

Archived

**Ace Makerspace 2025
Strategic Goals**

Strategic Priorities Narrowed per Reduced Resources

At the April 17, 2025 Board Meeting, the Board reviewed and approved the recommendation from the Finance Advisory Committee (FAC) to narrow focus of the 2025 Ace Makerspace Strategic Goals to the following key strategic priorities:

- Increase operating reserve
- Evaluate partnerships with other organizations for fundraising
- Increase membership by first understanding sustainability of financial model based on volunteer efforts and membership contributions

Strategic Priorities Not Reviewed per Board Decision

Per Board action to archive these strategic priorities from the April 17, 2025 Board Meeting, quarterly business review of these strategic priorities is to be discontinued.

This version of 2025 Strategic Goals is archived for the incoming 2025-2026 board.

Timeline/Status and Q1 & Q2 progress indicators are for quick reference only and were not reviewed.



Goal Met



Progress Achieved




















Goal Not Met

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	Goal Met Each Month		
Pay EIDL loan obligations on monthly basis \$1965	Goal Met Each Month		
Continue paying rent on time \$6065	Goal Met Each Month		
Maintain minimum membership income of \$18k - Review # and policies for operations membership	Maintained minimum \$16k per month		
Maintain minimum monthly donations of \$1k per month	\$1,333 averaged, but not minimum each month		
Create clear volunteer opportunities to support our operations	Still Improving		
Educational experiences should not run at a significant deficit	Goal Met Each Month		
Payment of \$14k for NorCal Grantmakers Bridge Loan	Jan 2025		N/A
Build up operating reserve = 1 month of expenses by March, 60 days by July, 90 days by December	On Track		













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	Still Improving		
Re-tape areas of the space where tape has worn off (such as bike parking, electrical box access and other key areas)	Completed		
Add signage to equipment that requires certification & appoint a volunteer to take this on	Completed		
Regular communication with stewards, teams, Ops team to document maintenance process & signage, exchange ideas, and celebrate accomplishments	Still Improving		
Revise signs & process to clarify contact points in case of emergency	Completed		







Reduce bottlenecks & single person reliance

Priority Type: **Critical**

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









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	Not Resourced		
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	Not Resourced		
Source grant ideas from the members in the #grants channel	Not Resourced		









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	Reviewed with East Bay Community Law Clinic and not possible	N/A	N/A
Maintain monthly newsletter communications	Still Improving		
Review prior blog posts and other communications for conflicting communications / messages	Not Resourced		
Update MailChimp with current member lists prior to board meetings	Goal Met Each Month		
Communicate the benefits of being an Ace Monster Toys member - To be communicated in the January newsletter	Not Resourced		






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	Not Resourced		
Continue scholarships and ensure they meet the needs of our community	Still Improving		
Host key outside organizations in our space	Served as Community Hub for East Bay Open Studio		
Create a community project that aligns with our grants strategy, such as: Lead for Life, 500 Filters, etc.	Not Resourced		





Increase internal community engagement

Priority Type: **Important**

Tactics	Timeline / Owner	Q1	Q2
Establish guidelines for project groups (aka member demos or co-making)	Complete		N/A
Establish a monthly social / show & tell / gallery show	Goal Met Each Month		
Revive the newsletter and social media	Still Improving		

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	Not Resourced		
Develop a reliable fob dispensing process and system	Still Improving		
Update the New Member Orientation slide deck	Still Improving	