



# Board Approval Request - Additional Staff Feb 07, 2025

Shelley Frost  
Executive Director



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# Request Additional Staff

- Seeking Board approval to hire two additional staff members
- Executive Committee and Finance Committee have reviewed and approved
- Ensuring the 2025 approved budget bottom line remains unchanged

# Staffing Needs Overview

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## Marketing Support:

- The Asia event requires more marketing resources than initially anticipated.
- The Foundation's five-year strategy demands a significant increase in marketing efforts.
- Strategic membership growth goals will further strain an already overloaded team.
- PAC approval introduces yet another program requiring marketing support.
- A dedicated resource is needed to review and oversee all communications, ensuring consistency and effectiveness.

# Staffing Needs Overview

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## Sales Support:

- Sales Manager is overloaded with increased event and sponsorship demands
- Sales revenue target has increased 60% (\$3.7M in 2025 vs. \$2.3M in 2024)
- Sales support will handle support, administrative and some customer experience tasks thus freeing up the Sales Manager for tasks that are better aligned with short- and long-term revenue generation.
- The current one position is also a single point of failure for a very large percentage of AOC's annual revenue.

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# Financial Considerations

- Finance Committee approved contingent on maintaining bottom-line neutrality
- Adjusted budget ensures the bottom line remains exactly as approved
- Increased revenue projections offset additional expenses

# 2025 Adjusted Budget

	2025 Approved Budget	Adjusted Budget	Difference
<b>Income</b>			
4200 Membership	\$ 575,000	\$ 625,000	\$ 50,000
4400 Convention Income	\$ 1,960,000	\$ 2,026,302	\$ 66,302
4450 AOC Europe	\$ 1,662,124	\$ 1,682,124	\$ 20,000
4500 Conference Income	\$ 943,950	\$ 943,950	
4600 Professional Development Income	\$ 263,000	\$ 263,000	
4650 Advocacy	\$ 195,000	\$ 195,000	
4750 Royalties	\$ 268,190	\$ 268,190	
4760 JED Subscription	\$ 5,000	\$ 5,000	
4850 Sales	\$ 13,500	\$ 13,500	
<b>Services</b>			
<b>Total Income</b>	<b>\$ 5,885,764</b>	<b>\$ 6,022,066</b>	<b>\$ 136,302</b>
<b>Gross Profit</b>			
<b>Expenses</b>			
			<i>Difference</i>
5000 Convention	\$ 942,970	\$ 942,970	
5099 AOC Europe	\$ 750,520	\$ 750,520	
5100 Conference	\$ 593,418	\$ 593,418	
5200 Membership services	\$ 269,500	\$ 269,500	
6100 Fringe Benefits	\$ 452,695	\$ 479,830	\$ 27,135
6190 Labor	\$ 1,979,975	\$ 2,089,142	\$ 109,167
6200 Facilities	\$ 152,560	\$ 152,560	
6300 Professional development	\$ 72,500	\$ 72,500	
6500 BoD Operations	\$ 97,000	\$ 97,000	
6695 Advocacy & Outreach	\$ 181,250	\$ 181,250	
6700 Administration	\$ 509,593	\$ 509,593	
6850 Depreciation/Amortization			
<b>Total Expenses</b>	<b>\$ 6,001,981</b>	<b>\$ 6,138,283</b>	<b>\$ 136,302</b>
<b>Net Operating Income</b>	<b>\$ (116,217)</b>	<b>\$ (116,217)</b>	



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# Next Steps

- Board approval needed today to move forward
- Will finalize job descriptions and metrics for success documentation
- Job postings will go live as soon as possible
- Hiring process to begin to support growth and operational needs
  - Marketing position hired in March
  - Sales position hired in March/April

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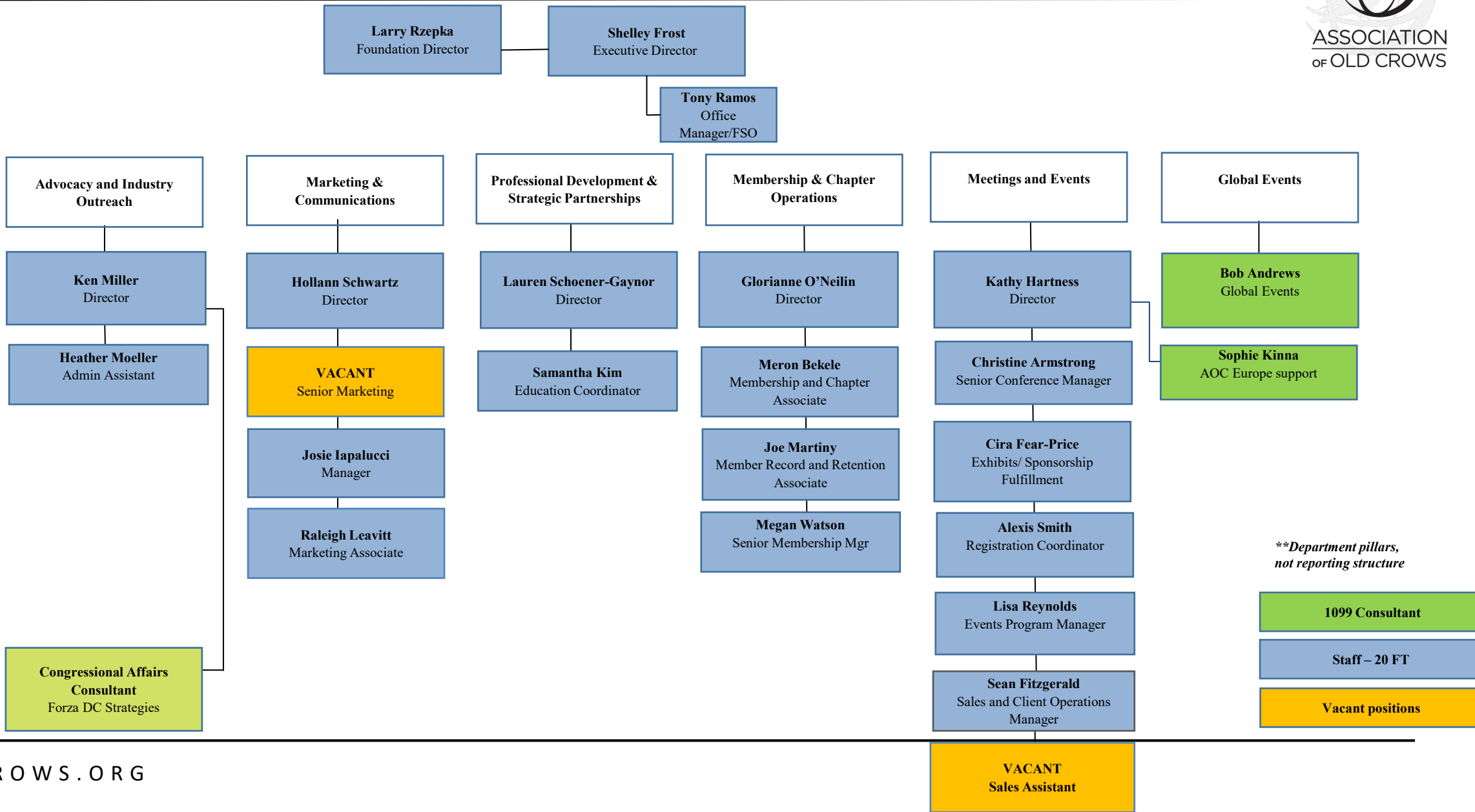
# Request for Approval

## Motion:

- Approve the hiring of two additional staff members (one in marketing and one in sales) with the adjusted budget ensuring no change to the approved bottom line.



# Professional Staff - as of 4 Feb 2025



*\*\*Department pillars, not reporting structure*