

Ace Makerspace 2025 Strategic Goals

What is the purpose of the Strategic Goals?

- The purpose of strategic goals for Ace Makerspace is to provide a clear and focused framework to guide decision-making and resource allocation, ensuring that all efforts align with the organization's mission to foster creativity, learning, and community through making.
- It also provides our board with a framework to ensure we're making progress on our goals and maintain accountability and transparency with our members.
- The board will check in on the status of our goals on a monthly basis, with a full business review after 3 months.
- Tactics to support our strategic goals may be adjusted over time as we learn and grow, but high-level strategic priorities will remain in place.

Run the Ace business

Priority Type: **Critical**

Tactics	Timeline / Status	Q1	Q2
Maintain insurance coverage without gaps			
Pay EIDL loan obligations on monthly basis \$1965			
Continue paying rent on time \$6065			
Maintain minimum membership income of \$18k - Review # and policies for operations membership			
Maintain minimum monthly donations of \$1k per month			
Create clear volunteer opportunities to support our operations			
Educational experiences should not run at a significant deficit			
Payment of \$14k for NorCal Grantmakers Bridge Loan	Jan 2025		
Build up operating reserve = 1 month of expenses by March, 60 days by July, 90 days by December			

Ensure the safety of our Ace community

Priority Type: **Critical**

Tactics	Timeline / Owner	Q1	Q2
Create a document of common maintenance tasks and ensure they're being scheduled			
Re-tape areas of the space where tape has worn off (such as bike parking, electrical box access and other key areas)			
Add signage to equipment that requires certification & appoint a volunteer to take this on			
Regular communication with stewards, teams, Ops team to document maintenance process & signage, exchange ideas, and celebrate accomplishments			
Revise signs & process to clarify contact points in case of emergency			

Reduce bottlenecks & single person reliance

Priority Type: **Critical**

Tactics	Timeline / Owner	Q1	Q2
Create documentation about payroll & finance systems on the wiki			
Clearly define R&Rs for volunteer leads and board members			
Provide portal access to landlord portal (One Path)			
Define which volunteer roles get access to which accounts			
Define owners to respond to support@, membership@, fobs@, board@			
Define policies regarding purchasing and reimbursement			

Identify, secure, and manage grants to diversify revenue

Priority Type: **Critical**

Tactics	Timeline / Owner	Q1	Q2
Check GrantStation for granting opportunities that are within the scope of our goals & desired projects			
Set up a grant committee to look at the history of our granted projects, what the foundation has supported in the past, and research what neighboring / similar orgs have done for project grants			
Source grant ideas from the members in the #grants channel			

Build trust in the Ace Makerspace community

Priority Type: **Important**

Tactics	Timeline / Owner	Q1	Q2
Propose amendment to the bylaws to remove physical address requirements for the membership book. (Decision topic for the 12/5 full member meeting) - Decision topic for the 12/5 full member meeting, postponed to March)			
Maintain monthly newsletter communications			
Review prior blog posts and other communications for conflicting communications / messages			
Update MailChimp with current member lists prior to board meetings			
Communicate the benefits of being an Ace Monster Toys member - To be communicated in the January newsletter			

Ensuring Ace represents the diversity of the surrounding community

Priority Type: **Important**

Tactics	Timeline / Owner	Q1	Q2
Have a presence at key community events and spaces outside of Ace, such as: Pride celebration, Black on Broadway and similar cultural events			
Continue scholarships and ensure they meet the needs of our community			
Host key outside organizations in our space			
Create a community project that aligns with our grants strategy, such as: Lead for Life, 500 Filters, etc.			

Increase internal community engagement

Priority Type: **Important**

Tactics	Timeline / Owner	Q1	Q2
Establish guidelines for project groups (aka member demos or co-making)			
Establish a monthly social / show & tell / gallery show			
Revive the newsletter and social media			

Design a More Welcoming Member Experience

Priority Type: **Important**

Tactics	Timeline / Owner	Q1	Q2
Create a nicer automated welcome email, triggered through WordPress or MailChimp to set clear expectations and member resources			
Develop a reliable fob dispensing process and system			
Update the New Member Orientation slide deck			