

FY-2021 Quarter 3 Report

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

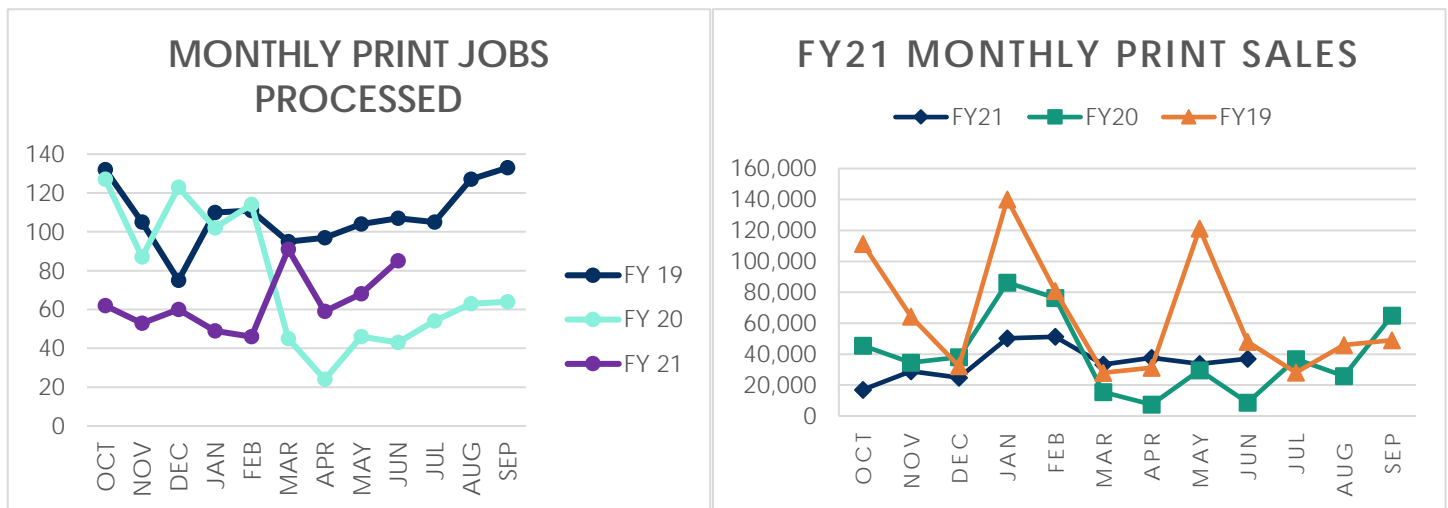
Status report of Outcomes/Goals

1. This report will focus on the operational sustainability for Big Bear Media/Print Operations.
2. The top accomplishment: Average Print jobs processed 64, Jun was 85
3. Achieved approval to hire additional Mail Center Clerk and PT Admin to help with influx of operation. Continue to serve several external customers, working towards more efficiency with equipment and processes and continue to caretake historical documents for future digital media projects.

Outcome/Goal # 1

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

MEASUREMENT: Quarter 3 Statistics



ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Continue new normal with far less staff. Staff remains committed to providing excellent service. FY19 YTD sales = 657,163 FY20 = 341,561 FY21 = 313,763 with 3 months and 3 GTC mailers to finish out the year. YTD projection \$410,000.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

1FTE Mail Clerk and 1PT Admin have been approved by the Business Committee. This will help with the influx of services needed for all departments in Big Bear Media. Student interns have been incredibly helpful over the summer with graphics and Kali layout.

1 Year – NEW: Digital Store Front to assist with the ordering of print jobs & external customers. 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:

Consistent to last Qtr. - 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	294	100% 85% YouTube
Beta Tapes Phase II	387	200	0
REEL to REEL Phase III	TBD @ cottage		0
Gordy McLester Collection	Current Box	Total pieces scanned	Total pieces Uploaded to web
06/30/21 – New number system implemented	Almost all boxes sorted & folders created	1,244 On hold until boxes completely organized	1,149 (some items not for public)
Social Media FB (limited)	Total Posts	Reached	Engaged Users
Apr – June 2021	39	63,242	14,945 – highest prayers for shooting 21,450/9,580
Apr – June 2020	38	27,877	3,685
Apr – June 2019	89	117,948	19,391
Oneida Tours (ON HOLD)	# of Tours 1	Total Persons 10	8 tours pending

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Outside contract: 200 Beta tapes digitized and the next 200 tapes 75% complete. Additional contract to edit multiple tapes together has been completed. Requesting 1FTE Cultural Coordinator/Tours, 1 PTE Media in the FY22 budget.

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 (3-10 hours week) continue work on Gordy’s papers & exploreoneida.com timeline. 90% of the collection has been transferred to new folders and proper archival boxes. 6 linear feet of photos/misc remains untouched.

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 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.

Outcome/Goal # 3

Advance Forward using Technology

MEASUREMENT:

Project #1 – 3D printing capacity, setting up 2nd printer in July.

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

Project #3 New – Digital Store Front – a streamline process to ordering print jobs.

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Nevada Skenandore set up new 3D printer and is learning how to 3D print and other print shop machines. Kali Reporter was able to spend time working on graphics training.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

6 Months – In the process of reviewing 3 company digital store front software offerings. PageDNA was reviewed at the end of June. The other 2 will be reviewed in August with an MIS representative.

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

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

Contact Info

CONTACT: Michelle Danforth Anderson
TITLE: Marketing & Tourism Director
PHONE NUMBER: 920.496.5624
E-MAIL: mdanfor8@oneidanation.org
MAIN WEBSITE: ExploreOneida.com FB: OneidaTourism