

# Oneida Business Committee Agenda Request

1. Meeting Date Requested: 5 / 11 / 16

## 2. General Information:

Session:  Open  Executive - See instructions for the applicable laws, then choose one:

Agenda Header:

Accept as Information only

Action - please describe:

## 3. Supporting Materials

Report  Resolution  Contract

Other:

1.

3.

2.

4.

Business Committee signature required

## 4. Budget Information

Budgeted - Tribal Contribution  Budgeted - Grant Funded  Unbudgeted

## 5. Submission

Authorized Sponsor / Liaison:

Primary Requestor:   
Your Name, Title / Dept. or Tribal Member

Additional Requestor: \_\_\_\_\_  
Name, Title / Dept.

Additional Requestor: \_\_\_\_\_  
Name, Title / Dept.



# INTERNAL SERVICES DIVISION

2<sup>nd</sup> Quarter FY16  
January, February, March



- MGMT INFORMATION SERVICES (MIS)
- GRANTS
- TSYUNHEHKWA
- OCIFS
- EMPLOYEE ADVOCACY
- KALIHWISAKS
- TOURISM
- PRINT & MAIL CENTER

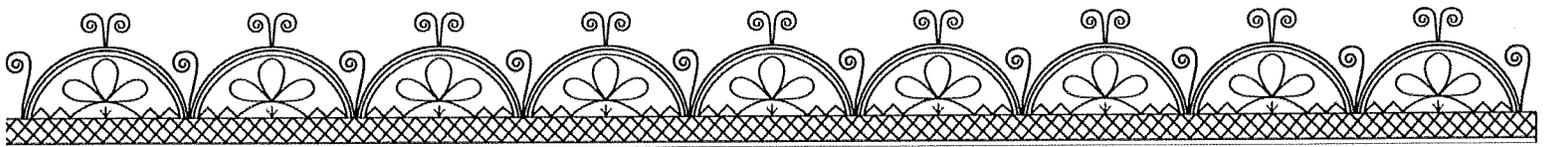
The 2nd Quarter of 2016 focused on re-evaluating the goals for FY16, ensuring that they are aligned with the Four Directions set by the Business Committee.

It is important to build and share knowledge – with each other, with other tribal communities, with academics, so that we can launch many projects that are in conceptual design. Through the various conceptual projects, such as the aquaponics, the augmented reality, 3-D printing, variable data, we are building a knowledge base that can strengthen our operation and our Nation.

As individual as each department is within the Division, so are their goals. The alignment is tied to the Strategic Direction and they each have individual goals as presented in the last quarterly report. As the individual departments report on their activities, relating to their goals, there are some overarching activities that are tied to the Division Goals. The Division sets some goals that intertwine with a cross-disciplinary approach, and further engages all toward a common goals, while still retaining their individual efforts to contribute. Likewise, the team works across Divisions and programs to support the organization.

It should be noted that there are some areas that have very low unemployment, such as technology with 2%, so it is a strong career opportunity for our tribal youth. We would like to consider, if budgets permit, establishing a year-round internship with the surrounding colleges, so that our youth can engage in a work-study environment that is aligned with their interests. This is being discussed with NWTC for technology.

<b>Goals #1</b>	<b>Enhance Oneida Brand as a Strong Nation</b>
Advancing Onayote?aka Principles	<i>Seek new avenues to visibly expand the Oneida Brand by creating the story within our reservation boundaries, and promoting the brand throughout the region, state, and nationally.</i>
Engaging the Community	<ul style="list-style-type: none"> <li>➤ Now that the snow has ended, we are able to continue to work on projects that can visibly showcase our brand and culture. The tourism group is continuing to work on materializing the longhouse, and it should be ready for our early fall events.</li> <li>➤ The team is working on bus tours to help to generate traffic. The team involves several members from event management to graphics, and organizational wide such as the Radisson.</li> <li>➤ The LPGA is on our chalkboard as another opportunity to build our destination and brand. Several discussions have taken place as to the what, how, and branding.</li> </ul>
<b>Goal #2</b>	<b>Engage the community toward a mindset of healthy foods; increase production</b>
Committing to building	➤ Several additional activities relating to agriculture have transpired



<p>a responsible Nation</p> <p>Create Economic systems</p>	<p>this quarter. Of special recognition is the white corn growers group that is emerging as a community-based effort.</p> <ul style="list-style-type: none"> <li>➤ The aquaponics project, which is anchored at the Veterans, is another effort to increase production so that we can provide healthy food options to our youth in school. We should start to see the framework materialize in April and May.</li> <li>➤ An Augmented Reality book is another project that we have on the concept board. It is costly to develop; therefore we are seeking grant funding, and academic (UW-Madison) participation.</li> <li>➤ The Food Center concept continue to evolve. Our next step is to seek grant funding for a feasibility study, so we are working with the Economic Development Agency for a planning grant. UW Madison has previously done some work on the concept, which was very helpful in our pitch to EDA.</li> <li>➤ We will be bringing the Business in Agriculture Train-the-Trainer in June, as a part of an OAO grant and initiative to develop our agriculture capabilities.</li> </ul>
<b>Goal #3</b>	<b>Strengthen operational performance through technology</b>
<p>Implementing Good Governance Processes</p> <p>Long Term Sustainability</p>	<ul style="list-style-type: none"> <li>➤ Technology partnership with NWTC is in dialogue. We are looking to revamp the IT youth club, but waiting on NWTC's club to get more developed so that we can have some mentors for the youth.</li> <li>➤ Interaction with other tribes in the Great Lakes to share information on best systems and technology approaches; and to gather information on technology that can benefit this operation. The MIS team is engaging with Shakopee on a quarterly conference call, MIS members are engaged in the InterTribal Technology Council which is just forming with several tribes from Minnesota, and Wisconsin.</li> <li>➤ Meeting with Packers to look at their various technology practices, including the surveillance platforms, security, wireless, and customer engagement efforts. Follow up for potential museum application.</li> </ul>

## MIS Quarterly Report – January - March 2016

### Strategy #1 Deliver Business Technology Solutions

- Implementation of OnBase for Job Training Vocational Rehabilitation system. Provides significant improvements associated with forms handling and client information management.
- Upgrade to critical Gaming systems, EPIC (Bingo) and Keywatcher. The upgrades keep the systems current for better vendor support while providing added features for system users.
- Installation and deployment of the PACS (picture archiving communication system) for digital x-ray and mammography image capture for the OCHD. The project replaces an aging inefficient system with a much more advanced and functional solution.



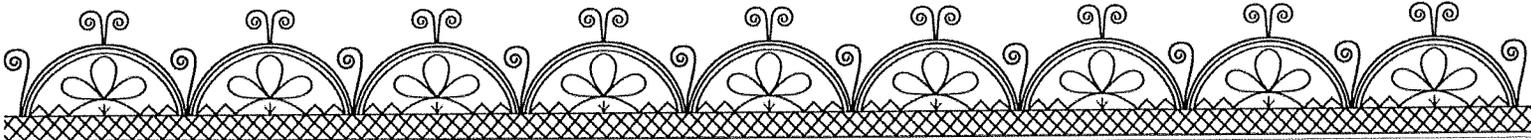
### Strategy #2 Promote Information Sharing & Collaboration

- Expansion of the SecAwareness program. The program is intended to create greater awareness associated with the protection of the Nation's information assets. Activities included implementation of Infosec Security Tip of the Day and provided more organization and structure to the MIS Security Team.
- Installation of a community member Kiosk within the Records Management department. The Kiosk provides inquiry and retrieval of Oneida archived records.



### Strategy #3 Optimize Use of Resources

- Extended/expanded the Nation's wireless infrastructure into organization facilities such as the Norbert Hill Center and Casino. This activity supports business mobility strategies as well as the Nation's Good Governance



priorities.

- Budgetary Performance – Through the first six months the MIS budget has a positive variance of 10.18%. The variance is due to a number of open positions that are currently posted. The variance is expected to be reduced over the next six months.

## MIS Goals for FY'16

### **Strategy #1 Deliver Business Technology Solutions**

Develop and implement the mobile patron registration system for Gaming. The system will be used by the Fun Club to provide an added service to our customers while expanding customer enrollment in the Casino rewards program.

Extend the use of MDM (mobile device management) tools. This will include the application of AirWatch to all phones provided to Oneida employees. The product provides protections to the user as well as the Nation.

### **Strategy #2 Promote Information Sharing & Collaboration**

Expand the use of Bally Kiosks (Marketing) within the main Casino, Mason Street and IMAC. It is anticipated that the number of customer Kiosks will grow by six creating greater customer access to a wide variety of Oneida Gaming services and information.

Formally introduce MS SharePoint solutions to Oneida business units. New functionality will include in-the-cloud file storage and sharing, web development and collaboration tools.

### **Strategy #3 Optimize Use of Resources**

A project that is intended to provide structure and standardization for the Nation's Surveillance environment will be initiated. The project will include a cross functional team consisting of representatives from OGC, Gaming Security, OPD, Retail and MIS. The scope of the project will include inventory of all current surveillance solutions, selection of a common system, and organization of a system support structure.



## ***Grants Office Quarterly Report - April 2016***

- **Strategy 1: Enhance tribal services with external funding(both new and continuation)**
  - ❖ Although we are not quite to the halfway point in our goal of meeting or exceeding last years' total of \$7.3 million in external funding, we are close with a total of \$3.1 million.
    - This quarter is a low funding quarter as it is the grant deadline period, whereas a vast majority of grants are due this time of year. The cycles for awarding grants are past or will be coming back up this later summer and early fall.
    - This office has submitted 8 grants in January; 6 grants in February; and another 8 grant submissions in March for a total of 22 grants. This amounts to \$3,061,127 in pending grants for this past quarter alone.
    - This office also worked on another 16 grants over the past quarter with modifications, amendments, reporting, continuations, or revisions for additional monies.
  
- **Strategy 2: Become a resource for a 1-stop shop for funding/grant data and services.**
  - ❖ Provide on-going training for program requests to enhance their ability to obtain external funding.
  - ❖ Continue to maintain tribe-to-tribe, grantor-to-grantee relationships to increase our opportunities.
  - ❖ Maintain a database that includes all funded, denied, and pending grants.
  - ❖ Maintain a database of all information that relates to grant data including statistical data.
  
- **Strategy 3: Enhance tribal and community efforts in fundraising thru the development of the Youth Leadership Institute (a 7871 fund unit).**
  - ❖ DonorPerfect training is complete, with current trial runs with data input to get used of the system.
  - ❖ 7871 website is currently being worked on with the team meeting to decide what will go up onto website, as well as redrafting the resolution to be presented to OBC next month. 7871 work is continuing with the draft rack card, charter, and by-laws with a team effort.

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### ***OCIF (Oneida Community Integrated Food Systems) Achievements:***

➤ **Strategy #1 Educate the Oneida community about food, agricultural opportunities, nutrition and health risks**

Continue to meet with the Oneida Farmers Market Activity group to review the activities that were created to increase the customer turnout at the 2016 Oneida Farmers Market.

Participated in the FM SNAP & WIC Program Sub-Committee to discuss how to expand this program in the Oneida, Green Bay and neighboring Farmers Markets.

\* **Promote education through Agri-Tourism efforts** - Met w/ Kirby Metoxen re: working together on creating a 'Breakfast on the Farm' event for the Current Young Professionals group from Green Bay.

Met with UW-Extension Brown and Outagamie County to discuss how to get youth more involved in entrepreneurship and healthy foods on the 4-H Educational Farm.

\* **Share through educational forums** – Coordinated the identification of presenters for our Seed to Market educational workshops, set dates and times, assisted in creating promotional material and put together informational folder packets for the Gardening workshop, Compost Bin workshop, and the Worm Bin workshop.

Researched the Agricultural Lesson Plans that LIVE54218 created and put on their website and downloaded each one to use as sample for Oneida.

**Strategy #2 Integrate Oneida and locally produced foods into the Oneida community and institutions**

Created a Fruit and Vegetable Prescription Program (FVRx) project sheet to see if we can work with the Oneida Health Center doctors to increase health.

Assisted w/ the future of the Local Oneida Food Promotions, White Corn Growers workshops and Farm to School projects on Saturday, March 19.

**Tsyunhehkwa Quarterly Achievements:**

*Playing a pivotal role in the reintroduction of high quality, organically grown foods that will ensure a healthier and more fulfilling life for the On^yote a ka, Oneida People of the Standing Stone.*



White Corn Growers Workshop,  
March 19, 2016



## January 2016 Highlights:

Grant Pursuits reviewed using First Nations Development Institute, Blooming Prairie Foundation, USDA National Institute Food & Agriculture, USDA SARE Farmer & Rancher, USDA Farm to School, Harvard Honoring Nations, and the National Endowment of Humanities.

To help with our Program's role within our Community, we worked with Terry Hetzel, HRD Mediator to help review our overall program and help each of us to understand the role and responsibilities each position is going through in the ongoing process.

Hands-On Tour and Work Site for St Norbert's College Martin Luther King Service program. We had about 15 Students & Professors help in cleaning Greenhouse, and cleaning, shelling and winnowing the White Corn.



St. Norbert's College –  
Service Day January

## February 2016 Highlights:

Cannery Workshops provided to Community, concentrating on Hulling process. Attended by youth to elders, and required to them to participate learning the process from start to finish.

Social Studies Methods Class from UWGB began hands on process of learning about First Nations Studies Focus. The Professor wants her students to learn about First Nations with direct contact and learning experiences. About 20 students spent 10-15 hours with us throughout the Semester.



## March 2016 Highlights:

Cannery continued workshops with Corn Bread, and had the attendants make smaller loafs, including Strawberry Corn Bread. Cannery helped out with the processing the Maple Syrup collected by the Community and the Oneida schools.



Cannery Workshop:

## Fiscal Year 2016 Strategies & Goals:

### Strategy #1 Increase Local Food Production

- Creating a Positive Organizational Structure

- Review if entire Tsyunhehkwa Program and personnel with Oneida Expert in team building and strategic planning.

### **Strategy #2 Improve Food Security**

- Advancing On^yote?a.ka Principles
  - Planting 10 acre of white corn annually on site with target of increasing and improving yield.
  - Community Workshops provided around entire process

### **Strategy #3 Increase Interaction with Community**

- Committing to Build a Responsible Nation
  - Increase the number and variety of Community Workshops in all areas we provide.

Social Studies Methods Class from UWGB February and March 2016:



## **Kalihwisaks : Achievements**

- Printed six issues – January 6, January 20, February 4, February 18, March 3 and March 17.
- Changed to tabloid format after customer input indicated it would be preferable. Most feedback about the change has been positive. (Creating a Positive Organizational Culture).
- Started highlighting volunteers in the community (Advancing On^yote?a.ka Principles, Committing to Building a Responsible Nation ).
- Moved to the Print Shop to converge like services (Creating a Positive Organizational Culture).
- Covered news and events such as prescription abuse in the community, updates on the Secretarial Election, and GTC meetings (Advancing On^yote?a.ka Principles).
- Staff trained on new website. Kalihwisaks stories will appear on main page of website (Creating a Positive Organizational Culture, Advancing On^yote?a.ka Principles).
- Printed Oneida Business Committee meeting minutes, board postings, public hearing notices, and legal notices. (Implementing Good Governance Process)
- Worked with other departments such as SEOTS, OCIFS, Adventures, Culture and OFF to create monthly pages to share their news and events. (Advancing On^yote?a.ka Principles)
- Worked with Communications to produce weekly "This Week in Oneida" video. (Advancing On^yote?a.ka Principles)

### Goals for FY2016

- Create High School Senior Graduation section for June
- Community Picture page featuring submitted photos from Oneida citizens. (Advancing Onkayote'a.ka Principles)
- Work with tourism to purchase new digital camera. (Creating a Positive Organizational Culture)
- Expand our media platforms to include phone apps, online payments, more online content



New Kalihwisaks digs above Print Shop.

Tree tapping



## EMPLOYEE ADVOCACY DEPARTMENT

The Employee Advocacy Department (EAD) continues its efforts to create a positive organizational culture through increased communication. We aim to work toward a healthy respectful environment; rather than a litigious culture.

The number of cases progressing to the Personnel Commission continues to decline.  
2014 saw 11 cases at OPC,  
2015 had 4 cases,  
2016, to date, had one case appealed to the OPC.

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January-March 2016 brought (20) new employment issues (in addition to those carried over from the previous quarter.) Much effort is placed on working with the employee to determine root causes and factors leading to the employment issues. The issues are investigated, materials gathered, dialogue with supervisor for their perspectives, and further discussions to make every effort for a win-win resolve.

EAD strives to mediate/settle cases; effectively saving the Tribe time/costs associated with formal litigation before the Oneida Personnel Commission and/or the Judiciary.

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*Due to the nature of personnel matters, the detail information on the incidents remains confidential.*



## Oneida Printing

The following report is to give a brief update on the strategies and status of Oneida Printing since the managerial transition to Michelle Danforth in November 2015.

The overall financial performance continues to improve, primarily with the investment of the team in mastering variable data to bring some Casino print jobs in-house. Previously, the Print Center did not have the capability of fully executing variable data jobs. They are working to bring in several pieces as they build up this capability. Additionally, the GTC petition mailers are large jobs for the print center. The booklets of information take anywhere from 6 full production days of 5 FTE, to 11 production days of 7 FTE.

Sales increased 25% over budget; with the net loss reduced by at least 50% for this quarter.

### Strategy 1 – Improve Print Shop Infrastructure

1. Continue to improve pricing with current PrintSmith software
2. Continue to improving the production schedule to service Gaming Marketing
3. Weekly Customer Service meetings
  - a. FY15 – Job Tickets Created – 576 (Note Gaming jobs outsourced, Oneida Printing would process the order including the bids, writing job ticket, and processing of the invoice when the job was finished. Since March 1, 2016 we no longer will track monthly jobs that are being outsourced to Graphic Comp. Printing will however bid on jobs that could be



completed in-house before we outsource the work. So, this will make the total number of job tickets decline overall)

b. FY16 – Job Tickets Created –

**Strategy 2 – Sales – Continue to master Variable Data to service the needs of Oneida Casino & look for other revenue opportunities in first printing and then future other media services.**

Level 1	Casino	Recouped 4-6 standard monthly variable data jobs outsourced
Level 2	Tribe/GTC	Continue to work and improve customer service
Level 3	Existing Corporate	Very small %
Level 4	Other Tribes	Leads with Mole Lake Casino on possibly being their printer. Other focus is on tribes/forms.
Level 5	Other Corporate	Future plans to explore

4 Color Press	6.21%
Bindery	5.20%
Prepress	0.04%
B & W Copy	27.80%
X1000	8.38%
Merch	1.05%
Misc	0.31%
Typesetting	0.02%
Graphics	4.05%
Plotter	1.35%
Out-Sourced	40.20%
Plates	0.83%
1 Color Press	4.55%
2 Color Press	0.00%

**Sales by Type** – Currently, the black & white copiers have resulted in the highest revenue for the Print Center followed by the Presses. Future projections will close the gap between the black and white and color digital press.

**Sales Ranking by Customer**

1. Casino – Marketing
2. Casino – Operations (Forms/Bingo/etc)
3. Consolidated Health
4. Self-Funded Health Insurance
5. Internal Services (Ag Summit, other grants)
6. Tourism (Annual rack cards etc)

**Strategy 3 – Improve the Print Shop Image**

**Strategy 4 – Improve Department Efficiencies** – Communication and employee work reports are the biggest improvements. The staff has been phenomenal to step up and take on larger jobs as we work towards sustainability.

**Highlight** – Printing prints largest GTC packet ever. 1.6 million copies, 886,000 sheets of paper in a span of 11 working days.



## Tourism Quarterly Report – March 2016

### Strategy #1 Develop Cultural Tourism

**Long House** - Conservation completed a 2016 time-line for final construction of the long house. Props are being purchased and logged. (Furs/baskets etc) The goal is to have the long house open in the middle of August.

**Amphitheater/Visitor Center** –Meetings with Governmental Services and Cultural Heritage in regards to the amphitheater. Tourism will be putting this project on hold for the upcoming summer season. Tourism has met with ONVAC about the visitor center and they like the design for the veterans wall area.

**Veterans Wall** – in the summer of 2016, Tourism will turn their focus on fixing and finishing the wall with DPD's assistance, including an accessible sidewalk for veterans with walkers and wheel chairs.

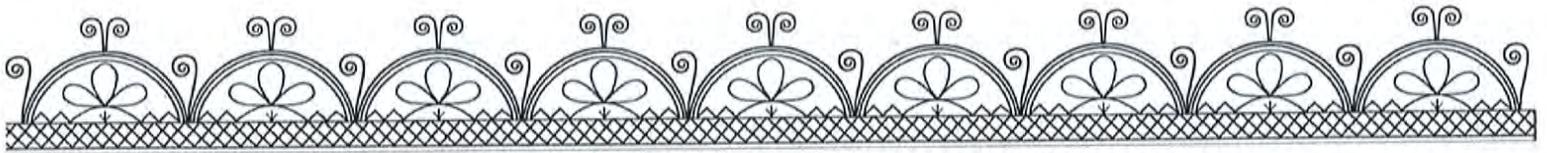
### Strategy #2 Build Partnerships

- Rich Figueroa continues to work with Radisson/CVB on bus tour shows.



Oneida  
Judicial Wall #3





### Strategy #3 Generate Foot Traffic with in the Reservation Boundaries

- Bus Tours continue to be booked for the summer of 2016
- Planning started on BIG Apple 2016 (Traffic control #1 issue with OPD)
- Kirby Reservation Tours Continue
- 2016 No Info Available due to server move and file is missing
- 2015 2899 people (YTD)
- 2014 1259 people
  
- 2013 920 people

### Strategy #4 Maximize Media

- Student worker continues to post on Facebook for tourism and has developed calendar of events.
- Puppet Video completed on Native Homes & Museum video.
- Graphic Phase III B is complete at the Judicial Court.
- Oneida touches completed at the Skenandoah Complex.
- Assistance will be provided to help re-brand the farmer's market and apple orchard.
- Packer Wall complete at the Radisson.
- Additional touches to enrollments windows to continue to polish up our buildings to get ready for LPGA.



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The staff continues to make improvements and build efficiencies in their operations. Some operations are making changes to strengthen their performance. Others are changing their models to combine talents, better share resources, and collaborate. All are changing to better address the present needs of the organization and the community.