

FY-2023 Quarter 1 Report

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

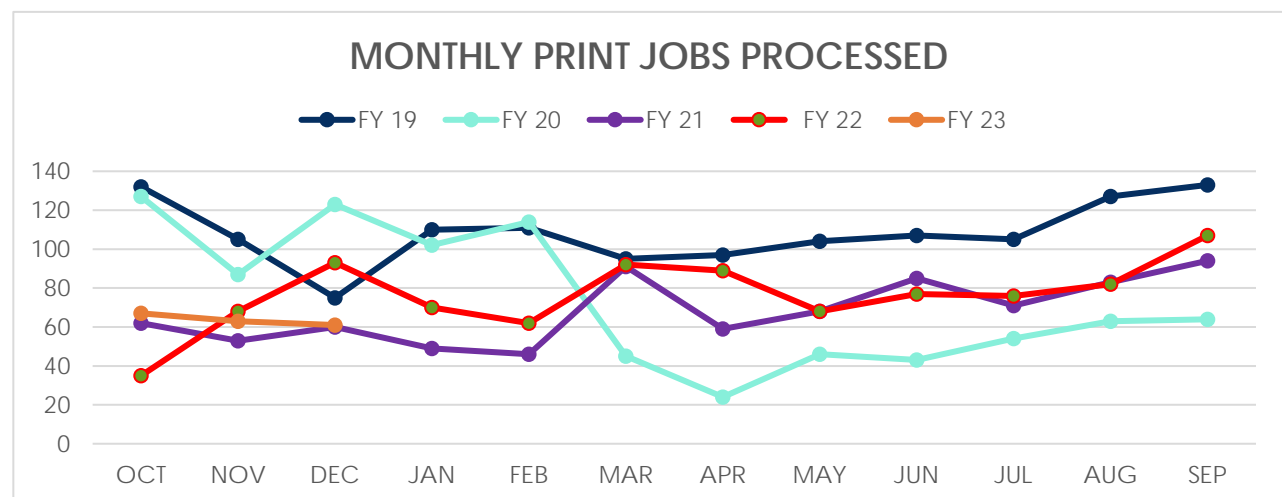
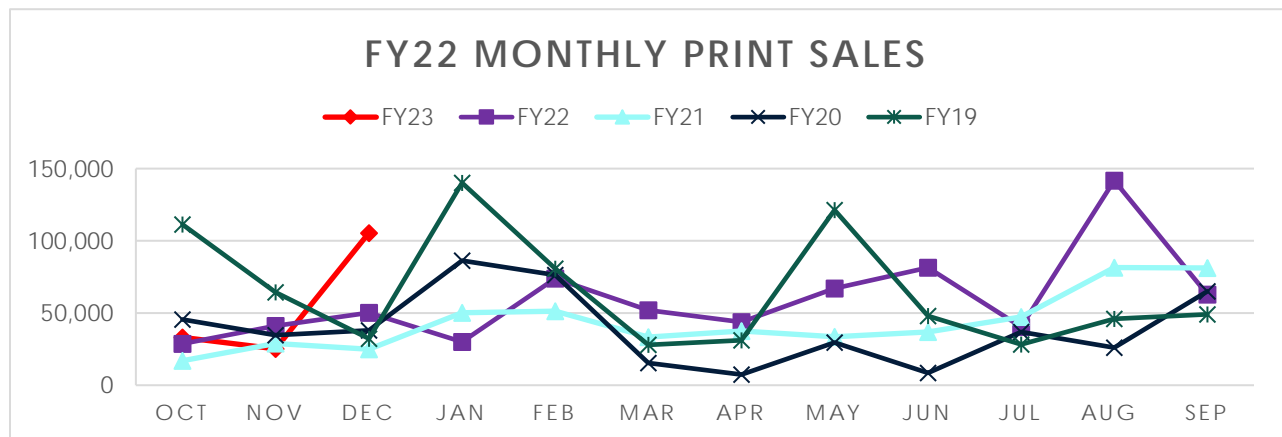
Status report of Outcomes/Goals

1. This report will focus on the operational sustainability for Big Bear Media/Print Operations. Printing has been an in-plant service that seeks outside customers and funding.
2. The top accomplishments: Average Print jobs 64 per month. Print and ship GTC mailers on time. TCSF equipment delivered. Kalihwisaks has great community response and has shipped on time since going monthly in September 2022. Tour request and provided into November 2022, with last tour for WI Corrections Agency on November 15, 2022.
3. Kalihwisaks continues to seek out technology to create media for on-line experience.

Outcome/Goal # 1

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

MEASUREMENT: PRINT: FY19 – 8.5 Staff VS FY23 4 FTE, 1PT, & some external graphics help



ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Quarter 1 FY23 Print YTD Sales projection was \$175,000, actual \$163,756 a variance of (\$11,244). All staff worked extremely hard to ensure that the GTC mailers and other projects went out on time including staff time off for the holidays. HP Latex Printer and cutter were installed and are now operational. The Intoprint envelope printer has been delivered but will be installed by the end of February 2023. The digital store front is being rolled out slowly to the organization as to adjust on the backend reporting and account set up for users.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

In Progress digital store Implementation should be complete by March 2023.

GOAL CHALLENGES: Managing with limited staff.

Outcome/Goal # 2

Advancing On^yote?a.ka Principles

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Veterans Memorial – work was completed to fix the cracks, seal and place cap for water runoff. New solid letters were installed, and final step will be to install lights in the groove of the cap.

\$2.6M obligated for the Amelia Cornelius Culture Park – Work to finalize Veterans Wall area and design needs of the new DPW shed. Original location of the new DPW shed needed to be moved due to zoning issues and location by finger lake. New location will be where the old Cultural Heritage house will be. Design scope to be finalized in January 2023.

Tours – Final tours of the season concluded on November 15, 2022. Staff moved all furs and most items from the long house and log homes. Special tours with 2 groups of ASPIRO (work with adults with cognitive issues) provided firsthand insight of special needs seating, hands on display and other tour adjustments to be developed over the winter. This will expand our tour offerings to other types of groups including sight and hearing impaired.

WI Humanities Grant – Three Sisters teaching Resource packet was rolled out to some local area schools. Work will be done directly with the Green Bay school system and other meetings set for other local area school systems. Schools are extremely excited about the packet and are also looking for training that teachers could attend.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Continue work with local schools on the 3 Sisters Teaching Resources and share with Language Nest. Continued work with the Wildlife Sanctuary advertisement/panel project. Work will continue on the 200-year calendar of events and 2023 pow wow. Big Apple Fest in limbo with the determination of staff for FY23. Volunteer group assisted with Gordon Collection and will continue those efforts to load on-line materials in the exploreoneida.com timeline.

GOAL CHALLENGES: We could accomplish more with more staff.

Outcome/Goal # 3

Advance Forward using Technology

MEASUREMENT:

Project #1 New – Digital Store Front – FY22 Q4 began roll out, to be completed by end of March 2023

Project #2 – Installation of Latex printer – arrived working on firewall issues – to be operational in Q2

Project #3 – Update ExploreOneida.com and Kali websites. – complete and the next phase is to upload more Gordon Collection items and Elder Video data base. Three Sister Teacher Resource page was loaded and contains all materials for teachers who will not have the physical packet. Looking to expand to more digital media teacher resources in the future after more discussions with schools.

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Kalihwisaks is continuing to utilize QR codes and videos where possible. Q2 Kali on-line will include a function where the pdf looks like pages turning.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

ExploreOneida.com will continue to expand media offerings to tribal members, and general public in the future. Big Bear Media will continue to reach out to departments to develop materials on programs, services, culture and history.

GOAL CHALLENGES:

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

