

August 2022

State of the Organization Report

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

Date of Report: September 11, 2022

Reporting Period: August 2022

Report prepared by:

Rachel Sadd
Executive Director

Steven Sheffield
Treasurer

Cela Grady
Board Chairperson

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Summary

The end of summer had a theme of juggling. Some of our key contributors take the month off for burning man and many a work around had to be made. Those of us still in town managed admirably and creatively. What was exciting was that we are over 200 members! And we are just 21 members shy of our paying members goal. While this is very exciting we do expect a dip both for the winter holiday and when the rate increase hits in October. We also made a key capital purchase with the New Router and that is bringing us into the notice of local government and industry. As summer turns into fall we are focused on our current major projects and controlling scope creep.

Program

Diversity, Equity, and Inclusion

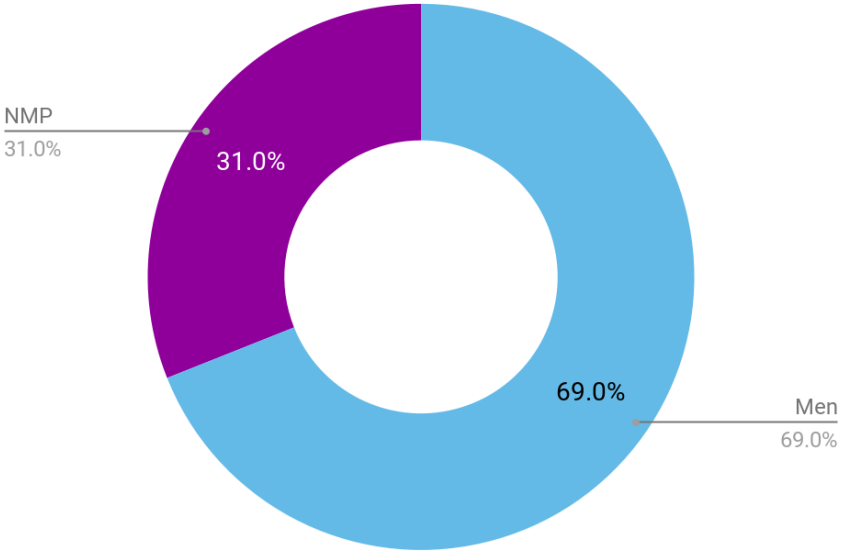
2023 Goal Ace is operating at 50% of it's DEI goals with targets set by the diversity in [Oakland, CA](#). The data shown here is as of February 28, 2022.

Soft Demographics

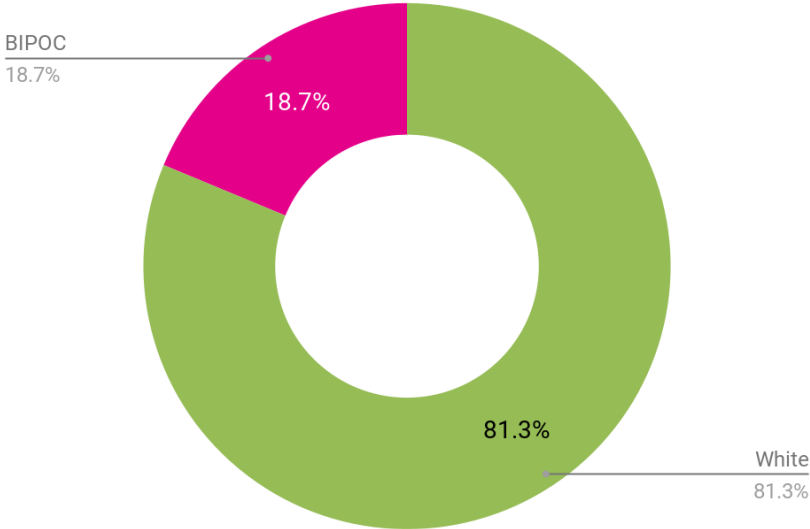
As of 8/31/22. The number in the small colored box is the differentiation between last month and this month.

Men	Non-Men People	White Appearing	BIPOC Appearing
140	63	165	38
4	5	9	0

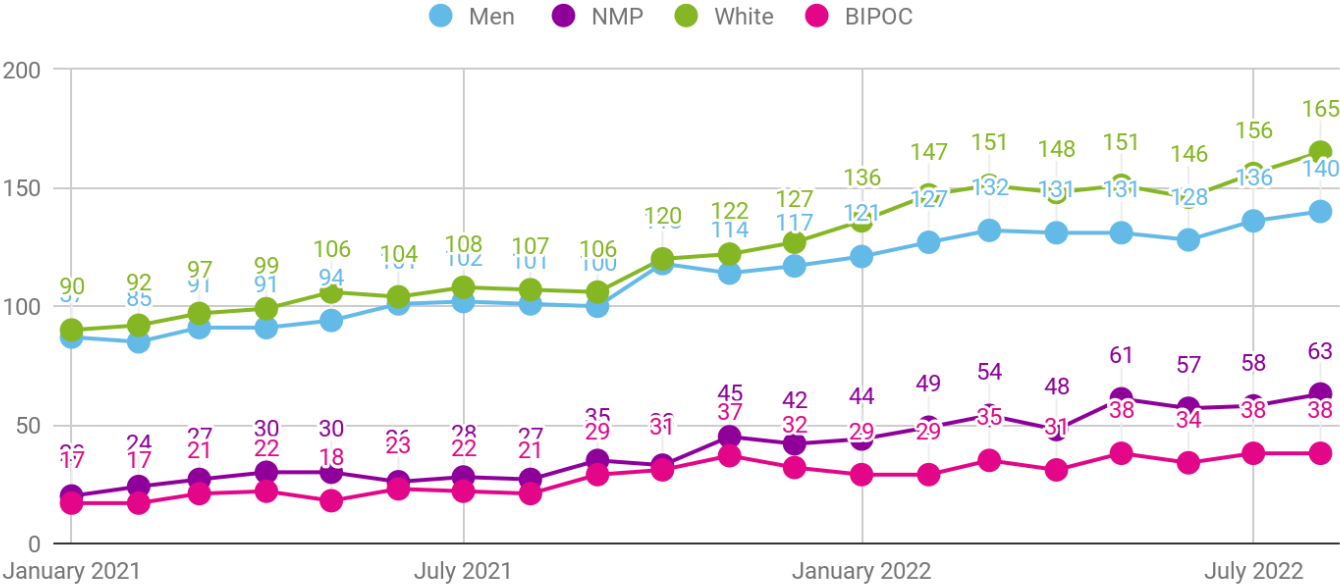
Soft Demographics: Gender Identity



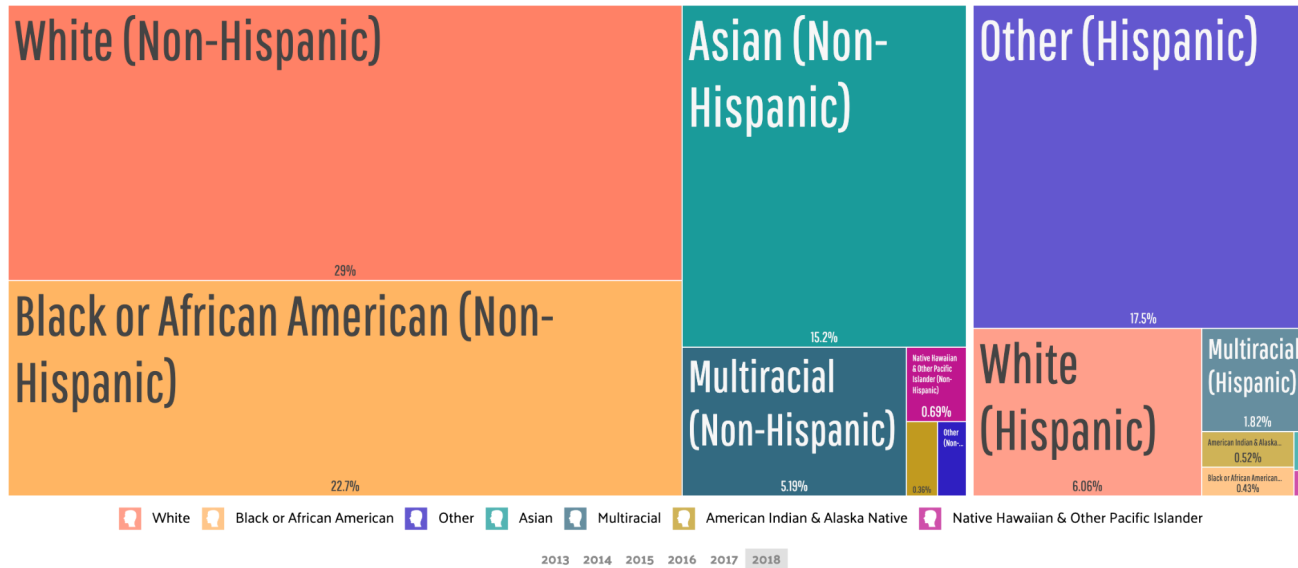
Soft Demographics: Race



Soft Demographics over time



Diversity in [Oakland, CA](#) : Ethnicity



Membership demographic metrics

As of June 30, 2021, Anonymous Self-reported information. 40% (50) of members reported, can be found in previous SOO reports.

[data not available until 2022 survey is complete)

Leadership Demographics Metrics - Pending Survey

As of June 30, 2021 Anonymous Self-reported information. 100% (4) of leaders reported, can be found in previous SOO reports.

[data not available until 2022 survey is complete)

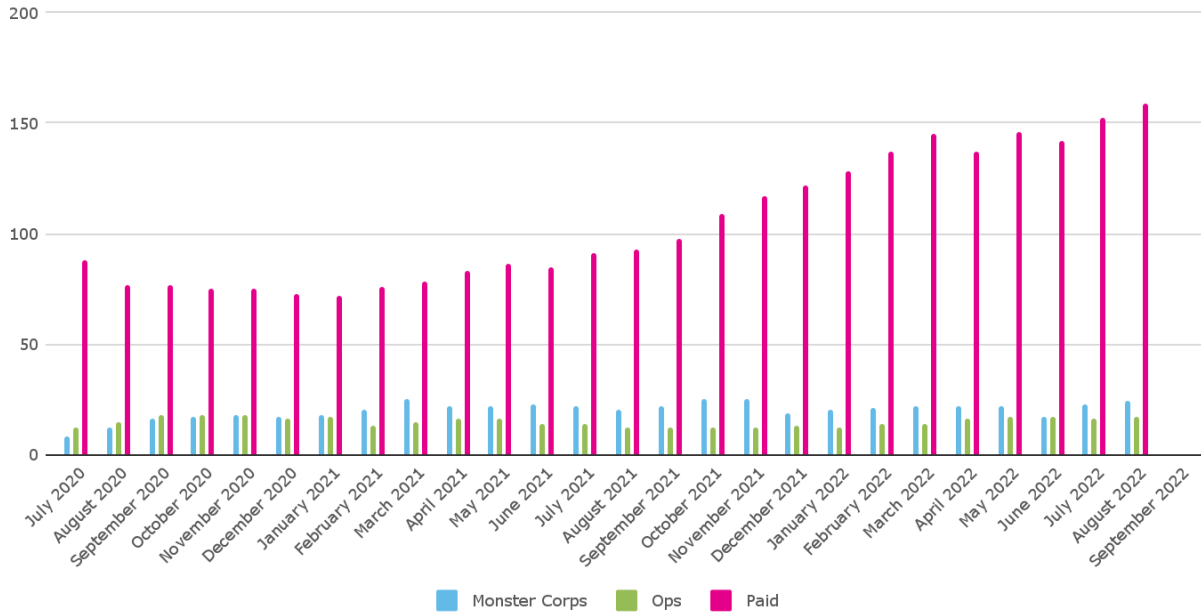
Operating Capacity

As of 8/31/22. The number in the small colored box is the differentiation between last month and this month.

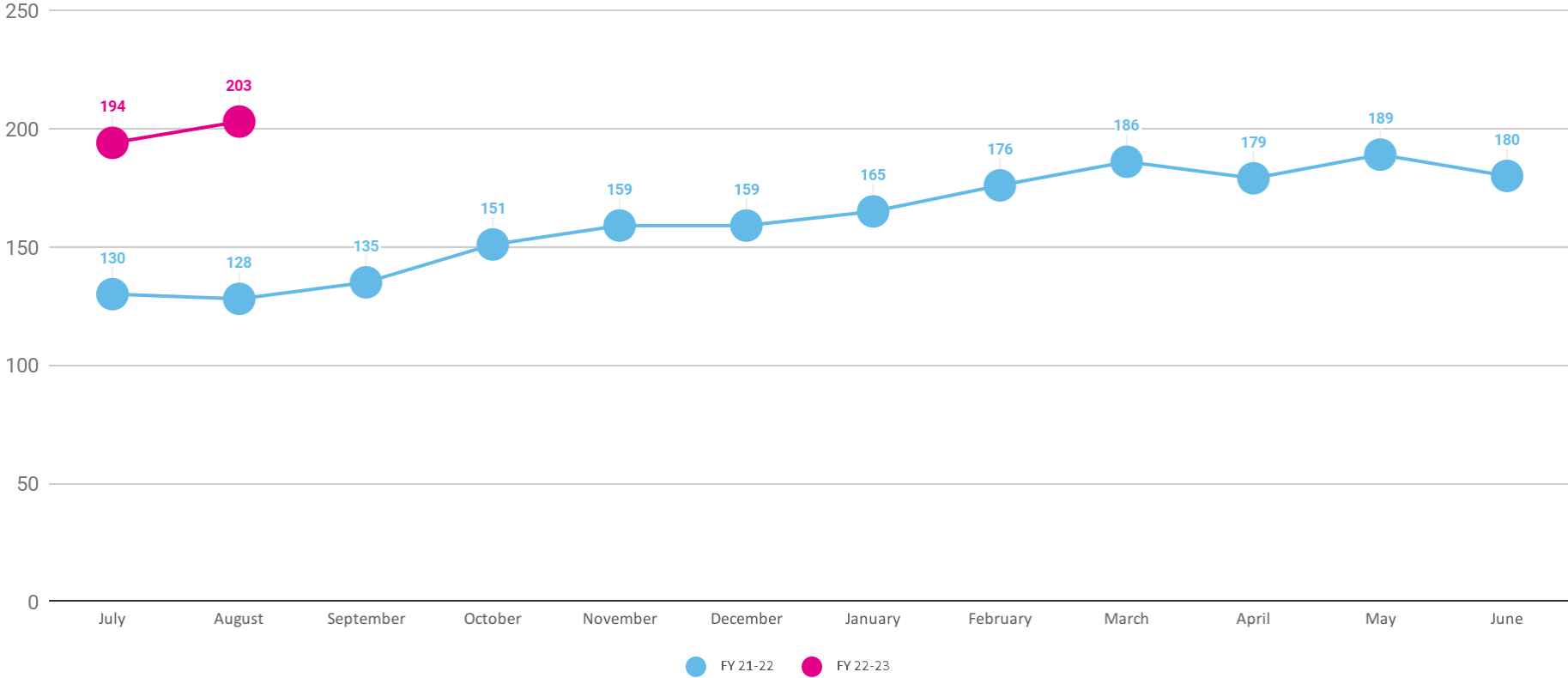
Total Members		Total Paying Members	
203	9	159	7

Premium \$120		Standard \$95		Starving \$79		Scholarship \$45		Scholarship		Monster Corps		Operations	
13	2	120	4	22	1	4	0	3	0	24	1	17	1

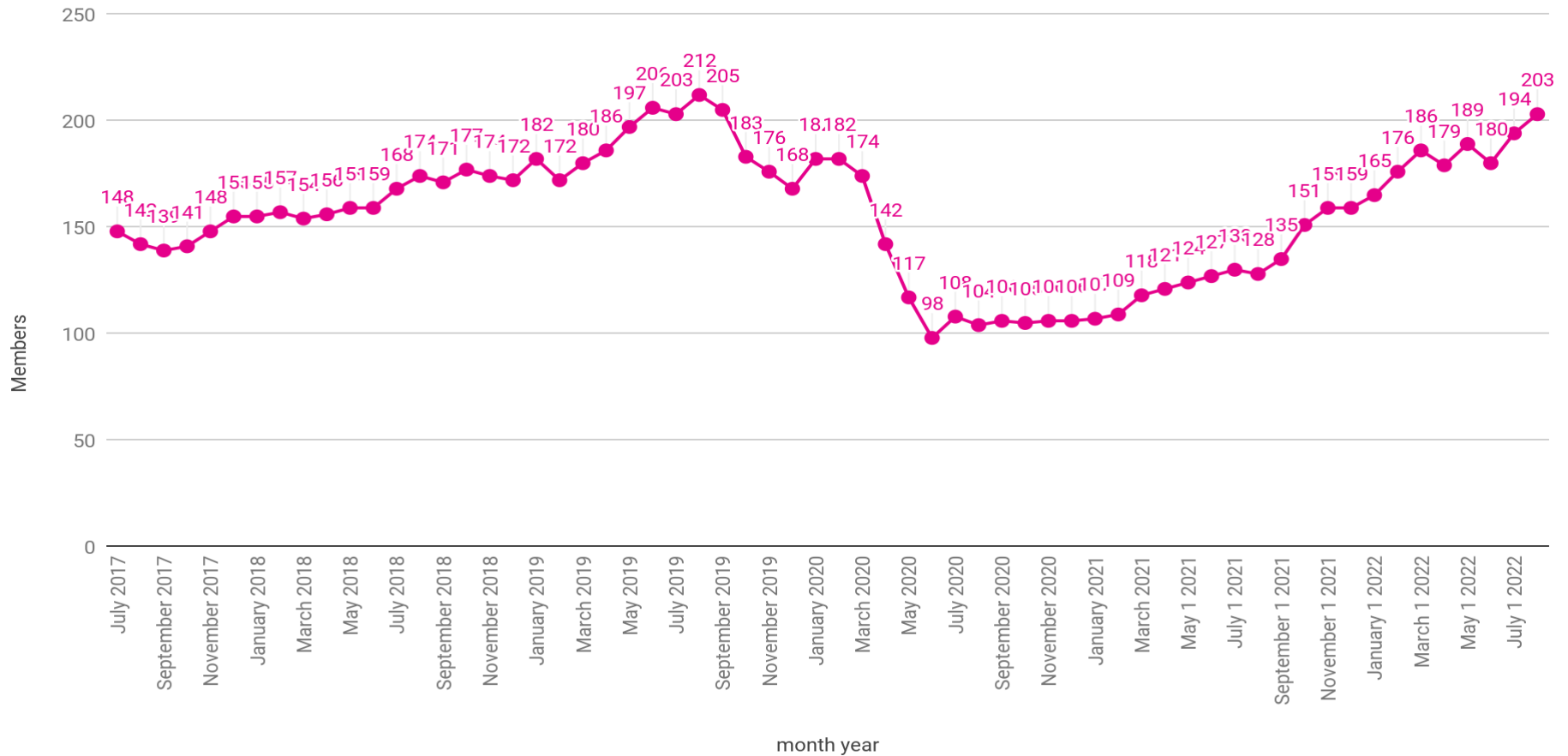
Paid vs Monster Corps / Ops Memberships
2022-23 FY



Membership Comparison | Current Fiscal Year vs Last Fiscal Year



Membership over time



Education

- Shift in Textiles to focus more on the classes that are selling out including more 101 instead of project based classes
- Quilt Basics launched with promotion, for a 3 part august class

Equipment Gaps

- Status on major equipment initiatives
 - Capital Improvements planning is well underway using the [Planning Document](#)
- Broken Planer was replaced and the old one striped for parts. Total on this adventure was \$900
- Jointer was ordered and received. Set for July 2 install
- CNC Router selection a little stalled but planing going well.

Staff and Volunteer Pipelines

- 2 MC folks added

Maintenance and policy development

- Dibs seem to socialize better in the shop. Capacity capped at 6 projects

Education and Outreach Metrics

As of 8/31/22. The number in the small colored box is the differentiation between last month and this month.

Tours, Open House, and New Member Orientation					
Tour Attendees	Open House Attendees	Orientation Attendees			
8	0	40	9	29	15
Bookable Tours	Open House Events	Orientation Workshops			
16	0	4	-1	3	0
Classes, Open Lab, Events					
Events	Access	Exposure	Experience	Outreach	

41	-4	15	1	5	2	0	0	7	-3
Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees
238/168	63/68	24/31	0/0	108/69					
3D Printing	CNC Router	Electronics	Laser	Art					
1	1	1	-1	2	0	3	-1	2	2
Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees
8/6	4/4	16/14	12/12	18/15					
Metal	Textiles	Workshop	Comm. Benefit/MA						
0	0	4	0	5	0	0	-1		
Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees	Seats/attendees		
0/0	40/22	24/22	0/0						

Service Metrics

[Dashboard? How many people we serve in total. Deviation from last month. Maybe a chart that shows progression over time. Would need a collection methodology to execute. Call out class scholarships given] - Development pending resources availability

Residencies

- Indigenous Makers and Black Makers Residency cohort
 - Wrapping up with Nazshonnii and Tatille. Need to book exit interviews. **Still**
 - Planning for the next round in the fall has begun. Mostly outreach.
 - This needs significant resources we don't currently have.

Mutual Aid/Community Benefit

- 500 Filters is wrapping up.
- Book Bags for Pre-K a one day effort set for september

- Quilts for veterans is on. Need to raise 2k or so. Project Underway

Community and Culture Innovation

This section examines: Programming innovations, Systematic DEI tools development, ops assessments, and Community partnerships.

- Needs identification
 - There are a lot of needs. Refocusing on getting out of our plateau and the 2-5-10 year goals is where it is at.
 - Plateau seems to be resolving
- Curiosity-based community outreach and response (influence)
 - Community Advisory Committee totally failed to garner a response. Redesigning to a ½ day workshop.
 - We are out of human resources to even do a ½ day program for fall. **Action needed to continue.**

Challenges

- Influx of new folks ... need lots of hand-holding
- Key contributors being gone for August

Structure

Staffing

ED Salary

- ED salary is on track with the 2-5-10 play at \$62,400.

Officer and Key Leadership

Goal: The officer team is fully staffed and key leadership staff positions are filled

- Structure flaws identified. We restructured based on the following
 - Removed the VP position
 - Plans on Comms going full time next year
 - Added Extra Day to Ops Position - both to make it a more attractive job and to get some more coverage

Staff Retention

- Maintaining/retaining the Associate position + other professional development and retention actions
 - Jacky's is doing a great job - need to look at full time next year
 - Patrick is well onboarded and we need to begin planning recruitment
 - Identified hours increase for November 1, 2022 for the position
 - Recruiting underway, website updated, flyer campaign to start shortly

Instructor Base and Pipeline Performance,

A stable instructor base is maintained and a pipeline developed

- Better clarity of roles in textiles established
- Recruiting needed for metal
- Funding through working artist grant begin sought

Board

Director and Sr. Staff Recruiting

Recruiting and pipeline building is prioritized, with members upholding and building upon the commitments outlined in the Member Agreement and the Board Member Agreement

- Values still need work, but are no longer considered a roadblock to beginning communication efforts
- Recruiting page on the website planned for August - **on hold pending resources**
- Recruiting work begun to hire or contract with a Fundraising person, seeking a non-profit resource center to help
- Now that we have more resources recruiting planning has begun

Assessments

Board provides peer-assessments, self-assessments, and assessments of the Officers, including feedback, suggestions, and proposed accountability metrics

- Assessments really need a schedule

Demographic Metrics vs. Goals

Board exists with a full, diverse membership, including Ace folks and non-Ace folks. Our 2-Year goal is to look at least 50% like Oakland by 2023.

- We are collecting annual information to update these metrics

Processes + Automations

Billing

- We collected \$177 worth of laser fees from August billing. Several outstanding bills going to collection in Sept. Thought folks seem to be more on top of it.

Access/Utilization Tracking

Booking system changed to allow for lifted restrictions after State Re-Opening. Future plans include better usability for users, an integrated dibs system, and suggested contributions.

- **Laser Access Point** -. Had a catastrophic fail that required emergency contracting by Hal to keep laser up. Moving forward. With 1.1v to solve some issues.
- **Cupcake Fob Making Station** - This was delivered with back up mid August!
- **Door Access (FATT)** - This is in the quote and spec process.
- **Honor Bar Billing App** - v1 Beta Station Launched! We are going to leave it up and running in Coworking/textiles for a month before building another one for Clean Fabrication.

Area Standards

All Areas are set up according to [Ace standards](#) for safety, equity and inclusion

- We are bottlenecked with layout jobs but an exciting amount of stuff in the queue
- Large Friendly dimensional signage going up in many spaces.

Key challenges teams are having with centering themselves have been identified. New tools that have been developed to combat this are Communications guidance and a new soft-skills exercise about centering others.

Marketing, Advertising, Communications

Marketing, and communications follow a communication structure based on resources and priorities

Outreach events

- August Oakland First Friday went well. Button-making activity really brings them to the yard.

Campaigns

- 500 Filters - Not the response we were hoping for and we are winding up.
- Member Survey. Response rates were low and we are going for one final push..

Social Marketing Reach

Analysis of our social media reach to improve reach to more diverse people. Below are our baseline social media numbers **as of 8/31/22.**

- *Google Business*
 - 3,735 Profile views (+63.3% compared to August 2021)
 - 271 asked for directions (+146.4% compared to August 2021)
 - 352 visited our website (+68.4% compared to August 2021)
 - 1,925 found us in searches (+60.7% compared to August 2021)
 - Rated 4.8 stars from 47 reviews
- *Facebook*
 - 2.2K followers (+4)
 - 35 posts
 - 46 post likes
- *Twitter*
 - 50 followers (+6)
 - 36 tweets
 - 1 Profile visits (-2 Compared to July 2022)
 - 839 Impressions
 - 12 Mentions
- *Instagram*
 - 736 followers (+42)
 - 6.9K profile impressions

- 235 profile visits
- 30 posts

Cash

We had \$341k cash on hand at the [end of](#) August, about 405 days of cash. Our average daily spending is on track to be \$787/day.

Ace should it through FY23 with plenty of money thanks to our additional SBA loan and adding enough members by the spring to begin making a monthly profit.

Note: There is a discrepancy between the cash metrics on the dashboard. This is under investigation and is likely the result of our accounting system needing to be restored.

Revenue

[Membership revenue](#) in August 2022 was more than \$13.5k this month, and due to many payments (~\$2k) coming in the final days of August, this may undercount August membership revenue.

The average membership revenue since January is \$13,990 (up \$1500 since last month; \$5,600 more than last year). Our goal is \$20,000 per month by March 2023 (7 months away).

Revenue from [classes](#) was down, just above \$2k last month. For the last three months, our class revenue has fallen below the \$4k per month threshold, but this month has been the worst of the last three.

Comparison to Budget

As of August, 4 revenue accounts differed significantly from the budget (\$1000 difference), while 4 expense accounts differ. [Review this report](#) for more detailed information.

Updates

The [Bay Area Racial Equity Fund](#) Pre Application was completed for a 100k loan, but the program has ended. We will not be able to get these funds, but we can proceed with our plans without these loaned funds.