

October 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 November 10th.**

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

**Reporting Period:** October 2022

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# Summary

This month we have quite a few big projects including managing the delivery of the New Full Bed CNC that went well on the 30th. We were in recovery-mode when it came to meeting demand for classes after the 5 week burning man break. There is definitely a market if we can meet demand. The size and configuration of the space is the limiting factor at the moment with instructor availability a close second. The space saw quite a few wins with accomodating the large influx of new members. Our key goals for October are CNC Program development, hiring a new Operations and Member Services Associate and seasonal outreach!

# Program

## Diversity, Equity, and Inclusion

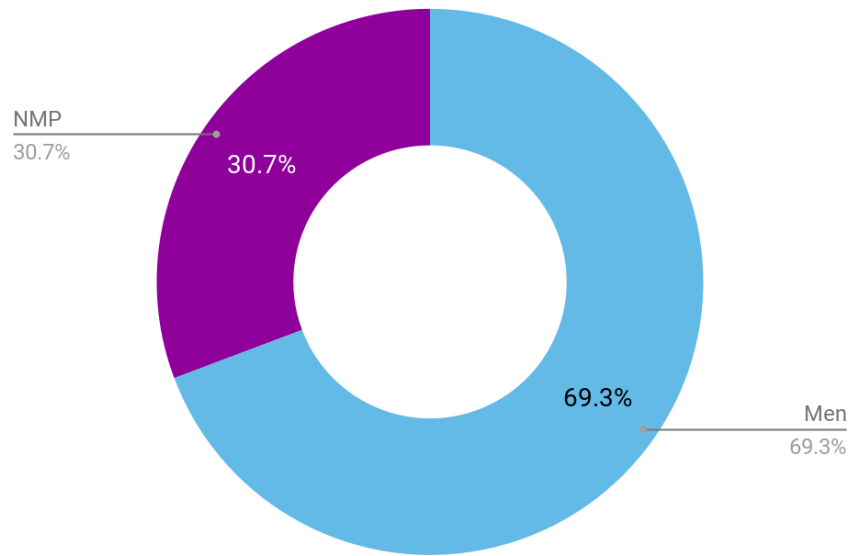
2023 Goal Ace is operating at 50% of it's DEI goals with targets set by the diversity in [Oakland, CA](#). The data shown here is as of February 28, 2022.

### Soft Demographics

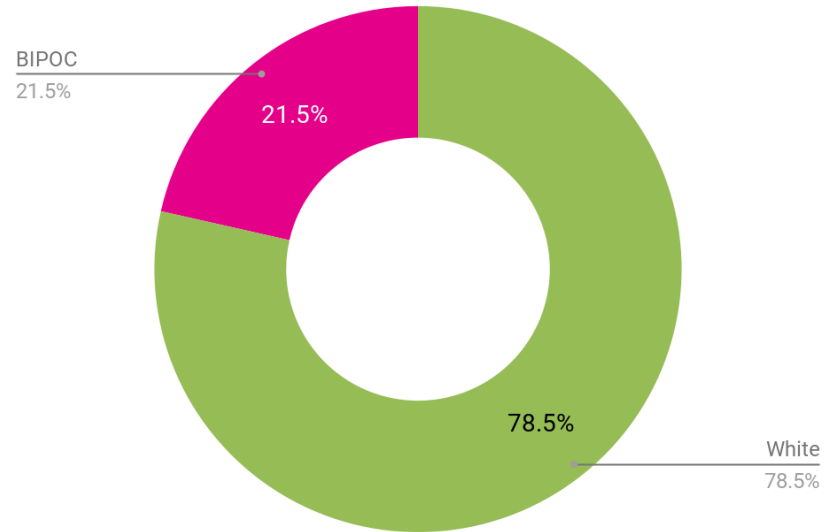
**As of 9/30/22.** The number in the small colored box is the differentiation between last month and this month.

Men	Non-Men People	White Appearing	BIPOC Appearing
141	58	153	46
-1	-5	-8	2

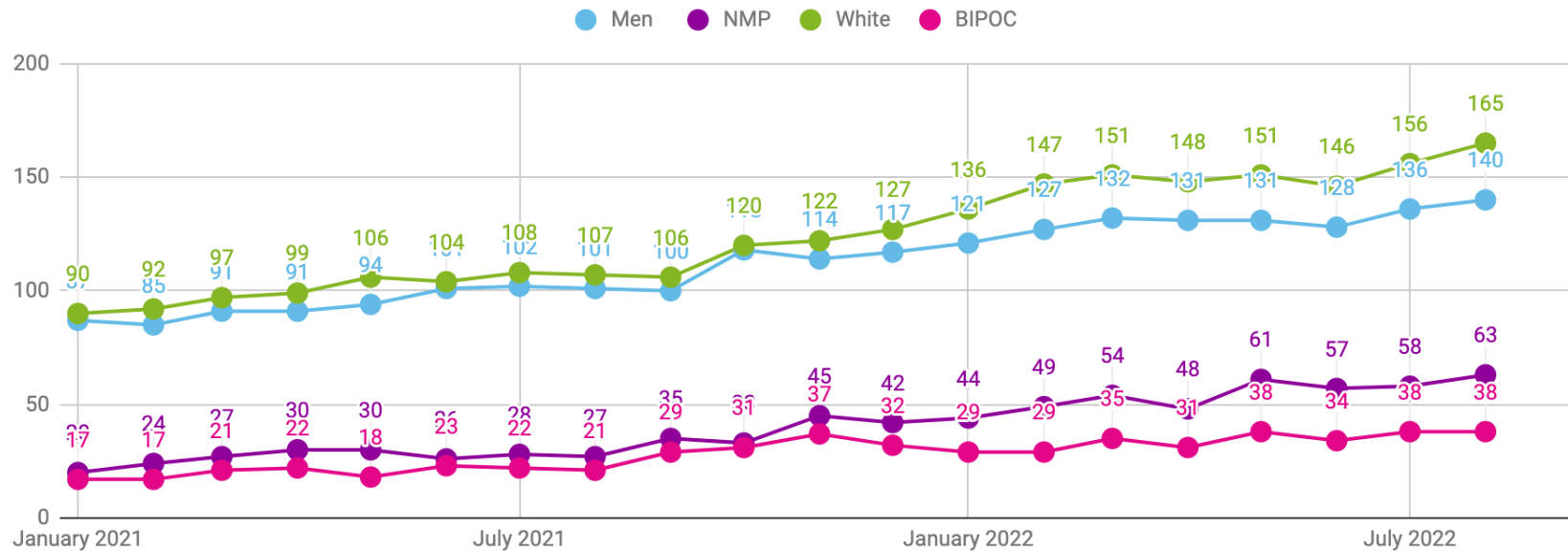
### Soft Demographics: Gender Identity



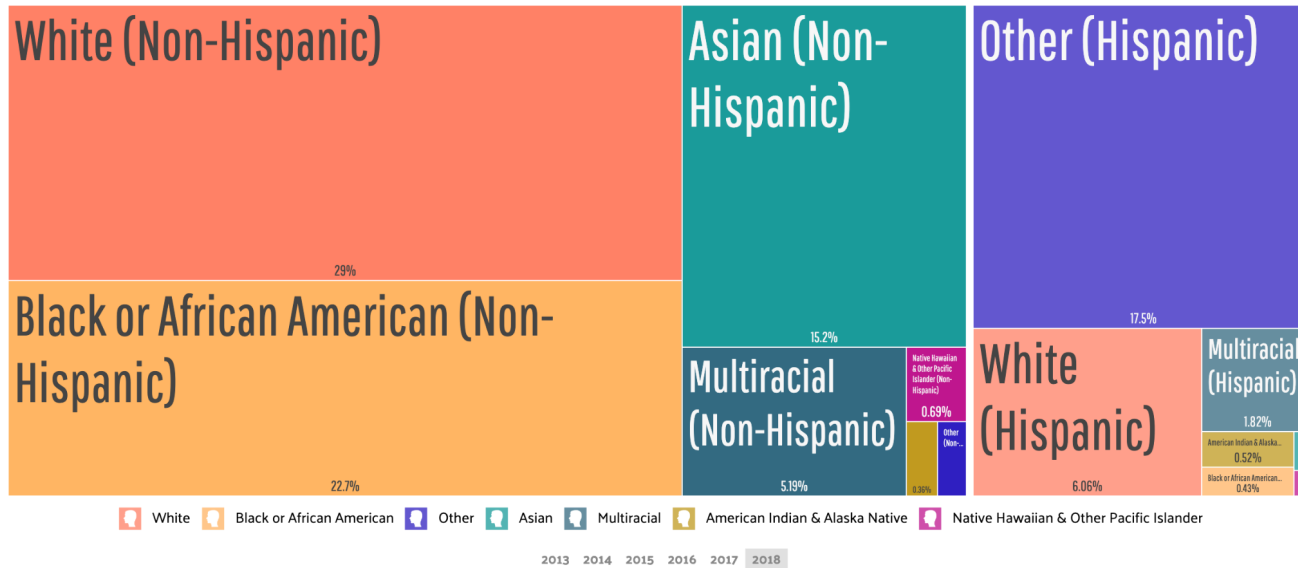
### Soft Demographics: Race



### 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)

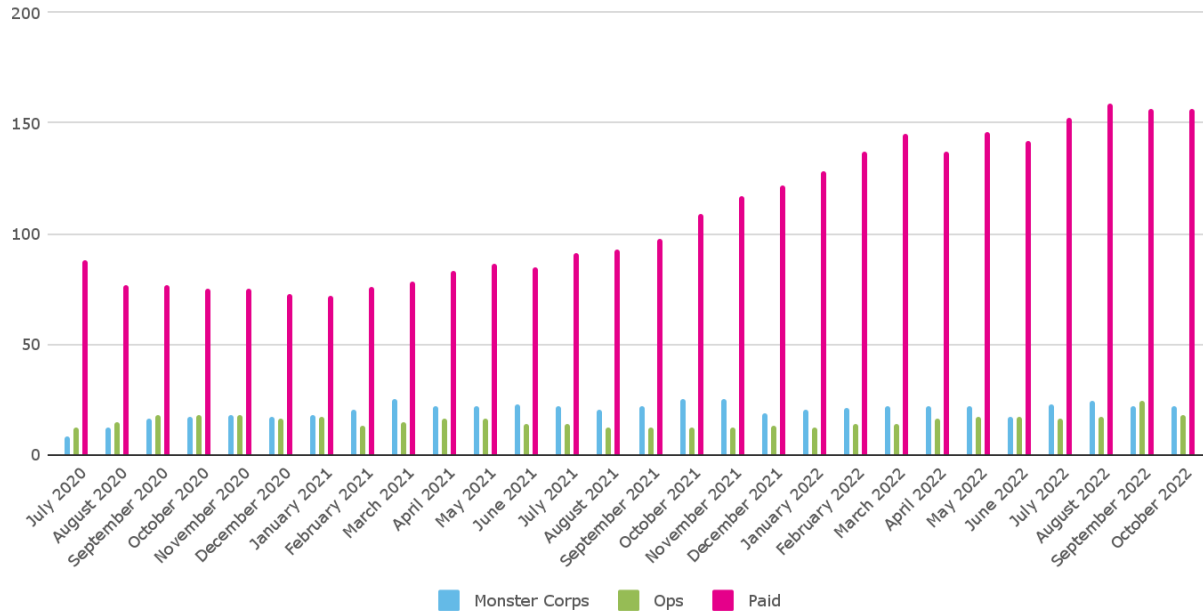
# Operating Capacity

**As of 9/30/22.** The number in the small colored box is the differentiation between last month and this month.

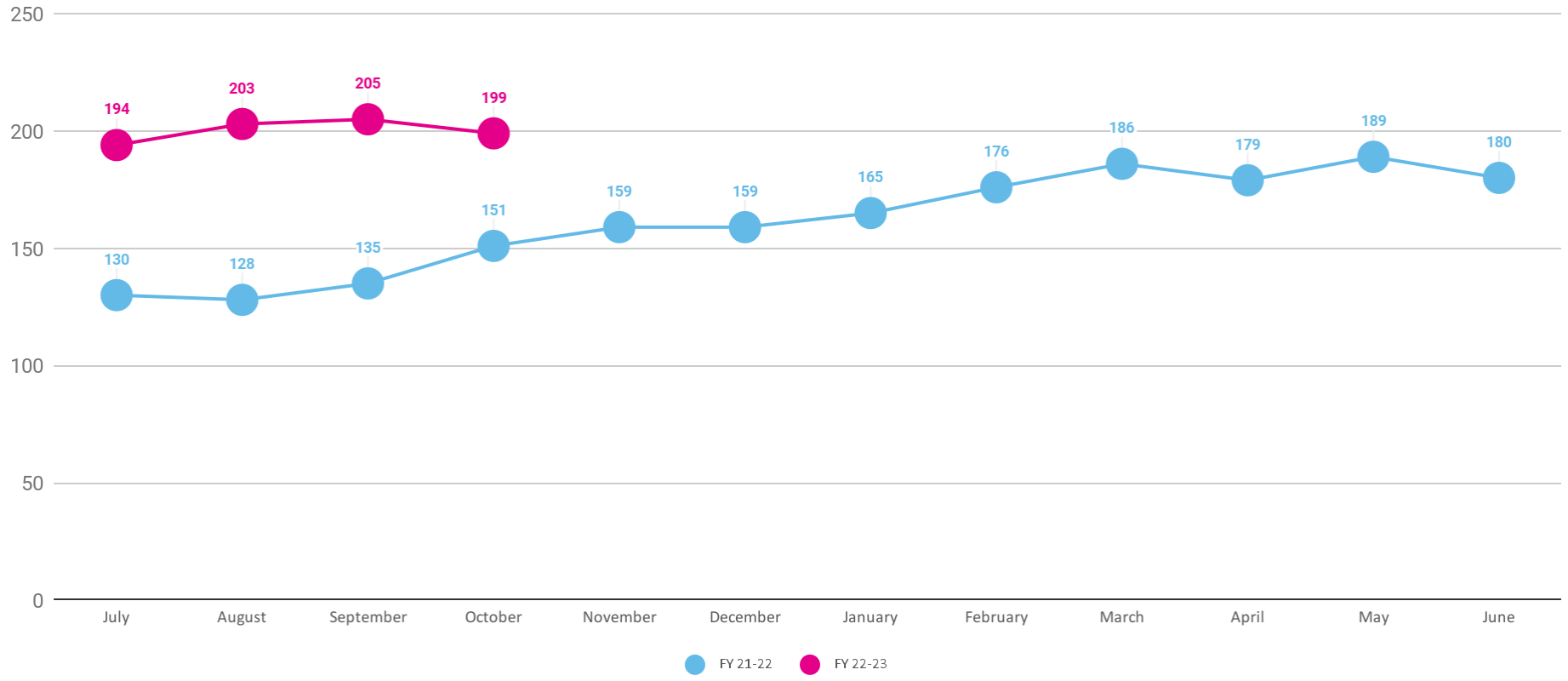
Total Members		Total Paying Members	
<b>199</b>	<b>-6</b>	<b>156</b>	<b>0</b>

Premium \$120		Standard \$95		Starving \$79		Scholarship \$45		Scholarship		Monster Corps		Operations	
<b>18</b>	<b>0</b>	<b>111</b>	<b>0</b>	<b>23</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>22</b>	<b>0</b>	<b>18</b>	<b>-6</b>

Paid vs Monster Corps / Ops Memberships  
2022-23 FY

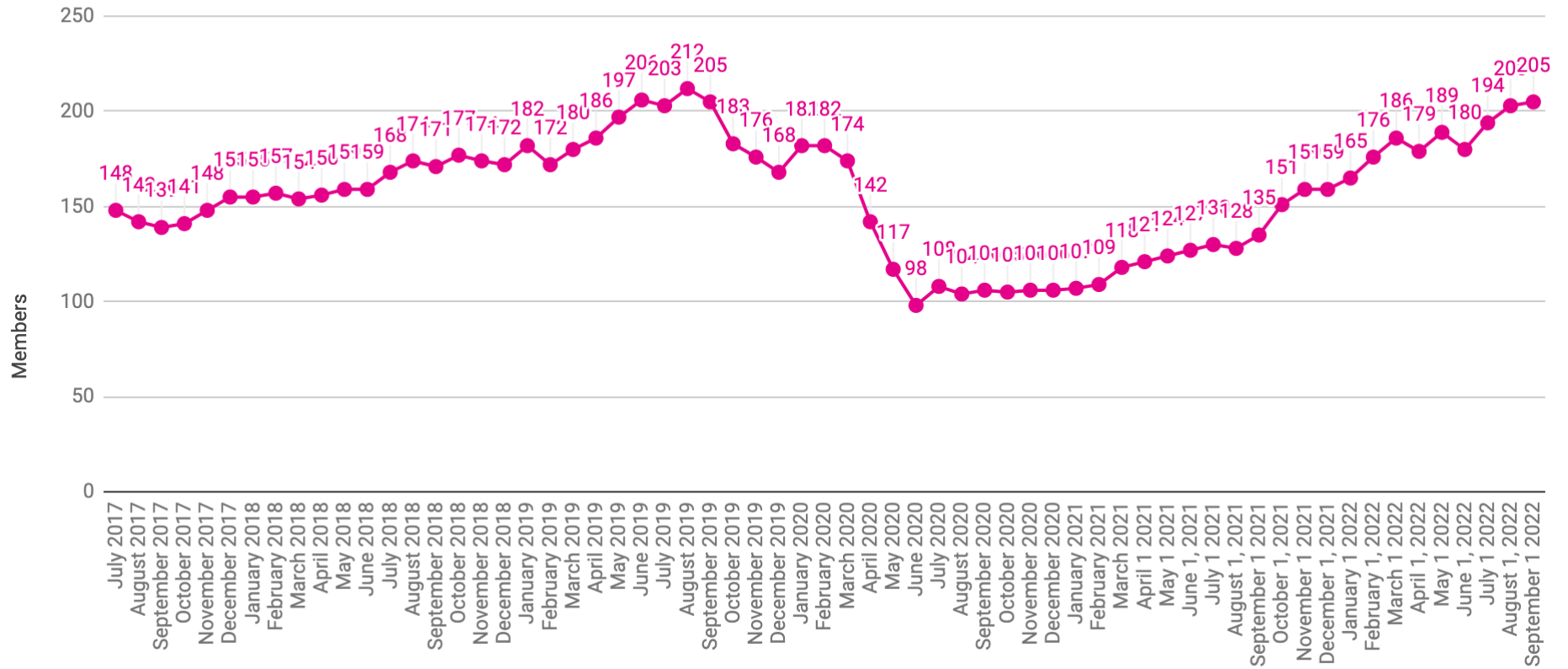


## Membership Comparison | Current Fiscal Year vs Last Fiscal Year





## 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
<b>180</b> <span style="background-color: #e67e22; color: white; padding: 2px 5px;">-24</span>

## Education

- CNC Program development is the key focus at the moment, consuming the majority of the time and resources
- We are working toward scheduling a minimum of 6 weeks out for better planning and promotion
- Quilt Basics launched with promotion, for a 3 part august class - turned out to not sell at all and was cancelled as the financial loss was too large.
- We are adding a new project based class focused on the bandsaw. Tentatively for teh 13th of October but that depends on the repair of the machine.

## Equipment Gaps

- Currently the Bandsaw is down but seems to be repairable.
- There has been a demand for serger training but only having one serger limits our options for certification. The issue is that we don't think there is consistent demand to warrant spending \$1100 on two more machines. .

## Staff and Volunteer Pipelines

- No movement this month. We are throttled by capacity and several key

## Maintenance and policy development

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

## Education and Outreach Metrics

**As of 9/30/22.** 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>11</b>	<b>3</b>	<b>25</b>	<b>-30</b>	<b>17</b>	<b>-7</b>
Bookable Tours		Open House Events		Orientation Workshops	
<b>16</b>	<b>0</b>	<b>4</b>	<b>-1</b>	<b>2</b>	<b>-1</b>

Classes, Open Lab, Events									
Events		Access		Exposure		Experience		Outreach	
<b>40</b>	<b>3</b>	<b>10</b>	<b>1</b>	<b>10</b>	<b>3</b>	0	0	<b>6</b>	<b>-2</b>
Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees	
<b>242/125</b>		<b>43/41</b>		<b>80/42</b>		<b>0/0</b>		<b>96/42</b>	
3D Printing		CNC Router		Electronics		Laser		Art	
<b>0</b>	<b>-1</b>	<b>0</b>	<b>-2</b>	2	0	<b>3</b>	<b>-1</b>	<b>2</b>	<b>2</b>
Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees	
<b>0/0</b>		<b>0/0</b>		<b>22/3</b>		<b>16/13</b>		<b>16/6</b>	
Metal		Textiles		Workshop		Comm. Benefit/MA			
<b>1</b>	<b>1</b>	4	<b>-1</b>	5	<b>3</b>	<b>3</b>	<b>3</b>		
Seats/attendees		Seats/attendees		Seats/attendees		Seats/attendees			
<b>4/4</b>		<b>38/24</b>		<b>22/20</b>		<b>28/13</b>			

### 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 the current residents is stalled as they have been unresponsive. This brings to mind challenges of accountability.
  - We have a capacity problem for outreach for this residency. Some creative volunteer recruitment may be a path forward.

## Mutual Aid/Community Benefit

- Quilts for veterans is on. Need to raise 3k, \$500 raised so far.
- Challenges with racist and transphobic talk from some of the volunteers that showed up.

## 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

## 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

- Recruiting for directors, others stalled by capacity

## 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's last day is Oct. 24th and we need to begin aggressive recruitment
    - Approved hours increase for November 1, 2022 for the position
    - Listing on Indeed.com placed, website updated, flyer campaign to start

## 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
- We lost on a great candidate due to capacity - we were not responsive and didn't engage the person who applied.

### 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 \$81 worth of laser fees from September billing. Over 10 outstanding bills going to collection in October.

### 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** -. Hack still working. Hal working on v2
- **Door Access (FATT)** - This is in the quote and spec process.
- **Honor Bar Billing App** - v1 Beta Station Performing well

### 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

- Oakland First Friday went well
- Tinkerfest at Chabot with make-a-science button and the selfie machine

## Campaigns

- Lack of Capacity

## 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 9/30/22.**

- *Google Business*
  - *3,423 Profile views (+26.1% compared to October 2021)*
  - *233 asked for directions (+12.6% compared to October 2021)*
  - *303 visited our website (+28.9% compared to October 2021)*
  - *1,786 found us in searches (+19.4% compared to October 2021)*
  - *Rated 4.8 stars from 47 reviews*
- *Facebook*
  - *2,226 followers (-3)*
  - *29 posts*
  - *36 post likes*
- *Twitter*
  - *53 followers (+1)*
  - *30 tweets*
  - *2 Profile visits (-1 Compared to October 2022)*
  - *721 Impressions*
  - *0 Mentions*
- *Instagram*
  - *792 followers (+32)*
  - *7,232 profile impressions*
  - *187 profile visits*
  - *33 posts*

## Cash

We had \$284k cash on hand at the [end of](#) October, about 2822 days of cash. Our average daily spending is on track to be \$1,007/day by the end of the year.

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 October 2022 was at an annual high and exceeded our budgeted membership revenue for the month. Last quarter, each month fell below budgeted expectations, so this is a great start!

The average membership revenue since January is \$13,661 (\$5,730 more than last year). Our goal is \$20,000 per month by March 2023 (5 months away).

Revenue from [classes](#) was above \$3k, just like 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.