

# FY-2021 Quarter 1 Report

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

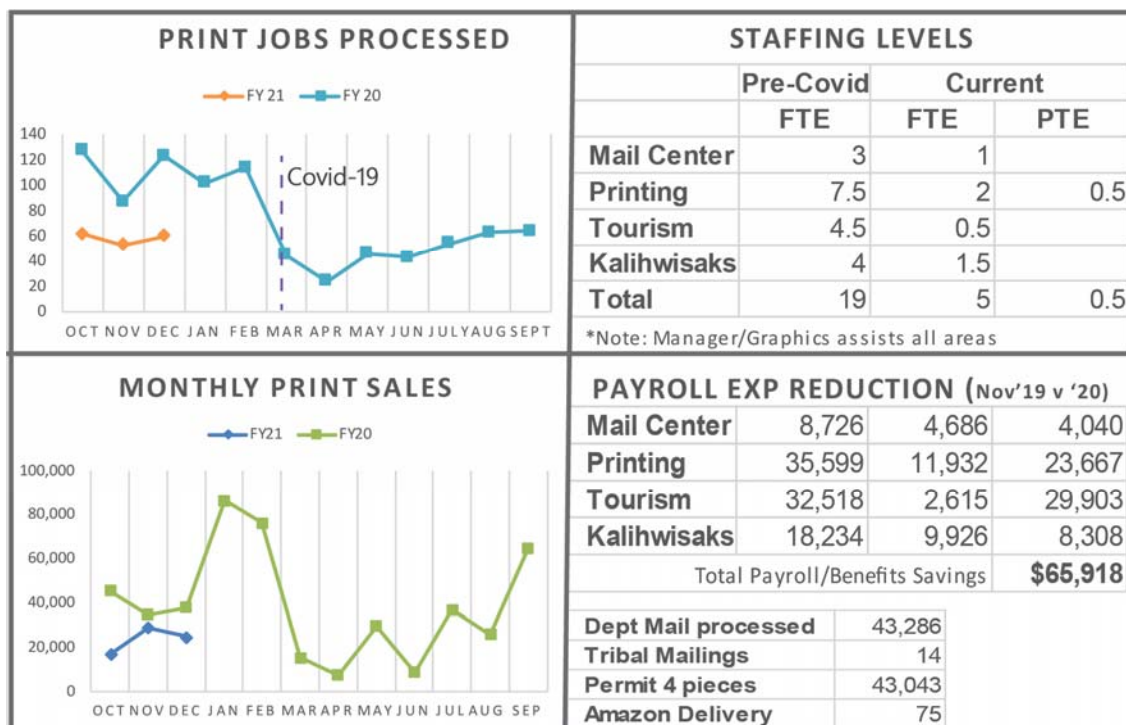
## Status report of Outcomes/Goals

1. This report will focus on the operational sustainability for Big Bear Media/Print Operations.
2. Metrics include number of jobs processed, total sales, variance in staff and payroll reduction from FY20 and amount of mail handled.
3. The top accomplishment: staff worked at a high level to cover all the positions that were eliminated. Staff have cross trained to increase the overall capacity of Big Bear Media.
4. In 6 months, goals include adding 2 part-time staff to help sustain the current workflow levels. 6 months-1 Year, BBM will seek new customers, assisting departments with marketing campaigns, redesign of the Kalihwisaks, 3D design of corn for long house and other creative media projects the help solidify Oneida's historical on-line legacy.

## Outcome/Goal # 1

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

MEASUREMENT: Quarter 1 Statistics



ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Creating a new normal with far less staff. Remaining Big Bear Media staff have stepped up to assist areas and learn new skills. 1st quarter average 58 print jobs, which range in all sizes from 7,000 GTC packets to business cards. The Mail Center continues to have high volumes.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

6 Months – 1. Request additional PTE for Mail Center. Mail has Increased volume due to employees returning and the added duties of receiving & delivering Amazon.com orders. 2. Print request 1PTE Graphics/customer service position. Print has an increase in print orders, phone inquiries, billings etc. which does not allow time to focus on moving the business forward.

1 Year – Mail Center increases the 1PTE to FTE status (Combination Mail/Trainee for Print), Tourism adds 1FTE (Tours/Salt Pork Avenue & media) + 2 PT Contracted Student Workers (Digital Humanities for all historical media) and the return of the 4<sup>th</sup> of July pow wow. Print operations increase to add 1PTE (Admin/possibly shared), 3D printing for public, increase in sales and more efficient accounting processes for dealing with paper. Kalihwisaks will be redesigned plus more graphic assistance tribal wide to create better collateral materials.

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

The greatest impact Covid has had on Big Bear Media is the ability of staff coverage in the event of illness. The current tribal process does not allow a quick response to production needs. Limited staff equates to a reactive workforce. This is not a sustainable formula for growth.

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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	143	48.6%
Beta Tapes Phase II	387	0	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>
01/01/21	17	1,244	1,149 (some items not for public)
<b>Social Media FB (limited)</b>	<b>Total Posts</b>	<b>Reached</b>	<b>Engaged Users</b>
Oct – Dec 2020	27	12,698	1,278
Oct – Dec 2019	59	122,381	19,938
<b>Oneida Tours (ON HOLD)</b>	<b># of Tours</b>	<b>Total Persons</b>	
Oct'19 – Mar'20	2	75	

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

With an outside contract with a former tribal employee, Mini DV tape digitization continues increasing the number of elder interviews available through You Tube/preservation.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

6 Months – Work with a tribal contractor to complete digitization of MINI DV tapes. (Gordy McLester Elder interviews) Small contract with students to continue work on exploreoneida.com timeline. Include more historical articles in the Kali. 1 year – validate all documents from Gordon L. McLester collection have been uploaded with appropriate notations. Begin transfer of Beta tapes and assess the REEL to REEL films for transfer.

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

Greatest impact is not having enough time to focus on creating digital humanities. Digitizing historical records and video tapes for preservation is always a concern. Tape format has a shelf life of 12-20 years. The original videos were shot 1996-2007. Oneida has the most populated on-line historical timeline with resources from the Gordon L McLester collection of any tribe in the world. We need to continue to push our story from our perspective.

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### Outcome/Goal # 3

#### Advance Forward using Technology

MEASUREMENT:

Project #1 – Begin to learn 3D printing – Goal to design and print 1,480 cobs of corn

Project #2 – Oneida Talking Paintings – 95% complete

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Utilization of CARES funding to create Oneida Talking painting panels after the Harry Potter franchise. Funding was utilized to hire a laid off tribal employee and outsource the rest of the work. This will allow less face to face contact when log homes open in the future. 5 panels were created. Log Home 1; Daniel Bread, John Archiquette and family at table. Log Home 2; Boarding school and Log Home 4; Rosa Minoka Hill. Begin Learning 3D printing.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

6 Months – roll out the talking panels and continue learning 3D printing and modeling. 1 year – repurpose entry way into a visitor center with 3D printers printing corn.

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

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

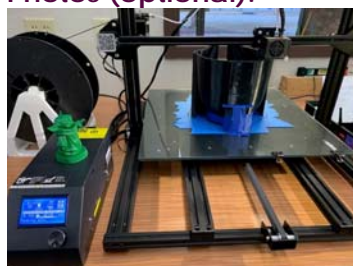
**Organization Changes, if any**

<b>Pre-Covid Positions Eliminated -13</b>	<b>Positions Remaining</b>	<b>Covering other Areas</b>
Office Manager (1) Customer Service (1) Sp Event Mgr (1) Special Event (1) (transferred ) Tours/ Soc Media (1) Multi-Media (1)	Manager Pd 30 hrs /work40+	Accountant, Creative, Graphics, Office Manager duties, Salesperson, Customer Service/Paper product inventory, Tech support for machines, Machine operation, Mail center assistance, Kalihwisaks assistance, marketing and design assistance and Tourism
Graphics (2)	Graphics 40 hrs	Customer Service / Run machines/ Assists with mail *Heavy load
Finish/Bindery (1)	Production/ Finishing 40 hrs	Run machines/finishing, no time to help in other areas
	Press/Finish 25 hrs	PTE – 25 hrs weekly , mail prep
Editor (1) Ad/Reporter (1)	Sr. Reporter 40 hrs	Cover machine basics, some mail prep
Mail Clerk (2)	Mail Clerk 40 hrs	Assists where needed

Contact Info

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**Photos (optional):**



Creality CP-01 Test Print