

## Key Planning Assumptions 2011-2012

- A. OVERALL
- B. REVENUE
- C. EXPENSE

### A. OVERALL

#### Events

- Total number of events will remain the same – 10.
  - Speaker Series 3
  - Lunch & Learn 4
  - Socials 2
  - Stakeholder Meeting 1
  - 10

### B. REVENUE

#### Membership

- Membership fees will remain the same at \$125 per year.
- Current year Membership rate is 64%, or 173 out of 269 potential members (including J. Phipps)
- With Class VII, total potential members will increase to 323.

Class	Total Potential	Members	% Members
I	33	24	73%
II	43	12	28%
III	46	26	52%
IV	50	35	70%
V	45	30	67%
VI	52	45	87%
VII	54		
<b>TOTAL</b>	<b>323</b>		

- 2011-12 Membership objective and resulting revenue to be determined. Possible ranges are as follows:

% Members	Members
65%	210
64%	207
62%	200
60%	194
55%	178

#### Programs & Events

- Member and Guest fees will remain the same. Online, pre-paid registrations will continue to be promoted.
  - Speakers Series -- Members and Current Class Free; Non-Members and Guests \$20.
  - Lunch 'n Learn Events -- All attendees pay \$15
  - Welcome Back Social -- Members free; Guests \$20
  - Members Only Social -- Members free; Current Class and Guests \$20
- Program attendance growth rate = 10% to 15% increase over average of 2010-11 and 2011-12 Actuals.

MLPAA Pin Sales

- MLPAA Pin fees will remain the same, as will net contribution per Pin
- MLPAA receives \$30 net proceeds for each Pin sold, donated to the Scholarship Fund
  - \$64.95 price point → \$30 to MLPAA, \$30 to jeweler at cost, \$4.95 taxes
- Estimated 2011-12 Pin net contribution = \$1000.
- Based on 30+ pin sales (~ ½ Class VII + others).
- Payments made to MLPAA quarterly.

Other

- Revenue surplus carryover from previous year TBD. UW to provide \$ figure in Fall 2011.

**C. EXPENSE**

Programs & Events

- In general, venue costs to range from \$250 to \$700 per event.
- In the case where a non-profit does not charge a venue fee, a donation of \$300 may be applied on a case-by case basis.
- Wine donations will currently end after the 2010-2011 year. Unless another donor can be identified, wine will need to be purchased going forward. Assume an average \$275-\$350 per Speaker Series event and \$350-\$400 per Social event.
- Projected costs by event type, reflecting increased wine and venue charges are as follows. To be revised as needed with additional 2010-11 event Actuals.

	<u>2011-12</u>	<u>2010-11</u>	
◦ Speaker Series (3)	\$2800	\$2500	
◦ Lunch & Learn (4)	\$1000	\$ 750	
◦ Social I	\$2500	\$2000	
◦ Social II	\$3500	\$3000	
◦ Stakeholder	<u>\$4000</u>	<u>\$4000</u>	
	\$22,400*	\$19,500	15% YOY

\* = 179 Members B/E

IT, Scholarships & Other

- There will be no IT expense in 2011-2012 (confirmed per D. Patrick). MLP will continue to pay IT charges on behalf of MLPAA. To be revisited each year.
- The amount paid to the ACCD Scholarship Fund will remain the same - \$3000. This is separate from MLPAA Pin proceeds.
- The amount paid to the Emeritus Board will remain the same - \$50 per person.
- The amount projected for Admin & Support to be reduced from \$720 to \$500.
- MLPAA to revisit long-term funding opportunities on a going forward basis for:
  - ACCD Foundation
  - Engagement Day Expansion
  - Endowment
  - Reserve