

January 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 February 10th.**

**Date of Report:** February 11, 2022

**Reporting Period:** January 2021

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*Treasurer*

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*Board Chairperson*

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# Program

## Diversity, Equity, and Inclusion

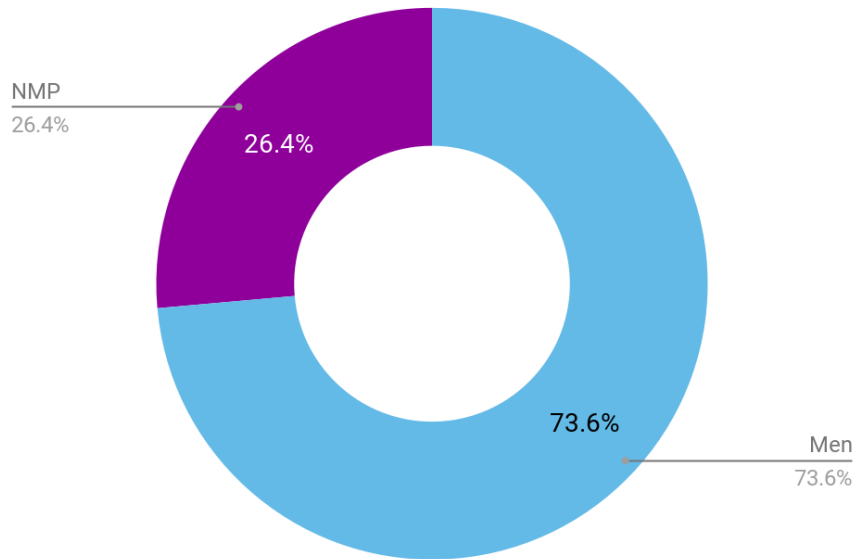
2023 Goal Ace is operating at 50% of it's DEI goals with targets set by the diversity in [Oakland, CA](#). The data shown here is as of January 31, 2022.

### Soft Demographics

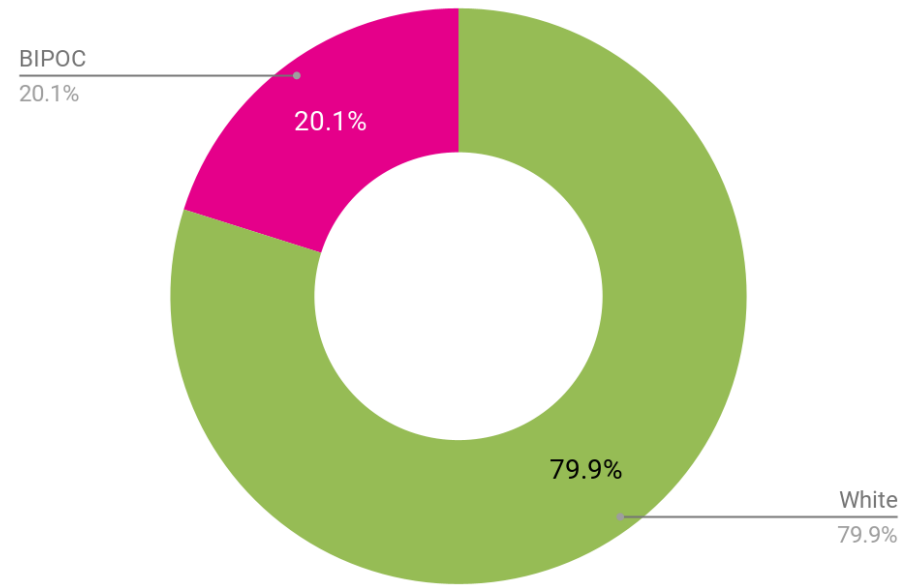
As of 1/31/22. The number in the small colored box is the differentiation between last month and this month.

| Men        | Non-Men People | White Appearing | BIPOC Appearing |
|------------|----------------|-----------------|-----------------|
| <b>121</b> | <b>44</b>      | <b>136</b>      | <b>29</b>       |
| <b>4</b>   | <b>2</b>       | <b>5</b>        | <b>-3</b>       |

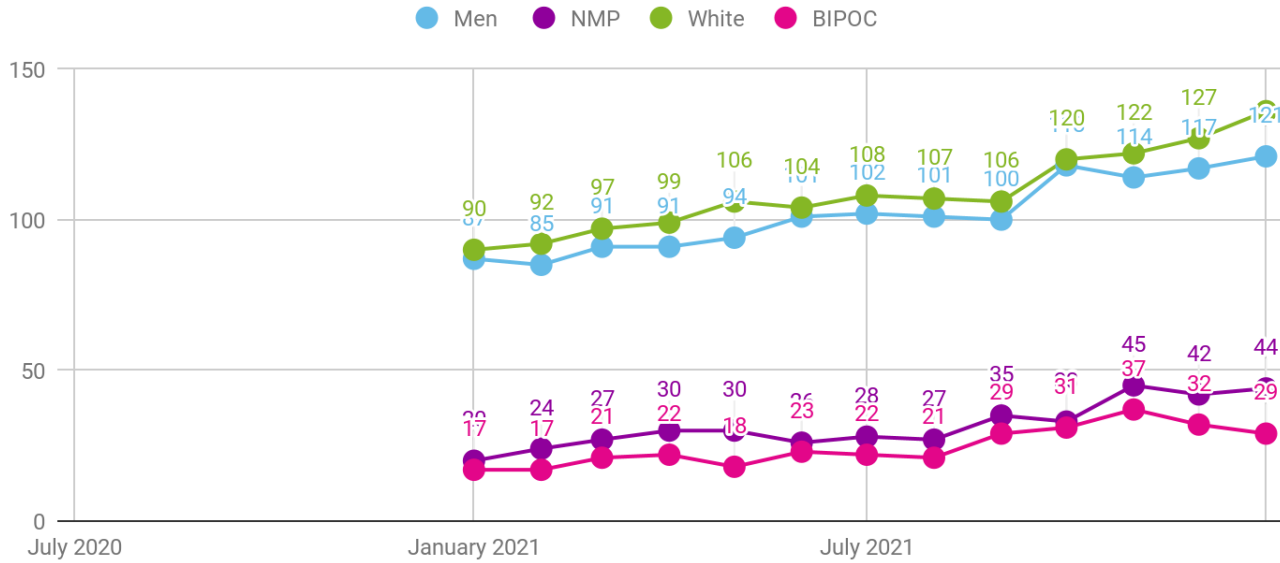
Soft Demographics: Gender Identity



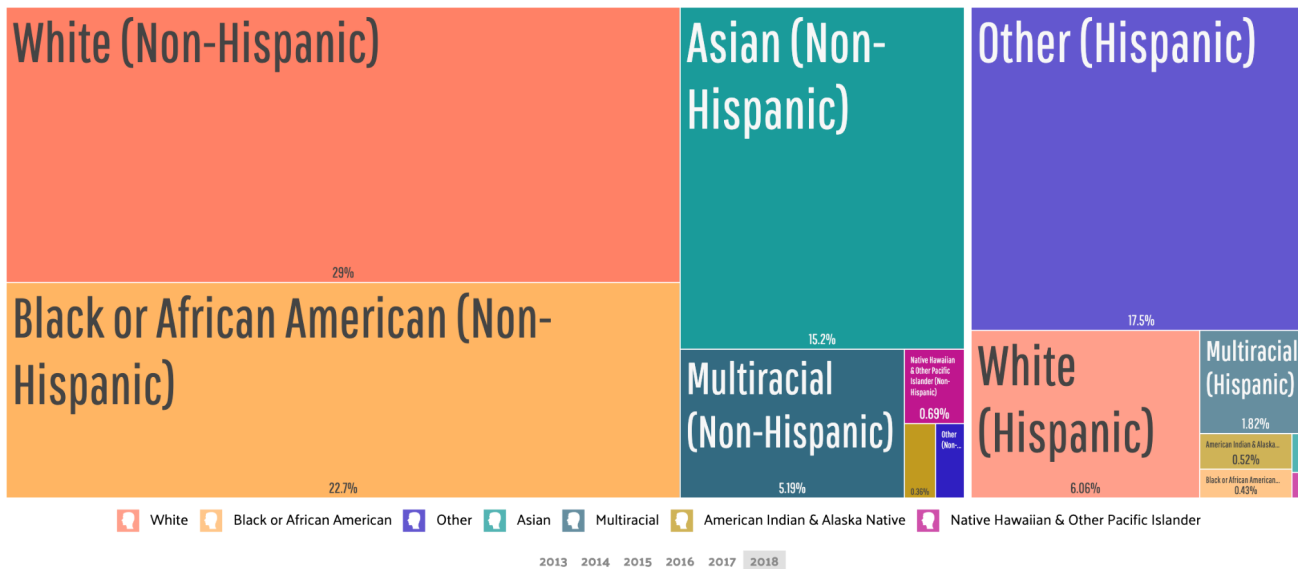
Soft Demographics: Race



## Soft Demographics over time



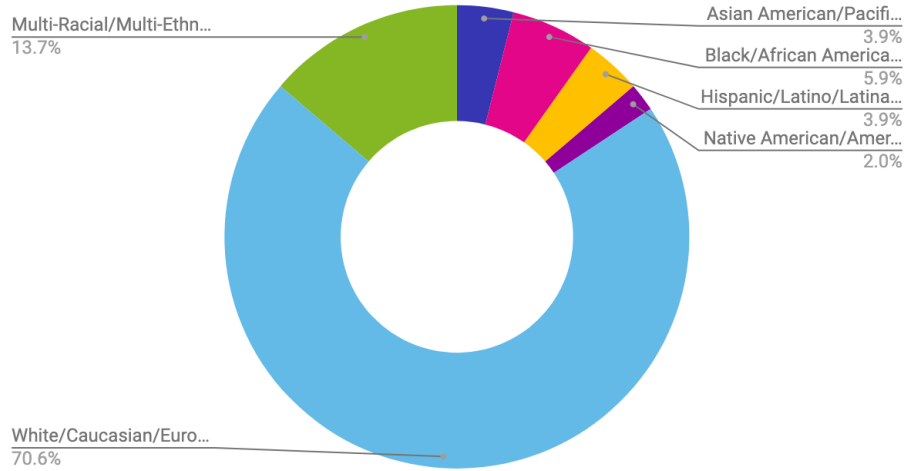
## Diversity in [Oakland, CA](#) : Ethnicity



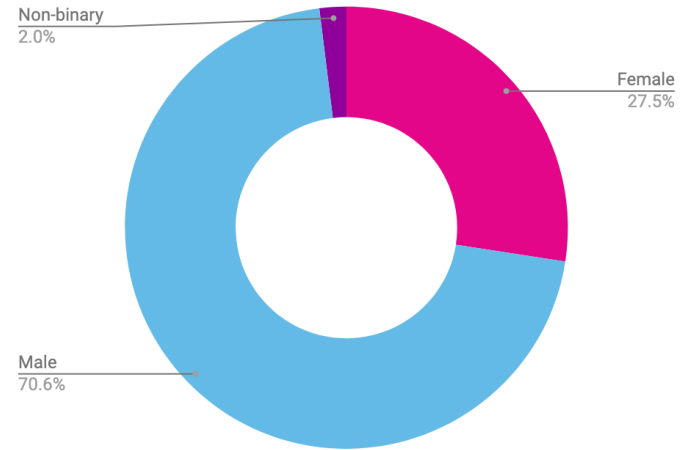
# Membership demographic metrics

As of June 30, 2021, Anonymous Self reported information. 40% (50) of members reported.

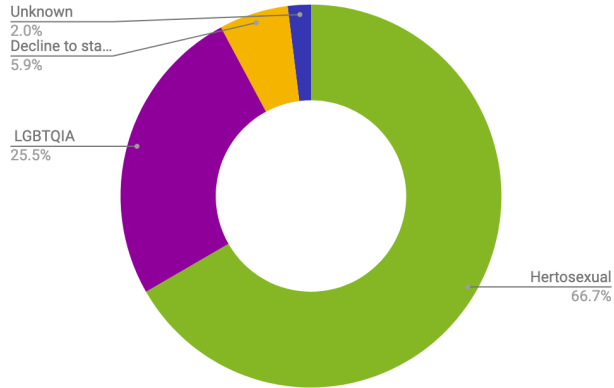
## Ethnicity



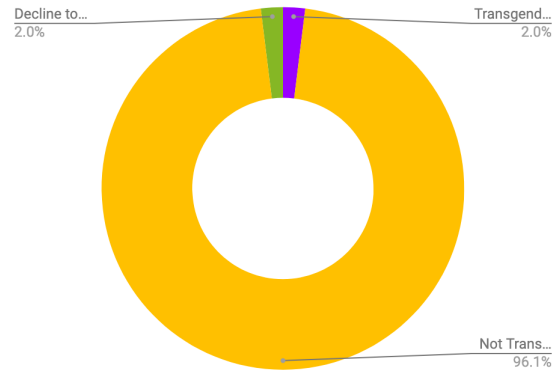
## Gender



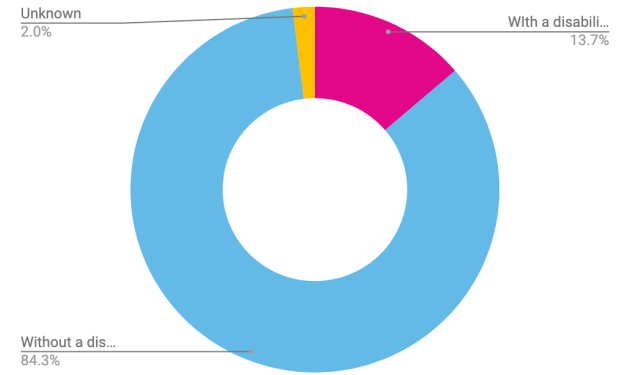
## Sexual Orientation



## Gender Identity



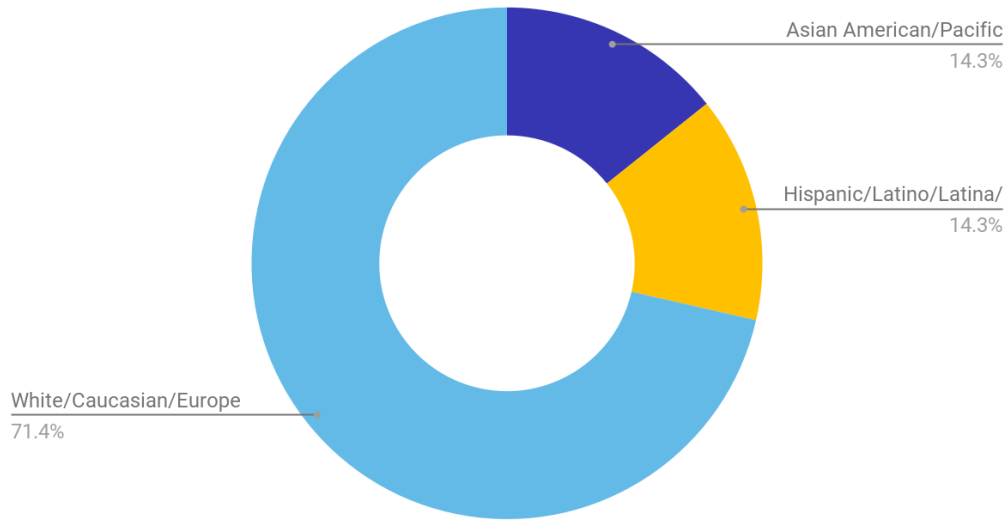
## Disability Status



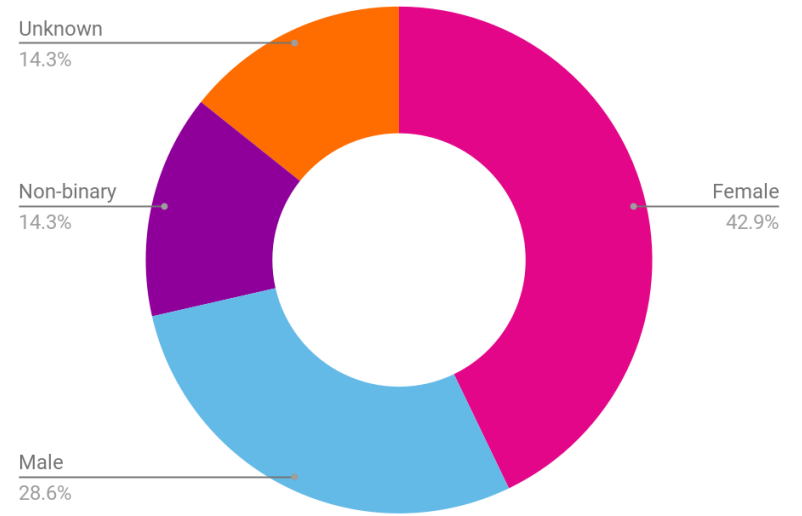
# Leadership Demographics Metrics - Pending Survey

As of June 30, 2021 Anonymous Self reported information. 40% (50) of members reported.

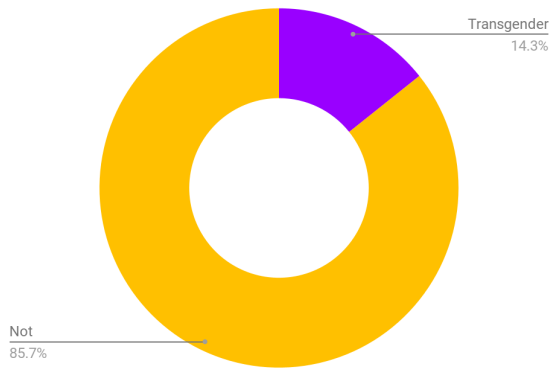
### Ethnicity - Leadership



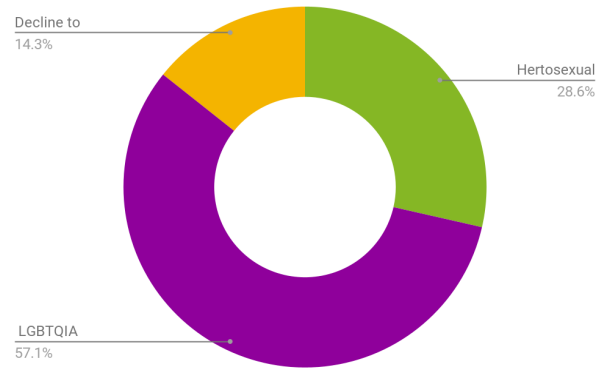
### Gender-Leadership



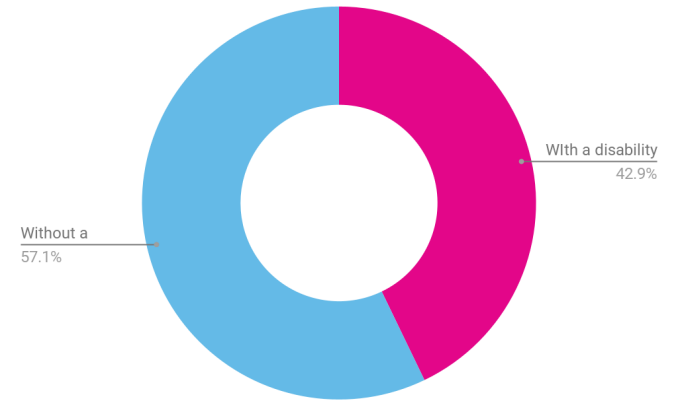
### Gender Identity-Leadership



### Sexual Orientation - Leadership



### Disability Status-Leadership



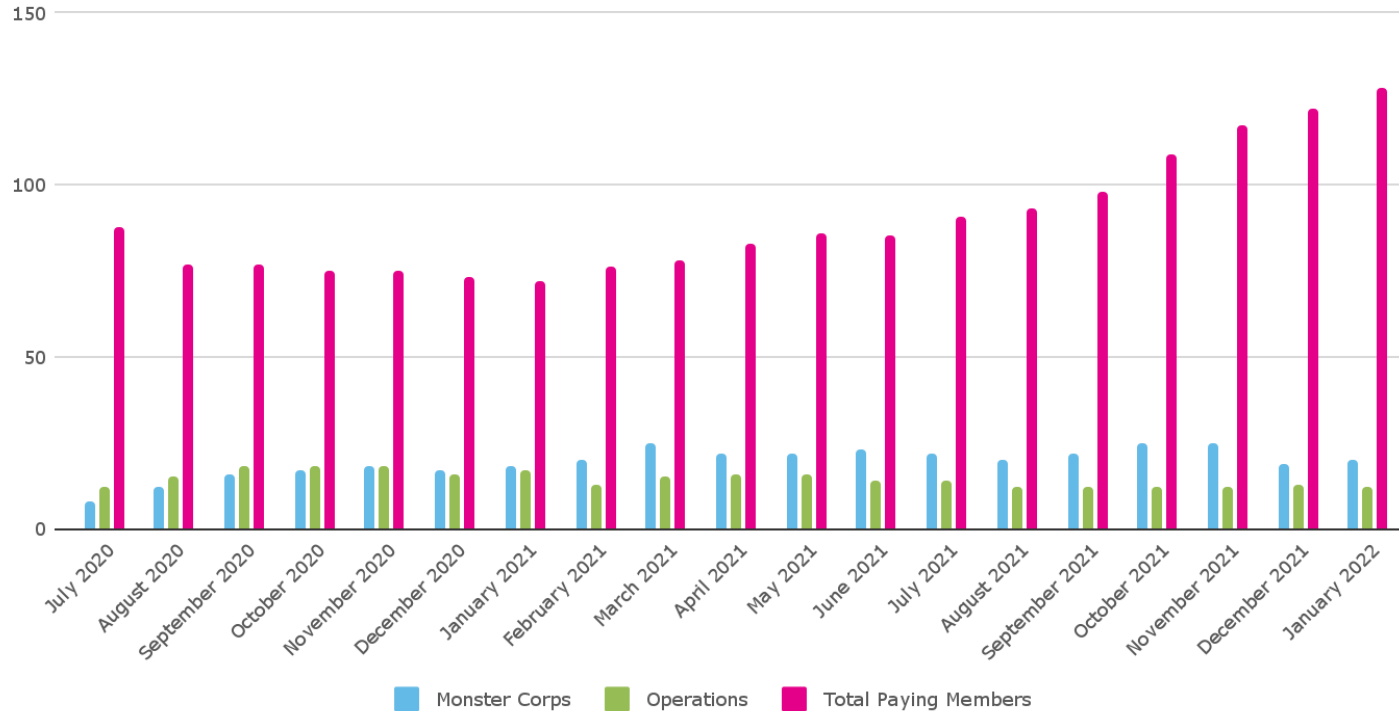
# Operating Capacity

As of 1/31/22. The number in the small colored box is the differentiation between last month and this month.

|               |          |                      |          |
|---------------|----------|----------------------|----------|
| Total Members |          | Total Paying Members |          |
| <b>165</b>    | <b>6</b> | <b>128</b>           | <b>6</b> |

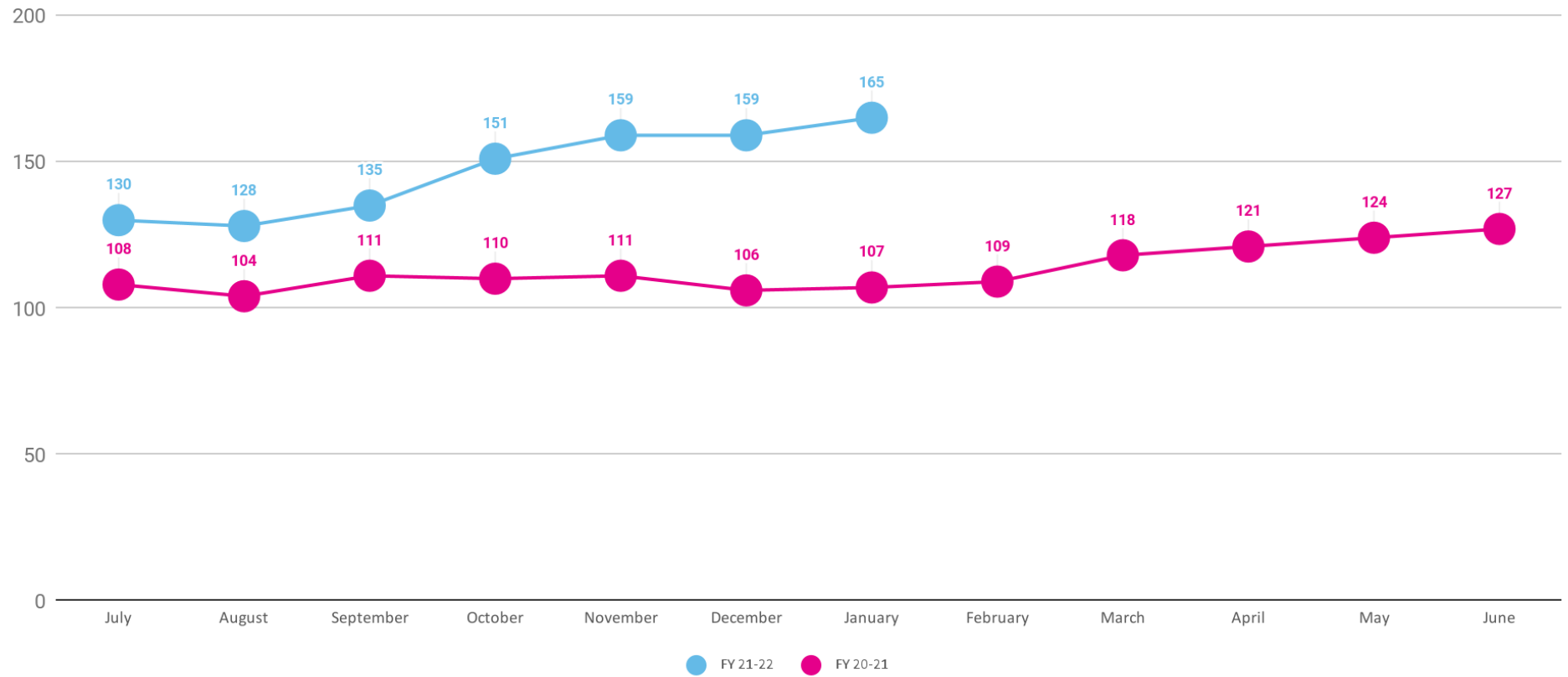
|               |           |               |          |               |          |                  |           |             |          |               |          |            |           |
|---------------|-----------|---------------|----------|---------------|----------|------------------|-----------|-------------|----------|---------------|----------|------------|-----------|
| Premium \$120 |           | Standard \$95 |          | Starving \$79 |          | Scholarship \$45 |           | Scholarship |          | Monster Corps |          | Operations |           |
| <b>11</b>     | <b>-3</b> | <b>93</b>     | <b>9</b> | <b>17</b>     | <b>1</b> | <b>7</b>         | <b>-1</b> | <b>5</b>    | <b>0</b> | <b>20</b>     | <b>1</b> | <b>12</b>  | <b>-1</b> |

Paid vs Monster Corps / Ops Memberships  
2020-21 FY

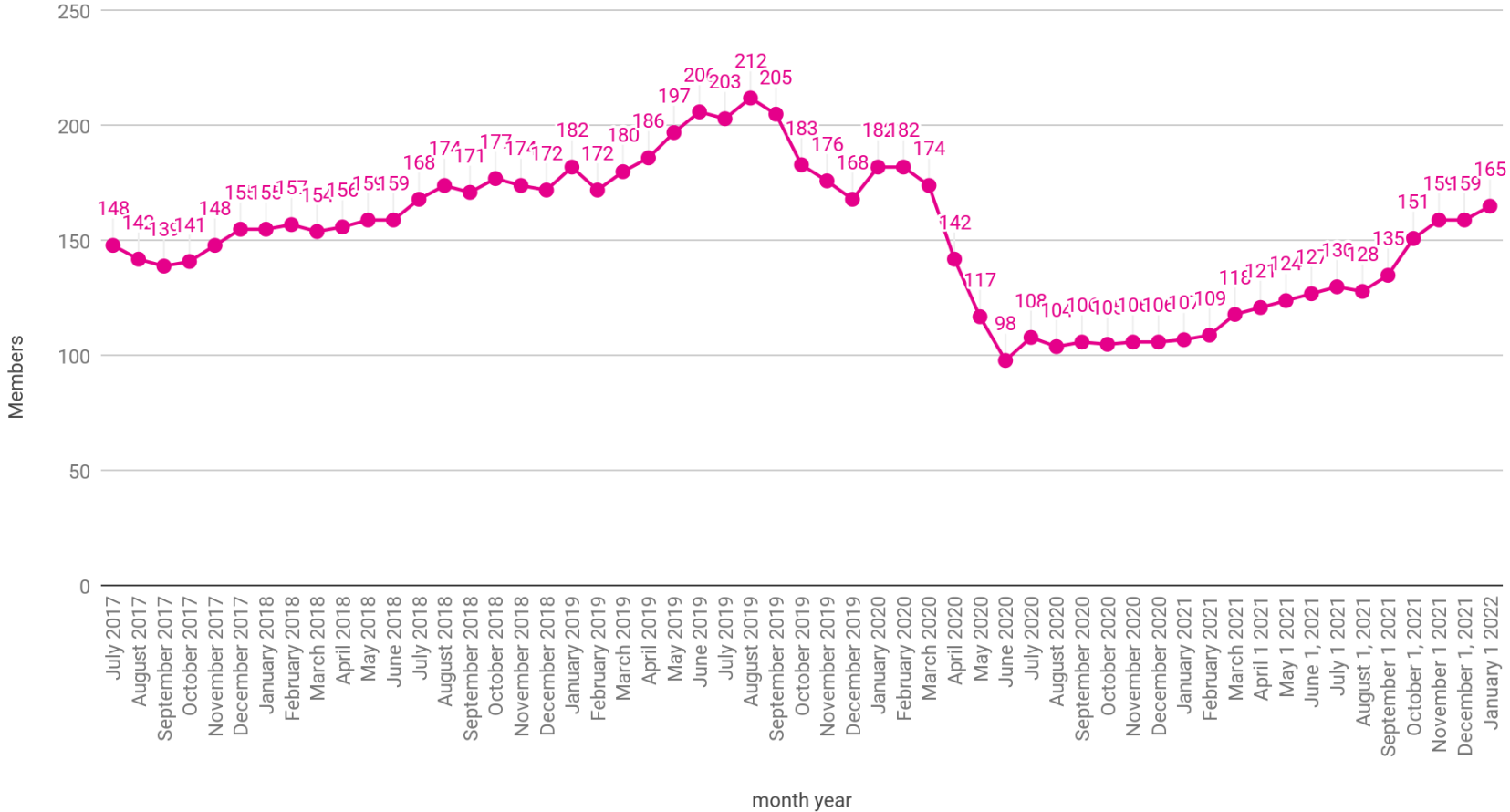




## Membership Comparison | Current Fiscal Year vs Last Fiscal Year



# Membership over time



- Comparison of activity to 180 *paying members* goal by Fall 2021. The delta in this chart is the differential between how many paying members we have vs what we need. We obviously didn't meet that benchmark as of Winter 2021, but it still remains the goal.

|               |            |
|---------------|------------|
| Recovery Goal |            |
| <b>180</b>    | <b>-52</b> |

# Education

As of 1/31/22. 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 |          |
|----------------|-----------|----------------------|----------|-----------------------|----------|
| <b>3</b>       | <b>-3</b> | <b>40</b>            | <b>0</b> | <b>11</b>             | <b>4</b> |
| Bookable Tours |           | Open House Events    |          | Orientation Workshops |          |
| <b>9</b>       | <b>0</b>  | <b>5</b>             | <b>1</b> | <b>2</b>              | <b>0</b> |

## Classes, Open Lab, Events

| Events          |          | Access          |          | Exposure        |          | Experience      |          | Outreach        |          |
|-----------------|----------|-----------------|----------|-----------------|----------|-----------------|----------|-----------------|----------|
| <b>27</b>       | <b>4</b> | <b>12</b>       | <b>2</b> | <b>8</b>        | <b>2</b> | <b>0</b>        | <b>0</b> | <b>7</b>        | <b>0</b> |
| Seats/attendees |          | Seats/attendees |          | Seats/attendees |          | Seats/attendees |          | Seats/attendees |          |
| <b>27/137</b>   |          | <b>54/48</b>    |          | <b>55/38</b>    |          | <b>0/0</b>      |          | <b>124/51</b>   |          |

| 3D Printing     |          | CNC Router      |          | Electronics     |           | Laser            |           | Art             |          |
|-----------------|----------|-----------------|----------|-----------------|-----------|------------------|-----------|-----------------|----------|
| <b>1</b>        | <b>0</b> | <b>2</b>        | <b>0</b> | <b>1</b>        | <b>-1</b> | <b>2</b>         | <b>-1</b> | <b>2</b>        | <b>2</b> |
| Seats/attendees |          | Seats/attendees |          | Seats/attendees |           | Seats/attendees  |           | Seats/attendees |          |
| <b>12/8</b>     |          | <b>8/8</b>      |          | <b>12/10</b>    |           | <b>11/11</b>     |           | <b>12/9</b>     |          |
| Metal           |          | Textiles        |          | Workshop        |           | Comm. Benefit/MA |           |                 |          |
| <b>2</b>        | <b>1</b> | <b>4</b>        | <b>1</b> | <b>6</b>        | <b>2</b>  | <b>0</b>         | <b>-1</b> |                 |          |
| Seats/attendees |          | Seats/attendees |          | Seats/attendees |           | Seats/attendees  |           |                 |          |
| <b>6/5</b>      |          | <b>23/10</b>    |          | <b>25/25</b>    |           | <b>0/0</b>       |           |                 |          |

- Restructured and new offerings include (offering designed and rollout out Oct-Dec)

## Equipment Gaps

- Status on major equipment initiatives
  - Current initiatives being considered are
    - ShopBot Alpha acquisition - 28k-35k
    - Sheet Metal sheer - \$1,400
    - Pop-up bike shop - \$1k
    - Dedicated Workbench in Clean Fab \$400
    - Resin Printers \$500
  - Capital Improvements planning has begun
    - [Planning Document](#)

## Staff and Volunteer Pipelines

- Workshop - Colm officially stepped down after being functionally unavailable for several months. He is moving to an advisory role. We Held a Workshop town hall on 12/6. 14 people showed up to this hybrid event which is pretty good. We developed one decision-making matrix for tool repair. The group elected to try a distributed leadership model for 60 days with Mauricio and Shaun are coordinating a kick-off. In the meantime, Rachel took point to keep the shop running smoothly during the gift-making season.

## Maintenance and policy development

- COVID Policy was revised to reflect the new situation, Alameda County being a hot spot.

## 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 20-21 Residency
  - Residency extended to October 2022, pending offer acceptance

- Black Makers Residency
- General
  - Significant progress on co-creation of a framework
  - Timeline begun
  - First BOM's assembled
  - Concept sketches shared
  - Funding set up for transportation for 1 resident
  - Visa cards in flight

## Mutual Aid/Community Benefit

## Community and Culture Innovation

The list below are placeholder prompts

- Programing innovations
- Systematic DEI tools development, ops assessments
- Community partnerships
- Needs identification
- Curiosity based community outreach and response (influence)

## Structure

## Staffing

## ED Salary

- We are at the current goal for this year, with salary at the minimum standard in the state of California, at 54k per year

## Officer and Key Leadership

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

- Current the key deficits are Board Members
- 42% of staff positions are currently filled

## Staff Retention

Maintaining/retaining the Associate position + other professional development and retention actions

- Leader recruiting needs to be prioritized, consider staffing
- Zoe (Associate) moving to a 16hr per week schedule to address gaps in key volunteers and org scale. New schedule starts January 2022

## Instructor Base and Pipeline Performance

A stable instructor base is maintained and a pipeline developed

- {need content}

## 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

- We are looking at using the tools via <https://nonprofitleadershiplab.com/> - challenges accessing the platform. It is hard to join with a hard-sell approach that is unappealing over time.

### Demographic Metrics vs. Goals

Board exists with 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 currently at about 20% of goal with a sample too small to be meaningful with current leadership gaps - still

## Processes + Automations

### Billing

- Auto Billing for Laser - v1 - Continues to perform well
  - We collected \$140 worth of laser fees from December billing, with approx. \$30 pending payment

### 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 - Hardening in progress, investigation for requirements and experimentation with door interlock took place. Documentation in progress, and planning in discussion.
- Cupcake Fob Making Station - Accessibility issue resolved: Font size increased for better readability, and printer control hardened to eliminate down time after restarts / power outages.
- Door Access (FATT) - Documentation in progress for door access hardware, this is to allow research into alternative systems for more reliable access.

### Area Standards

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

- Lite reorganization in

## Marketing, Advertising, Communications

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

### Outreach events

- Omicron killed everything
  - We will be back at OFF in March

## Campaigns

- 

## 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 **1-31-21]**

- *Google Business - Results reflect November 2021 Performance*
  - 2697 Profile views (this metric has been changed to monthly from all-time)
  - 188 asked for directions (-9%)
  - 255 visited our website (+8%)
  - 1,572 found us in searches (+5%)
  - Rated 4.8 stars from 43 reviews
- *Facebook*
  - 2,318 2,214 followers (+5)
  - 2,188 2117 likes
  - 10 50 posts
- *Twitter*
  - 34 28 followers (+5)
  - 5 40 tweets (+8.1%)
  - 50 107 Profile visits (-11.6%)
  - 338 1,003 Impressions (-13.9%)
  - 1 4 Mentions
- *Instagram*
  - 475 436 followers (+32)
  - 280 278 posts (+10 this month)
  - 174 170 following



# Finances

## Cash

We had \$411k cash on hand at the [end of](#) January, about 574 days of cash. Our average daily spending is on track to be \$716/day.

The cash chart shows Ace making it through FY22 with plenty of money thanks to our additional SBA loan. With these funds, we will continue to invest in ways to sustain this positive momentum by earning more membership revenue, seeking more grant funding, and expanding the breadth of class offerings.

## Revenue

[Membership revenue](#) in January 2022 was down slightly from an all-time record high in December. The annual trend for membership revenue points still points upwards.

Revenue from [classes](#) was more than \$5k again in December.

## Updates

- A budget has been created and discussed at the most recent Board meeting. By February 2022's report, member-facing information will be shared here. The budget plans for our spending through June 2023.
- Since the [Bay Area Racial Equity Fund](#) Pre Application was completed for a 100k loan, we will seek this additional source of loaned funds. The funds will be used to fund residencies, internship programs, and disruption of existing barriers to makerspace access + mutual aid programs. Decision expected February or March 2022