

# FY-2022 Quarter 3 Report

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

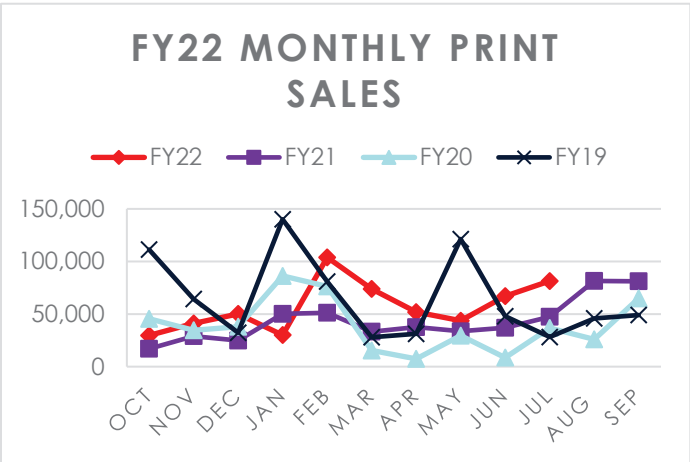
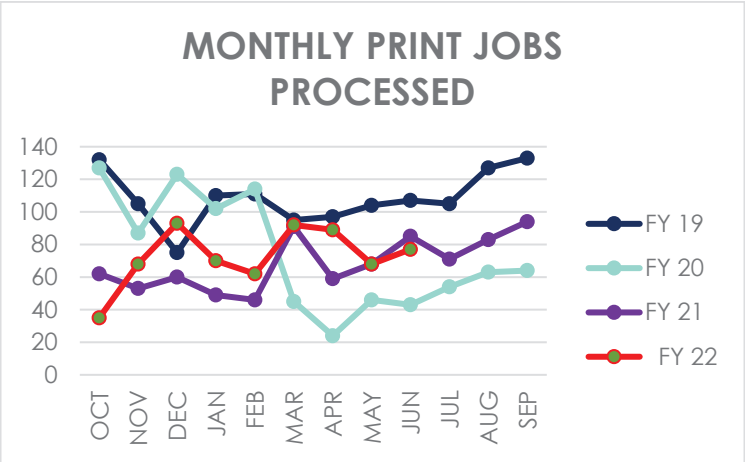
**Status report of Outcomes/Goals**

1. This report will focus on the operational sustainability for Big Bear Media/Print Operations. Printing has been an in-plant service that seeks outside customers and funding.
2. The top accomplishments: Average Print jobs 77 up 9 from previous month. ARPA/TCS Funding approved – Digital Storefront in process of software development, equipment and \$2.6M ACCP – site survey scheduled, soil borings in progress.
3. Kalihwisaks revamping staff model. PT ET – hired. Kali resource guide created.

Outcome/Goal # 1

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

MEASUREMENT:



ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Quarter 3 FY22 Print YTD Sales projection was \$471,437, actual 385,672. TC need for YTD FY22 84,121 – \$75,570 = (\$8.5K) variance to Print software & Power 8 Revenue totals. This is due to timing for entering ITs in the Power 8 System. Tourism Room Tax surplus after expenses \$140,000. (Thru May 2022) More expenses will hit Tourism budget as advertising increases over the summer months. Special thanks to all the staff for print/mail work of 2 GTC mailers. Safe Shelter also assisted with GTC mail stuffing.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

In Progress digital store weekly set up meetings. In progress order for envelope printer and new vinyl printer/cutter. Implementation will happen during Q4. (On track to meet this goal.)

HOW HAS THE COVID-19 PANDEMIC IMPACTED THE OUTCOME/GOAL:  
Managing with limited staff.

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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% YouTube
Beta Tapes Phase II	387	350	50 left to upload
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>
PT Contract 2-8 hrs weekly on hold due to maternity leave.	22 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>
Apr – Jun 2022	58	49,635	4,724
Apr – Jun 2021 (tobacco burning for victims)	39	63,424	14,935
<b>Oneida Tours</b>	<b># of Tours 16</b>	<b>Total Persons 157</b>	(Q4 – 7 Tours/229)

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

\$2.6M obligated for the Amelia Cornelius Culture Park. Initial POs for site survey completed and scheduled in July. Paul W working on the soil boring testing PO/contract. July 5 – work begins on the Veterans Memorial Wall issues.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Continued work with the Wildlife Sanctuary advertisement/panel project. Kalihwisaks has had a positive response with 430 members under the age of 55 years returning the post card to receive the Kali. Working on revising Kali job description for staff and researching the Kali being a 1X per month publication. This will decrease overall 2.5 needed for 2X per month publication to 2. The overall goal is to utilize more media, videos and QR links to attract younger people to the publication.

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 New – Digital Store Front – In-process

Project #2 – 3D Design phase of creating white corn for the long house. (Hold)

Project #3 – Update ExploreOneida.com and Kali websites.

### ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

ExploreOneida.com has minor fixes to be completed. Simple navigation design and the Kali/nsn.gov needs a major overhaul. Format will follow ExploreOneida.com.

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

Both websites will be completed at the end of Q4. This includes our first teaching resource page on the Three Sisters.

### 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

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