



2014 CATALOG




BUILDING NATIVE INDUSTRY INSTITUTE

Increasing Access to Business Education Opportunities

Funding for this project provided by the Administration for Native Americans.

INCREASING ACCESS TO BUSINESS EDUCATION OPPORTUNITIES

Acknowledgements



Out of a need to grow local infrastructure to support Native entrepreneurs in acquiring business expertise necessary to create, maintain, and expand private sector businesses on the Pine Ridge Reservation, Lakota Funds began developing the Building Native Industry Institute in 2013 with funding support from the Administration for Native Americans. By the end of this 3-year funding opportunity, Lakota Funds will have helped hundreds of Native entrepreneurs improve their business skills, supporting the establishment or expansion of over 50 reservation-based businesses, and ultimately resulting in a stronger local economy.

Lakota Funds would like to thank Cuny Communications, First Peoples Fund, and Project Solutions for developing and delivering professional quality courses designed to help Native entrepreneurs successfully start, grow, manage, finance, and market a business. The delivery of these courses have been supported through various public access points hosted by Oglala Lakota College, Mazaska Owescaso Otipi Financial, and the Tribal Employment Rights Office.

In addition, the impact and reach of the Building Native Industry Institute project has been greatly increased through the support of several regional partners who have broadcasted announcements on this valuable educational resource through their various communication channels. Those regional partners are: Four Bands Community Fund, Great Plains Native Asset Building Coalition, Hunkpati Investments, Lakota Federal Credit Union, South Dakota Center for Enterprise Opportunity, and South Dakota Indian Business Alliance.

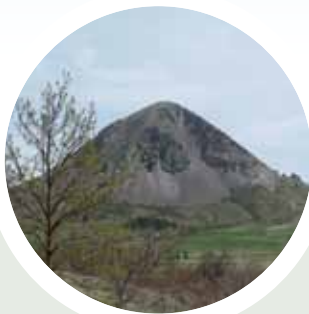


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Staff Members



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Kadem Fisher is a Success Coach Specialist for Lakota Funds. He has certificates of completion in Weaving Your Financial Future through South Dakota State University, Building Native Communities: Financial Skills for Families through First Nations Oweesta Corporation, and credit coaching.



TONY TAYLOR, SUCCESS COACH/LENDER

Tony Taylor, Loan Improvement Specialist for Lakota Funds, is a certified Economic Development Financial Professional and a certified VITA (Volunteer Income Tax Professional) preparer. Tony graduated from Gordon High School and earned a Bachelor of Arts Degree in Sociology from Chadron State College.



INEZ SPENCER, REGISTRAR

Introduction

The **Building Native Industry Institute** offers short courses to support Native-owned business creation or expansion; the training is specifically designed to meet unique circumstances and opportunities available in Indian Country. The goal of the Building Native Industry Institute is to:

Develop a sustainable, community relevant, flexible, and easily accessible business training system to increase entrepreneurial expertise of potential and existing Native business owners, resulting in an increased number of Native-owned community-based businesses operating on the Pine Ridge Reservation.

Building Native Industry Institute training supports the mission of Lakota Funds - that is to promote economic sustainability on the Pine Ridge Reservation and geographic service area through business loans, technical assistance, and wealth building education for families and businesses. The Building Native Industry Institute classes are also relevant for Native entrepreneurs in other areas.

The Building Native Industry Institute is designed to:

1. Provide opportunities for Native entrepreneurs to increase their ability to build business capabilities as described in the following three core competencies.
 - a. **Core Competency:** Prepare more educated and capable entrepreneurs.
Entrepreneurs are able to build and develop their ability to become effective business leaders in their communities through utilizing the Lakota values of wisdom and humility. This is accomplished by participating in training and services offered to businesses, both at Lakota Funds and elsewhere. They then share that knowledge with other entrepreneurs.
 - b. **Core Competency:** Help entrepreneurs start new businesses and expand business profits.
Entrepreneurs are able to start businesses and/or increase business profits utilizing their training, education, and experience. They are both courageous—taking calculated risks to develop their business—and fortuitousness—facing adversity with strength of mind. They have both the vision and skills to expand their profits.
 - c. **Core Competency:** Provide more jobs through newly created or expanded businesses.
Businesses provide jobs to local residents who have developed their skills and who are ready to develop their careers. These businesses value integrity, not only of their employees, but also in their business practices and commitment to their communities. They have strength of mind in their dedication to providing opportunities for local people to participate in the local economy and providing for their families in the face of poverty.
2. Promote partnerships with other organizations to offer business education or other on-line classes benefitting Native organizations.
3. Focus on providing community and cultural appropriate classes.

Types of Learning

The Building Native Industry Institute offers two kinds of courses:

1. **Classroom Courses:** those you can take in-person in the traditional way in a group setting with an instructor on site.
2. **Distance Learning Courses:** courses offered via live webinar or through the Building Native Industry Institute Online Learning Center that can be accessed by a computer, tablet, or smart phone anywhere internet access is available.

ADVANTAGES OF CLASSROOM AND DISTANCE LEARNING

Each educational method – classroom and distance learning – offers its own set of advantages as outlined below.

CLASSROOM	DISTANCE LEARNING
<ul style="list-style-type: none"> • Personal interaction with others in the class provides additional learning and may provide opportunities for follow-up social and business interactions. • The trainer, usually an expert in the subject matter is readily available to answer questions and clarify information. • Help and support from the trainer and other participants is usually immediate. • Participants can access information through multiple senses: sight, listening, feel, smell, and taste. • Participants can practice skills, and techniques and receive feedback for improvement. • Trainers can utilize feedback in the form of body language or other communication from students to adapt training to fit the needs of the group. • The classroom itself can provide protection from outside distractions. • Classroom learning lends itself to a wide variety of experiences not easily duplicated on-line for example, discussions, questions and answer sessions, simulations, learning games, and other participatory activities. • The learning group has flexibility in the time spent on topics and can deviate from the “agenda” in order to better meet group needs. 	<ul style="list-style-type: none"> • Participants can learn at their own pace, repeat portions as necessary, and learn independently without comparing themselves to other students in the group. • Participants can work on courses at times best suited for their personal schedule and needs. For example, business owners do not have to shut down operations during regular business hours. • Travel time and expense is eliminated. Participants can complete class work from any location with internet access. Out-of-area travel doesn’t mean missing a class session. • Adverse weather does not have to affect learning (unless there is an internet outage). • Review and repetition is easy and under the control of the learner. • Peer pressure and distractions are minimal.

Finding Out About Learning Opportunities

Lakota Funds offers both classroom and distance learning opportunities. KILI Radio, Lakota Country Times, and flyers posted around the Pine Ridge Reservation provide information about current classes available that you may attend in a classroom setting, usually at the Lakota Trade Center in Kyle.

You may also contact our Registrar, Inez Spencer at 605-455-2500, for information about current classes or stop in at Lakota Funds, at the Lakota Trade Center, Kyle. Persons registered for courses cancelled because of adverse weather or other reasons will be notified by phone.

The Building Native Industry Institute Catalog will be published yearly in late summer and will be available on the Lakota Funds web site as well as in print version. Courses on the Building Native Industry Institute Online Learning Center can be accessed at <http://lakotafunds.org/learningcenter>.

Engaging in Distance Learning

IS DISTANCE LEARNING RIGHT FOR YOU?

The primary characteristic that will be helpful for you to be successful in completing distance learning classes is maturity and the ability to be self-motivated. The Building Native Industry Institute distance learning classes are short, but if you complete the class from your own business or home, you will be working independently. You will need to be able to complete homework assignments according to instructions and by pre-set deadlines. You will also want to have the willingness to ask questions about the class and assignments via e-mail and/or phone.

You will want to have basic computer and internet skills, for example:

- Have an internet account with access to e-mail.
- Be able to access and search the internet with a web browser.
- Send and receive e-mail.
- Open, save, and close files.
- Navigate among open windows on your computer.

LIVE WEBINARS

Lakota Funds delivers multiple live webinars each year. These web-based trainings can be accessed using WebEx software that is available anywhere there is an internet connection. Lakota Funds advertises for webinars prior to the event, and pre-registration is required. Individuals who attend a webinar will be watching and listening to a live presentation from the instructor and have the ability to interact with the instructor and other webinar attendees in a virtual setting.

Recommended computer systems and software for webinars are:

- Computer: regular access to a PC or Mac computer with 1 GB RAM recommended
- Operating System: Windows 7 or newer, Mac OS 10.6 or newer
- Internet: Dependable access with bandwidth above 1 Mbps if possible
- Web Browser: Internet Explorer 7 or newer, Firefox 3 or newer, Safari 4 or newer, Chrome, or other equivalent web browser
- Other: Java Script 6 or newer, script and cookies enabled.

Webinar apps for iphones, ipads, Androids, or Blackberries are available through WebEx.

ONLINE LEARNING CENTER

The Building Native Industry Institute Online Learning Center enables entrepreneurs to access a variety of business education courses, complete with videos and downloadable worksheets, while overcoming common challenges, such as distance and time restraints, regularly related to accessing business education in rural areas. This online platform houses an abundance of virtual trainings designed to help improve skills in the areas of starting, growing, running, managing finances for, and marketing a business. Courses can be completed from any location that is equipped with an internet connection and at the desired pace of each student. Each course also incorporates a pre- and post-test so that entrepreneurs can gauge how they have improved their skills in the course matter.

Online courses can be accessed anytime by visiting www.lakotafunds.org/learningcenter.

Using the Online Learning Center

The Building Native Industry Institute Online Learning Center is designed to increase access to business education opportunities for entrepreneurs on the Pine Ridge Reservation. The Building Native Industry Institute Online Learning Center houses an abundance of virtual trainings designed to help improve skills in the areas of starting, growing, running, managing finances for, and marketing a business.

COURSE STUDY AREAS

Starting a Business: Embarking on an Entrepreneurial Journey.

This section of the Building Native Industry Online Learning Center will provide you with the information you need to get off on the right foot.

Growing a Business: Taking the Next Steps in Business Expansion.

This section of the Building Native Industry Institute will guide you in taking your business to the next level.

Business Management: Managing for Success.

This section of the Building Native Industry Institute will increase your knowledge on managing a business for success.

Finances: Money, Money, Money.

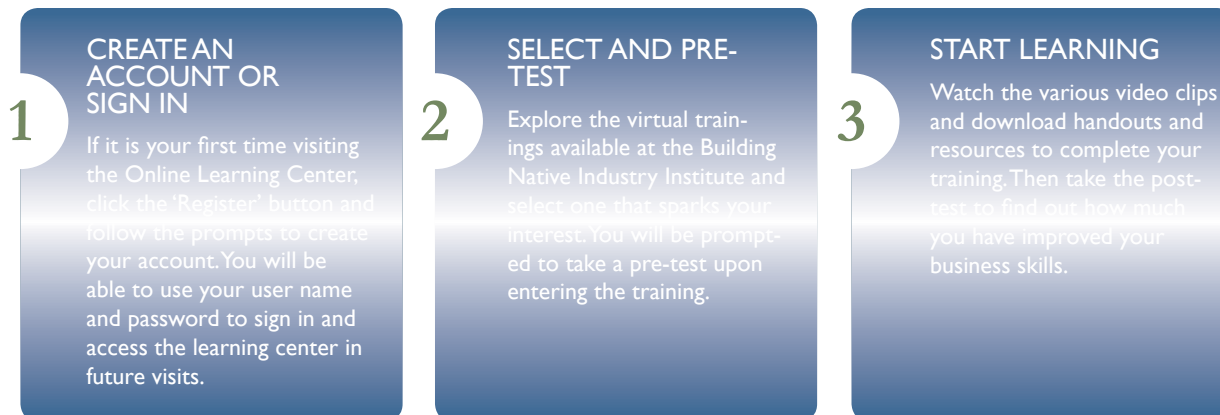
This section of the Building Native Industry Institute will equip you with information on how to manage your business' money.

Marketing: Creating an Environment Supportive to Sales.

This section of the Building Native Industry Institute will educate you on some of the most fundamental principles of marketing your business.

ACCESSING ONLINE COURSES

Accessing courses on the Building Native Industry Institute Online Learning Center is as easy as these three steps:



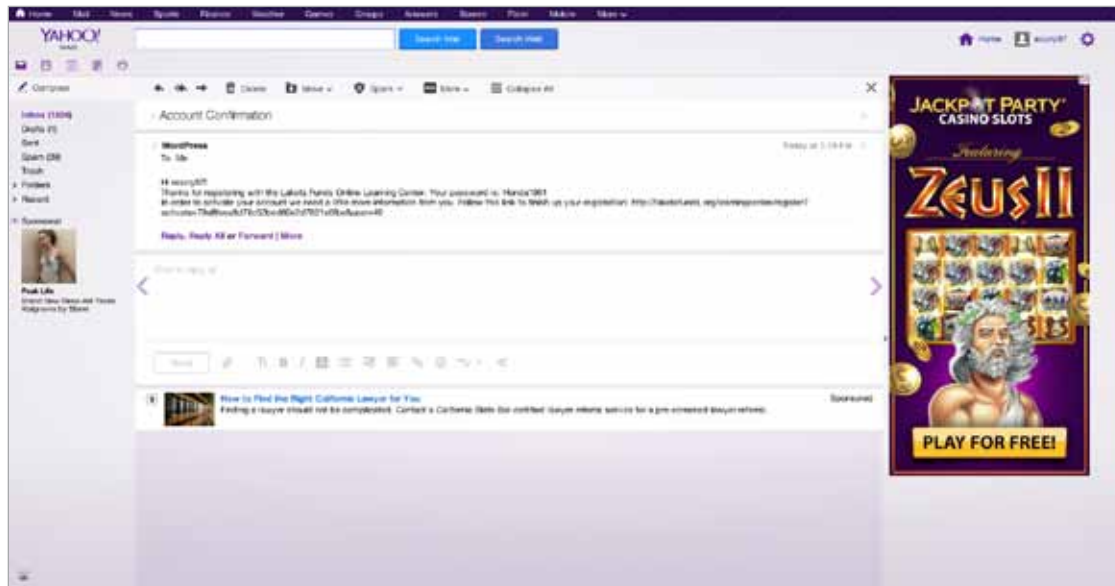
REGISTERING FOR AN ACCOUNT

1. Go to www.lakotafunds.org/learningcenter and click on the green 'Register' button in the upper right hand corner.



2. Fill out the brief registration form with a username, email address, and password. Your username and password can be any combination of upper or lower case letters or numbers, but cannot include any special characters. When you have completed the fields, type in the security code to verify you are a real person. Then click on the 'Register' button.

3. Check your email to activate your account. Depending on your email server, this could take several minutes. If you don't see this email in your inbox, check your junk folder also. Your account confirmation email will contain your username and your password. Be sure to save this information for future use. In order to activate your account, you must click on the link contained in this email. If the link is not clickable, simply copy and paste it into a new window in your web browser. You must follow this step or you will not be able to access your account or take courses on the Building Native Industry Institute Online Learning Center.



4. The link in your email will bring you to the final registration page. Complete the fields on this page and click the 'Submit' button.

5. Your registration is now complete. You can sign in and start taking courses on the Building Native Industry Institute Online Learning Center.



TAKING AN ONLINE COURSE

Note: There are several courses available at the Building Native Industry Institute Online Learning Center, however for demonstration purposes, this example shows how to take a marketing course.

1. Go to www.lakotafunds.org/learningcenter and click the 'Sign In' button in the upper right hand corner. Note: If you are already signed in, there will not be a 'Sign In' button, but rather a 'Sign Out' button.



2. Fill in the username and password fields in the pop-up window and click the green 'Sign In' button.



- You will then be directed to your profile page. If you are signing in for the first time, you can fill out your contact information. This page will also show any courses that you have already started, if applicable.

Profile

Upload

Name City No courses yet.

Email Address

Address

City & State

Zip Code

Website

Save Changes *All information kept confidential*

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- To navigate to a marketing course, hover over the 'Business Education Courses' menu item at the top of the page and click on 'Marketing'.

Profile

Upload

Name City No courses yet.

Email Address

Address

City & State

Zip Code

Website

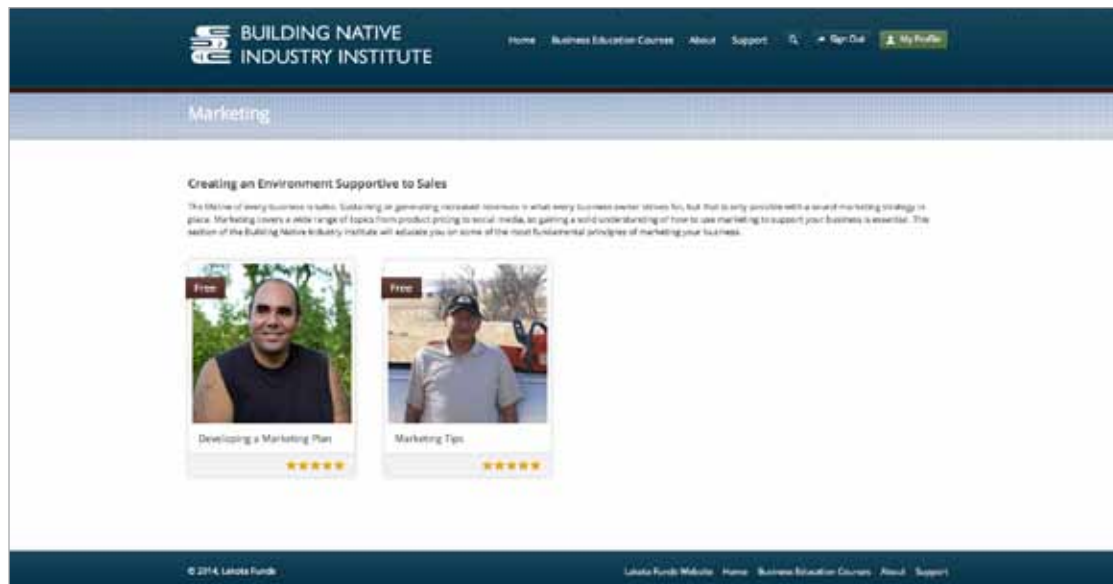
Save Changes *All information kept confidential*

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Business Education Courses

- Starting A Business
- Growing A Business
- Business Management
- Finance
- Marketing

5. This will show you the marketing courses that are available on the Building Native Industry Institute Online Learning Center. Currently, there are two marketing courses available: Developing a Marketing Plan and Marketing Tips. Click on the course that interests you the most.



6. This will direct you to the course page. Here, you can read an overview of the course and see the course lessons that are available.



7. To take a course, you must first take the pre-test. To do this, simply click on the “Take the Pre-Test” button. Then answer the questions to the best of your ability and click ‘Submit’ at the end of the test. A confirmation email with your test score will be sent to your email address.

33.33%

Question 1

What are some benefits of developing a marketing plan? *

Select one of the following:

- ☐ It puts you in a more proactive state, rather than just reacting to market conditions.
- ☐ It can be used as a guideline for marketing activities throughout the year.
- ☐ You will learn more about your target market and competitors.
- ☐ All of the above.
- ☐ None of the above.

Question 2

Regularly evaluating your marketing efforts is an important part of marketing planning. *

Select one of the following:

- ☐ True
- ☐ False

Question 3

When establishing your marketing budget you should: *

Select one of the following:

- ☐ Spend whatever is necessary.
- ☐ Only rely on low-cost or free methods.
- ☐ None of the above.
- ☐ Spend three times as much as your best customer spends annually.
- ☐ All of the above.

Question 4

A SWOT analysis is a useful tool for many different business functions. SWOT stands for: *

Select one of the following:

- ☐ Study, Workforce, Opposition, Trends
- ☐ Sales, Workforce, Opposition, Trends
- ☐ Strengths, Weaknesses, Opportunities, Threats
- ☐ None of the above.

Previous Submit Next

8. Once you are done with your test, you will be given a Course Access Key. Write this key down and keep it in a place where it is easy to find. You will need to enter this key in order to access the videos for the course lessons.

**BUILDING NATIVE
INDUSTRY INSTITUTE**

Home Business Education Courses About Support Log Out My Profile

Marketing Plan - Pre-Test Success!

Thanks for taking the Developing A Marketing Plan Pre-Test! We've received your results, and you are now eligible to view the videos for this course.

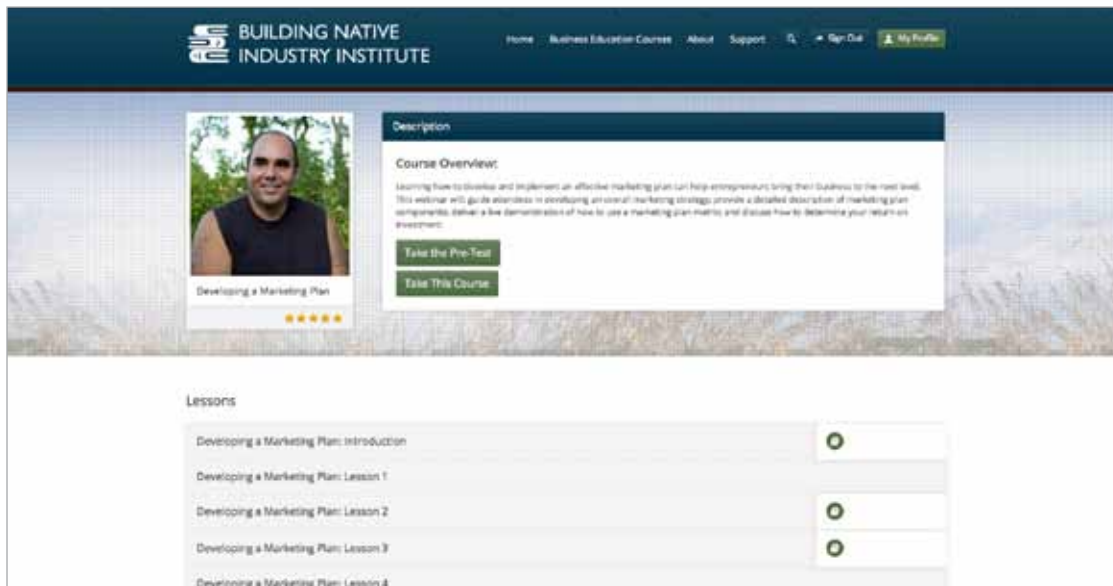
Before you will see the Course Access Key. Please write this key down, as you will need it to watch the lesson videos for this course. You can also use this access key to bypass the pre-test in the future, and jump right back to the lesson videos.

Course Access Key: 724518

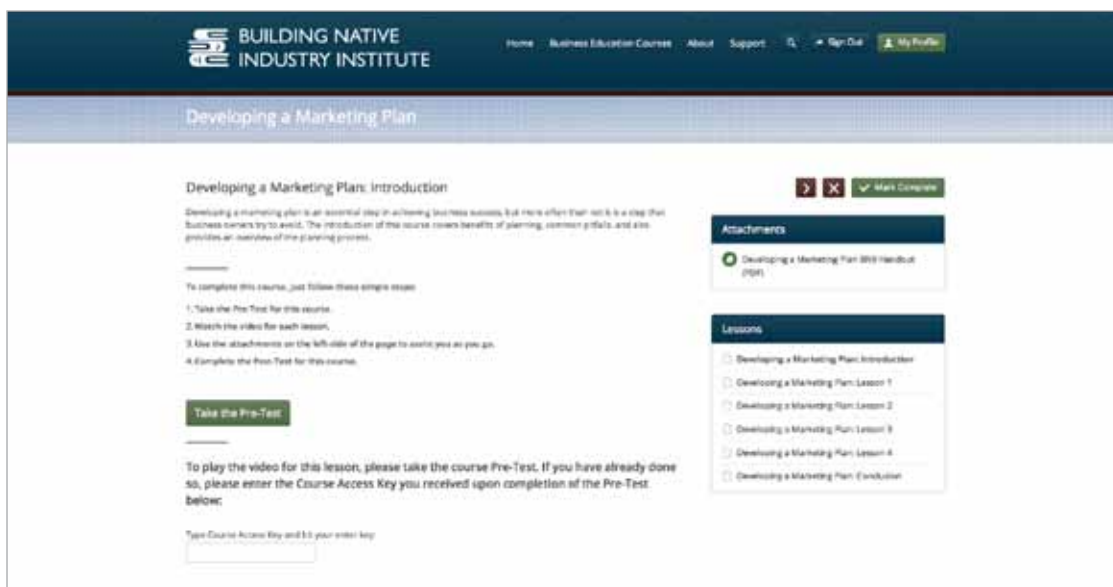
[Return to Lesson Page to Watch Videos](#)

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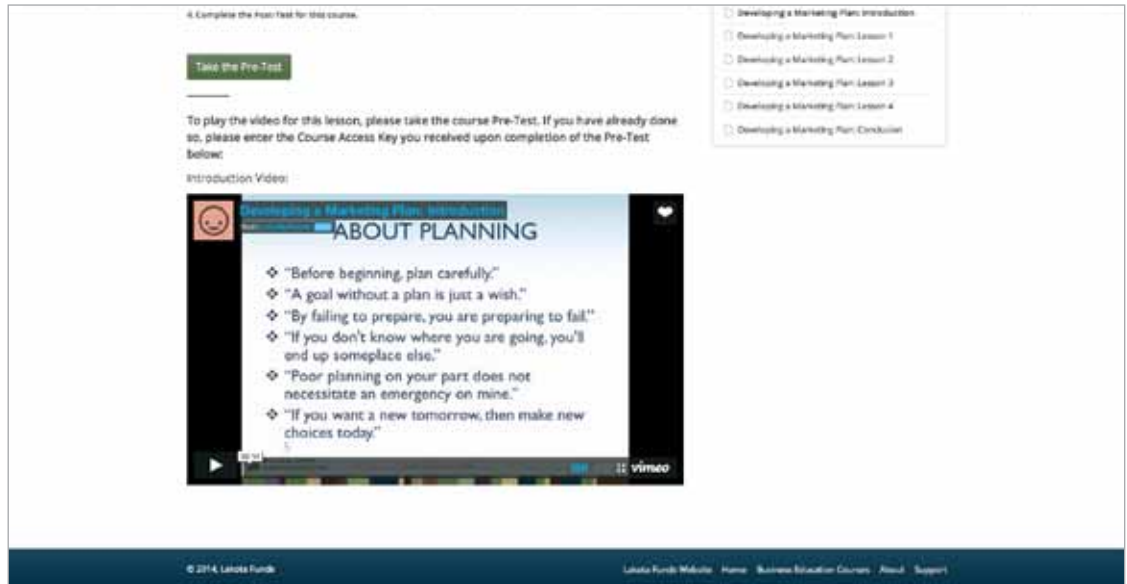
9. To start completing the lessons, click on the 'Take This Course' button. Then select a lesson.



10. Once you have selected a lesson, you will be directed to a lesson page. This page will provide you with a brief description of the lesson. There are also a number of other navigational tools on this page that will help you in completing the course. On the right hand side of the page, there are buttons you can use to move to the next lesson, close this lesson, or mark this lesson complete. There is also a place where you can download attachments that accompany the lesson. This is where you can find worksheets or additional resources to help further your knowledge in the course subject. There is also a list of all the lessons in the course. The lesson you are currently in, is bold.



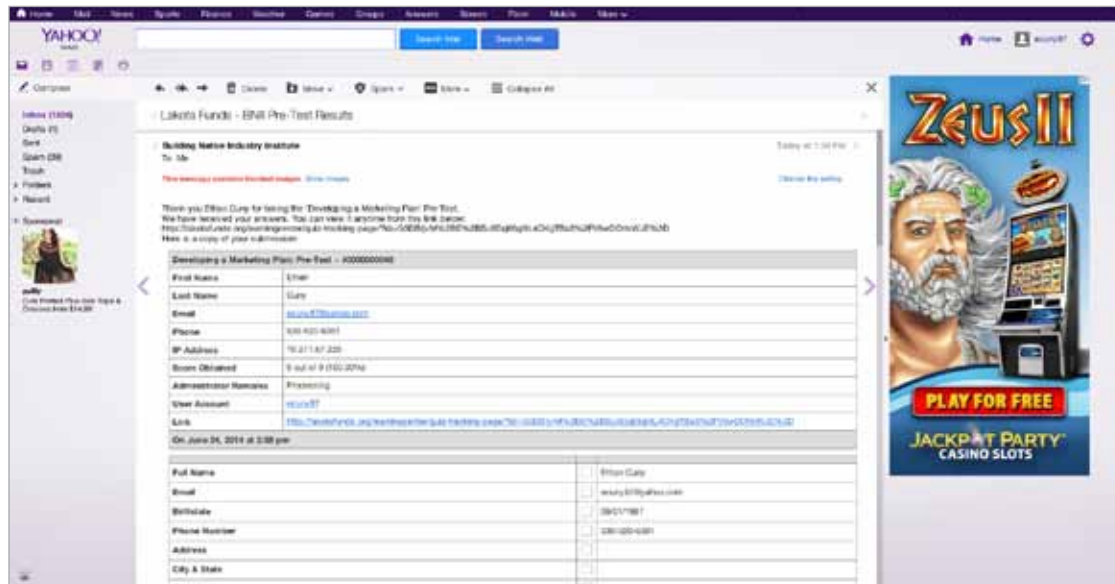
11. To watch the video for the lesson, enter the course access key and hit the return key on your keyboard. The video will appear and you can then select the play button.



12. Once you have completed all of the lessons by watching the videos and downloading the attachments, you can then take the post-test. To do this, click the 'Take the Post-Test' button. Then answer the questions to the best of your ability and click 'Submit' at the end of the test.



13. A confirmation email with your test score will be sent to your email address. You can then compare your score to your pre-test results and see how much you have learned.



14. You can also provide feedback for the course by completing an evaluation form. To do this, click the 'Rate This Course' button and fill out the survey. Your feedback is greatly valued. This will help Lakota Funds to continually improve the Building Native Industry Institute Online Learning Center.



Online Learning Center: Frequently Asked Questions

I created an account but never received a confirmation email. What should I do?

Once you create an account, you should receive a confirmation email. Sometimes this can take several minutes. If you do not receive an email confirmation, there are a few things you can do. First, check your junk folder to be sure the email didn't inadvertently get filed there. If you still don't see a confirmation email, please contact us using the form on this page.

I lost my password – how do I recover it?

If you don't remember or have lost your password to log into the learning center, don't worry. It is easy to recover your password. Simply click the 'Sign In' button on the homepage and then click on the life ring icon. Follow the prompts to receive your password via email.

I already took the pre-test, but I lost the access key. What do I do?

If you have misplaced the access key to a course, there are a few things you can do. You can re-take the pre-test to receive the access key again. Or, you can contact us using the form on this page to request the access key.

What happens when I complete a course?

Congratulations! If you have completed the course material and taken the post-test, a staff member will be in contact with you to let you know how much you have improved your business skills in the subject matter that was covered. You will also receive a certificate stating that you have completed the course.

Can I take as many courses as I want?

Yes, anyone who sets up an account can take as many courses as they want.

Public Access Points

FINDING A LOCATION NEAR YOU

You may attend scheduled The Building Native Industry Institute webinars through access points provided by community partners. These access points may save you time and expense if they are located closer to your business or home than the Lakota Trade Center in Kyle.

BUILDING NATIVE INDUSTRY INSTITUTE PUBLIC ACCESS POINTS

- Oglala Lakota College Center, Pahin Sinte
- Oglala Lakota College Center, LaCreek
- Oglala Lakota College Center, Pass Creek
- Oglala Lakota College Center, Wounded Knee
- Oglala Lakota College Center, Eagle Nest
- Oglala Lakota College Center, Pine Ridge
- Oglala Lakota College Center, Oglala
- Mazaska Owecaso Otipi Financial, Pine Ridge
- Tribal Employment Rights Office (TERO), Pine Ridge

REGISTERING TO ATTEND A WEBINAR AT A PUBLIC ACCESS POINT

When you register for a webinar by phone, be sure to let the registrar know if you plan to attend at one of the public access points so that the “feed” is activated, and so you can receive instructions about how to view the class. Please call the registrar at Lakota Funds to report any problems related to use of the public access points.

PUBLIC ACCESS POINT POLICIES

If you use the public access point at the Mazaska or TERO office, please cooperate with their staff to assure appropriate use of their equipment and facilities.

Lakota Funds customers who use Oglala Lakota College facilities are expected to respect equipment, property, students, and faculty, including no use of drugs or alcohol. Oglala Lakota College policies that may be helpful to you include these excerpts:

Acceptable Use: Oglala Lakota College network access may be used to improve learning and teaching consistent with the educational mission of Oglala Lakota College. Oglala Lakota College expects legal, ethical and efficient use of the network.

Access: Oglala Lakota College may issue network accounts to provide access to network resources.

Privilege: Use of a personal Oglala Lakota College network account, once issued, is a privilege, not a right.

Voluntary: Use of a personal Oglala Lakota College network account is voluntary on the part of the student or staff.

Subject to Network Administration: All Oglala Lakota College network account usage is subject to examination or investigation as needed without prior notification or consent of the user.

Disruptions: Do not use the network in any way that would disrupt use of the network by others.

Services: Oglala Lakota College makes no warranties of any kind, either expressed or implied, for the service it is providing. Oglala Lakota College will not be responsible for damages suffered by the user while on this system. These damages include loss of data as a result of delays, non-deliveries, mis-deliveries, or service interruptions caused by the system or user errors or omissions. The user assumes the risk of any information obtained via the information system. Oglala Lakota College specifically disclaims any responsibility for the accuracy of information obtained through its services.

Vandalism: Vandalism is defined as any malicious attempt to harm or destroy data of another user, agency, or network connected to this system. This includes, but is not limited to, the uploading or creation of computer viruses. Any vandalism will result in the loss of computer services, disciplinary action, and legal referral.

Course Certificates & Records

You will receive a certificate of completion for every The Building Native Industry Institute class you complete in-person, via webinar, or on-line. Certificates will be mailed to you within three weeks after your completion. In addition, you can request a transcript or record of all The Building Native Industry Institute classes you have attended. These documents may be helpful to you when you are applying for jobs or documenting your skills and knowledge.

Course Descriptions

Currently, the Building Native Industry Institute Online Learning Center houses a handful of useful business education courses. As time goes on, Lakota Funds will be working to develop more and more courses, positioning the Online Learning Center as a greater resource for entrepreneurs.

STARTING A BUSINESS

Money in Motion

Building personal financial skills is one of the most important components in breaking the cycle of poverty that so many Native families have endured for generations. Those skills are also essential in successfully starting a business. Learning how to wisely manage resources, including money, is key to building a brighter financial future. Unlike other courses on the Building Native Industry Institute Online Learning Center, this course will take you to an outside provider website.

Strategic Planning for Native Artists

This course is designed specifically for Native Americans who are starting or growing an art business. It covers topics such as business planning, art show tips, customer service, and budgeting.

MARKETING

Developing a Marketing Plan

Learning how to develop and implement an effective marketing plan can help entrepreneurs bring their business to the next level. This webinar will: guide attendees in developing an overall marketing strategy; provide a detailed description of marketing plan components; deliver a live demonstration of how to use a marketing plan matrix; and discuss how to determine your return on investment.

Marketing Tips

The Marketing Tips course covers the “Four Most Important Marketing Strategies for Small Business Owners,” and provides a comprehensive overview of marketing basics. Topics include market research, target audience, marketing methods, and budgets. Attendees of this webinar will gain a clear focus of what their overall marketing program should include and learn practical tips they can implement to help their business become successful.

Additional Resources

Lakota Funds has membership in four organizations that allow customers access to industry-specific resources, relevant to Pine Ridge entrepreneur needs. Links on the Building Native Industry Institute web site to these additional resources makes access easy. Each resource offers unique assistance, some available through their own websites, and more available directly from these organizations. Contact a Lakota Funds staff member for more information.

BUY FRESH, BUY LOCAL – SOUTH DAKOTA

The mission of Buy Fresh, Buy Local – South Dakota is to increase the awareness and consumption of local foods in South Dakota.

CONSTRUCTION INDUSTRY CENTER

The Construction Industry Center is a resource for locating blue prints for local open contracts.

INDIAN ARTS AND CRAFTS ASSOCIATION

The Indian Arts and Crafts Association was established in 1974 in response to the growing problem of misrepresentation of American Indian arts and crafts in the marketplace. The mission of IACA is “to promote, preserve and protect authentic American Indian arts and crafts.”

NATIVE AMERICAN CONTRACTORS ASSOCIATION

The Native American Contractors Association’s (NACA’s) mission is to enhance self-determination through preservation and enhancement of government contracting participation based on the unique relationship between Native Americans and the federal government.

SURETY LEARN

In addition, a web link has been established to The SuretyLearn.org website. This site orients small and emerging contractors to the basics of bonding and of what is needed to achieve surety credit. Resources at the website include a link to an online bonding orientation course; informative articles, checklists, and questionnaires; links to government agencies and pertinent assistance programs; and a directory of service providers who specialize in serving these contractors. The online course, requiring a small fee, educates emerging construction business owners about achieving surety credit and the specific steps they need to take to enter into surety credit relationships.

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Notes



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