

BOARD MEETING
Jazz Education Network
May 20, 2023
11:00 am-1:00 pm Eastern Time

In Attendance:

Executive Committee: Lonnie Davis, President; Sean Jones, Immediate Past President; Jose Diaz, President Elect; Ashley Shabankareh, Vice President; David Kauffman, Secretary; Dustin Rohrer, Treasurer;

Directors: Ayn Inserto, Todd Stoll, Laura Gentry, Trineice Robinson-Martin, Pharez Whitted, Mary Jo Papich, Tim Fellow, Roxy Coss, Bethany Robinson (NAfME liaison), Dan Flores, Legal Counsel; Jesse Nolan, Membership & Marketing Director; Christopher Walker, Development Director; Kelly Carson, Member Services & Programs.

1. Welcome - Lonnie Davis (5 mins Lonnie Davis)

2. Approval of Minutes (5 mins David Kauffman) On hold until the minutes are located. Will ask for a motion to approve online in Govenda.

3. CONFERENCE ITEMS: - Room rebate for the NOLA conference - We will be receiving a rebate of \$3 per room per night for the 2024 conference hotel in NOLA. We will also be receiving a rebate of \$3 (or possibly more) for the Atlanta conference. Conference length and days: Wednesday - Saturday, but possible move to Tuesday - Friday (10 mins Lonnie Davis).

Discussion was generally positive about the change. Todd suggested seeing an actual cost breakdown before making a decision. The board would like to see financial proposals for:

- Tuesday - Friday days
- Wednesday - Friday days

- Wednesday - Friday w/ a Saturday outreach

MOTION: Table the discussion of annual conference length until further figures can be gathered. Made by Tim Fellow, seconded by Laura Gentry. The motion passed.

4. Finance Update (15 mins Dustin Rohrer)

- A. Statement of Financial Position
- b. Budget vs. Actuals Monthly 2022-2023

- c. Finance Committee Readout

Key financial updates: July 2022-April 2023

PRELIMINARY

Note: Cash basis presented here – note that there are some differences vs accrual basis

Financial highlights

- Overall:** Net Operating Revenue is **~\$(108K)** fiscal YTD through April vs budget of **~\$(76K)**
- Revenues:** **~\$479K** through December vs budget forecast of **~\$596K** (~\$118K below budget)
 - Development funding behind budget YTD
 - Individual contributions below budget YTD (~\$46K vs ~\$78K budgeted)
 - Membership and event revenues under budget – slowdown in Nov/Dec/Jan vs expectations
 - Event revenues ~\$55K under budget through April
 - Membership dues ~\$16K under budget through April
- Expenditures:** **~\$587K** through April vs budget of **~\$672K**
 - Lodging/travel expenditures ~\$48K below budget (largely driven by negotiated hotel savings)
- Cash position:** **~\$144K** through April 30 – **below 3-month op expense threshold (currently at ~2.3 months)**
 - Total current assets ~\$259K

Other updates

- FY24 Budget in process – to be finalized by late June
- Jazz Education Foundation – **update today**
- Conference expense reductions identified
- NEA grant distributed
- Illinois State Recovery fund distribution application submitted (\$5K+)

YTD Actuals vs Budget (Jul 2022-Apr 2023)

Note: Cash basis presented here – note that there are some differences vs accrual basis

| Basis for FY23 Budget | YTD Actuals | YTD Budget | Actuals % over budget | Actuals \$ over budget |
|---|------------------|-----------------|-----------------------|------------------------|
| Revenue | Total | | | |
| 4000 Direct Contributions <i>Assumes spring/fall fundraising campaigns and additional donor giving (\$120K total)</i> | 45,724 | 78,200 | -42% | (32,476) |
| 4400 Non-Government Grants <i>Herb Alpert grant; \$20k in additional grants</i> | 31,000 | 45,000 | -31% | (14,000) |
| 4500 Government Grants <i>Includes NEA grant distribution; Assumes no further grants</i> | 15,000 | 15,000 | 0% | 0 |
| 4900 Administrative Fees | 975 | 0 | | |
| 5100 Event Revenue <i>Assumes ~1065 registrations across members/non-members</i> | 208,361 | 263,543 | -21% | (55,182) |
| 5200 Membership Dues <i>Based on membership mgr. projections</i> | 176,868 | 193,119 | -8% | (16,251) |
| 5300 Investment Revenue <i>Includes investment return from Aebersold endowment</i> | 0 | 1,050 | -100% | (1,050) |
| 5900 Other Revenue <i>No loan forgiveness assumed (e.g., PPP)</i> | 1,488 | 185 | 706% | 1,303 |
| Expenditure Revenue | 640 | 0 | | 640 |
| Total Revenue | 478,801 | 596,096 | -20% | (117,295) |
| Expenditures | | | | |
| 6100 Payroll Expenditures | 1,314 | 1,619 | -19% | (305) |
| 7000 Grants, Contracts & D.A. | 27,276 | 23,082 | 18% | 4,194 |
| 7200 Salaries & Related Exp. <i>Includes interim ED, Development Director</i> | 172,459 | 191,453 | -10% | (18,994) |
| 7500 Contract Service Expenses <i>Includes consultant services to support transition to interim staff</i> | 40,965 | 50,674 | -19% | (9,709) |
| 8100 Nonpersonnel Expenses <i>Includes fundraising and marketing expenses</i> | 41,257 | 65,762 | -37% | (24,505) |
| 8200 Event Production Expenses <i>Based on conference coordinator projections</i> | 193,484 | 179,650 | 8% | 13,834 |
| 8300 Travel & Meeting Expenses <i>Based on conference coordinator projections</i> | 94,368 | 142,388 | -34% | (48,019) |
| 8600 Other Org. Expenses | 15,398 | 17,179 | -10% | (1,781) |
| Total Expenditures | 586,733 | 671,806 | -13% | (85,073) |
| Net Operating Revenue | (107,932) | (75,710) | 43% | (32,221) |

Does not include Merch sales (COGS)

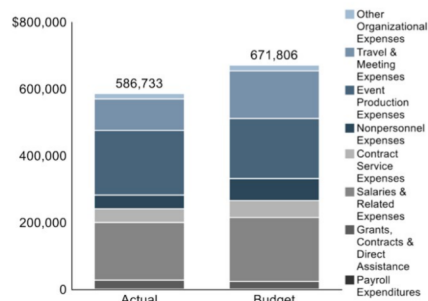
\$211 in square fees not reflected

PRELIMINARY

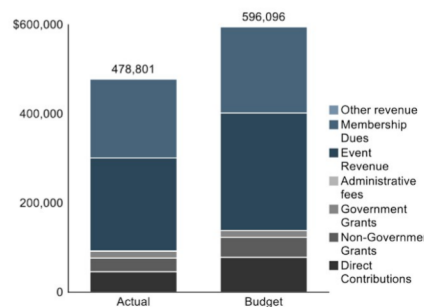
Note: Cash basis presented here – note that there are some differences vs accrual basis

2022-23 YTD snapshot

JEN Expenditures 2022-23 FY (Actuals vs Budget)



JEN Revenue 2022-23 FY (Actuals vs Budget)



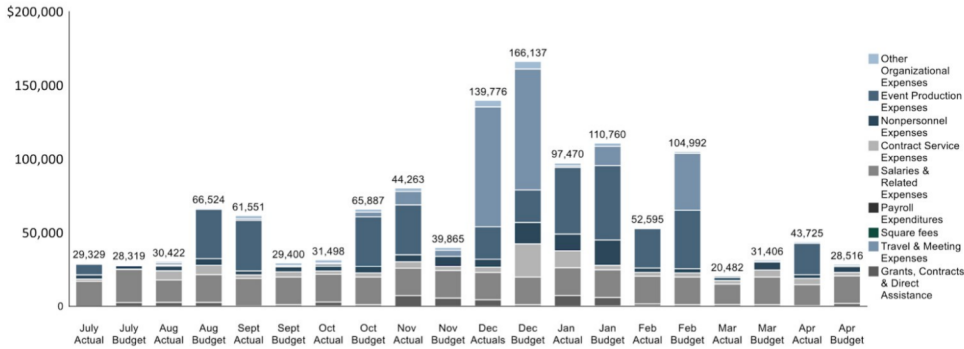
Note: Event revenue includes merchandise sales; Other revenue includes investment revenue, billable expenditure revenue, unapplied cash payments and discounts given; December numbers preliminary – likely to change
 Source: JEN Financials (Quickbooks) – cash basis (pulled 3/6/2023)

JEN Monthly Expenditures

PRELIMINARY

Note: Cash basis presented here – note that there are some differences vs accrual basis

JEN Expenditures breakdown (Actuals vs Budget)



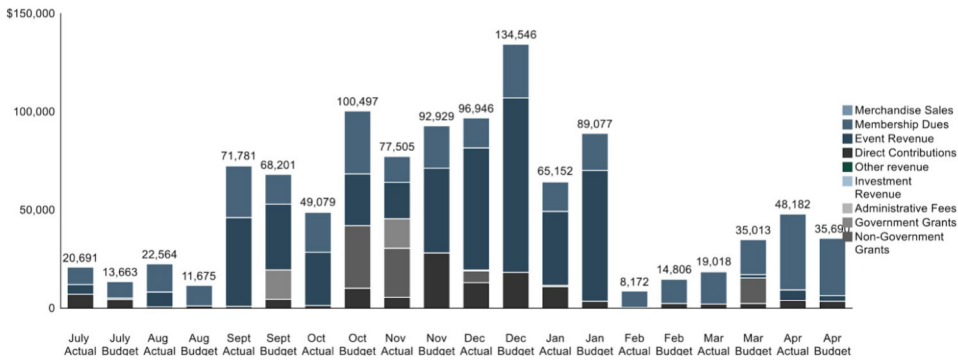
Source: JEN Financials (Quickbooks) – cash basis (pulled 5/15/2023)

JEN Monthly Revenues

PRELIMINARY

Note: Cash basis presented here – note that there are some differences vs accrual basis

JEN Revenues breakdown (Actuals vs Budget)

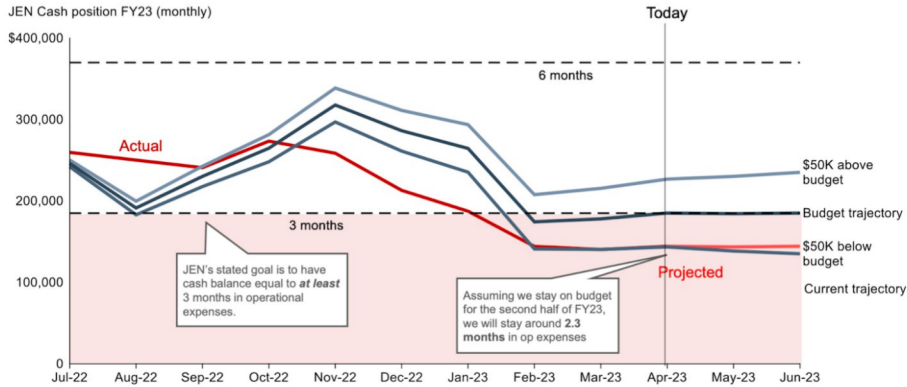


Note: Event revenue includes merchandise sales; Other revenue includes investment revenue, billable expenditure, unapplied cash payments and discounts given; December numbers preliminary (as of 12/29) – likely to change
Source: JEN Financials (Quickbooks) – cash basis (pulled 5/15/2023)

FY23 Monthly Cash position tracking

PRELIMINARY

JEN Cash position FY23 (monthly)



JEN Cash position trajectory

| | |
|---|---------|
| Average monthly expenditures | 61,664 |
| Cash reserve threshold (3 months op expenses) | 184,992 |
| Cash reserve threshold (6 months op expenses) | 369,983 |

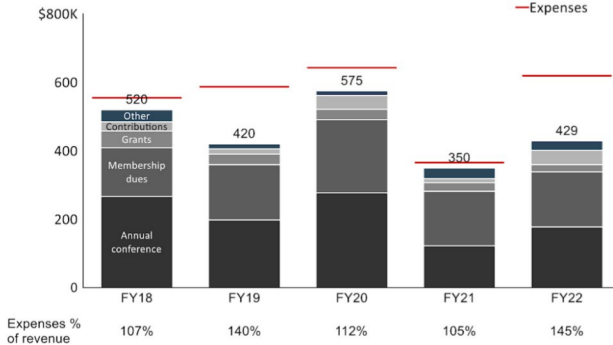
| | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Budget trajectory | 246,199 | 191,350 | 230,151 | 264,760 | 317,824 | 286,233 | 264,549 | 174,364 | 177,971 | 185,144 | 184,335 | 185,138 |
| Current trajectory | 259,644 | 250,147 | 240,844 | 273,441 | 258,628 | 212,988 | 187,401 | 144,151 | 140,338 | 144,327 | 154,123 | 154,925 |
| Months of op ex in cash (current trajectory) | 4.2 | 4.1 | 3.9 | 4.4 | 4.2 | 3.5 | 3.0 | 2.3 | 2.3 | 2.3 | 2.5 | 2.5 |

Numbers in blue are assumptions based on current budget (e.g., if net op revenue is in line with budget for each month)

Recurring revenues: Historical recurring revenues can offer a guide for FY24 expenses and development needs

PRELIMINARY

JEN Revenues (fiscal year)



Summary insights

- Average annual recurring revenue is ~\$485K (excluding virtual conference year, FY21)
- Conference average of ~\$230K (New Orleans in FY20 was ~\$275K)
- Membership dues average ~\$170K
- Expenses are consistently above recurring revenue, requiring a **sustained increase in contributed revenue** to fill gaps

Note: Recurring revenues adjust for one-time and restricted funds (e.g., Aebbersold, SVOG, PPP, Hotel incentive payments)
Source: Audited financial statements, JEN Financials (Quickbooks)

Highlights:

- Our budget is trending better than forecasted for the wrap up of fiscal year 2023 due to these factors:
 - Hotel cost savings
 - NEA grant of \$15k
 - Pricing increases for membership, conference registrations
 - Addition of the \$30 conference application fee (numbers won't be reflected in the budget until June 2023)
 - We are falling short in our fundraising- Year-to-date: \$46k actual vs. \$78k Budgeted
 - Membership dues are under, but still positively impacted by the increase in membership fees.
 - Cash position remains approximately the same, at 2.5 months cash on hand. This is better than anticipated.
- For fiscal year 23-24, we are looking at reducing conference costs by up to \$30,000.
- We have had no reduction in conference registrations
- We continue to look at our P/L position monthly as we consider bigger financial decisions.

MOTION: To approve the Finance report made by David Kauffman, seconded by Mary Jo Papich. The motion passed.

5. JEN Foundation Update (30 mins tim fellow)

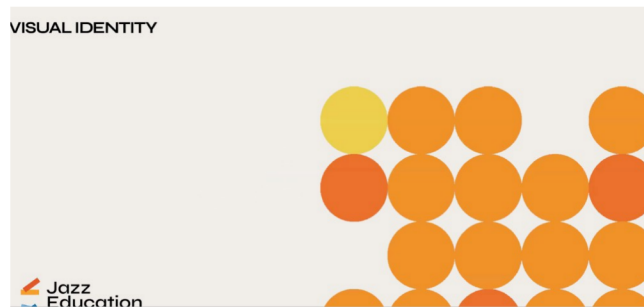
JEN Foundations Task Force consists of: Lonnie Davis, Sean Jones, Tim Fellow, Todd Stoll, Dan Flores, Dustin Rohrer.

The Task Force has dedicated a lot of time to the development of the foundation proposal. Pro bono work has been done

by the Minus Plus Agency. Jenner Block has also been doing pro bono legal work for the foundation as well.

Formation documents have been produced, and we are moving on to the next step of tax-exempt application w/ government.

Below is a sample of the forthcoming JEF (Jazz Education Foundation) slide presentation:



WHY JAZZ EDUCATION?

Career & Job Skills Development

Skills intrinsic to the study of jazz – collaboration, adaptability, creativity, sacrifice, a disciplined work ethic, and confidence – provide immense value in a student's career trajectory whether or not they remain in music. By addressing the blues prerogative in jazz a student learns to face adversity with persistent optimism, a definitive trait for entering any career field. Students that study jazz garner a strong foundation for success in various fields such as business, education, healthcare, technology, and more.



**DEDICATED TO BUILDING THE
JAZZ ARTS COMMUNITY
BY ADVANCING EDUCATION,
PROMOTING PERFORMANCE
AND DEVELOPING NEW
AUDIENCES.**

CURRENT STRUCTURE & FUNCTION

JAZZ EDUCATION NETWORK

Membership Org

- Educators
- Students
- Artists
- Patrons
- Industry Professionals

Membership Programs

- Annual Conference
- Membership Resources
- Professional Network/Dev

Community Programs

- Scholarships
- Grants
- Community Engagement
- In-School Programming



JAZZ EDUCATION NETWORK

MEMBERSHIP IMPACT 2008-PRESENT

15

Annual
Conferences

100K+

Attendees

?750

Student Groups
Performing

5 vol.

Resource Library

COMMUNITY IMPACT 2008-PRESENT

78

Student
Scholarships

\$250K

Artist Grants

110K

Students
reached

??

Peer-reviewed
research articles

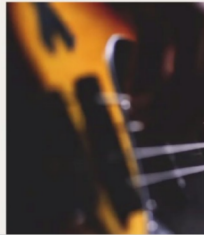
CHALLENGES FOR JEN

Smaller and less funded infrastructure for
Jazz vs Classical music

Challenge of higher education slow to
embrace the art form as "legitimate"

JEN is a young organization-just hired first
FT paid staff member X years ago

**Demographics of JEN members /
students / educators / musicians - avg
wages



PHILANTHROPIC OPPORTUNITY

The Jazz Education Foundation will allow
us to fundraise in a much more
professional and sustainable manner-
with additional eligibility for government
and foundation grants, engagement and
partnership with private foundations and
arts patrons.



THROUGH THE JAZZ EDUCATION FOUNDATION WE CAN SIGNIFICANTLY INCREASE OUR CHARITABLE IMPACT.

92%

US students
that have
access to music
instruction

19%

Middle Schools
offering Jazz

42%

High Schools
offering Jazz



HERE'S HOW

We're forming a nonprofit 501(c)(3) supporting organization in partnership with the Jazz Education Network to further charitable initiatives



JEN Annual Conference
Membership Resources
Awards & Recognition
Professional Networking



Local Community Engagement
Artist Grants
Educator Grants
Student Scholarships

TEAM JAZZ EDUCATION FOUNDATION

Formation Committee



LONNIE DAVIS

President & CEO
JazzArts Charlotte



SEAN JONES

Artist & Professor
Peabody Institute



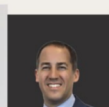
TODD STOLL

Vice President, Education
Jazz at Lincoln Center



TIMOTHY FELLOW

Director, Nonprofit Advisory
Mellor & Associates



DANIEL FLORES

Head of Litigation
MGM Studios



DUSTIN ROHRER

Global Practice & Manager
Bohn & Company

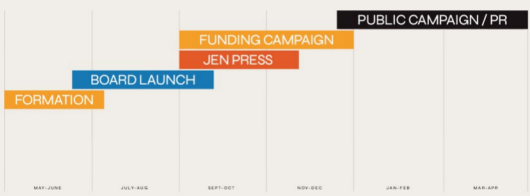
OUR PARTNERS



The charitable programs and formation of the Jazz Education Foundation are made possible by our generous and visionary partner organizations



TIMELINE 2023-2024



INITIAL FUNDING

| FUNDING SOURCE | TARGET | AVG AMOUNT | ESTIMATED TOTAL |
|------------------------|--------|------------|------------------|
| Board Members | 10 | \$20,000 | \$200,000 |
| Foundations | 4 | \$15,000 | \$60,000 |
| Institutions | 25 | \$2,500 | \$62,500 |
| Individuals / Public | 1,000 | \$50 | \$50,000 |
| Estimated Total | | | \$372,500 |



IMPACT VISION

\$? + STATS

The Foundation will make an indelible impact in furthering the cultural work of jazz education beyond our Network and in local communities for sustained, substantive outcomes.

The Task Force is still putting numbers together for the slides.

Discussion: Commitments for funding are still in place. Founding documents have been filed with the state of Illinois, and once the documents are filed with the government and are in place, funders will commit on a more meaningful basis.

Mary Jo Papich made a generous commitment to donate 25K to the Jazz Education Foundation.

Projected launch date is Jun 1, 2023.

6. Development Report (15 mins Christopher Walker)

05•20•2023
Development
Report

Christopher Walker
Interim Director of Development



JAZZ EDUCATION NETWORK

Actions and
Assessment

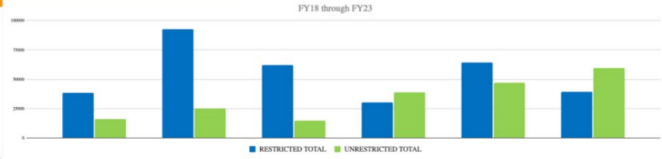
- Seeking to maximize 2023 spring appeal campaign
- Comprehensive update to Conference Sponsorship tiers, accurately quantifying our marketable assets
- Begin analyzing Dev experience of FY23 to strategize and plan for FY24 budget, organization, action plans

| | FY18 | | FY19 | | FY20 | | FY21 | | FY22 | | FY23 up to 05/1/23 | |
|------------------------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------------|--------------|
| | Amount | Unique Contr | Amounts | Unique Contr | Amounts | Unique Contr | Amounts | Unique Contr | Amounts | Unique Contr | Amounts | Unique Contr |
| RESTRICTED | | | | | | | | | | | | |
| REST - ABERGOLD | \$ 4,395.00 | 20 | \$ 52,752.00 | 61 | \$ 27,000.00 | 1 | | | \$ 4,000.00 | 1 | \$ 4,000.00 | 1 |
| REST - BAKER | \$ 3,000.00 | 1 | \$ 3,000.00 | 1 | | | | | | | \$ 1,000.00 | 1 |
| REST - BARRICK LL | | | | | | | | | | | \$ 1,000.00 | 1 |
| REST - COMIA (IEA) | | | | | | | | | | | \$ 1,000.00 | 1 |
| REST - DO DANIELS | | | | | | | | | | | \$ 1,000.00 | 1 |
| REST - EPP RESEARCH | \$ 6,000.00 | 1 | \$ 6,000.00 | 1 | \$ 6,000.00 | 1 | | | | | \$ 6,000.00 | 1 |
| REST - FISCHER | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 |
| REST - HAL LEONARD | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 |
| REST - JAZZU | \$ 20,000.00 | 1 | \$ 20,000.00 | 1 | \$ 20,000.00 | 1 | \$ 20,000.00 | 1 | \$ 20,000.00 | 1 | \$ 20,000.00 | 1 |
| REST - KAY (DVA) | | | | | | | | | | | \$ 1,000.00 | 1 |
| REST - LANDON | | | | | | | | | \$ 32,253.00 | 126 | \$ 2,850.00 | 4 |
| REST - LANDON | \$ 2,000.00 | 1 | \$ 2,000.00 | 1 | \$ 1,000.00 | 1 | \$ 2,000.00 | 1 | | | \$ 4,000.00 | 1 |
| REST - LARSON | \$ 1,000.00 | 1 | \$ 2,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 | \$ 1,000.00 | 1 |
| REST - PAPICH | | | | | | | | | | | \$ 15,000.00 | 1 |
| REST - WEBBARS (MEA) | | | | | | | | | | | \$ 2,000.00 | 1 |
| REST - WIDNER | | | | | | | | | | | \$ 89,350.00 | |
| RESTRICTED TOTAL | \$ 38,395.00 | | \$ 82,752.00 | | \$ 62,000.00 | | \$ 30,000.00 | | \$ 64,253.00 | | \$ 114,113.00 | |
| UNRESTRICTED | | | | | | | | | | | | |
| UN - ALLIANCE FOUND | \$ 12,819.14 | 64 | \$ 22,872.11 | 116 | \$ 12,214.79 | 61 | \$ 12,012.11 | 61 | \$ 12,919.21 | 62 | \$ 14,411.11 | 67 |
| UN - MONTHLY RECURRING | \$ 120.00 | 1 | \$ 2,120.00 | 5 | \$ 1,600.00 | 4 | \$ 1,220.00 | 6 | \$ 2,070.00 | 7 | \$ 2,841.36 | 11 |
| UN - SISTERS IN JAZZ | | | | | | | \$ 3,894.83 | 1 | | | \$ 206.28 | 1 |
| UN - YOUNG COMPOSERS | | | | | | | | | | | \$ 51.80 | 1 |
| UN - RESIDENCY (SP'21) | | | | | | | \$ 22,181.00 | 143 | \$ 14,048.02 | 28 | | |
| UN - SUPPORT JAZZ ED (FY'21) | | | | | | | | | \$ 3,718.08 | 31 | | |
| UN - WIDNER | | | | | | | | | \$ 4,495.00 | 41 | | |
| UN - RENEWAL (SP'22) | | | | | | | | | \$ 9,786.00 | 31 | \$ 2,945.64 | 12 |
| UN - GIVING SEN (FY'22) | | | | | | | | | | | \$ 10,538.18 | 40 |
| UN - IMPACT (SP'23) | | | | | | | | | | | \$ 228.00 | 4 |
| UN - FOK GEN COP AGENTS | | | | | | | | | | | \$ 25,000.00 | 1 |
| UN - MGMT FEES | | | | | | | | | | | \$ 975.00 | 7 |
| UNRESTRICTED TOTAL | \$ 25,812.14 | | \$ 25,002.11 | | \$ 14,886.99 | | \$ 38,968.36 | | \$ 40,806.33 | | \$ 58,377.23 | |
| TOTAL | \$ 64,207.14 | 66 | \$ 107,754.11 | 121 | \$ 76,886.99 | 62 | \$ 68,968.36 | 216 | \$ 105,059.33 | 329 | \$ 172,490.23 | 159 |

Restricted vs Unrestricted Income

*includes pledges or invoices that have not yet been received.

\$39,350 Restricted
\$59,377.03 Unrestricted
 (\$34,377.03 indiv)



The spring ask



GOALS

- \$30,000+ in individual and corporate giving just to approach FY23 budget goals (stated \$60,000 goal)
- Goal of 150-200+ contributors
 - Expand donor base by at least 50 new contributors
 - Recapture lapsed 2021 contributors, at least 35



Friendly Competitive Spirit



Instrumental TEAM Competition and follow-along Sweepstakes

- Instrumental TEAM with most collectively designated contributions wins match from leadership
- Sweepstakes contest features wins for JEN Swag Bags, 1yr Memberships, 1 Free 2024 Conf Registration



Grant Front



- Six of eight submitted foundation grants YTD have declined, awaiting notice on remaining two
 - Will continue to assess and apply heading into next year
- NEA Project grant is booked (\$15k)
- Mary Jo Papich clued us in to the NCRC CDF - Illinois Creative Recovery Grant Program (B2B Arts), we have verified and submitted
 - Minimum \$5k disbursement for eligibility
 - **Maximum possible \$229,169 disbursement** against largest revenue losses between FYs '19, '20, and '21

Sponsor Revamp

Seeking Board references for Sponsor Leads

- Restructure existing Conference sponsorship tiers to more adequately reflect available marketable assets and opportunities against ongoing structural costs to produce the even.
- Seeking to achieve a potential Net Profit Potential in Sponsor Tiers and Shares of **\$667,450**
- See additional documentation

Highlights:

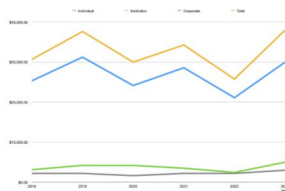
Unrestricted giving continues to improve.
We have exceeded by \$20k contributions for this year

Discussion: We need to have language in place and coordinate with the emerging Jazz Education Foundation to make sure we are making “asks” for donations and sponsorships in a coordinated manner, in order to maximize the impact that a potential donor/sponsor could have.

7. Membership & Marketing Report (15 mins Jesse Nolan)

May 2023 Membership Projections (as of April)

| Membership Category | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 (est.) |
|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Individual | \$25,345.00 | \$31,238.00 | \$24,150.00 | \$28,588.00 | \$21,113.00 | \$38,000.00 |
| Institution | \$3,150.00 | \$4,200.00 | \$4,200.00 | \$3,500.00 | \$2,450.00 | \$7,500.00 |
| Corporate | \$2,200.00 | \$2,200.00 | \$1,850.00 | \$2,200.00 | \$2,200.00 | \$5,000.00 |
| Total | \$30,895.00 | \$37,638.00 | \$30,000.00 | \$34,288.00 | \$25,763.00 | \$47,500.00 |



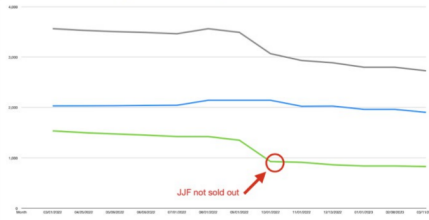
*based on previous conference application window membership sales and increase in membership fees as of 04/01/2023

Fiscal Year 2022-2023 Membership Sales

| Membership Category | JUL-22 | AUG-22 | SEP-22 | OCT-22 | NOV-22 | DEC-22 | JAN-23 | FEB-23 | MAR-23 | APR-23 | TOTAL |
|---------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------------------|--------------------|--------------------|---------------------|
| Individual | \$7,413.00 | \$10,859.00 | \$16,831.00 | \$13,033.00 | \$10,969.00 | \$13,053.00 | \$14,838.65 | \$7,107.00 | \$14,519.00 | \$34,121.00 | \$93,703.65 |
| Institution | \$350.00 | \$1,050.00 | \$5,309.00 | \$3,500.00 | \$2,100.00 | \$1,050.00 | \$350.00 | \$700.00 | \$1,400.00 | \$3,150.00 | \$14,409.00 |
| Corporate | \$1,100.00 | \$2,750.00 | \$4,950.00 | \$3,859.00 | \$550.00 | \$1,100.00 | \$0.00 | \$550.00 | \$550.00 | \$1,300.00 | \$14,859.00 |
| Total | \$8,863.00 | \$14,659.00 | \$27,090.00 | \$20,392.00 | \$13,619.00 | \$15,203.00 | \$14,888.65 | \$8,357.00 | \$16,469.00 | \$38,571.00 | \$178,011.65 |

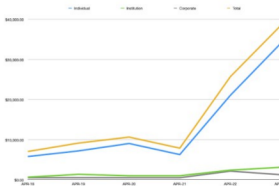
12-Month Membership History

| Month | Paid | Youth | Total | 1-mo Change |
|-------------|------|-------|-------|-------------|
| 05/09/2022 | 2011 | 1534 | 3565 | |
| 06/08/2022 | 2032 | 1409 | 3511 | (24) |
| 07/01/2022 | 2034 | 1473 | 3507 | (24) |
| 08/01/2022 | 2039 | 1450 | 3489 | (18) |
| 09/01/2022 | 2043 | 1422 | 3465 | (24) |
| 10/01/2022 | 2143 | 1421 | 3564 | 99 |
| 11/01/2022 | 2143 | 1349 | 3492 | (72) |
| 12/13/2022 | 2143 | 626 | 3069 | (423) |
| 01/10/2023 | 2023 | 910 | 2933 | (136) |
| 02/08/2023 | 2027 | 861 | 2888 | (45) |
| 03/11/2023 | 1962 | 837 | 2799 | (89) |
| 04/01/2023 | 1962 | 837 | 2799 | 0 |
| 05/11/2023 | 2115 | 826 | 2941 | 142 |
| T-yr Change | 84 | (708) | (624) | |



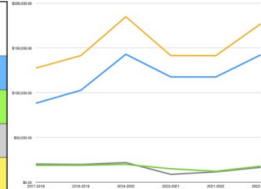
Historical April Membership Sales

| Membership Category | APR-18 | APR-19 | APR-20 | APR-21 | APR-22 | APR-23 |
|---------------------|------------|------------|-------------|------------|-------------|-------------|
| Individual | \$5,840.00 | \$7,242.00 | \$9,085.00 | \$6,326.00 | \$21,113.25 | \$34,121.00 |
| Institution | \$700.00 | \$1,400.00 | \$1,050.00 | \$1,050.00 | \$2,450.00 | \$5,150.00 |
| Corporate | \$550.00 | \$550.00 | \$550.00 | \$550.00 | \$2,200.00 | \$1,300.00 |
| Total | \$7,090.00 | \$9,192.00 | \$10,685.00 | \$7,926.00 | \$25,763.25 | \$38,571.00 |



6-Year Fiscal Comparison Membership Sales

| Membership Category | 2017-2018 July-April | 2018-2019 July-April | 2019-2020 July-April | 2020-2021 July-April | 2021-2022 July-April | 2022-2023 July-April |
|---------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Individual | \$88,237.00 | \$102,721.00 | \$142,805.75 | \$117,618.25 | \$117,522.25 | \$142,229.65 |
| Institution | \$18,900.00 | \$18,900.00 | \$19,860.00 | \$15,045.00 | \$12,250.00 | \$17,846.00 |
| Corporate | \$20,350.00 | \$18,800.00 | \$22,000.00 | \$8,790.00 | \$11,500.00 | \$16,700.00 |
| Total | \$127,487.00 | \$141,421.00 | \$184,865.75 | \$141,453.25 | \$141,322.25 | \$176,875.65 |



Comparative Membership Breakdown

| Membership Type | 05/12/2023 | 03/11/2023 | 2-mo change | As of 05/11/2022 | 12-mo change |
|-----------------|------------|------------|-------------|------------------|--------------|
| Full Individual | 1,118 | 1,029 | 89 | 976 | 142 |
| Full Monthly | 250 | 189 | 61 | 222 | 28 |
| Chapter | 53 | 55 | (2) | 63 | (10) |
| eJEN | 597 | 587 | 10 | 697 | (100) |
| yJEN | 826 | 837 | (11) | 1,534 | (708) |
| Corporate | 36 | 37 | (1) | 24 | 12 |
| Institution | 61 | 65 | (4) | 49 | 12 |
| Total | 2,941 | 2,799 | 142 | 3,565 | (624) |

Fiscal 2022-2023 Membership Goals Update

| Membership Type | As of 06/06/2022 | As of 05/11/2023 | 11-mo Change | Goal as of 07/01/2023 | Estimated 6-mo Change | Budget Impact |
|-----------------|------------------|------------------|--------------|-----------------------|-----------------------|---------------|
| Full Individual | 966 | 1118 | 152 | 1,100 | (18) | \$0.00 |
| Full Monthly | 221 | 250 | 29 | 275 | 25 | \$3125.00 |
| Chapter | 61 | 53 | 8 | 90 | 37 | \$4625.00 |
| eJEN | 710 | 597 | 113 | 900 | 303 | \$19695.00 |
| yJEN | 1,499 | 826 | 673 | 1,100 | 274 | \$0.00 |
| Corporate | 25 | 36 | 11 | 50 | 14 | \$9100.00 |
| Institution | 49 | 61 | 12 | 65 | 4 | \$1800.00 |
| Total | 3,531 | 2,941 | 590 | 3,580 | 639 | \$38,345.00 |

yJEN membership goal was originally reported as 1,700, however, loss of yJEN memberships due to JJF have caused a revision of this number.

Email Marketing Statistics - May

Total Contacts: 48,224 (+741 since 02/01/23)
 Total Subscribed: 34,599 (+354 since 02/01/23)

| # Sends | # Opens | # Clicks | # Unsubscribes | # Bounces | Open Rate | Click to Open Rate | Click Rate | Unsubscribe Rate | Forward Rate | Bounce Rate | Revenue |
|---------|---------|----------|----------------|-----------|-----------|--------------------|------------|------------------|--------------|-------------|---------|
| 324,701 | 41,105 | 2,292 | 186 | 331 | 12.66% | 5.58% | 0.71% | 0.06% | 0.00% | 0.10% | \$14479 |

Social Media Marketing Metrics - ROAS (From 4/20)

| Campaign | Amount Spent | Purchases | Cost Per Purchase | Purchase Conversion \$ | ROAS |
|--------------------------|--------------|-----------|-------------------|------------------------|------|
| Master Purchase Campaign | \$5,743.91 | 138 | \$41.62 | \$10,284.00 | 1.79 |
| Master Retarget Campaign | \$3,792.86 | 83 | \$45.70 | \$4,926.00 | 1.30 |

| Campaign | Amount Spent | Engagements | Cost Per Result | Reach | Impressions | Frequency | Purchases | \$ | ROAS |
|---------------------------------|--------------|-------------|-----------------|---------|-------------|-----------|-----------|---------|------|
| Master Post Engagement Campaign | \$2514.72 | 270,165 | \$0.01 | 265,152 | 906,803 | 3.4 | 54 | \$4,697 | 1.87 |

Artwork by John Vogl



Registration

10 Exhibitors - \$10,895
 14 Registrants - \$2,815
 24 JJF Groups - \$4,650
 Total = \$18,360



Social Media Marketing Metrics - ROAS (Fiscal)

| Campaign | Amount Spent | Purchases | Cost Per Purchase | Purchase Conversion \$ | ROAS |
|--------------------------|--------------|-----------|-------------------|------------------------|------|
| Master Purchase Campaign | \$3,127.51 | 70 | \$44.68 | \$3,976.00 | 1.27 |
| Master Retarget Campaign | \$1,917.77 | 63 | \$30.44 | \$3,549.00 | 1.85 |

| Campaign | Amount Spent | Engagements | Cost Per Result | Reach | Impressions | Frequency | Purchases | \$ | ROAS |
|---------------------------------|--------------|-------------|-----------------|---------|-------------|-----------|-----------|---------|------|
| Master Post Engagement Campaign | \$1392.67 | 110,124 | \$0.01 | 127,999 | 422,315 | 3.3 | 19 | \$1,007 | 0.72 |

Historical Conference "Membership Effect"

| Membership Category | FEB & MAR 2018 (RENO) | FEB & MAR 2019 (NOLA) | FEB & MAR 2020 (LOUISVILLE) | FEB & MAR 2021 (DALLAS) | APR 2022 (ORLANDO) | APR 2023 (NOLA) |
|---------------------|-----------------------|-----------------------|-----------------------------|-------------------------|--------------------|--------------------|
| Individual | \$25,456.00 | \$32,814.00 | \$25,760.25 | \$30,078.25 | \$21,113.25 | \$34,121.00 |
| Institution | \$3,850.00 | \$3,500.00 | \$4,200.00 | \$3,150.00 | \$2,450.00 | \$3,150.00 |
| Corporate | \$1,650.00 | \$2,200.00 | \$1,650.00 | \$1,650.00 | \$2,200.00 | \$1,300.00 |
| Total | \$30,956.00 | \$38,514.00 | \$31,610.25 | \$34,878.25 | \$25,763.25 | \$38,571.00 |

Historical Conference Applications & Fees

| Application Category | 2020 NOLA | 2021 VIRTUAL | 2022 DALLAS | 2023 ORLANDO | 2023 NOLA |
|----------------------|------------|--------------|-------------|--------------|------------|
| Perform | 290 | 173 | 199 | 208 | 260 |
| Present | 228 | 166 | 158 | 132 | 139 |
| Research | 79 | 55 | 70 | 56 | 62 |
| Total | 597 | 394 | 427 | 396 | 461 |

2024 Conference Stats

461 Completed Submissions
 @ \$30/each
 =
 \$13,830 Subtotal
 - 4% Cadmium Fee
 =
\$13,278
 Conference App Revenue

Discussion about inviting Sirius radio to the conference in NOLA 2024.

VP nominations should be made via email.

Motion to adjourn the meeting made by David Kauffman, seconded by Ayn Inserto. The motion passed.

Meeting adjourned at 1:28pm