of America indicated that no new loan applications will be accepted.
- We're still waiting on Gusto (our payroll provider) to take advantage of payroll tax credits and reduced our operating expenses through the end of year.

# Instructions

*Please be mindful of these definitions when adding information to this report:*

**Action:** Actions are directly copied from the goals

**Status:** This can be DONE, Deferred, Cancelled, Modified, OR colors to reflect how well it is going

**Activity:** This is only a list of any actions or accomplishments during the reporting period. It is **not** noted about what needs to be done or plan. Any action should only be listed one time in this report. So if you did XYZ choose what goal to tie it to. Please, initial entries.