

# 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 June 9th.**

**Date:** June 10, 2021

**Reporting period:** May 2021

**Report prepared by:**

Rachel Sadd  
*Executive Director*

Steven Sheffield  
*Treasurer*

Matt Cridland  
*Vice President*

Cela Grady  
*Board Chairperson*

## Contents

### [Community Engagement](#)

[Inclusion and Equity](#)

[Membership Metrics](#)

[Representation](#)

[Membership Development and Engagement](#)

[Member Contribution Tracking](#)

[Membership Metrics](#)

[Deliver on our BLM Promises](#)

### [Outreach](#)

[Social Media Performance](#)

### [Programs and Operations](#)

[Program Updates](#)

[Residencies](#)

[Indigenous Makers Residency](#)

[Black Makers Residency](#)

[Operations Updates](#)

### [Leadership Development](#)

[Cross-training and delegation](#)

[Board Updates](#)

### [Finances and Fundraising](#)

[Cash on Hand](#)

[Funds available by Program](#)

[Membership Revenue](#)

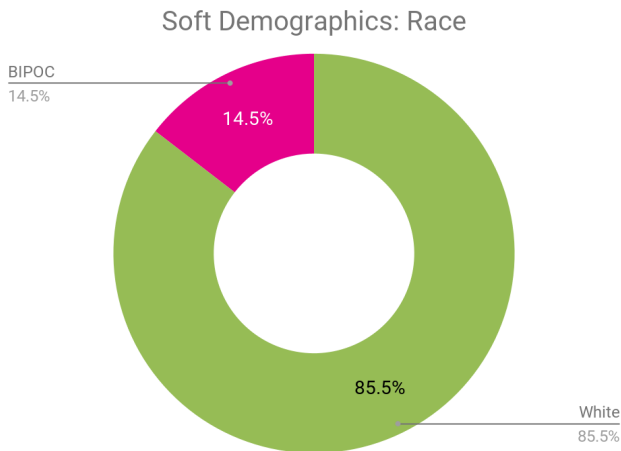
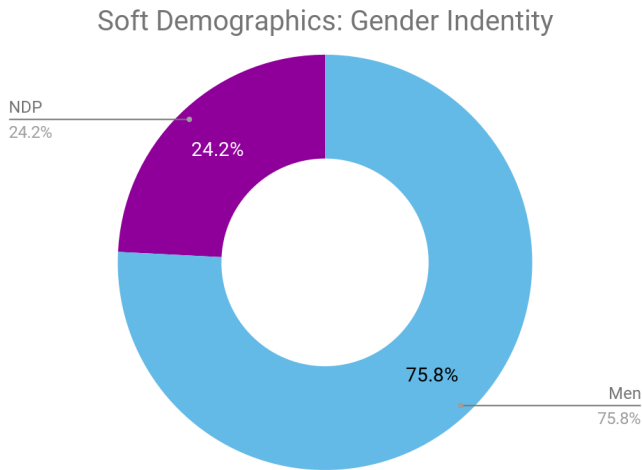
[Activities](#)

# Community Engagement

## Inclusion and Equity

### Membership Metrics

- Soft demographics reporting (based on the member directory, as of **5-31-21**)



### Representation

- 

## Membership Development and Engagement

- 

### Member Contribution Tracking

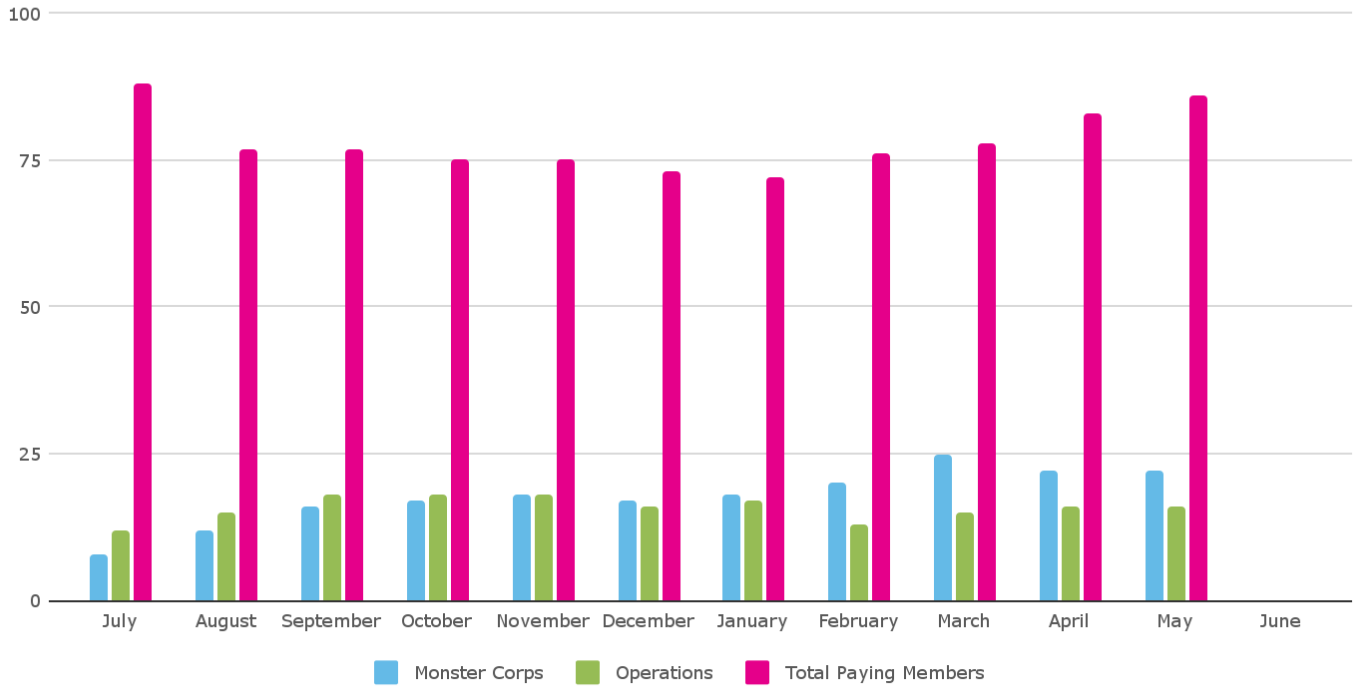
No changes at this time.

## Membership Metrics

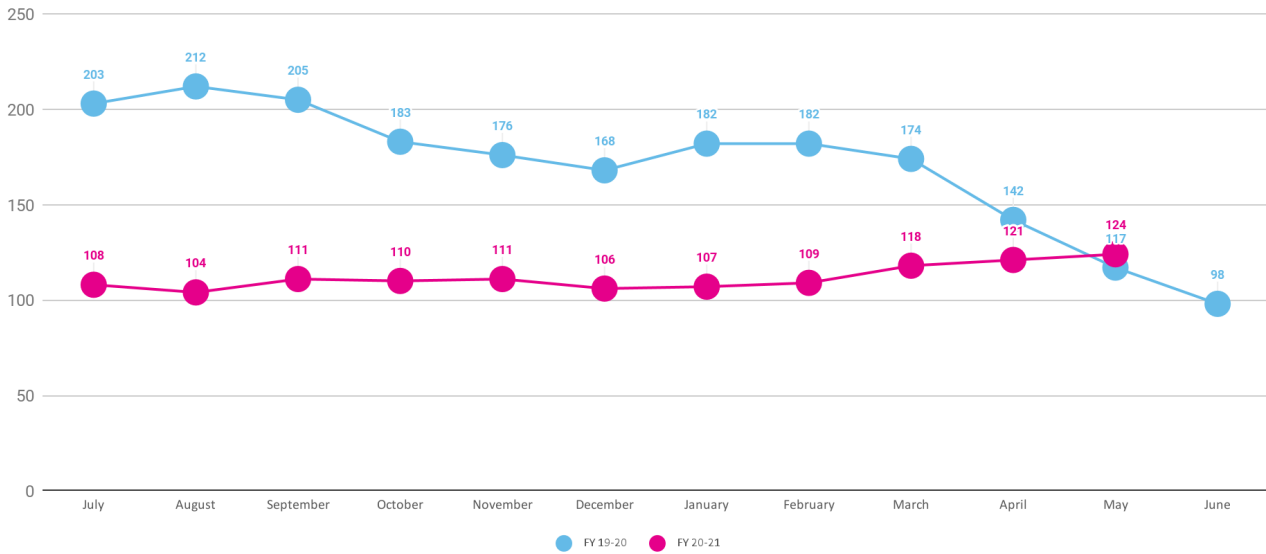
- Member Billing: We are WAY backed up with billing due to tech deficient. Seeking a new developer as a contractor and we need to raise 7k to get all the backlog sorted. **Fundraising needed.**
- Data from WordPress (*as of April 30, 2021*)

	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
May	9	11	61	5	22	16	86	124

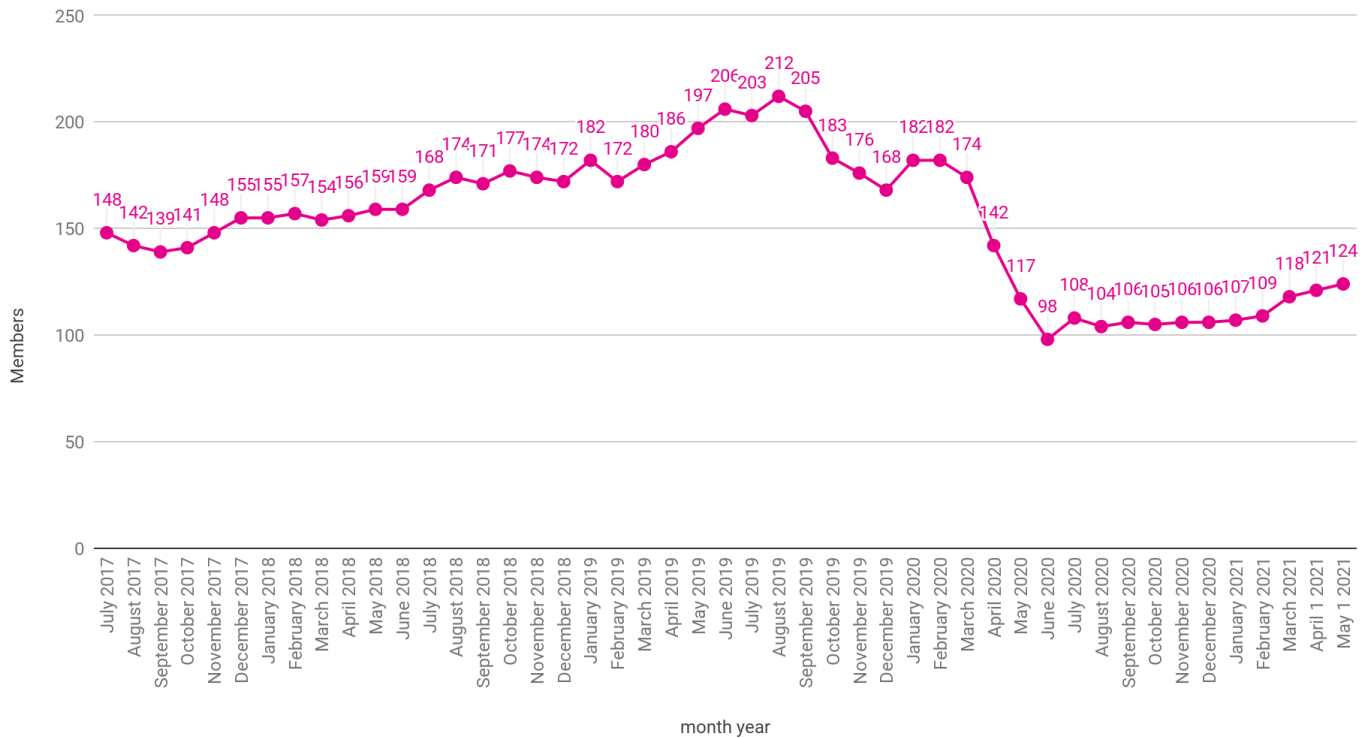
## Paid vs Monster Corps / Ops Memberships 2020-21 FY



## 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.

- Social media reposting etc only

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

- Build IR wall mounted thermometers happened may 29 - 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

- No activity

## Outreach

- Started working with the Google Ad Words grant for 10k per month worth of advertising
  - Ad words remains a huge pain the ass and no movement as going forward
- Most outreach as been traditional or campaign specific this month.

## 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: 2,301 followers (-1), 2184 likes (-1), 13 posts (+4)*
  - *Twitter: 18 followers (+3), 8 posts (+2)*
  - *Instagram: 363 followers (+17), 243 posts (+9 this month)*

## Programs and Operations

### Program Updates

- New Laser FATT Access Box installed - Matt, Rachel **[Matt Update this]**
  - The open source software development cost \$5100
  - Seeking new long term developer
- Laser
  - Some pick up in laser workshop
  - Training 40% complete for New laser person, Miriam L.
  - Ventilation remediation complete
- Metal
  - Began set up to Ace Set-Up Standards (equity and Inclusion bench mark)
    - Some stalls based on volunteer availability
  - Workbenches cut down and are now more accessible
- Storage
  - Poster out of date and need work
  - Guildlines around project storage need posting
- Workshop
  - These classes are going really well
  - \$220 raised by volunteer instructor
  - H.C. May not come back as instructor as the format he is proposing for access based education competes with volunteer instructor offering
  - New plans for signage and other moves are underway.
  - Wilk K. Did a great job managing the maintenance day
  - Dykes with Drills workshop scheduled for June
- CNC Router
  - Bob is doing well giving classes - With 2 people certifying in April generating \$200 in revenue
- Electronics
  - Open Electronics night and had good attendance
  - Peter from Fix-it clinic is attending to help with cross over initiatives
- 3D Printing
  - Planning began for updating the area and information
  - Good troubleshooting via slack
- Wide Format Printing

- Ry began maintenance, printer down waiting for cartridge update.
- Textiles
  - Made connect with Nia at the Fabric Mermaid, a local shop - tour happened. Hoping to do a copy your PJ's class in June/July
  - Textiles Tuesday April - Sold out all 5 seats generating \$50 in income, w/ 1 scholarship
  - Sewing 101 Bootcamp- 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
  - Lunched 500 Filters project - at 30% of fundraising goal
  - 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.
    - Started recruiting for volunteer staff... need critical mass for this

## Residencies

### Indigenous Makers Residency

- Nazshonnii completed CNC Certification and solved for Solidworks access
  - No replies to email, reached out 3x

### Black Makers Residency

- Advertising planned, paid for and created
- 3 relationship based outreach efforts completed
- Web page completed including app
- 1 community member recruited for the selection panel
- Excited to launch

## Operations Updates

- Maker Associate.
  - Zoe Conley started May 10th
  - Training 70% complete
  - One member conflict came up, was well handled
- Monster Corps
  - Reached ad-hoc capacity
  - Recruiting for library program
  - Started with awesome new marketing writer
- Book a tour functionality added to the website
  - 18 tours booked of 24 possible
  - 15 tours attended by 22 people, 4 no-shows
  - 4 known conversion to members
- Membership Onboarding
  - Orientation removed from requirement but highly encouraged

- Live orientation went really well
- 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

- Operations moving to readiness for engaging a development person, stuck on mission and values
- Mission update needed to move forward

### Board Updates

- Director agreement outstanding from Sabrina
- Director resource web page draft on hold pending mission
- Committee formed to work on mission, which is due June 9th

## Finances and Fundraising

Detailed financials and the annual budget through **May 31st** are on the [Wiki](#).

### Cash on Hand

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

As of May 31, 2021, our cash balance was \$63K (134 days of cash). We forecast to end the year with \$51K (110 days of cash).

Our daily expense is approximately \$468.

### 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.

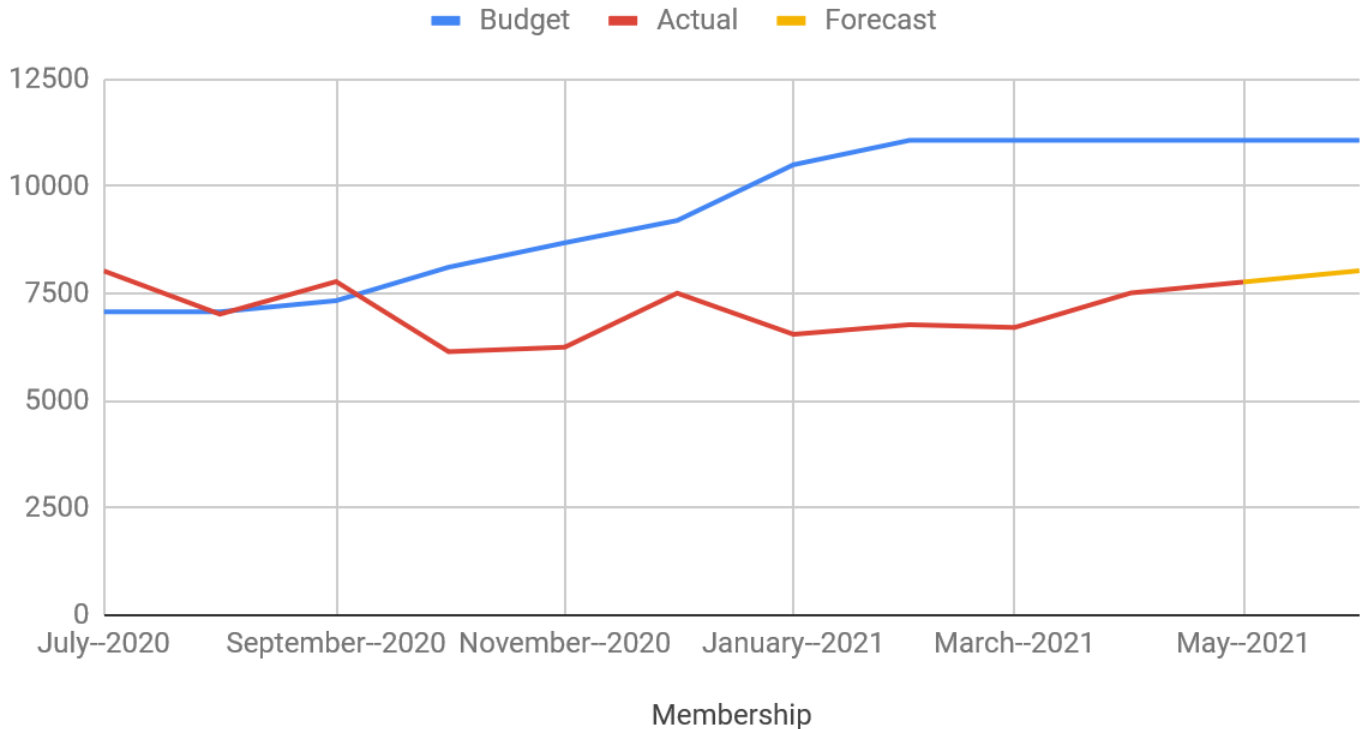
### Membership Revenue

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

Membership revenue in May 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

- The SBA has offered Ace the opportunity to increase its emergency loan from \$88K to up to \$362.5K; the Board has approved this additional draw and we've applied with the SBA.
- PPP loan forgiveness application under review with the SBA.
- First employee-tax credit payment received in May (more than \$4K), but not recorded on financials. We're awaiting clearer guidance and year-end to make final adjustments to the financials.

# 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.