



# Fundamentals of Land-Based Learning

FROM A BIIGTIGONG NISHNAABEG LENS



**AETS**

Anishinabek Employment  
and Training Services

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**Biigtigong Nishnaabeg**

Endzhi-gkinoohmaading Private High School

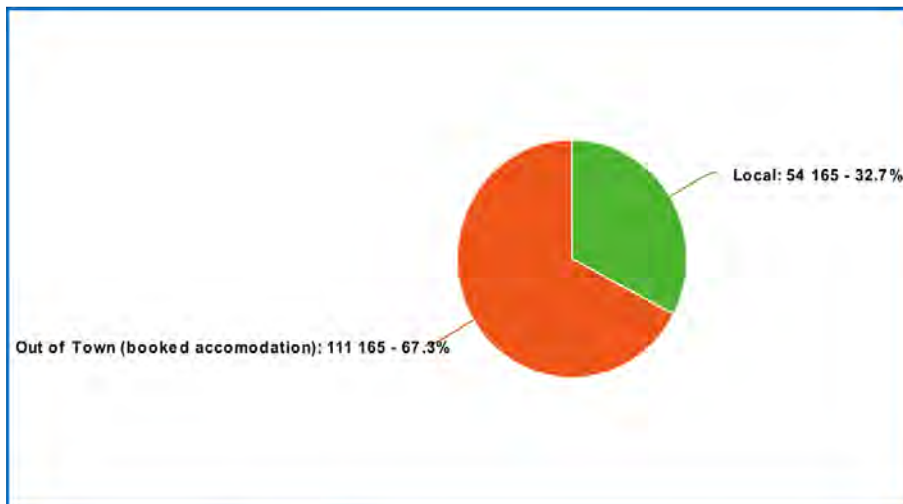
# Registration

Objectives	Target	Actual	Difference
All Delegates	100	165*	+165
Media	-	3	+3
Elders	-	6	+6
Students	-	12	+12
Total registrations: <b>165</b>			

\*This is registrations total, and includes additional registrations received to maintain the guest limit after cancellations were received. Day of cancellations were received from two communities due to inclement weather, and a number of guests left after the morning session of Day Two due to weather as well. On-site guests during the two days varied between 95 - 120.

## Accommodation

Attendance Metrics



■ Local
 ■ Out of Town (booked accommodation)

# Marketing Management

Metrics	Engagements	Primary Source	Details
<b>Top Bitlinks</b>			
aets.live/portal	1008	Unique	76%
		Non-unique	23%
aets.live/day1	100	Unique	79%
		Non-Unique	21%
aets.live/day2	79	Unique	77%
		Non=Unique	23%
aets.live/poster	74	Unique	69%
		Non-Unique	31%

## What does this mean?

A 'unique' source is the first time any one user accesses the link, whether from an email, social media, or someone sharing it in a message or text. A 'non-unique' source is when the same user accesses it a second time (such as clicking a link in an email again). The majority of clicks overall were unique visits overall.

## In the News:

<https://anishinabeknews.ca/2022/10/28/land-based-learning-through-a-biiqtigong-ni-shnaabeg-lens-coming-to-thunder-bay/>

<https://www.tbnewswatch.com/tbt-news-stories/video-land-based-learning-conference-held-in-thunder-bay-6088801>

## Registered Media Guests

- Rick Garrick, Anishinabek News
- Jonathan Wilson, TBT Newswatch
- Charnel Anderson, TVO

## Mailchimp eBlast Engagement Metrics

	Total Recipients	Successful Deliveries	Recipients who opened	Total Opens	Recipients who clicked	Total Clicks
<b>Registration Open 09/29/22</b>	72	66	36	57	10	57
<b>Registration Boost 10/07/22</b>	73	69	33	396	8	33
<b>Registration Boost 10/12/22</b>	71	67	26	355	3	21
<b>Confirmation 10/24/22</b>	145	140	90	268	38	95
<b>See you next week! 11/03/22</b>	152	147	103	240	52	111
<b>Two days Away 11/08/22</b>	151	147	98	237	49	97
<b>Day One AM 11/10/22</b>	147	144	92	209	36	86
<b>Day One PM 11/10/22</b>	147	144	74	135	29	135
<b>Day Two AM 11/11/22</b>	147	144	83	150	21	40
<b>Day Two PM 11/11/22</b>	146	144	74	139	32	49
<b>Final Winner 11/16/22</b>	144	144	83	141	0	0

