

FY-2023 Quarter 2 Report

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

Status report of Outcomes/Goals

1. Print/Mail Operations continue to turn out high volumes of print requests. General Mail out 161,000 pieces & 11 GTC Mailers 72,498 pieces.
2. The top accomplishments: Average Print jobs 72/mon up 2 from FY22. Latex printer is installed and operational. Kalihwisaks continues to be a great communication piece ranked #1 form of information. Tourism – Plans for 200-year Commemoration in progress. May 2023 Kali will have listing of activities for 200 year events.

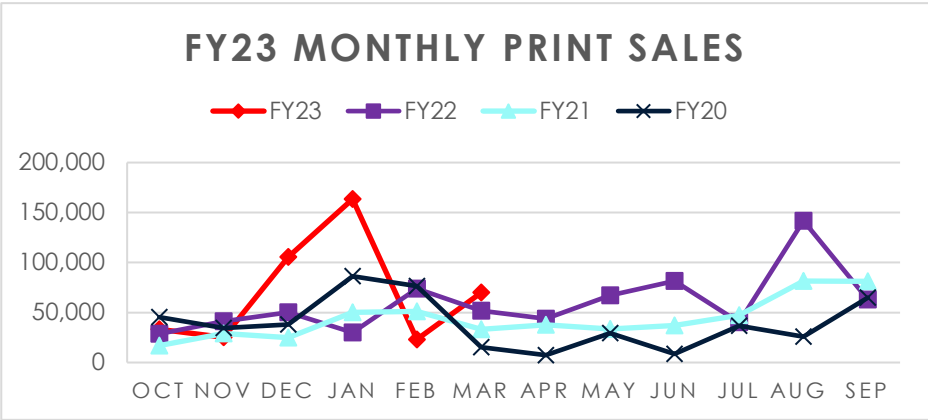
Outcome/Goal # 1

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

STAFF: PRINT 4.40 MAIL 3 TOURISM 2.50 KALI 1.10 (DIRECTOR ASSISTS ALL AREAS)

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

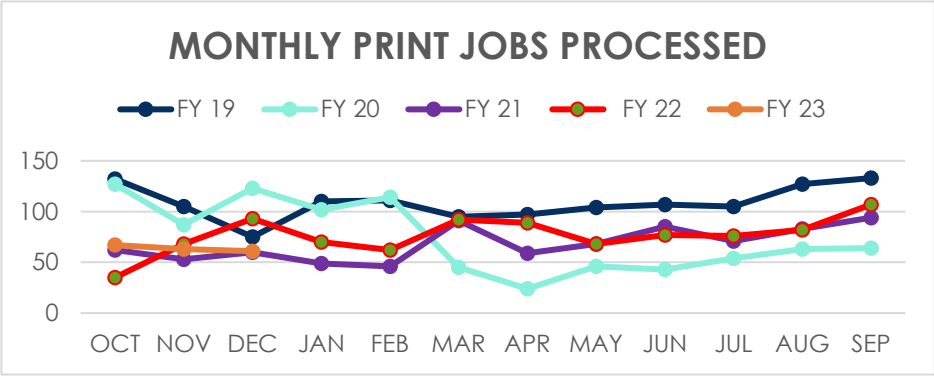
Quarter 2 FY23 Print YTD Sales projection was \$300,000, actual \$333,230 (18 through Feb 2023) All staff continues to produce quality work under some short time deadlines. All staff continue to help each area when needed.



EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

In Progress digital store implementation rolling out in Q3/Q4.

GOAL CHALLENGES: Managing with limited staff. The digital store front is ready to roll out but is being delayed due to other work priorities that don't allow time for 2 employees to focus on training. Working towards hiring short term employees to assist with workload.



Outcome/Goal # 2

Advancing On^yote?a.ka Principles

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

Veterans Memorial – Seeking out quality commercial strip lighting for the wall.

\$2.6M obligated for the Amelia Cornelius Culture Park – Contract and engineer design work completed for the park paths, log home, long house, DPW shed, Vets wall and cul du sac. Next steps Oneida Engineer Dept to provide draft floor plan of visitor center/bathrooms/pavilion.

Tours & Events – Work begins on scheduling tours. First tour 3/28/23. Currently 9 tours scheduled for spring and summer. Next event is May 22 Evening with Native Writers. Event details to come. Dr. Patty Loew will be the MC/Host.

3 Sisters Teaching Resource – Working on a possible teacher training during the summer. Schools are extremely excited about the packet and the possibilities of an annual opportunity to learn about Oneida to expand Oneida subjects in the classroom.

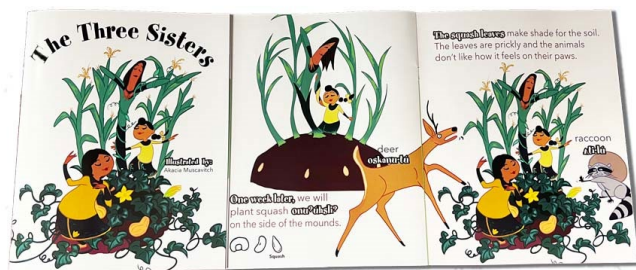
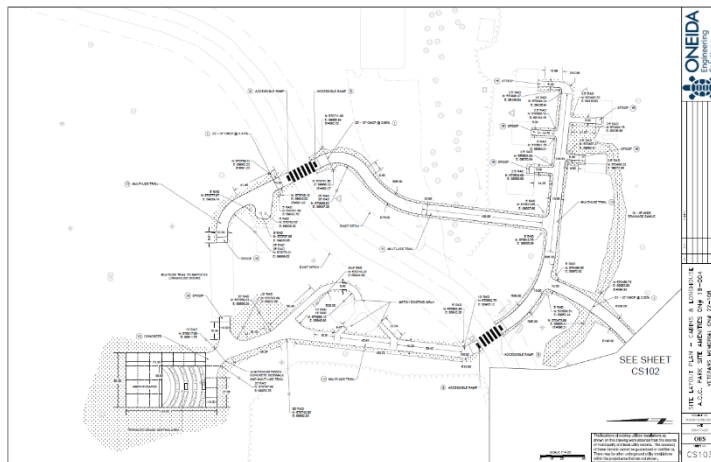
Gordon Mc Lester Collection – Additional videos were digitized with a special thank you to UW-Oshkosh for setting up old production Beta equipment. These tapes range from Oneida History Conferences to 1985 Supreme Court footage to old newscasts about Oneida. Modified duty workers scanned 8 boxes of archival papers. Those documents will be added to the ExploreOneida.com timeline in May 2023.

Kalihwisaks – Listed as #1 tribal member receives information in QoL survey, the decision was made to expand the mailing to head of household. For some Oneidas this is their only connection to being Oneida. The Kali is an excellent way to report on the happenings in Oneida. Tribal members like the new look and shortened content. More areas of content will be developed over the coming months in culture and language.

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. Planning will continue on the 200-year calendar of events and 2023 pow wow. Schedule coming out in May 2023 Kali. No Big Apple Fest due to staffing.

GOAL CHALLENGES: We could accomplish more with more staff.



Outcome/Goal # 3

Advance Forward using Technology

MEASUREMENT:

Project #1 New – Digital Store Front – FY23 Q3 to be completed by end of May 2023 is new projected time.

Project #2 – Installation completed in Q2. Printing more projects in Q3. This includes banners, labels, wall decals and stickers.

Project #3 – Q2 – exploreoneida.com/culture/teacher-resources/ was loaded with 3 Sisters children's book. Graphic simulates page turns for users. Q3 will include more communication of the teacher's resource.

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

BBM Staff continue to step up and learn new areas.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Master banner production, so all banners can be ordered in-house. Continue to communicate with schools about the 3 Sisters Teacher Resources pages. Work on ways to help departments communicate about their programs and successes.

GOAL CHALLENGES:

The greatest impact is having limited staff time to work with new technology that advances Oneida media, video and research. In the past 6 months, GTC printing has totaled 11 mailings, equating to 72,498 pieces of mail, \$268,183 and 12,747 pounds of paper. The process to print, stuff, seal, address, and deliver packets is 5X the paper has to be moved, totaling of 63,735 pounds. (This does not include other notifications.)



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