

FY-2021 Quarter 2 Report

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

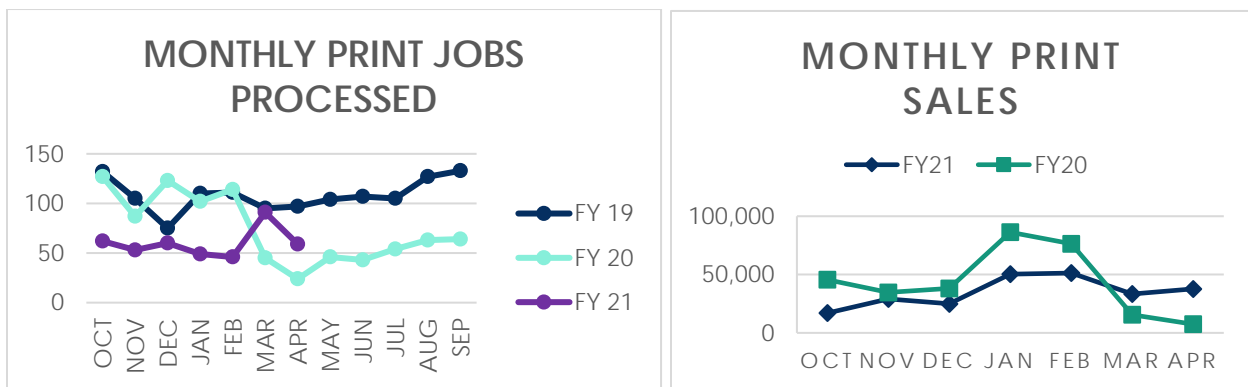
Status report of Outcomes/Goals

1. This report will focus on the operational sustainability for Big Bear Media/Print Operations.
2. The top accomplishment: Average Print jobs processed 55, March 91
3. 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:

Continue new normal with far less staff. Remaining Big Bear Media staff continue to generate a high level of work but with mistakes. Working on additional quality controls to counter small mistakes. (Example: wrong paper type) 1st quarter average 58 print jobs, which range in all sizes from 7,000 GTC packets to business cards. March had highest print jobs completed with 91 jobs.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Did not complete the following 2 goals but did update job descriptions and moved Graphic Artist from Kali to Print BU. (2) Student interns for the summer and applied for the Graduate Student 2 yr position. 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 4th 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 and continues to be one of our biggest weakness. Example: Kali/employee sick delay in getting the issue out.

Outcome/Goal # 2

Advancing On^yote?a.ka Principles

MEASUREMENT:

Video Transfer Oneida Elder Interviews	Total Tapes	Completed Transfer/Youtube	% Completed
Mini DV Tapes Phase I	294	143	48.6%
Beta Tapes Phase II	387	Started in Apr	0
REEL to REEL Phase III	TBD @ cottage		0
Gordy McLester Collection	Current Box	Total pieces scanned	Total pieces Uploaded to web
03/31/21 – Adding new number system on folders	20 – New Folders 3 - Numbered	1,244	1,149 (some items not for public)
Social Media FB (limited)	Total Posts	Reached	Engaged Users
Jan – Mar 2021	18	14,753	2,373 – highest Loretta Says post 3,360 / 779
Oct – Dec 2020	27	12,698	1,278
Oct – Dec 2019	59	122,381	19,938
Oneida Tours (ON HOLD)	# of Tours	Total Persons	Responding to calls

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Outside contract: Mini DV tape digitization continues increasing the number of elder interviews available through You Tube/preservation. Requesting 1FTE Cultural Coordinator/Tours, 1 PTE Media in the FY22 budget. (If approved by process)

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

6 Months – Continue to assist in the care taking of the Gordy McLester Elder interviews - MINI DV tapes digitization complete and began transfer of Beta tapes. Contract worker (3 hours week) continue work on Gordy’s papers & exploreoneida.com timeline. Include more historical articles in the Kali – complete.

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. Digitizing historical records and video tapes for preservation is always a concern. The original videos where 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.

Outcome/Goal # 3

Advance Forward using Technology

MEASUREMENT:

Project #1 – Begin to learn 3D printing – print capacity complete. Create 3D model and begin print 1,480 cobs of corn – Mid June

Project #2 – Oneida Talking Paintings – 4 Panels Complete – adding additional panel for log home/Rosa Minoka Hill & Josiah Powless

Project #3* New – work on Kali reporter graphic skills.

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Mastered 3D printing. Working on teaching Nevada Skenandore 3D printing.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

6 Months – Begin printing 3D corn. Kali Reporter better understanding of InDesign software.
1 year – repurpose entry way into a visitor center (40% complete).

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

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

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