

**I. OPENING MEETING**

- a. Roll Call – Michele Johnson-Kindred, Kelsay Shackelford, Michael Shackelford, Jace Baldosser, Tate Morgan – Quorum established at 7:09PM
- b. TEA Staff – Alison Robbins, Marnie Atkins

**II. PUBLIC COMMUNICATIONS – No comments**

**III. REPORTS**

- a. The Executive Director's Report
  - i. Federal government and funding discussion re: OMB funding freeze memo and the NY Court Lawsuit and restraining order. Discussion on ramifications to US Department of Ed – program officers on administrative leave, canceling meetings, travel up in the air, etc. In hold mode for travel. Drawdown recommendations from program officer and not to stay on reimbursement status mode. Mike had questions about drawdowns. Program implementation is operating in “thrifty mode”.
  - ii. Issues with Manhattan Strategy technical assistance and reporting to PIM Program Officer re: DEI activities (PowWow). General warning not to discuss anything with anyone because of a ‘red scare’ feeling of people reporting others. We will be charging to NACTEP & KTJUSD not PIM. Affording unexpected charges using externship funding which is also funding Big Lagoon STEM camp.
  - iii. Need to resurrect drone policy from BOE tabled work. Working towards expanding drone legends program at various schools. Discussion about career pathways using drones.
  - iv. Marnie Atkins presentation: Non-traditional student and “readiness” discussion re: college. Keeping program components in mind for persons who want to do presentations. Good relationships with Quality Bodyworks (Ross) as an example of Job Shadowing opportunities (4 to 8 hours). Wildland Firefighter training taken over by Tim (Fire Chief) without discussion with Ali and Marnie – disrupted TEA's entire schedule and processes – classes will now start in April instead of the original February and are now online vs. in-person; issue is that there is a college credit requirement which was ignored by Tim which is a requirement of the grant funding the course's tuition. Marnie reemphasized the need for communication. Good working relationship with OES – Emily & Andrew – warm handoffs for CERT Internships at the schools. Driver's License training – no Driver's Education offered in high school. Everything is private now \$300-\$400 for driving lessons. Driver's license is a key to accessing jobs due to lack of public transportation (example: Hoopa to Eureka) 30-hour driver's training course. Three students so

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far identified for this support – there is criteria for this support such as already employed, pending employment, lost transportation to employment. HCOE CTE Professional Development meeting – Marnie updated that Fortuna HS will be buying an anatomy table (VR) (\$72K each) for HSMT. Using Trello to set up appointments and tracking student progress. Korby's beading workshops for graduation necklaces, stoles, caps and Success in Both Worlds raffle. Destinlee Mendez and Ascend Wilderness internship opportunities – he's been asked to lead groups with Ascend and with NYCALC. Danny being encouraged to do 1:1 interviews and job coaching with students.

- v. Community news: Skip Lowry (our Kindling the Flame mentor) has passed away. Marnie talked about Skip's work on Sue-Meg, Alison spoke about his impact as Pachomio's mentor. Skips work will continue to ripple throughout the community. Leo Canez's health is still a work in progress.
- vi. Higher education program – Andrew Brundin reapplying. Under Item of Discussion
- vii. Marketing & Communication
  - 1. Toni has been super busy putting website together.
  - 2. Need a picture of Tate for the BOE Website. Need a Tate "blurb"
  - 3. Need an all new BOE picture – waiting until after the Shackelford baby is born
  - 4. C-TIE Facebook page updates – engagement 592 active followers, 2 new followers. Including more clickable things on our posts. Topics: Internships, sharing info from NCIDC & Food Lab, info on authors and bookstudies. 77% women age 25-65. Pew Research center points to YouTube as the most used platform, followed by Instagram. BLR TEA staff capacity is zero to create content (TikTok short-form video) – very niche. Discussion of Rhea Scott being an intern for Toni.
  - 5. March is Women's History Month – looking for local women looking to highlight. Focusing on Native American.

#### IV. CONSENT AGENDA

See attached chart:

Item Number	Vendor	Purpose	Not to Exceed Cost	Funding
1	HCOE	Extension of Internship contract that ended on 12/31/2024	\$2,500	03 / 286
2	Eureka City Schools	Spring Campus Visits, Graduation Stoles Beadwork, & Annual Cultural Celebration Week	\$5,000	03 / 286
3	TBD	Chromebooks for CUMBRE Humboldt program participants for access to program services and information	\$1,000	03 / 286

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- i. Contact(s): Alison Robbins, Executive Director
- ii. Purpose: Approval of expenditures in excess of \$5,000 and/or for items previously approved which are being amended. All Technology related purchases regardless of costs per BLR policy.
- iii. Recommendation: It is the recommendation of staff that the consent agenda items be approved.
  1. **DISCUSSION**: Mike asked about the need for Chromebooks specifically, or anything else useful. Chromebook is used to take online training courses, or doing English language literacy.
  2. **NOMINATIONS**: Jace Baldosser makes the motion to approve the consent agenda as provided; Kelsay Shackelford 2nds the motion.
  3. **DECISION**: 5-0-0
  4. **ACTION**: Alison to contact HCOE about extension approval, initiate purchasing process for Chromebooks, and attend PAC meeting for ECS costs.

**V. ITEMS REQUIRING BOARD ACTION OR DISCUSSION**

**a. 2025 Policy Goals**

- i. Contact(s): Alison Robbins, Executive Director
- ii. Purpose: 2025 Policy Goals were introduced at the January 2025 meeting. Alison requested the BOE review the goals for approval at the February meeting. 2025 Policy Goals will be published on BOE website and used to guide grant application work, partnership development, and program growth/implementation. Previous years' policy goals were chronic absenteeism and mental health.
- iii. Recommendation: It is the recommendation of staff that the consent agenda items be approved.
  1. **DISCUSSION**: BOE is still prioritizing Chronic Absenteeism and Mental Health. Michele asked about adding Transportation as a goal. The purpose behind the policy goals is to provide TEA staff with priorities for program implementation, grant seeking activities, etc. Michele wants Transportation added.
  2. **NOMINATIONS**: Kelsay Shackelford makes the motion to add transportation as an explicit policy goal to the presented goals and approve the presented goals; Jace Baldosser 2nds the motion to add transportation and approve the other presented goals.
  3. **DECISION**: 5-0-0

4. **ACTION:** Clean up draft and provide to Toni for updates to the BOE website. Bring back updated policy goals as Unfinished Business.

**b. Higher Education Program – Returning Student (closed session)**

- i. **Contact(s):** Alison Robbins, Executive Director
- ii. **Purpose:** Approval of the BOE for accepting a returning student.
- iii. **Recommendation:** TEA staff has no recommendations at this time.
  1. **DISCUSSION:** Discussion about student's tuition coming from the Tribe's general fund money. Alison's request to go through Mike to the Tribal Council. Question about other previous use of general funds for scholarships: There were two other students funded out of Tribal General Fund money since September 2020 when Alison's took over the higher ed paperwork. There were two other proposed students but there wasn't enough general fund money (during 2021-2022). Question asked about student's GPA before they hit pause in 2021. Discussion about the student payback policy – re: failing or pausing. Pausing if fine – failing triggers payback. Student had a 3.0 GPA in Fall of 2020 – student withdrew due to struggling with going to school online during Covid. Alison discussed counseling the students against overloading their schedules with multiple 'hardcore' classes. Alison's recommendation is to make better choices with class choices and spread out the super difficult courses rather than taking them all at once. It's been a few years since the returning student paused their education, student has matured and is ready for full-time two-year program (2.5 years) for physical therapy career – AAS degree. Discussion on accelerated learning programs. Questions about the general fund balance from Michele, and info from Jace on Casino and income – shrinking market; change in marijuana mountain millionaires; gas station is busy added chicken sandwiches to C-store – 2025 is looking better than 2024. Discussion on the cost of living/food impacting people's cash flow. BOE would like some ballpark figures on cost. Jace and Mike want this to go to the Tribal Council for their decision and approval. This body will recommend tuition being funded - \$37,000 (\$13K+\$13K+\$6K); question on total stipend: would be \$22,500 for the 2.5 years; tuition and stipend total cost: \$59,500 over 2.5 years. Rent would depend on where, and how (renting room vs. full apartment + utilities).
  2. **NOMINATIONS:** no voting – take to Tribal Council
  3. **DECISION:**

4. **ACTION:** Alison will contact student and ask for cost breakdown and ask what his request of support will be: tuition, stipend, rent.

## VI. MISCELLANEOUS

- a. Approval of DRAFT BOE Meeting Minutes of 02/25/2025
  1. **DISCUSSION:** President calls for discussion or corrections. Hearing none he called for motions.
  2. **NOMINATIONS:** Jace Baldosser moves to accept the minutes as presented, Tate Morgan 2nds the motion.
  3. **DECISION:** 5-0-0
  4. **ACTION:** Alison to remove draft and provide for posting to website.

## VII. UNFINISHED BUSINESS

- a. Native American Model Studies Curriculum Update – work with HCOE completed 244 modules/lesson plans created for Northern California. Maggie Peters and Rebecca Lowry are working on completing the formatting to turn over to the State's database. Alison discussed the feedback and training process. Looking at a 3-5 year grant to get all the district's trained.
- b. MOU with Humboldt County Inter-Agency Leadership Team – huge progress being made to have the MOU completed by April. Multiple meetings have happened weekly to get this work finished.
- c. Dell Foundation proposal submitted 02/24/2025 - \$1.1M – submitted to plug the hole from the PIM grant budget cut. Mike and Michele were cc'd and given copies of the application.
- d. Mellon Foundation proposal Tribal Council Resolution. Waiting on the signed council resolution – proposal due March 28<sup>th</sup>.
- e. \$1000 Donation from ECOLAB (Kent Roberts) – Thank you card – Marnie is working on this.
- f. NACTEP – Native American Career and Technical Education Program – US Department of Education grant application due: March 10<sup>th</sup> - Alison is 30 pages into the project narrative. Expanding NACTEP into the other CTE pathways: example Drone Legends clubs. ECS and NHUHS have signed on – MOUs negotiated, drafts sent. Letter of Support coming from PAC.
- g. OJJDP FY25 Strategies to Support Children Exposed to Violence grant application due: March 10<sup>th</sup> – CANCELLED BY TRUMP ADMINISTRATION. This was discussed re: the new health center and clinic hours' program ideas will be written into the NYCP.



- h. FY2025 AmeriCorps State and National Native Nations **grant application due: April 9<sup>th</sup>** – not applying for this. The ever increasing match and restricted nature of the AmeriCorps program, too burdensome.
- i. US Department of Education – Annual Project Directors Meeting April 13-16 – still up in the air, haven't heard an update from OIE on this.
- j. Google Workspace & TEA Staff Development – IT Meeting with Robert Pollard. Alison and Robert keep missing each other because of their calendars don't align.

#### **VIII. NEW BUSINESS**

- a. NATRI – Native American Teacher Retention Initiative – US Department of Education Office of Indian Education **grant application due: April 28** – This is the grant that Alison is working with Maggie Peters for the NAMSC roll out as discussed under Unfinished Business.
- b. NYCP – Native Youth Community Partnership – US Department of Education Office of Indian Education **grant application due: April 28** – Mental Health, Transportation, and Chronic Absenteeism. Goal to have a licensed counselor (Michele) via MOU – sustained through insurance billing (Medical, insurance billing) for counseling services.
- c. PD – Professional Development – US Department of Education Office of Indian Education **grant application due: April 28**. Going to write a Grow Your Own Teacher and Administrator program with at least one or two of teacher cohorts, and two or three smaller administrator cohorts. Looking to recruit students from INRSEP to become single subject high school teachers (science and CTE). Alison will work with Jack Bareilles using previous submitted applications from Yurok Tribe and BLR.

#### **IX. AJOURNMENT**

- a. 8:30PM - Kelsay Shackelford motions to adjourn, Michele Johnson-Kindred 2nds – meeting adjourned

Item IV – Executive Director’s Report: Regular Meeting of the BOE 02/25/2025

The Blue Lake Rancheria Tribal Education Agency is funded by multiple grants, as well as contracts with the Bureau of Indian Affairs, and grants from other agencies such as the Decolonizing Wealth Foundation.

**Professional Development FY21** – US Department of Education, Office of Indian Education

*(Year 4 of 5) – Staff salaries covered: Alison (.30 FTE being increased to .40 FTE) – fund/department: 03/283*

- Due to the current administration’s funding freeze memo and other administrative activities happening at the US Dept of Education, there is no new information on the annual director’s meeting which was scheduled from April 13-16 in Washington, DC.
- All Office of Indian Education meetings on performance reports, and talking circles have been cancelled.
- Student tuition and stipends are continuing to be paid.
- Steve Godla’s trip was placed on-hold until we could verify we have our funding.
- Graduation necklaces were purchased for GYOA program 2/20 – cost \$100
- Report is on schedule to be submitted with budget adjustment provided last month

**Native American Career Technical Education Program FY21** – US Department of Education, Office of Career, Technical, and Adult Education (OCTAE)

*(Year 4 of 5) – Staff salaries covered: Alison (.05 FTE) and Lisa (1.0 FTE) - fund/department: 03/284*

- i. Career Readiness Education Coordinator (Lisa K. Hoffman)
  1. Recently chaperoned at the BAAITS Pow Wow in San Francisco with partners from Two Feathers NAS, providing supervision and transportation for 27 students from Hoopa, Mck, EHS and AHS.
  2. Exploring the possibility of stepping up the Drone Legends program by obtaining a Drone Pilot license and potentially taking the FAA 107 exam
  3. Has been requested by Blue Lake EI to participate in their multicultural festival in March, has also been requested by Rachel Watson from HCOE to conduct Professional Development sessions pertaining to the Reading Villages concept.

**Carl Perkins Innovation and Modernization (PIM) FY23** – US Department of Education, Office of Career, Technical, and Adult Education (OCTAE)

*(Year 1 of 3) – Project Director: Alison (.55 FTE), Project Coordinator (PIM PC) Marnie Atkins (1.0 FTE); Career Readiness Education Coordinator (CREC) Korby Skoglund (1.0 FTE); Community Services Coordinator (CSC) Danny Kelley – 1.0 FTE; Career Readiness Education Coordinator – Hoopa (CREC) Isaac Kinney (1.0 FTE); - fund/department: 03/286*

- i. MYIA Project Coordinator (Marnie Atkins)
  1. *The Five Components of the PIM-MYIA Program*
    - a. Internships/Job Shadowing
    - b. Student Leadership
    - c. Career Readiness
    - d. College Preparedness
    - e. Mentoring/Job Coaching
  2. We have been actively working to finalize offering a wildland firefighter training for youth 17+. It is the hope that they will be able to find a job after they graduate high school in June by taking this training.

Item IV – Executive Director’s Report: Regular Meeting of the BOE 02/25/2025

- a. Due to another BLR department taking over the planning, and not knowing anything about the needs of students, nor including Alison or me in the logistics planning, too much time has passed to recover the *now* proposed online course with an *in-person* training, which is what our partner LEAs had requested.
    - b. I am not sure how another department lead circumvented our planning, but they had no idea of the needs of our students, funding, and other important components of the MYIA Program, yet proceeded to plan without *at minimum* Alison in on the conversation. This has significantly impacted our ability to provide strong training options and supports for our participating youth.
  3. We have been working on finalizing the various internships PIM-MYIA will be offering this March-June.
  4. We remain hopeful that we will be able to support our youth with internships this summer, too. We still wait to hear from the federal government about Year Two funds. For now, our Super Squirrel (aka Alison Robbins) continues to track funding to continue to support our youth. A big emphasis has been placed on *direct support services* for the youth we serve from our PIM-MYIA staff.
  5. All Fidelity Matrix Reporting meetings have been completed with partners. It was great to have 1:1 meetings with their administrators and CTE staff.
  6. We have been working on collaborating with our BLR-OES Department. CERT Internships will be opening soon!
- ii. MYIA Career Readiness Education Coordinator (Korby Skoglund)
1. Attended Redwood Region CTE Professional Development Day hosted by HCOE
  2. Working with FUHSD and AHS CTE program
  3. Setting up student meetings using Trello
  4. Attending NAC meetings at EHS, AHS, & MHS
  5. Beading workshops at EHS and AHS
- iii. MYIA Career Readiness Education Coordinator (Isaac Kinney)
1. PowWow Field Trip to the Bay Area – 27 Native Students chaperoned
  2. Attended Redwood Region CTE Professional Development Day hosted by HCOE
  3. Working on student reflection surveys, and student advising
  4. Internship development – Dream Quest
- iv. MYIA Community Services Coordinator (Danny Kelley)
1. To date 421 students (a 67% increase from my report last month) across 6 different high schools have completed our PIM Student Interest Survey. We are encouraging a wider spread participation and are actively working through Korby, Covin, and Isaac, along with newly hired CGT & WBL LEA partners to make this happen. Most recent real time data set can be viewed on the Workforce Education CRM Trello board (<https://trello.com/b/nsfMV08P/workforce-education-crm>).
  2. Date for our first Building Trades & Construction (BCT) Career Technical Student Organization (CTSO) kickoff is on March 26th and will take place at the construction site for the Sorrel Leaf Healing Center (124 Indianola Rd., Eureka,



CA) <https://maps.app.goo.gl/zr7YE1pVUHviLthEA> . Sorrel Leaf Healing Center is a youth in-patient psychiatric treatment facility. This will be for the Building and Trades. That club will be hosted at the Eureka High School campus but will be facilitated to include hybrid remote meeting capabilities so students at any other school district in our partner region can participate. View the action plan here for more details:

<https://docs.google.com/document/d/1S0pjou98FSqCDiFGyjbULXNM72IIUuSPLt8Kb0IVuM/edit?usp=sharing>

3. We have begun offering targeted marketing of new opportunities to students based on the interests expressed in the survey. This has given our students an advantage in competitive opportunities such as HCOE's summer health program HESI. It also aligns with work based learning best practices of targeted recruitment increasing the likelihood of students actually accepting opportunities they would be well suited for.

**Northern Humboldt Union High School District – Title VI Indian Ed Program Contract**

- Leo Canez being delayed due to health issues – asking for approval of continuation contract

**Blue Lake Rancheria Higher Education Scholarship Program**

- [REDACTED] is reapplying for the scholarship program – Item for Discussion

## **2025-02\_Blue Lake Rancheria Tribal Education Agency - Marketing & Communications Report**

### **TEA Website –**

- Toni Ramos is updating the website and has many new redesigned pages ready to go. She's been swamped and will be resuming work on the TEA website soon.
- Things that need to be updated:
  - Updated BOE Page: New picture for Tate Morgan, and removing Jason Ramos from the website.
  - Updated BOE Agenda and Minutes page: when Toni is ready to put the new site up, we'll have a fully updated Minutes section. Alison is preparing all the minutes for upload to the new site.
  - 2025 Policy Objectives and program goals will be added, and will be updated each year.

### **Consortium for Tribal Innovation & Entrepreneurship (C-TIE) Facebook page –**

Haven't been posting daily as we did in the Fall. Goal is to get back to daily posting. Still without daily posting the page is still getting traffic.

We do not have a dedicated staff member working on communication for the TEA, and thus, all staff share responsibilities for adding to the page.

Danny, Lisa, Alison and Marnie do the majority of posting on the page.

#### **Post parameters:**


- All posts should have a picture, flyer, or something visual.
- Videos and clickable links are always encouraged in posting.
- # Hashtags and @followers are used to promote engagement.
- Contact information included in the post is encouraged and used where appropriate.
- Posts can be rescheduled and repeated – no more than once a week.
- Pinned posts are utilized sparingly.
- When sharing a post, it is stated: "From C-TIE partner organization..." or "In partnership with...." Or "From community partner..."

## 2025-02\_Blue Lake Rancheria Tribal Education Agency - Marketing & Communications Report

Snap shot of C-TIE Page Engagement below:

Consortium for Tribal Innovation and Entrepreneurship  
C-TIE

### Professional dashboard

 Overview

Insights 


 Home


 Your Page


 Content

 Audience

Grow your audience 

 Ad Center

Your tools 

 Weekly challenge progress

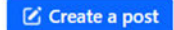
 Earn achievements for creating reels

 Inspiration hub

 Events

 Page access

### Page overview

 Create a post

Last 28 days

#### Discovery

 Post reach 592

 Post engagement 85

 New Page Followers 2

#### Interactions

 Reactions 36

 Comments 1

 Shares 7

 Photo views 8

 Link clicks 11

#### Other

 Hide all posts 0

 Unfollows 0

## 2025-02\_Blue Lake Rancheria Tribal Education Agency - Marketing & Communications Report

Content on the page covers things that C-TIE partners sponsor. Mainly focused on MYIA program activities and events from BLR TEA. Additionally, posts are shared from C-TIE partner organizations, and opportunities that correspond to BLR TEA's and C-TIE partner work are also shared. Example is the San Diego County Office of Education's posts on the Native Ways of Knowing booklist and book club events. BLR TEA uses the booklist in the Reading Villages program, and to establish Native libraries at schools and the mini-lending libraries around Humboldt county. BLR TEA staff make a concerted effort to tie our programming into the items being shared and direct viewers to our webpage, or to Event pages on Facebook which also have more information, or to partner's websites.

Information on Content and audience interaction snap shot below:

Consortium for Tribal Innovation and Entrepreneurship  
C-TIE

**Professional dashboard**

Overview

Insights

Home

Your Page

**Content**

Audience

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Your tools

Weekly challenge progress

Earn achievements for creating reels

Inspiration hub

Events









Page access

**Content**

Create a post

Last 90 Days

Sort by: Date

	Internships Matter More Than Ever! Did you know that students with internship experience are twice as likely to land a job after graduation? The Modern Youth Internship Academies (MYIA) help students gain real-world experience, develop career skills, and build a...	Post reach 36	Engagement 3	Boost post
	Attention School Bus Drivers: Helping Homeless Students Starts with Awareness	Post reach 16	Engagement 0	Boost post
	From our partners at Cal Poly Humboldt - Native American Studies, please share with those in your circle!	Post reach 33	Engagement 0	Boost a post
	Kickstart Your Future with MYIA! Did you know that 70% of employers prefer hiring candidates with real-world experience? That's where the Modern Youth Internship Academies (MYIA) come in! Our program connects high school students with hands-o...	Post reach 98	Engagement 10	Boost post
	Trip to the BAAITS Pow Wow January 31st February 2nd	Post reach 21	Engagement 0	Boost post
	From our Friends at Northern California Indian Development Council With President's Week Break quickly approaching for our local youth, we are happy to announce a couple of activities that we will be hosting and collaborating on. We will be hosting our first Mario...	Post reach 35	Engagement 5	Boost post
	Join us for an Acorn Processing Workshop! The Rou Dalagurr Food Sovereignty Lab at Cal Poly Humboldt will host a community workshop processing and preparing acorns on the 14th of March from 11 am - 2 pm, in collaboration with the Native Women's Collective...	Post reach 65	Engagement 5	Boost post
	Sponsored by the San Diego County Office of Education Native Ways of Knowing Book Club TODAY - February 13 features author and educator Cutcha Risling-Baldy, Ph.D. We are Dancing for You: Native Feminisms and the Revitalization of Women's Coming-of-Age...	Post reach 141	Engagement 8	Boost post

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Consortium for Tribal Innovation and Entrepreneurship  
C-TIE

### Professional dashboard

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- Weekly challenge progress
- Earn achievements for creating reels
- Inspiration hub
- Events
- Page settings

From the community: Every Native voice is crucial and more important than ever. The RISE Indigenous Voices Survey 2025 is an opportunity to share your experiences and shape our collective future. Center for Native American Youth It's quick, confidential, and impactful....  
Wed, Feb 12

Post reach

Engagement

108 13

Boost post

--  
Tue, Feb 11

Post reach

Engagement

46 7

Boost a post

--  
Sun, Feb 9

Post reach

Engagement

29 4

Boost a post

Save the date! Success in Both Worlds 2025 conference is coming!  
Tue, Feb 4

Post reach

Engagement

55 6

Boost a post

Please take a look at the form, and please help us support the Success in Both Worlds conference 2025 which is being organized by Northern Humboldt Indian Education Please share. @followers  
Tue, Feb 4

Post reach

Engagement

54 13

Boost a post

From the community: Northern California Indian Development Council - New Youth Center Grand Opening event! This Saturday, February 1, from 1:00-4:00. "The Nest" will be a place for youth to receive homework help, tutoring, participate in peer groups, and just have a...  
Wed, Jan 29

Post reach

Engagement

84 10

Boost post

From California Native Vote Project: Applications are open for the 2025 Advanced Native Youth (ANYO) Training. The ANYO Training is for youth ages 16-25 who wish to learn more about leadership development, community building, and skill-sharing. Think Public Servic...  
Wed, Jan 22

Post reach

Engagement

161 12

Boost post

Attention High School Seniors and College Students! Tri Counties Bank is offering scholarship opportunities to help you achieve your academic dreams! If you're passionate about making an impact in your community and need financial support for your educatio...  
Wed, Jan 22

Post reach

Engagement

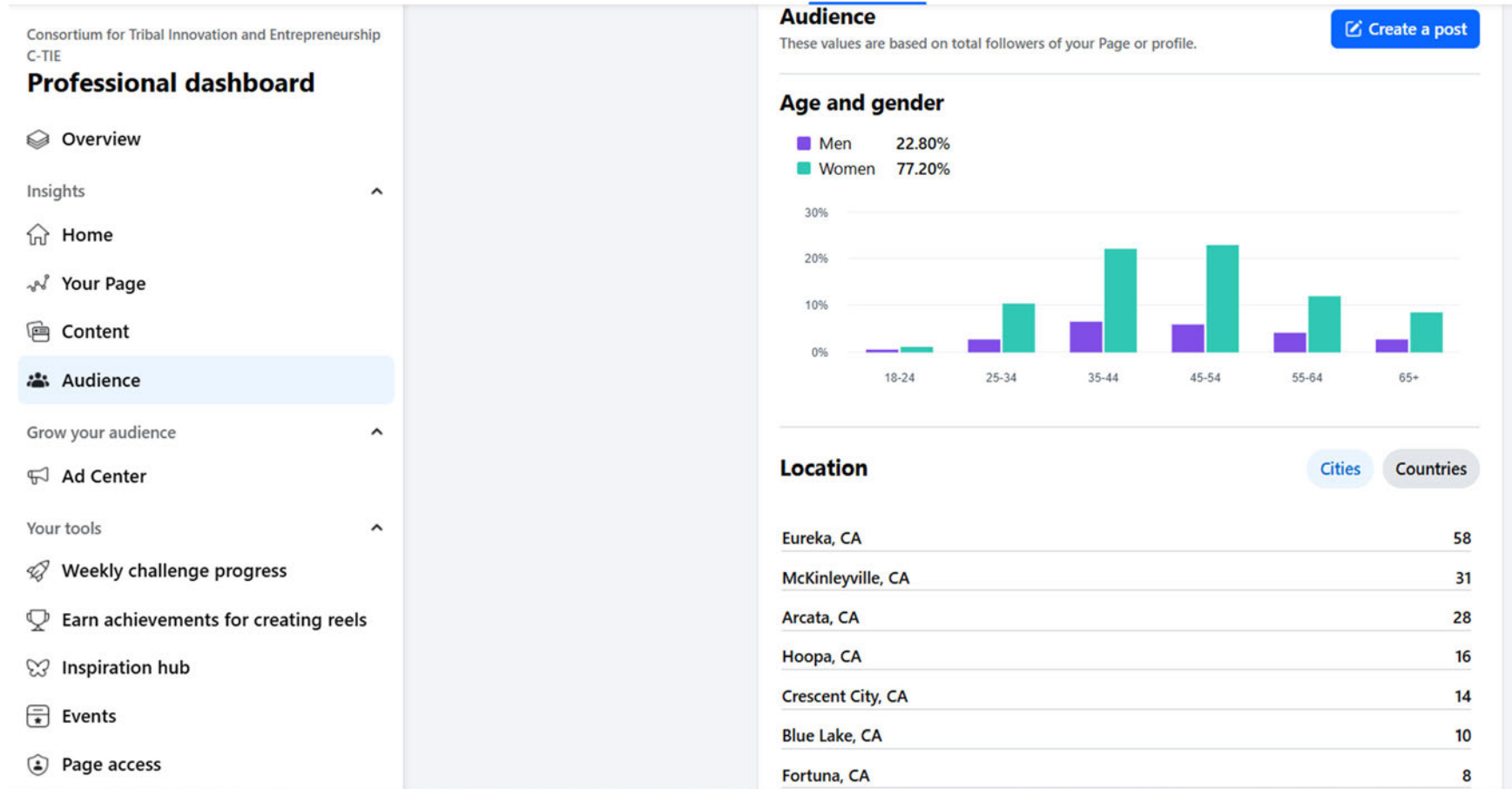
54 5

Boost post



## 2025-02\_Blue Lake Rancheria Tribal Education Agency - Marketing & Communications Report

The C-TIE Facebook page audience is still predominantly women (77%) and in the age groups over age 25 – which means mothers, grandmothers, aunties, etc. are the primary audience members. See chart below.



According to [recent research from the Pew Research Center](#), YouTube is the most widely used social media platform by high schools with nine out of ten teens reporting they use it. See chart below from Pew Research Center:

**YouTube tops the list** of the online platforms we asked about in our survey. Nine-in-ten teens report using the site, slightly down from 95% in 2022.

**TikTok, Instagram and Snapchat remain widely used among teens.** Roughly six-in-ten teens say they use TikTok and Instagram, and 55% say the same for Snapchat.

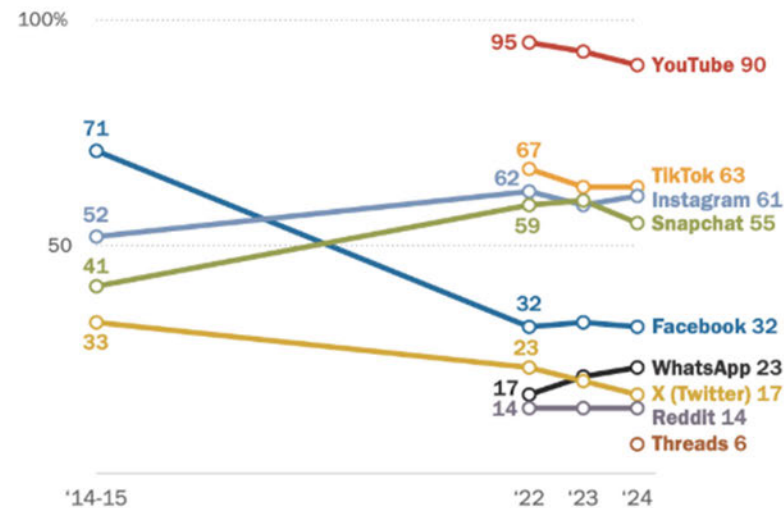
**Facebook and X use have steeply declined over the past decade.**

Today, 32% of teens say they use Facebook. This is down from 71% in 2014-15, though the share of teens who use the site has remained stable in recent years. And 17% of teens say they use X (formerly Twitter) – about half the share who said this a decade ago (33%), and down from 23% in 2022.

**Roughly one-quarter of teens (23%) say they use WhatsApp,** up 6 percentage points since 2022.

### YouTube, TikTok, Instagram and Snapchat top the list for teens

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites



Note: Those who did not give an answer are not shown.  
Source: Survey of U.S. teens conducted Sept. 18-Oct. 10, 2024.  
"Teens, Social Media and Technology 2024"

PEW RESEARCH CENTER

**What can the BLR TEA do to reach more of our target audience (teenagers) for our program services?**

- Create an Instagram Account linked to the C-TIE Facebook page
- Create a TikTok Account and start posting short informative videos.

**Why we haven't done this already?**

1. Staff capacity
2. Lack of knowledge and experience creating short form video content.

Should Toni take on an intern or additional BLR staff members are brought on board, BLR TEA could benefit from exposure on YouTube, Instagram, and TikTok to engage with our target audience.

Marketing taking place on school campuses is spotty at best. Flyers require school admin approval which sometimes is stalled. Students also have to physically see the flyers posted around the school which can get lost in all the other flyer "noise". Getting items put into the daily bulletin is also another way we can

## 2025-02\_Blue Lake Rancheria Tribal Education Agency - Marketing & Communications Report

market activities and programs; however, these are also tuned out by students, and sometimes the speakers in the classrooms make the announcements sound like “Adults speaking in Charlie Brown cartoons.”

### March 2025 plans –

March is Women’s History Month with the theme “Moving Forward Together! Women Educating & Inspiring Generations”.

Posts have so far been scheduled for the first week:

03/01 – Susan La Flesche Picotte

03/02 – Inspirational article from First Nations Institute

03/03 – Aimee Roberson

03/04 – Cutcha Risling Baldy and Kaitlin Reed – includes video

03/05 – Dr. Joely Proudfit

03/06 – Mary Golda Ross – includes video

More posts to be created using local Humboldt women, California women, and historical women. Focused on Native women who are educators, artists, first in their field, or are doing inspirational work leading organizations, cultural restoration, and advocacy. Other women in consideration so far for posts:

- Wilma Mankiller
- Deb Haaland
- Theresa Secord
- Marie Watt
- Suzan Shown Harjo
- Ofelia Zepeda
- Joy Harjo
- Sarah Winnemucca
- Maria Tallchief
- Annie Dodge Wauneka