

# SQLOrlando Annual Plan 2021

## Highlights

- Katie Schmidt will be taking the lead on planning and executing all events on the calendar except the Student to IT Pro Seminar (lead by Andy Warren).
- We expect to continue with virtual events until it appears safe and reasonable to resume in-person events.
- Adding a quarterly Lunch & Learn to the list of recurring events
- Redefining our existing lunch meetups to be social events and starting to include coffee or dinner events. Support this by Creating a Social Committee.
- For SQLSaturday, we will attempt a virtual event if we cannot meet in person. We have reserved October 8, 2021 with PASS and Seminole State College. We will make a decision on whether to proceed with a physical event or change to virtual on June 1st. This will also affect how or if we proceed with the Student to IT Pro seminar.
- Due to the uncertainty of when we can resume in-person events as well as whether potential attendees will have a training budget to spend in 2021 we are not planning any paid classes.
- We have some ad credits from Google that we are going to experiment with
- We will be executing as much as possible as described in our new Operating Manual

## Special Projects

### Beginner Event

Originally scheduled for 2020, we want to deliver an event that targets the true novice, someone trying to decide if and how to become a DBA, ETL specialist, report writer, etc. We plan to deliver this virtually over several evenings.

### Website Upgrade

Update the theme, potentially requiring a contractor/UX person to help us make it better. Revisit the resource links we have and try to make more of them visible on the main page. We expect this to be a one time effort/investment.

## Social Committee

Charter and staff a committee that will plan and execute at least one social event per month.

## Supporting Orlando Code Camp

If Orlando Code Camp is held we'll support that effort by notifying our mailing lists of the upcoming events and trying to get local/Florida SQL speakers to submit sessions. We will also provide a raffle prize.

## Pay It Forward

We're going to start talking about the reasons that we should all Pay it Forward in our careers, how to do it, and sharing success stories of doing so at meetings and in the monthly message.

## Volunteer & Volunteers Incentives

We want to have one meeting this year that specifically targets volunteer recruitment. This will be a stretch goal for us, to implement some type of incentive program for volunteers where they can earn some swag or perhaps discounts to events. Requesting \$250 for swag to be spent if we get the tracking part together. We might extend this to include prizes for bringing a new person to a meeting.

## PASS Summit

If this event happens either as a virtual or in-person format we will designate Katie Schmidt to be our representative to use the reduced rate admission. We will advertise the event to our subscribers once the date is announced.

## Budget

### Recurring Expenses

We have the following recurring expenses planned for the year:

Recurring Expenses	
Item	Amount
Domain Renewal	\$24
Blog Hosting	\$48
Florida Annual Filing Fee	\$61.25
Lunch Meetings with Seminole State	\$100
Zoom	\$150
Raffle Prize for Orlando Code Camp	0
<a href="#">Meetup.com</a>	\$179.88
	\$563

Note: We have raffle prize for Orlando Code Camp we purchased in 2020

## Calendar & Budget of Public Events

Month	Event Type	Attendance Goal	Budget
January	Social	10	0
February	Social	10	0
February	Lunch & Learn	10	25
February	Free Class	30	0
March	Social	10	0
March	User Group	25	250
April	Social	10	0
May	Social	10	0
May	Lunch & Learn	10	25
June	Social	10	0
June	User Group	25	250
July	Social	10	0
August	Social	10	0
August	Lunch & Learn	10	25
September	Social	10	0
September	User Group	25	250
October	Social	10	0
October	Student to IT Pro	100	200
October	SQLSaturday	250	3000
November	Social	10	0
December	Social	10	0
December	User Group (Holiday)	35	250
			4275

## Budget Request

We will end the year with approximately \$16,000 on hand. We are requesting authorization to spend as summarized below.

Expense Type	Authorized to Spend
Events	\$4275
Recurring Expenses	\$563
President's Discretionary Expenses	\$250
Special Projects	\$500
<b>Total</b>	<b>\$5588</b>

Notes:

1. We will attempt to make all events revenue neutral or better, with one exception; we don't plan to accept sponsorships for the Student to IT Pro Seminar. That is a "give back" from SQLOrlando.
2. Budget includes a \$25 gift card for speakers at the User Group and Lunch & Learn events.
3. We will only spend what is needed for the User Group meetings. Our typical cost is about \$175.
4. For SQLSaturday as we raise funds via sponsorships we may increase our budget for the event up to a maximum of \$8000 provided we return at least \$1000 to the organization to cover the annual recurring expenses.
5. If SQLSaturday is virtual we will reduce the budget to \$1000 with the expectation that getting sponsors will be much harder and we may not be able to be revenue neutral. If we hold the event in-person, the authorization requested covers the following:
  - a. Donuts & Coffee, \$500
  - b. 50 Speaker shirts, \$1000
  - c. Lunch for 50 Speakers, 10 Volunteers, and 20 sponsors, \$800
  - d. Friday volunteer party, \$500
  - e. After party/food for volunteers, \$200