

Little Traverse Bay Bands of Odawa Indians
Communications Department
Strategic Plan
7/19/13

Vision Statement: The vision of the Communications Department is to disseminate trustworthy, accurate, timely information to LTBB Tribal Citizens, LTBB Governmental Operations and Enterprises, the general public and the media.

Mission Statement: We will provide LTBB Tribal Citizens with a monthly newsletter, *Odawa Trails*, featuring trustworthy, accurate and timely information, specifically articles highlighting tribal events, tribal programs/departments, tribal enterprises, tribal citizens and tribal culture and tradition.

We will assist LTBB Governmental Operations and Enterprises in educating tribal citizens, the public and the media about the services LTBB offers, specifically by creating or assisting in the creation of press releases, flyers and advertisements.

We will assist LTBB Governmental Operations and Enterprises on community public relations projects and activities.

Department Plan

Primary Funding Source: The Communications Department is an indirect program, which is funded by indirect and general fund monies. The majority of the budget comes from indirect monies.

Goals, Objectives, Strategies and Action Plans

Goal 1. Update department's webpage on the LTBB website if necessary and update the Odawa Homecoming Pow Wow website and Facebook page by June 2014.

Objectives:

1. Research what type of new content we want to include.
2. Research whether the information, graphics and photos can be created or obtained in-house.
3. Research how long it will take to complete the pages.
4. Renew domain names for the department's webpage and Odawa Homecoming Pow Wow website.

Strategies:

1. Identify the content of the pages.
2. Identify if the information, graphics and photos are in-house or can be created in-house.
3. Meet with MIS Web Master to discuss the pages content, design and timetable.

Action Plan:

1. Finalize content, graphics and photos by March 2014.
2. Compile information, graphics and photos by March 2014.
3. Work with MIS Web Master to complete the webpage update and update the Odawa Homecoming Pow Wow website and Facebook page by June 2014.
4. Revisit the department page every six months to ensure the

- content is up to date and accurate.
6. Send newsletter electronically to MIS every month to be posted on the LTBB website.
 7. Update Odawa Homecoming Pow Wow website and Facebook page every June.

Goal 2. Increase circulation of *Odawa Trails* newsletter by January 2014.

- Objectives:**
1. Identify potential carriers.
 2. Determine distribution method to carriers.
 3. Finalize print order.
 4. Research and finalize subscription rate.
 5. Research and develop recycling program for old newsletters.
 6. Research the cost of obtaining the Associated Press (AP) wire.
- Strategies:**
1. Develop budget and justification plan.
 2. Develop cost/benefit analysis.
 3. Identify and pursue funding sources.
 4. Identify subscription criteria (Are subscriptions open to everyone?).
 5. Identify most cost effective and most efficient distribution method.
- Action Plan:**
1. Consult with department's staff accountant to determine the cost of printing and mailing a newsletter to ensure the subscription rate covers it by June 2013.
 2. Identify potential subscribers (schools, libraries, other tribes, etc.) by June 2013.
 3. Consult with Environmental Services on best recycling plan by June 2013.
 4. Consult with Odawa Enterprise Management and Odawa Casino Resort to see if we could place carriers at tribal enterprises by June 2013.
 5. Determine most cost effective and most efficient way to get the newsletters to carriers by June 2013.
 6. Consult with our MIS Department to see if we need any additional equipment to receive the AP wire by June 2013.
 7. Contact AP to get the costs associated with and criteria for obtaining the wire service by June 2013.

Goal 3. Develop training plan by January 2014.

- Objectives:**
1. Evaluate departmental need.
 2. Identify training sources.
 3. Schedule training.
- Strategies:**
1. Develop budget and justification plan.
 2. Identify and pursue funding sources.
 3. Research cost and availability of training.
 4. Prioritize training needs.
 5. Maintain NAJA Tribal Media Membership.
- Action Plan:**
1. Identify most cost effective way or avenue in which to receive the training by December 2013.

2. If funding is not available in current budget, explore other ways to pay for the training (Michigan Indian Tuition Waiver, Michelle Chingwa Education Assistance, WOCTEP, etc.) by December 2013.
3. Identify best time to receive the training by December 2013.

Goal 4. Increase advertising by January 2014.

- Objectives:**
1. Research advertising rates.
 2. Develop solicitation plan.
 3. Hire part-time salesperson/ad designer (contractual).
 4. Develop balance between articles and advertisements in the newsletter.
- Strategies:**
1. Identify potential advertisers.
 2. Develop advertising package.
 3. Review current advertising rates and compare with other tribes' rates.
 4. Identify potential part-time employee or contractor to sell and make advertisements.
 5. Review other tribal publications to see what their balance is between articles and advertisements.
- Action Plan:**
1. Develop pool of potential advertisers by June 2013.
 2. Create advertising package by June 2013.
 3. Contact other tribes to request their advertising rates by June 2013.
 4. Contact past advertisers about advertising again by June 2013.
 5. Consult with the Human Resources Department to see if anyone in the temporary work pool has past advertising sales or design experience by June 2013.
 6. Review past newsletters and see what the balance was between articles and advertisements by June 2013.

Goal 5. Increase staff by January 2014.

- Objectives:**
1. Evaluate departmental workload.
 2. Evaluate space needs and equipment.
 3. Finalize duties/responsibilities.
 4. Work with Human Resources to develop job description(s).
 5. Secure additional funding or modify budget to accommodate new staff.
 6. Research and secure new space.
 7. Hire new staff.
- Strategies:**
1. Identify areas where help is needed.
 2. Determine if a part-time or full-time position(s) is/are warranted.
 3. Research additional space costs and costs of additional equipment.
 4. Request additional staff and funding for position(s) or review budget to see if it could be modified to accommodate new position(s).
 5. Request additional space.
- Action plan:**
1. Prioritize needs by June 2013.

2. Research where additional space is available by June 2013.
3. Consult with the Accounting Department to research the cost of part-time and full position(s) and space costs by June 2013.
4. Consult with the Human Resources Department to see if anyone in the temporary work pool has experience doing the duties described in the job description(s) by June 2013.
5. Write and post job description(s) by November 2013.
6. Interview candidates and hire new staff by December 2013.