

# FY-2021 Quarter 4 Report

GENERAL MANGER / BIG BEAR MEDIA (PRINT/MAIL/TOURISM/KALI)

## Status report of Outcomes/Goals

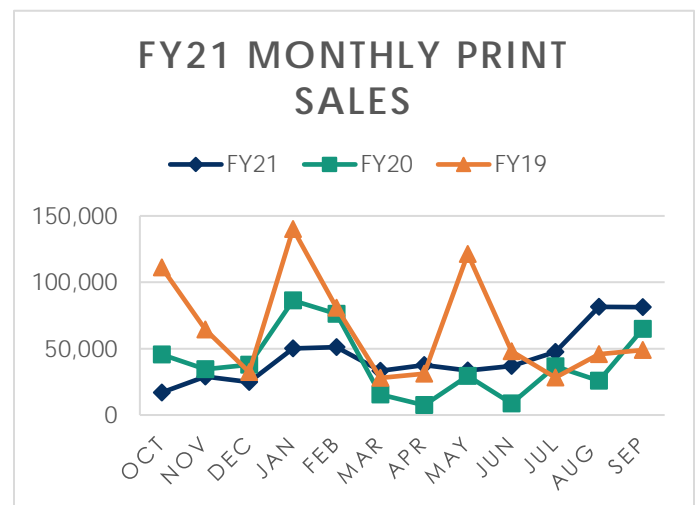
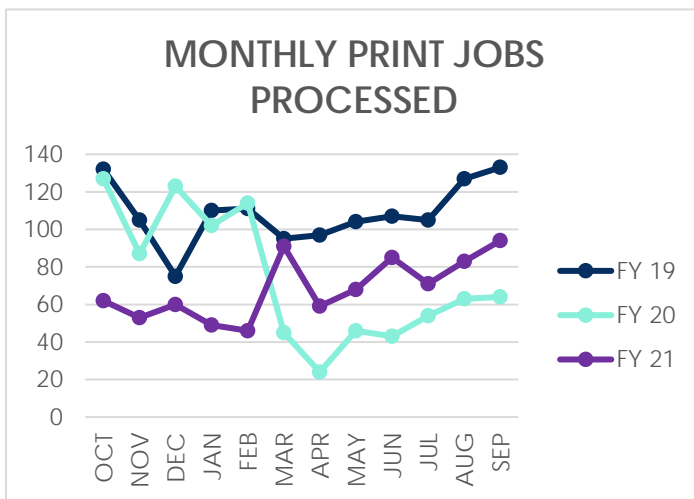
1. This report will focus on the operational sustainability for Big Bear Media/Print Operations. Printing has been an in-plant service that seeks outside customers and funding. Submitted WI Humanities grant \$16,301(Develop educational template)
2. The top accomplishment: Average Print jobs processed 82. An increase from Q3 64.
3. Hired new PT Admin with a starting date of Nov. 1, 2021.

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## Outcome/Goal # 1

Operational Sustainability BBM: Print Operation, Mail Center, Tourism & Kalihwisaks

MEASUREMENT: Quarter 4 Statistics



### ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Quarter 4 FY21 Sales projection was \$410,000, actual 523,404. TC need for FY21 76,220, an improvement from FY21(188,506). Paper prices have increased 3X in the last year and BBM has some paper supply stocked due to market shortages.

### EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Working with language nest to create language materials. This has been identified as a possible future niche for the print operation.

1 Year – NEW: Digital Store Front to assist with the ordering of print jobs & external customers.  
Update – working with MIS on the overall RFP. RFP will be supplied in Oct with demonstrations and decision in November 2021. Seek ARPA funds for business development in December 2021.

HOW HAS THE COVID-19 PANDEMIC IMPACTED THE OUTCOME/GOAL:

Consistent to last Qtr. - Limited staff equates to a reactive workforce. This is not a sustainable formula for growth and continues to be one of our biggest weakness. Example: Kali/employee sick delay in getting the issue out.

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Outcome/Goal # 2

Advancing On^yote?a.ka Principles

MEASUREMENT:

<b>Video Transfer Oneida Elder Interviews</b>	<b>Total Tapes</b>	<b>Completed Transfer/YouTube</b>	<b>% Completed</b>
Mini DV Tapes Phase I	294	294	100% 100% YouTube
Beta Tapes Phase II	387	315	0
REEL to REEL Phase III	TBD @ cottage		0
<b>Gordy McLester Collection</b>	<b>Current Box</b>	<b>Total pieces scanned</b>	<b>Total pieces Uploaded to web</b>
9/30/21	17 of 32 boxes have been numbered and indexed	1,244 On hold until boxes completely organized	1,149 (some items not for public)
<b>Social Media FB (limited)</b>	<b>Total Posts</b>	<b>Reached</b>	<b>Engaged Users</b>
Jul – Sep 2021	79	70,697	4,719 – highest Virtual Pow Wow
Jul – Sep 2020	41	26,495	4,053
<b>Oneida Tours (ON HOLD)</b>	<b># of Tours 2</b>	<b>Total Persons 12</b>	1 – 2022 booked

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Began laying out Amelia Cornelius Culture Park Master Plan to submit for ARPA funds with a completion of 2023. Includes trail and accessibility features to enhance the level of the park. Ready for submission in December 2021.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

6 Months – Continue to assist in the care taking of the Gordy McLester Collection. Contract worker (3-10 hours week) continue work on Gordy's papers & exploreoneida.com timeline. Collection boxes/documents being numbered and indexed. 6 linear feet of photos/misc remains untouched. Continue with this work and redesign the exploreoneida.com timeline.

HOW HAS THE COVID-19 PANDEMIC IMPACTED THE OUTCOME/GOAL:

(Continues) - Greatest impact is not having enough time to focus on creating digital humanities media.

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## Outcome/Goal # 3

### Advance Forward using Technology

#### MEASUREMENT:

Project #1 – 3D printing capacity, setting up 2<sup>nd</sup> printer in July. - Complete

Project #2 – Oneida Talking Paintings – Adding additional panel for log home/Rosa Minoka Hill & Josiah Powless (10% complete) – on hold until the winter.

Project #3 New – Digital Store Front – a streamline process to ordering print jobs. – Oct will have the RFP sent to potential vendors.

#### ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Utilizing an outside graphics contract to streamline the Kali production process. Working through RFP process for digital store front with MIS.

#### EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

In Q1 FY22 – BBM should be printing our first cobs of 3D Corn. Future goal is to print 1,560 cobs of corn for the long house display. Ganondagan Long House/NY has expressed interest of purchasing corn braids in the future.

#### HOW HAS THE COVID-19 PANDEMIC IMPACTED THE OUTCOME/GOAL:

Continues: Greatest impact is having very limited time to work with new technology.

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