



## 2016 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



### **TAWNEY BRUNSCH, EXECUTIVE DIRECTOR**

Tawney Brunsch is the Executive Director of Lakota Funds, the first-ever Native community development financial institution on a reservation. With a well-versed career in the financial industry, Ms. Brunsch is committed to revitalizing the Pine Ridge Indian Reservation's economy by providing access to sound lending products paired with the assistance necessary for private sector development. She innovated a collaborative of key regional leaders in the Native asset-building field to form the Great Plains Native Asset Building Coalition, and is a member of the South Dakota Indian Business Alliance and the Native CDFI Network. Ms. Brunsch received her Bachelor's Degree in Commercial Economics from South Dakota State University and is certified as a Volunteer Income Tax Assistance Preparer.



### **ANGELA KOENEN, PROJECT COORDINATOR**

Angela Koenen is the Project Coordinator for the Building Native Industry Institute. Her role is to manage the online learning center that delivers access to business education opportunities for entrepreneurs in Pine Ridge. She holds an MBA from the University of Phoenix-Southern California Campus. She has a background in Training and Development and Adult Education. Angela holds certificates in Native American Women in Leadership, Adult Education Training Techniques by Langevin Learning Center, and Dispute Resolution.



### **YOLANDA CLIFFORD, OUTREACH COORDINATOR**

Yolanda was born and raised on the Pine Ridge Indian Reservation and resides near Kyle, South Dakota. During her senior year in high school, she participated in the early-entry program at Oglala Lakota College where she earned her very first college credits. Yolanda obtained her one-year certificate in Office Technology in the Spring of 2008 and later earned an Associate's Degree in the Spring of 2010 from Oglala Lakota College. Yolanda is currently a full-time student at Oglala Lakota College, working towards a Bachelor's Degree in Management/Accounting.



### **TONY TAYLOR, TRAINING SPECIALIST**

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.

# 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"> <li>• Personal interaction with others in the class provides additional learning and may provide opportunities for follow-up social and business interactions.</li> <li>• The trainer, usually an expert in the subject matter is readily available to answer questions and clarify information.</li> <li>• Help and support from the trainer and other participants is usually immediate.</li> <li>• Participants can access information through multiple senses: sight, listening, feel, smell, and taste.</li> <li>• Participants can practice skills, and techniques and receive feedback for improvement.</li> <li>• 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.</li> <li>• The classroom itself can provide protection from outside distractions.</li> <li>• 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.</li> <li>• The learning group has flexibility in the time spent on topics and can deviate from the “agenda” in order to better meet group needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Participants can learn at their own pace, repeat portions as necessary, and learn independently without comparing themselves to other students in the group.</li> <li>• 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.</li> <li>• 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.</li> <li>• Adverse weather does not have to affect learning (unless there is an internet outage).</li> <li>• Review and repetition is easy and under the control of the learner.</li> <li>• Peer pressure and distractions are minimal.</li> </ul>

# 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](http://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:

1

### CREATE AN ACCOUNT OR SIGN IN

If it is your first time visiting the Online Learning Center, click the 'Register' button and follow the prompts to create your account. You will be able to use your user name and password to sign in and access the learning center in future visits.

2

### SELECT AND PRE-TEST

Explore the virtual trainings available at the Building Native Industry Institute and select one that sparks your interest. You will be prompted to take a pre-test upon entering the training.

3

### START LEARNING

Watch the various video clips and download handouts and resources to complete your training. Then take the post-test to find out how much you have improved your business skills.

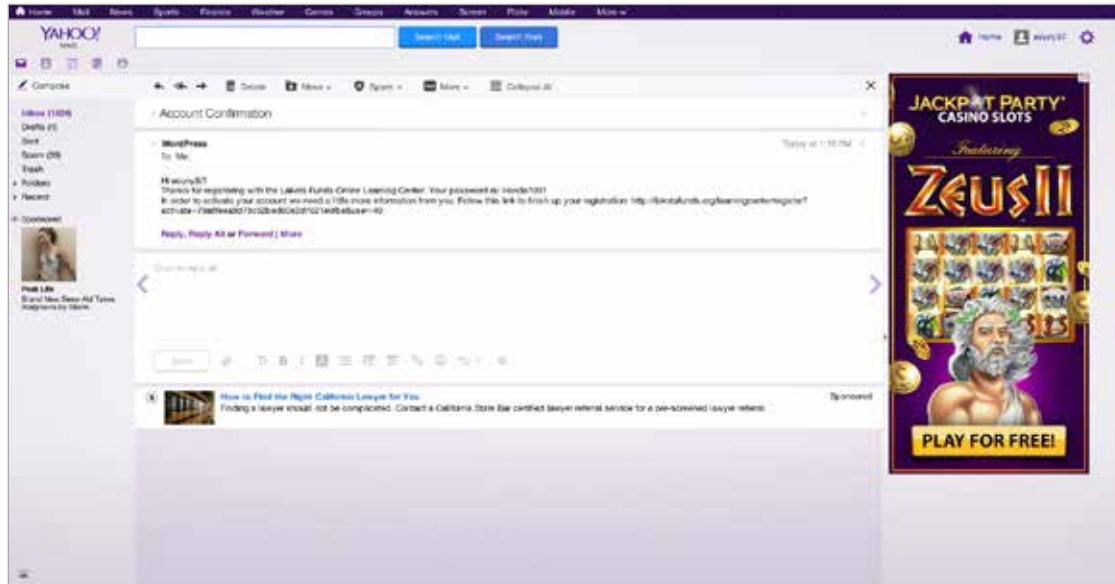
## REGISTERING FOR AN ACCOUNT

1. Go to [www.lakotafunds.org/learningcenter](http://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](http://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.



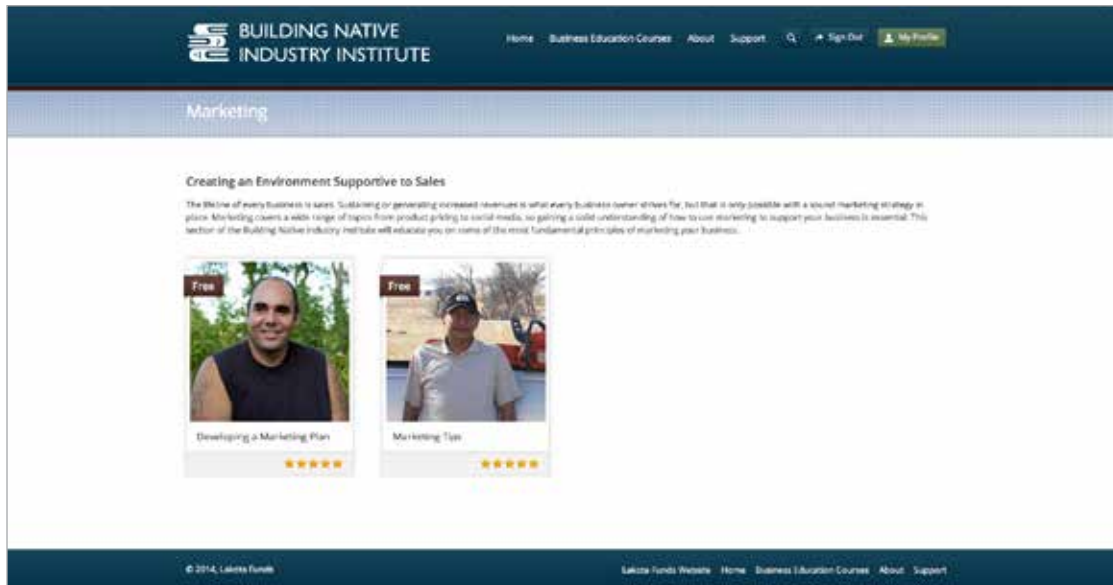
2. Fill in the username and password fields in the pop-up window and click the green 'Sign In' button.



3. 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.

4. To navigate to a marketing course, hover over the 'Business Education Courses' menu item at the top of the page and click on '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.
- ☐ You will learn more about your target market and competitors.
- ☐ It can be used as a guideline for marketing activities throughout the year.
- ☐ 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.
- ☐ Spend three times as much as your best customer spends annually.
- ☐ Only rely on low-cost or free methods.
- ☐ All of the above.
- ☐ None 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, Worthwhile, Opposition, Trends
- ☐ Strengths, Weaknesses, Opportunities, Trends
- ☐ Sales, Weaknesses, Opposition, Trends
- ☐ 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 Q Sign 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.

Below 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: 724618**

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

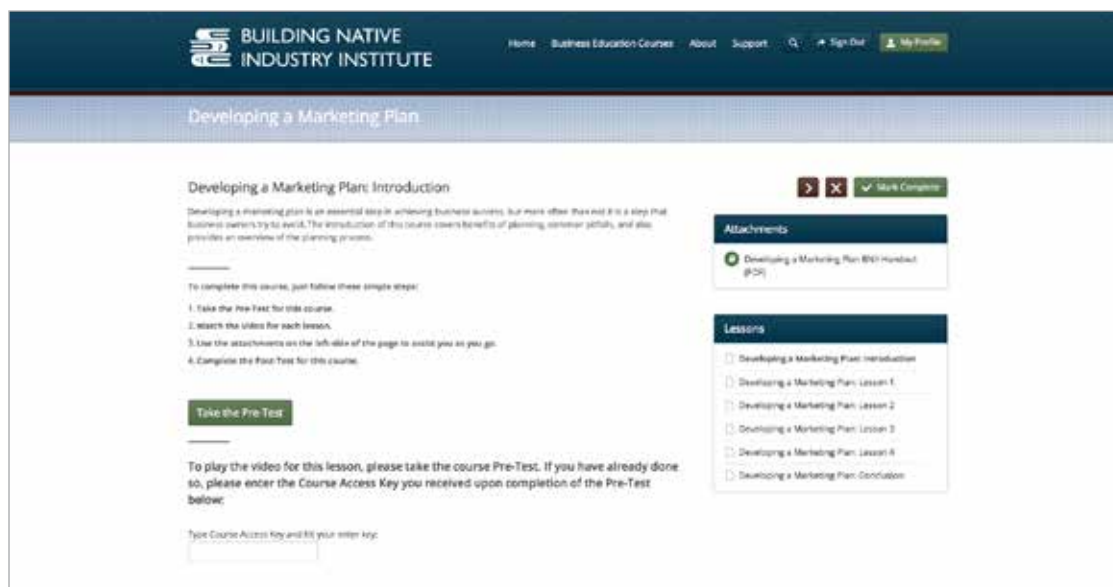
© 2014, Lakota Funds Lakota Funds Website Home Business Education Courses About Support



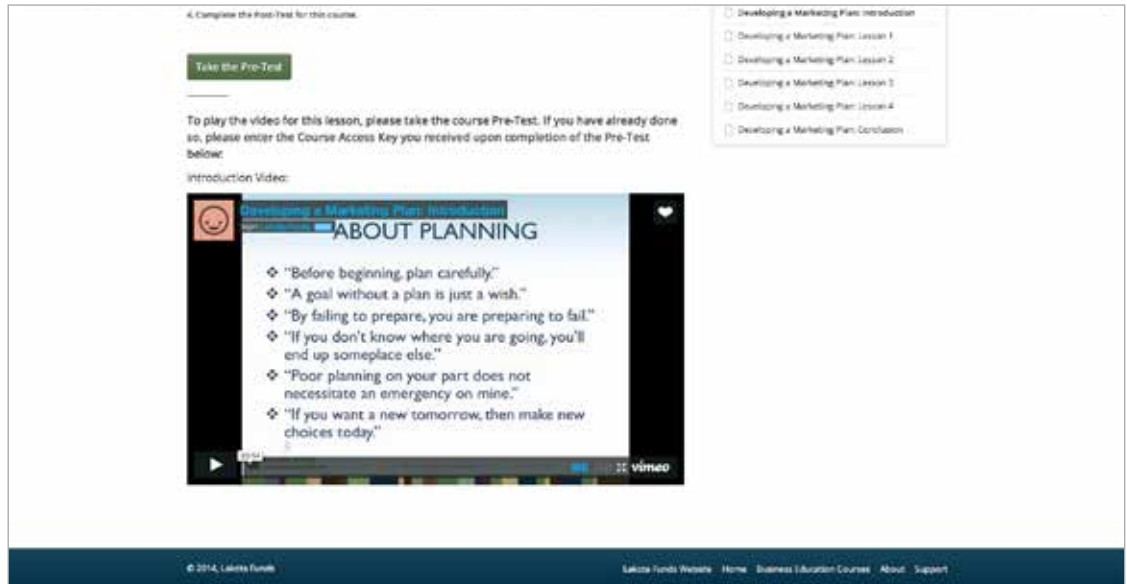
9. To start completing the lessons, click on the 'Take This Course' button. Then select a lesson.



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.



- The screenshot shows a Yahoo! Mail interface. The top navigation bar includes links like Home, Mail, News, Sports, Finance, Groups, Contacts, Calendar, Alerts, Screens, Photo, Mobile, and More. Below the navigation bar is a search box with "Search Mail" and "Search Files" buttons. On the right, there are icons for Home, My Mail, and Settings.

The left sidebar displays folders: Inbox (1/10), Drafts (0), Sent, Spam (0), Trash, Folders, and Recent. A small profile picture of a woman is visible next to the "Recent" folder.

The main area shows an email titled "Lakota Funds - BRIL Pre-Test Results". The sender is "Building Native Industry Institute" and the recipient is "Me". The email body contains a thank-you message for taking the "Developing a Marketing Plan - Pre-Test". It includes a link to view survey results and a URL to a survey report. Below the text is a table with contact information for Ethan Galt.

Developing a Marketing Plan - Pre-Test - #9000000048	
First Name	Ethan
Last Name	Galt
Email	<a href="mailto:egalt@yni.net">egalt@yni.net</a>
Phone	320-423-4291
IP Address	72.211.67.228
Scores Obtained	3 out of 8 (100.00%)
Administrator Remarks	Processing
User Account	<a href="#">EgaltBT</a>
Link	<a href="http://laketofunds.org/testing/pretestresults/clicktopage.php?CID=BUVHUSDE%2BVHUSDE%2BEGALTBKJG%2Bdntz7vWQDPMUE%2C">http://laketofunds.org/testing/pretestresults/clicktopage.php?CID=BUVHUSDE%2BVHUSDE%2BEGALTBKJG%2Bdntz7vWQDPMUE%2C</a>

On April 24, 2014 at 2:58 pm

Full Name	Ethan Galt
Email	<a href="mailto:egalt@yni.net">egalt@yni.net</a>
Birthdate	06/01/1987
Phone Number	320-423-4291
Address	
City & State	

On the right side of the screenshot, there is a vertical banner advertisement for "ZEUS II JACKPOT PARTY CASINO SLOTS". It features a cartoon illustration of Zeus and a slot machine, with the text "PLAY FOR FREE".

- 7

## Developing a Marketing Plan: Conclusion

Although a marketing plan does not guarantee success, it will support you in getting closer to your business goals than if you did not have a plan at all. Evaluating your marketing plan will provide new insight in your market and competitors, even if it wasn't what you were expecting.

To complete this course, just follow these simple steps:

1. Take the Pre-Test for this course.
2. Watch the video for each lesson.
3. Use the attachments on the left side of the page to assist you as you go.
4. Complete the Post-Test for this course.

To play the video for this lesson, please take the course Pre-Test, and complete lessons 1-4, if you have already done so, please enter the Course Access Key you received upon completion of the Pre-Test below:

Type Course Access Key and hit your enter key

[Take the Post-Test](#)

We want your feedback! Please take a few minutes to complete a short survey and let us know what you thought about this course.

[Rate This Course](#)

Lessons

- Developing a Marketing Plan: Introduction
- Developing a Marketing Plan: Lesson 1
- Developing a Marketing Plan: Lesson 2
- Developing a Marketing Plan: Lesson 3
- Developing a Marketing Plan: Lesson 4
- Developing a Marketing Plan: Conclusion

# 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 myriad of useful business education courses. Lakota Funds will continue to develop more and more courses, positioning the Online Learning Center as a greater resource for entrepreneurs.

Courses are designed to address critical subject areas for business owners:

STARTING A BUSINESS  
GROWING A BUSINESS  
BUSINESS MANAGEMENT  
FINANCE  
MARKETING

Courses are also designed to fit within key target industries:

ART  
CONSTRUCTION  
RETAIL  
TRADITIONAL FOODS

Following is an alphabetical listing of all courses currently available through the Online Learning Center.



### **Accounting Fundamentals for Small Business Owners**

The Accounting Fundamentals for Small Business Owners course provides valuable knowledge essential to operating a financially sound business.



### **Business Planning in Construction**

Students who take the Business Planning in Construction course will learn how to use financial data to calculate pricing, components of project pricing, and how to set realistic sales goals. This course will also cover concepts such as, strategic bidding, key performance indicators, and project management tools that will help keep a construction company profitable.



### **Business Planning in Retail**

The Business Planning in Retail course is an essential for any entrepreneur looking to start or improve a retail business. The course explains basic terminology, data, and formulas relevant to the retail trade and covers forecasting and accounting methods. In addition, it provides suggestions to create positive customer experiences and to utilize your storefront to build your brand.





### **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.



### **Discovering & Building Your Brand**

Your brand is not just your logo or the sign on your door. This course will provide students with an understanding of the fundamental principles of branding. Specifically, the course will assist entrepreneurs in discovering the brand personality of their company, using branding to nurture relationships with customers, and applying a brand to marketing materials as well as to daily business operations. It will also provide tools and resources that students can use to discover and build their brand.



### **Effective Accounting Methods**

The Effective Accounting Methods course covers a variety of steps to take with QuickBooks in order to establish a solid accounting system for your business. The course explains how to correctly set up a chart of accounts and determining your assets and liabilities. It also covers important topics such as sales tax, payroll taxes, and year-end taxes.



### **Establishing an Online Presence**

Even for small businesses, establishing an online presence is an important step in building credibility, raising awareness, and increasing sales. This course will show entrepreneurs how to build their own website using Wix, a cloud-based web development platform that makes it simple for everyone to create a professional web presence. The course will provide you with a step-by-step process of setting up an account, choosing a template, customizing your template, and uploading content. It will also incorporate marketing fundamentals such as branding, design, and content development.



### **Financial Considerations for Artists**

As an artist, you probably think of your career as more of a calling than a business. Passion, not money, drives what you do, so you'd just as soon not have to deal with such financial matters as income projections and tax records. In order to have a commitment to your creative career, you must also commit to being financially stable. The Financial Considerations for Artists course leads artists through the planning of their personal and business budgets. It also discusses the benefits of bank accounts and covers basic bookkeeping and accounting methods for art businesses.



### Financial Management for Ag Producers

This course is present different considerations and resources on might need to successfully manage an agricultural business. It explores unique accounting considerations of ag operations, the different types of financing needed for farm or ranch operations, and using financial reports to give business owners the information they need to make good choices.



### Human Resources Management

As your company grows, human resources management will become more critical to your overall business operations. This course covers fundamental topics that will help you effectively manage your employees. You will walk away with a clear understanding of how to develop and use organizational charts and human resources documents. In addition, you will learn about hiring, retaining, and terminating employees.



### Increasing Sales Through Online Tools

In today's global market, artists have the ability to increase sales through a variety of online platforms. This course will take Native artists through a step-by-step process of setting up a virtual storefront through Etsy, an online marketplace where people around the world connect to buy and sell unique goods. The course will provide an overview of Etsy, and discuss becoming a seller on Etsy, setting up an Etsy shop, and handling transactions on Etsy. It will also provide marketing tips to help increase sales through your Etsy shop.



### Job Costing in Construction

Job costing is a process used for a unique construction project, to capture, measure and gauge each cost incurred to complete that particular construction project. Through the Job Costing in Construction course, participants will learn the what, why, and how of job costing. The course uses a real world construction project to show participants how to formulate a job cost model and develop an estimate.



### 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.



### Messaging in Marketing

On average, people are exposed to nearly 3,000 marketing messages each day. Most of those we filter out, and only four of those we remember. The Messaging in Marketing course will teach participants the importance of messaging and examine how it can impact your bottom line. This course will utilize various case studies to demonstrate the level of effectiveness messages have in marketing campaigns. The webinar will also discuss how to craft a message that will get you the results you want, as well as examine the pros and cons of various communication vehicles.



### **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.



### **More Customers for Small Business**

Gaining more customers is a desire for almost every small business owner. How to do it is also unclear for most small business owners. This course will explain how you develop your business, approach sales, and implement guerrilla marketing tactics to grow your customer base.



### **QuickBooks for Beginners**

The QuickBooks for Beginners course is offered through our partner, South Dakota Center for Enterprise Opportunity. This course is designed for beginning users of QuickBooks software, and offers five, one-hour long lessons. Lessons cover getting started in QuickBooks, working with bank accounts, entering sales information, working with vendors and payables, and ways to be more efficient using QuickBooks.

Because this course is delivered through South Dakota Center for Enterprise Opportunity's website, registration is handled separately from other courses on the Building Native Industry Institute Online Learning Center. Just click below to sign up for this course, and the staff at Lakota Funds will help coordinate your registration and access to the QuickBooks for Beginners course.



### **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.



### **Strategic Planning Fundamentals**

A successful business requires a lot of planning and thought prior to start-up. The Strategic Planning Fundamentals course provides critical knowledge on topics such as mission and vision statements, setting goals, and conducting a SWOT analysis for entrepreneurs who are starting a business.



### **Traditional Lakota Foods**

The Traditional Lakota Foods course is designed to create an awareness about food and health of our Lakota people and to teach students about how traditional foods improve the health of Lakota people. The course explains the historical and cultural significance of Native American foods, and provides examples of traditional crops grown or harvested locally.

## 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.





## Notes



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