

July 2021

# 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 August 14th.**

**Date of Report:** August 14, 2021

**Reporting Period:** July 2021

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# Program

## Diversity, Equity, and Inclusion

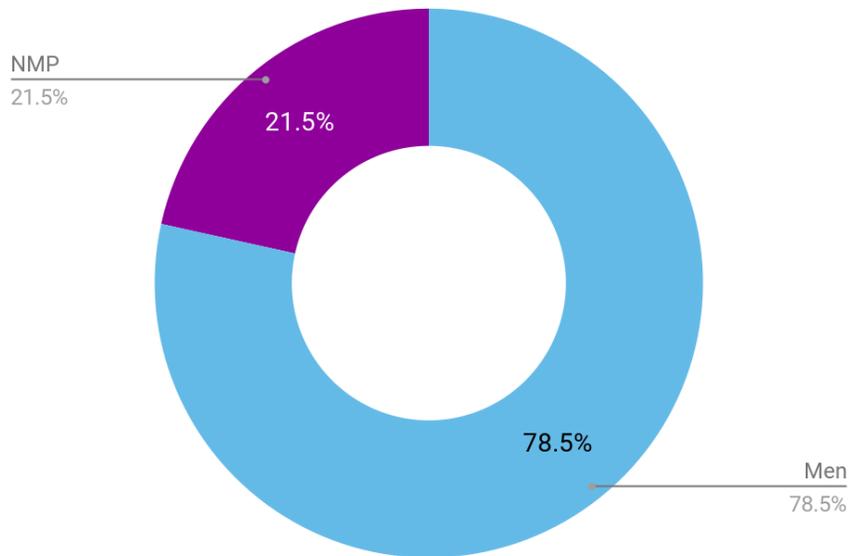
2023 Goal Ace is operating at 50% of it's DEI goals with targets set by the diversity in [Oakland, CA](#). The data shown here is as of June 30, 2021.

### Soft Demographics

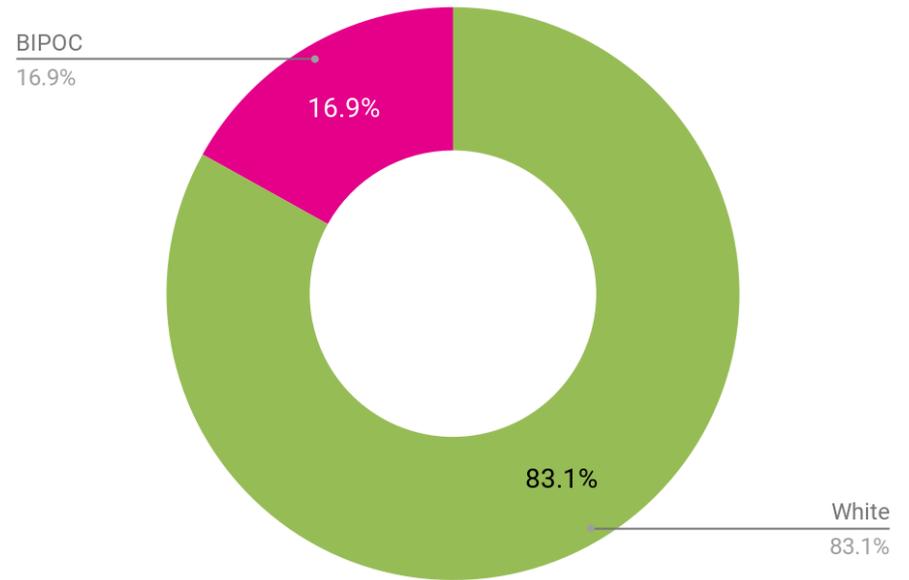
As of 8/1/21. The number in the small colored box is the differentiation between last month and this month.

Men		Non-Men People		White Appearing		BIPOC Appearing	
<b>102</b>	<b>-8</b>	<b>28</b>	<b>2</b>	<b>108</b>	<b>-5</b>	<b>22</b>	<b>-1</b>

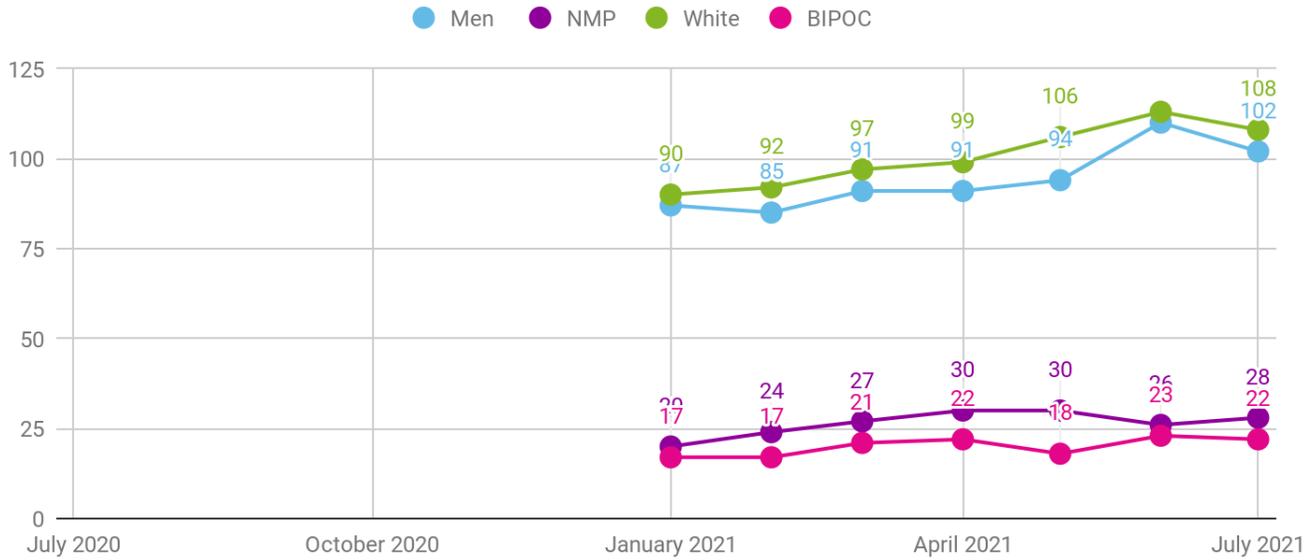
Soft Demographics: Gender Identity



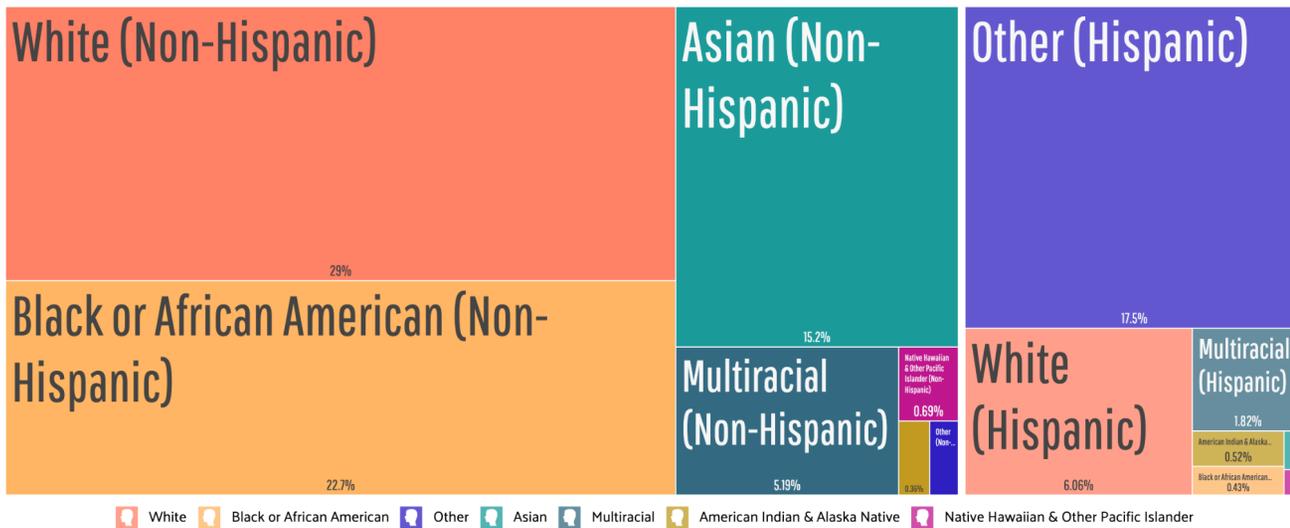
Soft Demographics: Race



## Soft Demographics over time



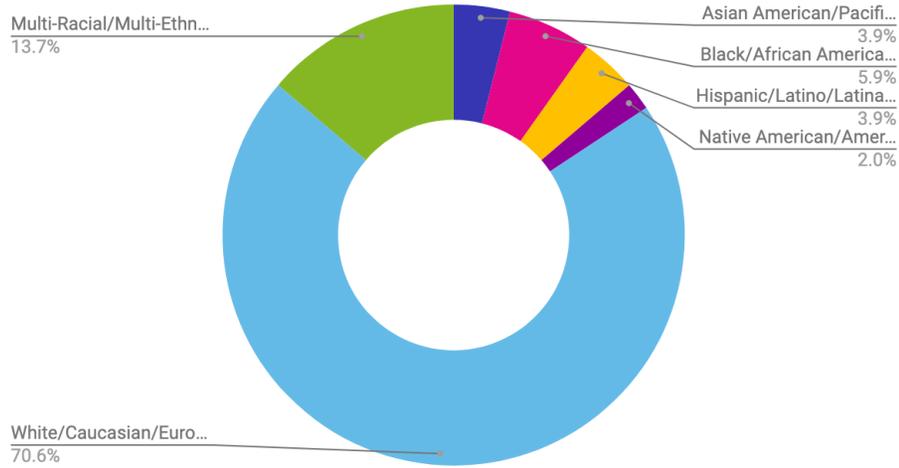
## Diversity in [Oakland, CA](#) : Ethnicity



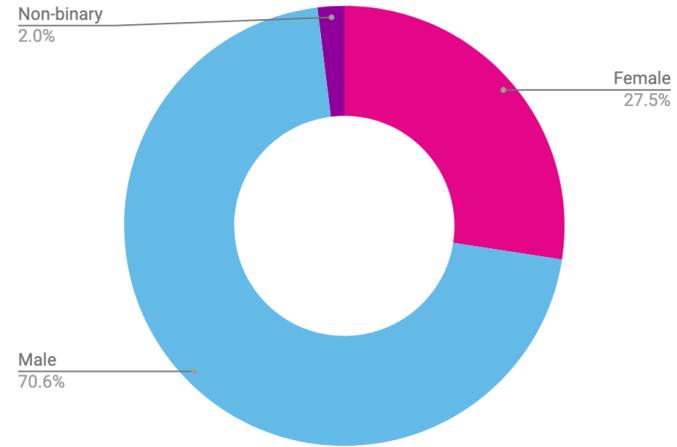
# Membership demographic metrics

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

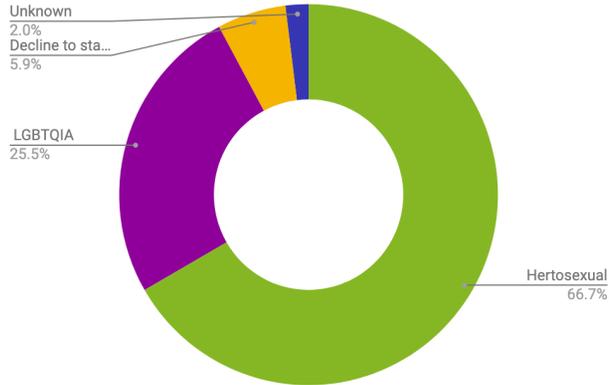
## Ethnicity



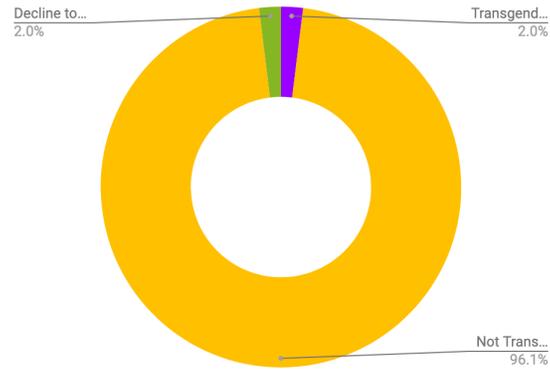
## Gender



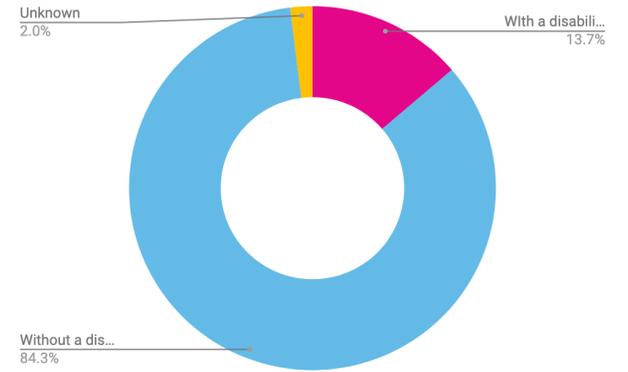
## Sexual Orientation



## Gender Identity



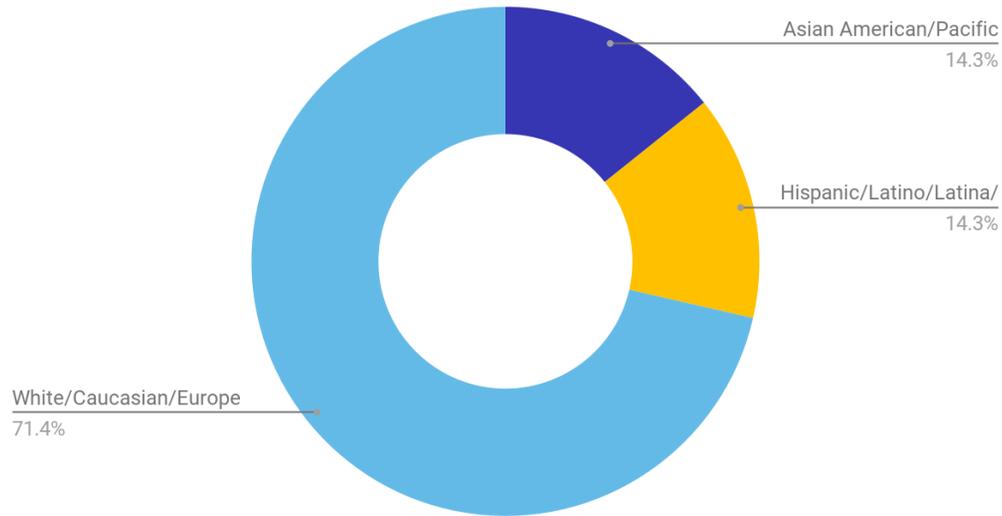
## Disability Status



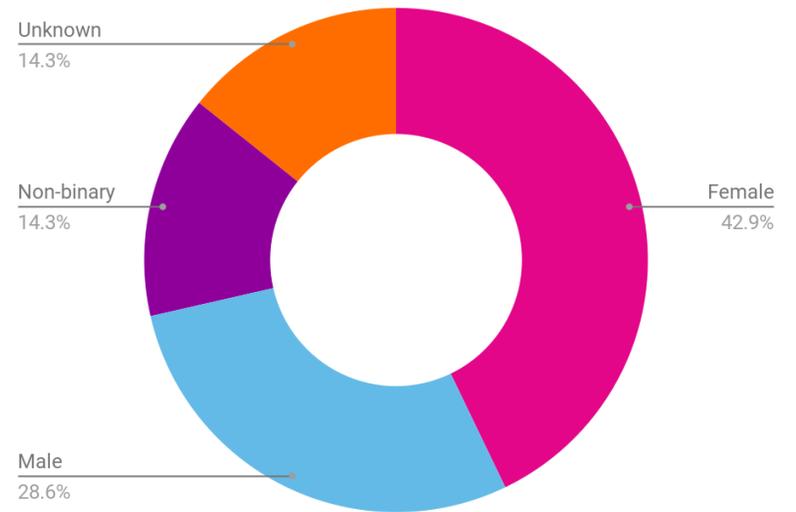
# Leadership Demographic Metrics - Pending Survey

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

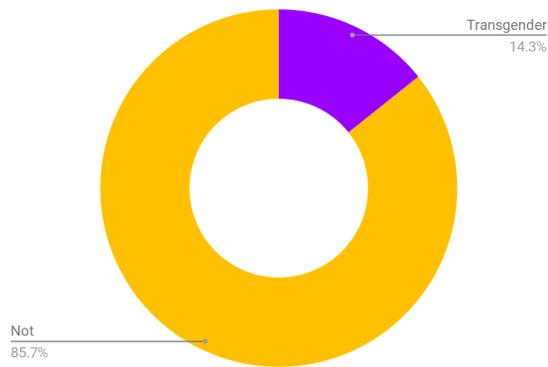
### Ethnicity - Leadership



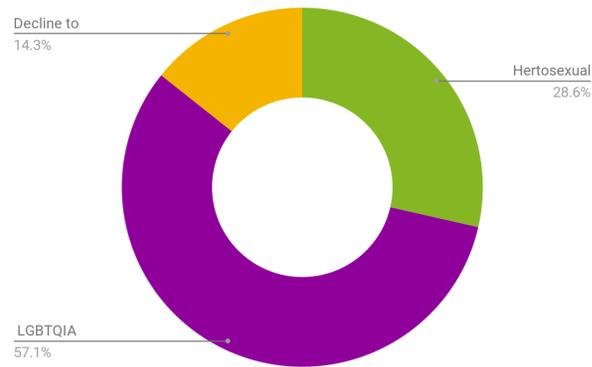
### Gender-Leadership



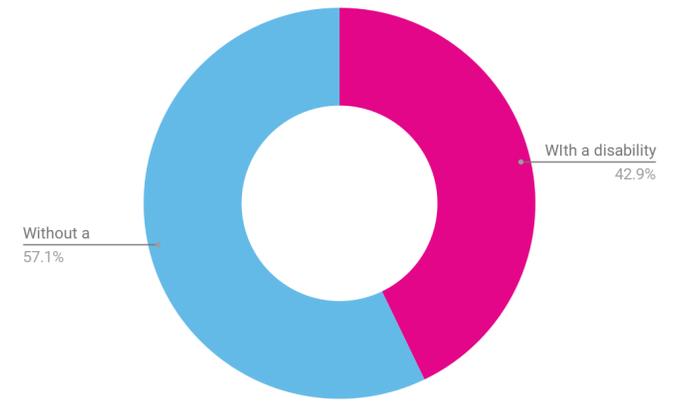
### Gender Identity-Leadership



### Sexual Orientation - Leadership



### Disability Status-Leadership



# Operating Capacity

As of 7/31/21. The number in the small colored box is the differentiation between last month and this month.

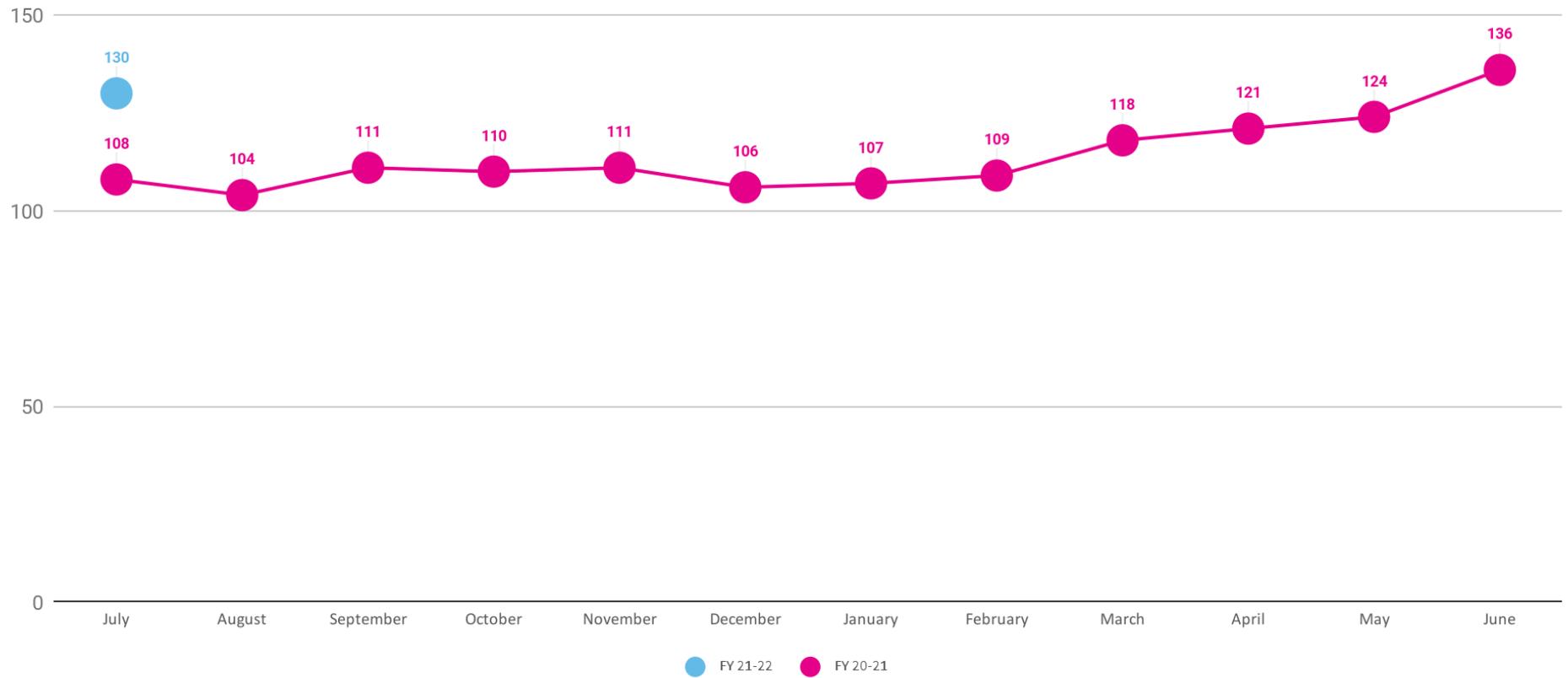
Total Members		Total Paying Members	
<b>130</b>	<b>-6</b>	<b>94</b>	<b>4</b>

Premium \$120		Standard \$95		Starving \$79		Scholarship \$45		Scholarship		Monster Corps		Operations	
<b>4</b>	<b>0</b>	<b>63</b>	<b>5</b>	<b>15</b>	<b>1</b>	<b>9</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>22</b>	<b>-1</b>	<b>14</b>	<b>0</b>

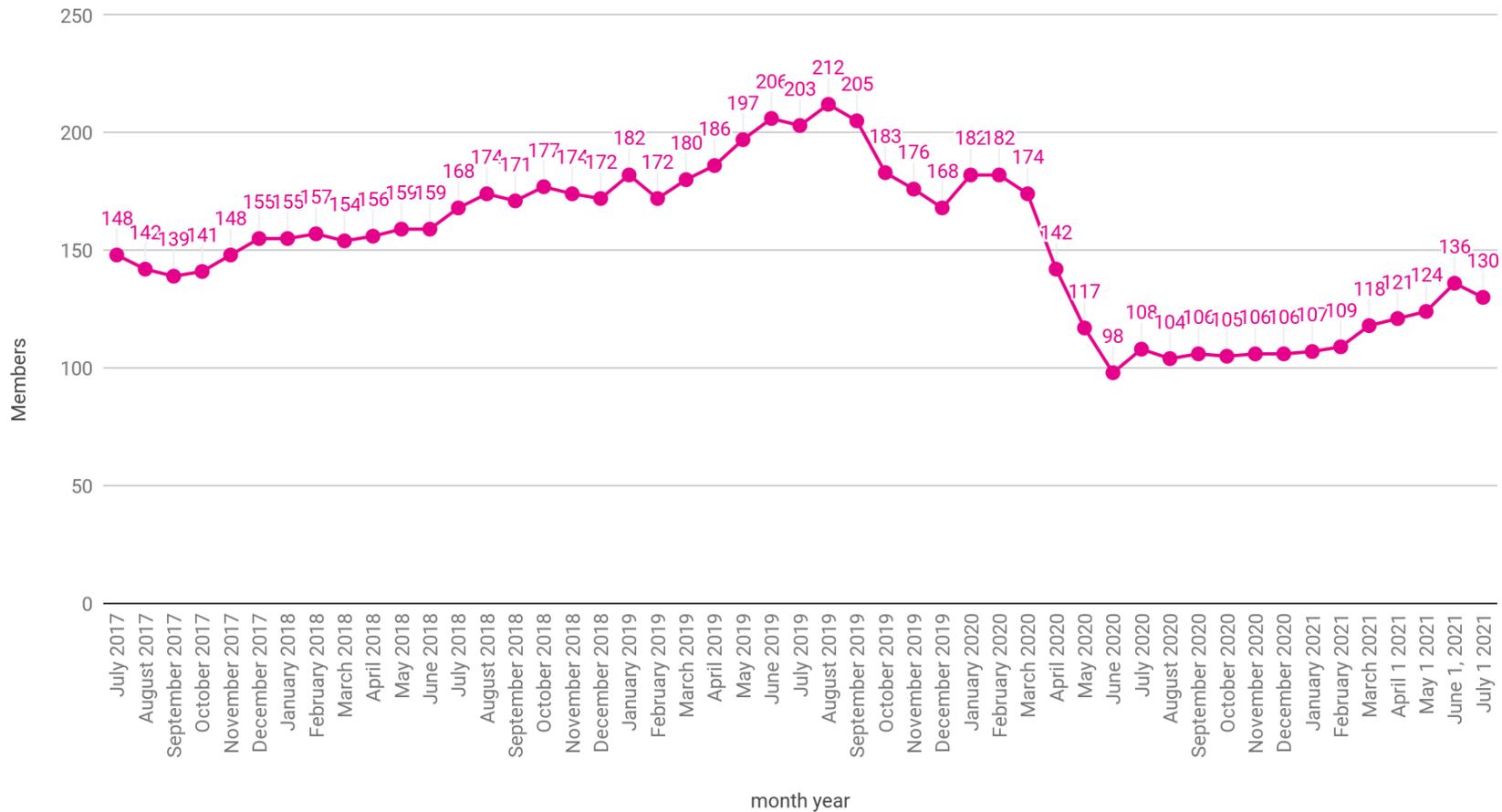
Paid vs Monster Corps / Ops Memberships  
2020-21 FY



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



## Membership over time



- Comparison of activity to 130 *paying members* goal by Fall 2021. The delta in this chart is how differential between how many paying members we have vs what we need.

Fall 2021 Recovery Goal	
<b>130</b>	<b>-36</b>

# Education

As of 7/31/21. 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>8</b>	<b>-7</b>	<b>14</b>	<b>-16</b>	<b>5</b>	<b>-10</b>
Bookable Tours		Open House Events		Orientation Workshops	
<b>17</b>	<b>-4</b>	<b>3</b>	<b>1</b>	<b>5</b>	<b>3</b>

## Classes, Open Lab, Events

Events		Access		Exposure		Experience		Outreach	
<b>23</b>	<b>3</b>	<b>6</b>	<b>0</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>4</b>
Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees	
<b>23/114</b>		<b>61/28</b>		<b>62/36</b>		<b>0/0</b>		<b>173/50</b>	

3D Printing		CNC Router		Electronics		Laser	
<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>-1</b>
Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees	
<b>10/7</b>		<b>0/0</b>		<b>16/10</b>		<b>40/10</b>	
Metal		Textiles		Workshop		Comm. Benefit/MA	
<b>0</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>-1</b>	<b>0</b>	<b>/</b>
Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees	
<b>0/0</b>		<b>18/11</b>		<b>18/17</b>		<b>15/3</b>	

- Restructured and new offerings include
  - CNC Certification is benign restricted into a two part course to support CNC Mill certification. It will be Intro to Fusion 360 CAD/CAM as the prerequisite for CNC Router Certification and CNC Mill Certification.

## Equipment Gaps

- Status on major equipment initiatives
  - Current initiatives on hold pending new budget and operating resources (SBA Loan). Items being considered are
    - ShopBot Alpha acquisition - 28k-35k
    - Sheet Metal shear - \$1,400
    - Pop-up bike shop - \$1k
    - Dedicated Desk in Coworking - \$700
    - Dedicated Workbench in Clean Fab \$400

## Staff and Volunteer Pipelines

- 2 new Monster Corps Positions posted, with better follow up to existing folks, with promotions in the newsletter
- New mission released to members in anticipation of recruiting board members

## Maintenance and policy development

- COVID Policy was revised to reflect the new situation, Alameda County being a hot spot.
  - Masks for everyone in all Ace spaces
  - Vaccination required with proof for everyone as of Aug. 20th
  - All guests and students need Guest Membership Accounts as of August 20th
- Began training Zoe to address some of the safety issues

## Service Metrics

[Dashboard? How many people we served 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]

## Residencies

- Indigenous Makers 20-21 Residency
  - report coming from Nazshonnii 8/6
- Black Makers Residency
  - Applications have been lackluster at best and application window has been extended again to 8-15
  - Definite PR Marketing deficits being felt

## Mutual Aid/Community Benefit

- Prototypes for the Hoover Garden signage where kicked off
- 500 Filters project has delivered over 130 filters and can make another 20 with the current supplies.
  - Currently the project has reached a lull due to fundraising. This is predictable as the situation doesn't feel urgent and the Dixie Fire complex is not affecting the bay area.

## Community and Culture Innovation

List below are place holder 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
- New milestones for 2023, and 2026 to be established

## Officer and Key Leadership

Officer team fully staffed and key leadership staff positions are filled

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

Hire or contract with a Fundraising person, continue with associate, build instructor base

- Recruiting efforts pending budget, SBA Loan processing, and values/mission update

## Staff Retention

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

- Support plan further developed in June
- Added a program of peer training to deepen Zoe's knowledge of Ace

## Instructor Base and Pipeline Performance

A stable instructor base is maintained and a pipeline developed

- Completed to IC contracts for two instructors

## Board

### Director and Sr. Staff Recruiting

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

- The new mission has been soft launched with members, on the website and in collateral
  - Next steps will include member and community communications; campaign considered
- Values still need work, but are no longer considered a roadblock to beginning communication efforts
- Recruiting page on the website planned for August

## 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://nonproffileadershiplab.com/>

## 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

## Processes + Automations

### Billing

- Auto Billing for Laser - v1 in launched - Matt did an amazing job supporting this project and making up what was possible from past records
  - We have been able to bill \$1660 worth of laser fees after launch, with approx. \$700 having already been paid

### Access/Utilisation Tracking

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

- Laser Access Point Documentation - Contract negotiations with developer ongoing.
  - Rational: Allows for maintenance and improvements on current access point
  - Allows for distribution of Open Source solution
  - Budget: \$780 is total project cap
  - Expected completion = end of July
  - Bonus establishes relationship with long term contractor
  -

## Area Standards

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

- Renovation day planned for Metal/Storage for 8/7
- Purge organizing begun late July
- Zoe began training in area set up standards

## Marketing, Advertising, Communications

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

### Campaigns

- Began membership campaign with free laser class offer
  - Google post reached 238 views
  - 2 known sign-ups associate with the project

### 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 **6-30-21**

- *Google Business - Results reflect July 2021 Performance*
  - *21,488k people found us, 17k by searching business name, 4200 based on category search, 298 based on similar brands*
  - *125 asked for directions*
  - *164 visited our website*
  - *Rated 4.8 stars from 40 review*
- *Facebook*
  - *2,214 followers (-5)*
  - *2134 likes (-6)*
  - *31 posts (+23)*
- *Twitter*
  - *20 followers (+1)*
  - *26 tweets (+16)*
  - *262 Profile visits (+129)*
  - *1,439 Impressions (+468)*

- 1 Mentions (-3)
- Instagram
  - 389 followers (+7)
  - 259 posts (+4 this month)
  - 169 followinging

## Finances

### Cash

[We had \\$59k cash on hand at the end of June](#), about 105 days of cash.

The cash chart shows Ace running out of money around the end of 2021 at our spending rate. We are planning to take on more debt (SBA loan), but the most sustainable way to turn around this gap is more membership revenue and more grant funding. We are completing the budget in August and other changes may be made to increase revenue or decrease expenses.

### Revenue

Membership revenue in July 2021 was down from last month to (which had been the the [highest amount all year](#)). This annual trend now points slightly downwards.

Revenue from [classes](#) reached nearly \$2,000 in July!

### Updates

- Our SBA loan application for an additional \$275,000 loan was cancelled. The SBA is experiencing lots of issues with loan applications being denied for [technical issues](#). While we will seek an appeal, this was a disappointment because of the large amount of funds on offer.
- Both the EIDL targeted and supplemental assistance grants were received in July, adding \$12K in free money for us!
- Thanks to VP Matt Cridland for billing last year's laser usage. If you need an accommodation to pay your bill, please let the treasurer know.