

July 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 August 12th.**

Date of Report: August 17, 2022

Reporting Period: July 2022

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Summary

July 2022 was very busy with a large influx of new members. We struggled under the workload that comes with new folks but the energy was really high. Jacky's work continues to show positive growth results. The winter ramp up of work has us making tough decisions about where to put our energy. Key July Goals:

- Start the fiscal year off right
- Enjoy the wins

Program

Diversity, Equity, and Inclusion

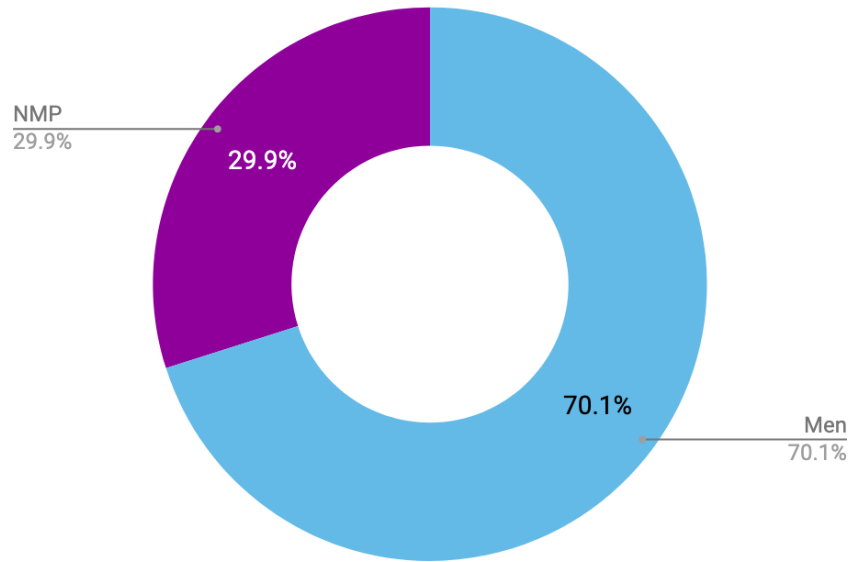
2023 Goal Ace is operating at 50% of it's DEI goals with targets set by the diversity in [Oakland, CA](#). The data shown here is as of February 28, 2022.

Soft Demographics

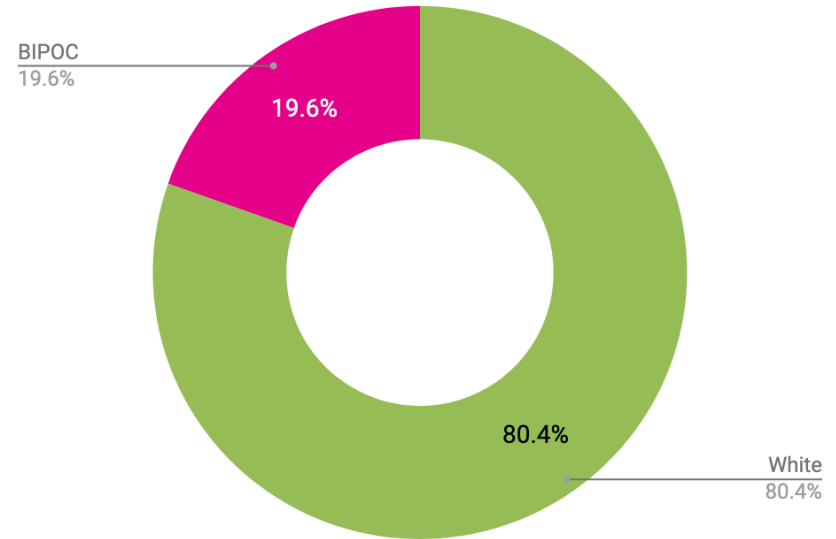
As of 6/30/22. The number in the small colored box is the differentiation between last month and this month.

Men	Non-Men People	White Appearing	BIPOC Appearing
136	58	156	38
8	1	10	4

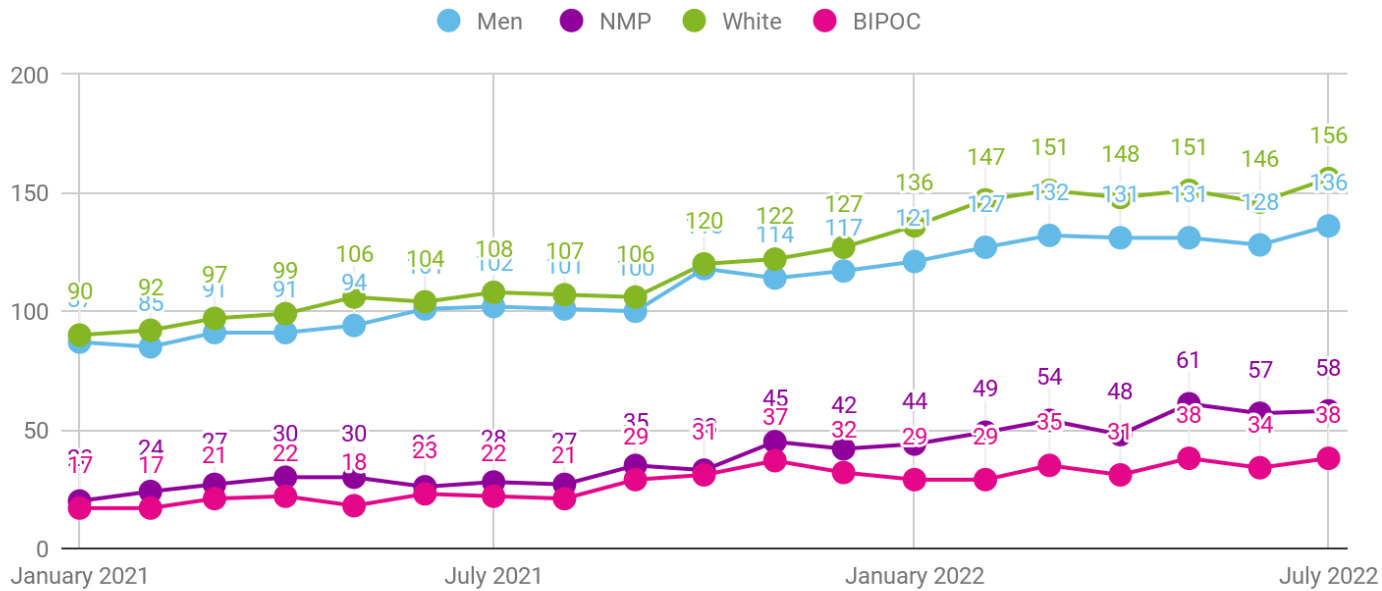
Soft Demographics: Gender Identity



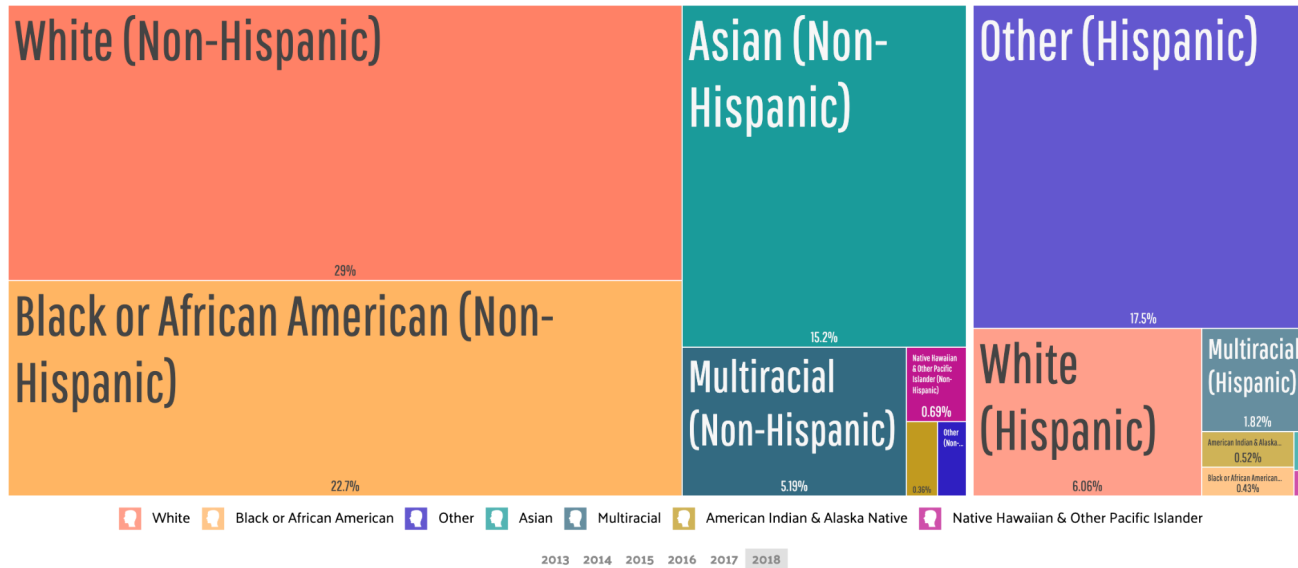
Soft Demographics: Race



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)

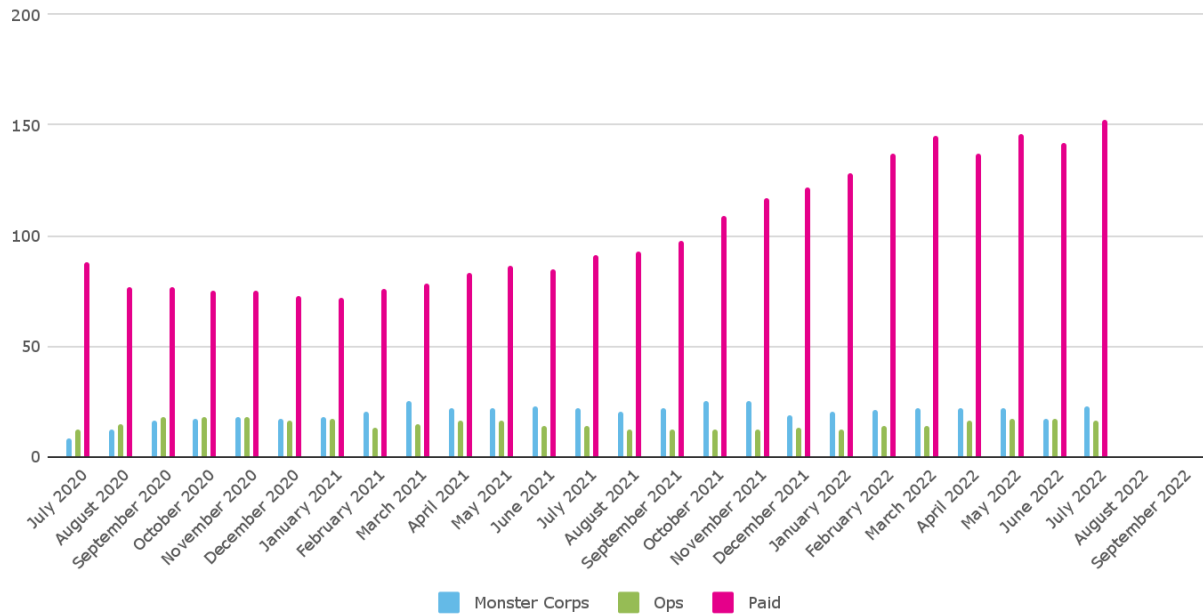
Operating Capacity

As of 6/30/22. The number in the small colored box is the differentiation between last month and this month.

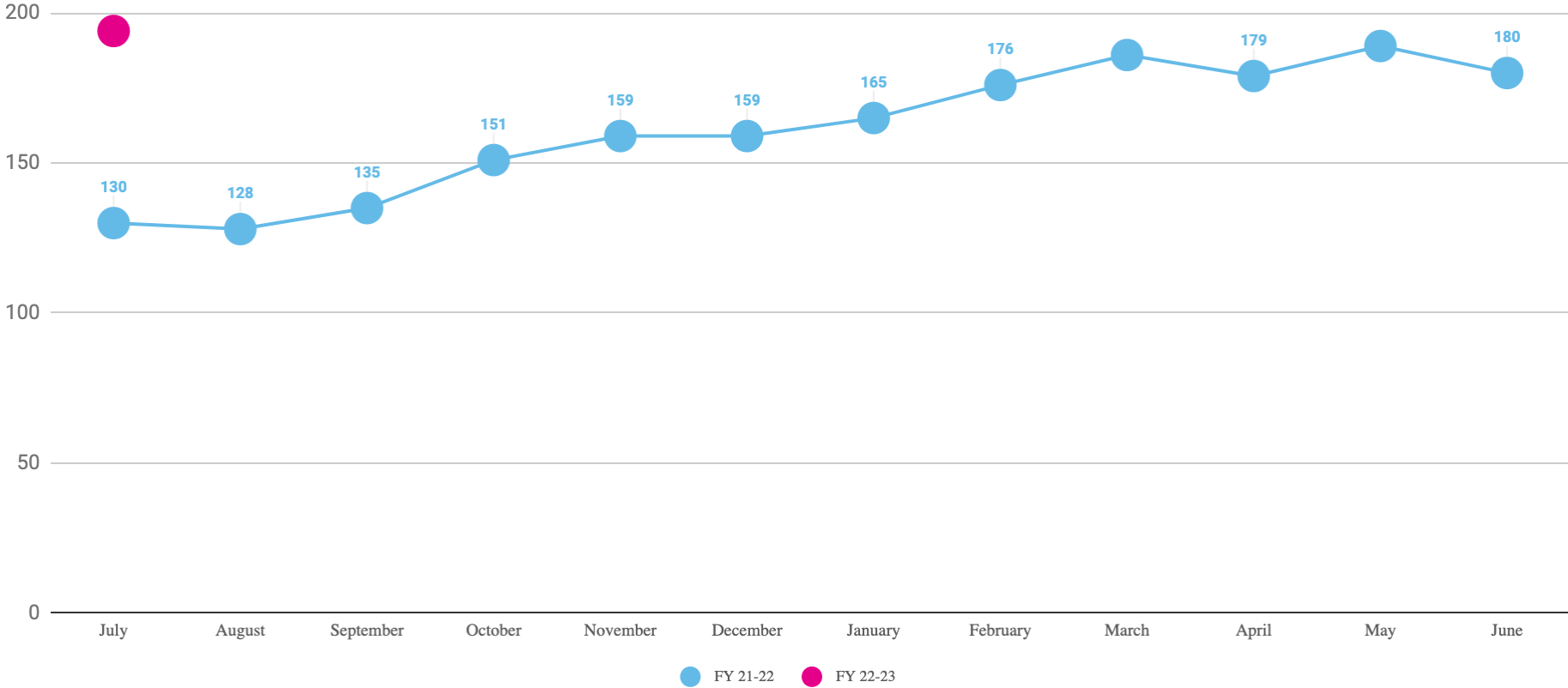
Total Members		Total Paying Members	
194	14	152	10

Premium \$120		Standard \$95		Starving \$79		Scholarship \$45		Scholarship		Monster Corps		Operations	
11	3	116	7	21	0	4	0	3	-1	23	6	16	-1

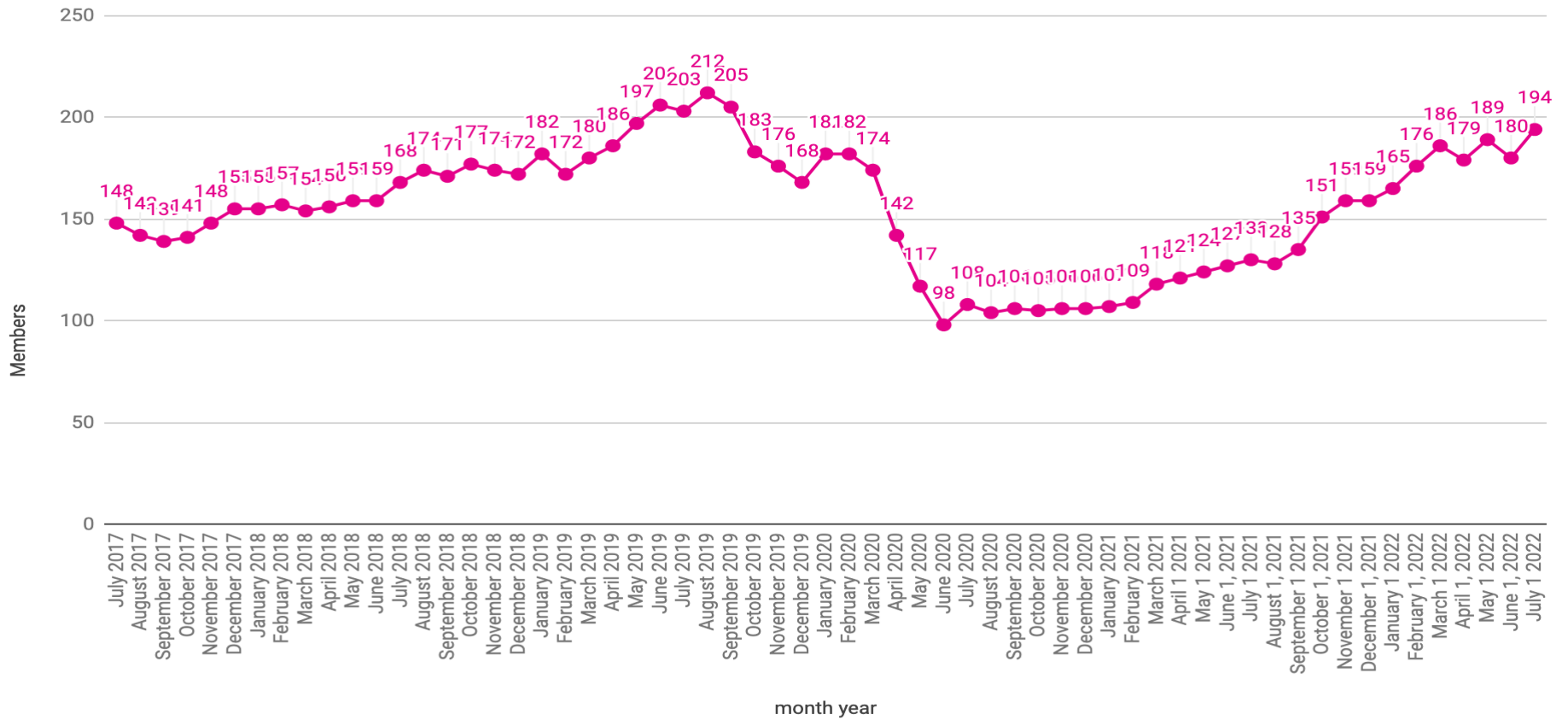
Paid vs Monster Corps / Ops Memberships
2022-23 FY



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	
180	-28

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 7/31/22. 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	
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	
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			
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.
 - Planning for the next round in the fall has begun. Mostly outreach

Mutual Aid/Community Benefit

- 500 Filters is on again! Coalescing Dates for work parties and distribution with Homies.
 - First 150 Filters distributed.

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.
- 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.

Challenges

- Influx of new folks ... need lots of hand holding

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. Will be discussed at next meeting.

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 planning underway

Instructor Base and Pipeline Performance,

A stable instructor base is maintained and a pipeline developed

- Better clarity of roles in textiles established
- Recruiting needed

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 **This is totally stalled.**

- 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 \$178 worth of laser fees from July billing. Several outstanding bills going to collection in Aug.

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** -. Looking at working with Hal for some smaller changes.
- **Cupcake Fob Making Station** - Utter collapse of hardware early July. Using manual workaround. Hal has been hired to rebuild the hardware and code for a more stable solution. Expected mid August.
- **Door Access (FATT)** - Frozen for lack of resources
- **Honor Bar Billing App** - Expected launch by EOM April - the app is designed
 - Hal 99% done with hardware build and testing in staging. Once verified, we will go to production.

Area Standards

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

- New signage in Textiles (more than March)
- Metal area being redone for readability

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

- July Oakland First Friday went well. Feminist button-making activity.

Campaigns

- 500 Filters - Meh. Not the response we were hoping for.
- Member Survey. Response rates were low.

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 7/31/22**.

- *Google Business*
 - 3,060 Profile views (+44.9% compared to July 2021)
 - 203 asked for directions (+73.5% compared to July 2021)
 - 330 visited our website (+65.8% compared to July 2021)
 - 1,543 found us in searches (+42.6% compared to July 2021)
 - Rated 4.8 stars from 47 reviews
- *Facebook*
 - 2.2K followers (+3)
 - 40 posts
 - 37 post likes
- *Twitter*
 - 44 followers (+0)
 - 40 tweets
 - 3 Profile visits (-2 Compared to June 2022)
 - 995 Impressions
 - 2 Mentions
- *Instagram*
 - 694 followers (+55)
 - 4.6K profile impressions

- 296 profile visits
- 29 posts

Cash

We had \$357k cash on hand at the [end of](#) June, about 454 days of cash. Our average daily spending is on track to be \$786/day.

Ace made it through FY22 with plenty of money thanks to our additional SBA loan.

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 July 2022 was less than \$12k this month, but this is due to many payments (~\$2k) coming in the final days of July. Those payments were sent to us from our payment processor in the first week of August and not credited to July revenue.

The average membership revenue since January is \$12,440 (down \$160 since last month; \$4,040 more than last year). Our goal is \$20,000 per month by March 2023 (8 months away).

Revenue from [classes](#) was up, just above \$3.7k last month. For the last three months, our class revenue has fallen below the \$4k per month threshold. The main reason is that classes have been canceled due to instructor's unavailable (COVID)

Comparison to Budget

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

Updates

- Since the [Bay Area Racial Equity Fund](#) Pre Application was completed for a 100k loan, we will seek this additional source of loaned funds. Delays continue in finalizing the application, but the decision is expected shortly after we apply.