

Core April FY24 Financial Report

Operating result through February 2024 (Month 6 of FY24)

	Feb FY24 Budget	Feb FY24 Actual	Variance
Revenues	\$485,299	\$440,672	(\$44,627)
Expenses	\$481,356	\$474,103	(\$7,253)
Net	\$3,943	(\$33,431)	(\$37,374)

Summary:

Both YTD revenue and expense are under budget, resulting in a YTD negative variance of (\$37,374), compared to budget. Core Forum resulted in a positive net surplus of \$28,344 and has helped to cover the gap in revenue with other projects. Forum serves as an excellent membership driver as members received discounts for attending the live event and free access to the Best of Core Forum series featuring 22 live webinars. However, beneath the success of Core Forum, there are two areas that continue to be a revenue concern: membership and continuing education, both detailed below.

YTD membership dues revenue is under budget by \$39,211 due to the continued month over month loss of members. Due to membership campaign efforts implemented in FY24 and an increase in member engagement, we are starting to see the year over year loss decrease and expect membership numbers begin to stabilize.

YTD webinar revenue is under budget by \$39,300 for two main reasons: fewer webinars than planned were presented in the first half of the fiscal year and lower than anticipated registration. YTD web course revenue is under budget by \$13,935 due to lower than anticipated registration. CE staff project that these variances will improve by fiscal year end and meet budget expectations.

Note that beginning in April, the salary line will begin to show a positive variance as the number of staff drops from 5 to 4 due to Jenny Levine's retirement from ALA/Core.

Key Budget Areas

Note that projects with little or no revenue/expense are not shown.

ALA Overhead

Revenue: N/A

Expense: \$45,813 Budget \$46,790 Actual (\$977) Variance

Note: Overhead is on track with the YTD budget.

Administration/Operations

Revenue: N/A

Expense: \$272,169 Budget \$280,215 Actual (\$8,046) Variance

Note: Administrative costs are \$8k worse than budget. This will begin to improve as we experience salary savings with the staffing changes taking place this April.

Advocacy (including Preservation Week and Preservation in Action)

Revenue: \$4,000 Budget	\$0 Actual	(\$4,000) Variance
Expense: \$750 Budget	(\$2,300) Actual	\$3,050 Variance

Note: The expense credit of \$2,300 is a refund from a Preservation Week exhibit space registration for a cancelled American Alliance conference that occurred a few years ago. We expect sponsor donations to come in for Preservation Week in April.

Annual Conference (Programs/Events)

Revenue: \$0 Budget	\$2,500 Actual	\$2,500 Variance
Expense: \$0 Budget	\$81 Actual	(\$81) Variance

Note: This \$2,500 revenue is a sponsor donation from the 2023 Annual Conference that came in after the FY23 budget was closed.

Awards and Scholarships (Donations)

Revenue: \$0 Budget	\$1,000 Actual	(\$1,000) Variance
Expense: \$6,500 Budget	\$3,500 Actual	(\$3,000) Variance

Note: Expenses in this line include the award payments to winners of the AvramCamp Scholarship and Core LIFT Award. The revenue in this project is expected to exceed the year end budget goal of \$8,000 due to increased award and scholarship donation support.

Endowment

Revenue: \$0 Budget	\$1,455 Actual	\$1,455 Variance
Expense: \$0 Budget	\$37 Actual	(\$37) Variance

Note: The revenue in this project represents the Individual donations received for the Core Forum Scholarship Fund and Core Advancement Fund.

Forum

Revenue: \$115,000 Budget	\$163,516 Actual	\$48,516 Variance
Expense: \$123,138 Budget	\$135,172 Actual	(\$12,034) Variance

Note: The revenue came in \$48k better than budget in large part to the \$40k sponsorship donations and the higher than budgeted paid attendance. Expenses came in \$12k over budget due to costs related to higher attendance numbers and higher overhead paid to ALA.

Governance

Revenue: \$0 Budget	\$0 Actual	\$0 Variance
Expense: \$3,800 Budget	\$2,958 Actual	\$842 Variance

Note: The expenses shown in this project are for ASAE CEO Symposium (association executives training) that the president-elect and executive director attend. This annual expense will be built into the budget going forward.

Journals/Subscriptions

Revenue: \$1,500 Budget	\$8,951 Actual	\$7,451 Variance
Expense: \$16,949 Budget	\$5,724 Actual	\$11,225 Variance

Note: The revenue variance is due to higher than budgeted royalty payments. All three journals are now hosted on the ALA Open Journal Systems (OJS) Platform and the first issues came out in Q1 of this fiscal year. Budgeted expenses are not entirely reflected on this February report.

Member Services/Dues

Revenue: \$186,024 Budget	\$146,813 Actual	(\$39,211) Variance
Expense: \$6,300 Budget	\$4,008 Actual	\$2,292 Variance

Note: The large variance in membership revenue continues to be a concern. A continued focus on providing new membership benefits and opportunities along with increasing communication and involvement is needed. A new automated member communication campaign was launched in Q1 to help new members find their groups and get involved in Core.

Preconferences

Revenue: \$0 Budget	\$119 Actual	\$119 Variance
Expense: \$0 Budget	\$3,260 Actual	(\$3,260) Variance

Note: Expenses in this project are from bills related to the preconferences held at the 2023 ALA Annual Conference that were processed in FY24.

Publications

Revenue: \$10,275 Budget	\$2,885 Actual	(\$7,390) Variance
Expense: \$3,435 Budget	\$1,928 Actual	\$1,507 Variance

Note: The YTD revenue variance is due to two main reasons: book sales have a negative \$1,884 variance and advertising sales has a negative \$4,000 variance, compared to budget. Advertising sales, which was budgeted as a new revenue stream in FY24, has not yet been developed or implemented. Revenue from royalties is under budget by \$1,481, but is expected to improve later in the fiscal year.

Web Courses

Revenue: \$99,500 Budget	\$85,565 Actual	(\$13,935) Variance
Expense: \$33,184 Budget	\$31,287 Actual	\$1,897 Variance

Note: The web course revenue variance is due in large part to lower than anticipated registrations. A focus on extending the marketing reach is needed to reach new audiences. Speaker expenses are slightly under budget. A new Fundamentals of Institutional Repositories web course is expected to be released later in the fiscal year.

Webinars

Revenue: \$67,750 Budget	\$28,450 Actual	(\$39,300) Variance
Expense: \$15,131 Budget	\$7,920 Actual	\$7,211 Variance

Note: Webinar revenue is the largest variance in YTD actuals for two main reasons: fewer webinars were held in the first half of the fiscal year than planned, and we experienced lower than anticipated registration. Expenses are lower than budget due to the lower number of webinars held. The Best of Core Forum webinar series consisting of 22 webinars is expected to produce revenue for this project later in the fiscal year.