



Asterisks Everywhere, Fill in the Blanks

AIANTA Panel Discussion
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Data for What and for Whom?

Three categories of data that every tribe should develop and use

1. People – Who are you...we?
2. Purpose – Why do tribes exist in the modern world?
3. Analytics – What do we do, what can we do, and how do we improve?



Data for What and for Whom?

Multiple Data Audiences

1. Internal
 - a. Tribal Leadership
 - b. Tribal Citizens
 - c. Tribal Government and/or Business Units
2. External
 - a. State Leadership
 - b. State Citizens
 - c. Current and Potential Customers



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People

Who are the X Nation?

1. How many citizens?
2. Where do they live?

Tribal Population			
	Total	In-State	Outside State
Number of Citizens	12000	3000	9000



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People

Who is the audience?

1. Internal
 - a. Leadership
 - b. Program delivery units
2. External
 - a. Civic leaders
 - b. Citizens of the state

Purpose

Why do tribes exist in the modern world?

1. Go beyond Sovereignty
2. Link between tribal business and government
3. Tribal activities and benefits to non-tribal people
4. Partnerships with local governments

Tribal Government			
	Expenditures	Employment	Wages and Benefits
Healthcare	\$ 2,000,000.00	20	\$ 1,800,000.00
Social Services	\$ 400,000.00	10	\$ 300,000.00
History and Culture	\$ 100,000.00	2	\$ 80,000.00
Housing	\$ 500,000.00	2	\$ 100,000.00
Education	\$ 90,000.00	1	\$ 50,000.00
Government Operations	\$ 1,500,000.00	15	\$ 2,000,000.00
Total	\$ 4,500,000.00	50	\$ 4,330,000.00

Purpose

Who is the audience?

1. Internal
 - a. Leadership
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Analytics

What do we do, what can we do, and how do we improve?

1. Government Programs and Services
 - a. How is our delivery?
 - b. Which programs are most effective?
 - c. Where should we direct funds?
2. Tribal Businesses
 1. Who are our customers?
 2. Who are we not targeting that we should?
 3. What's the most effective way to target?
 4. How is our delivery?
 5. Which business activities are profitable and which are not?
3. Tribal activities and benefits to non-tribal people



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Analytics

Who is the audience?

1. Internal
 - a. Leadership
 - b. Program delivery units
 - c. Citizens
2. External
 - a. Civic leaders
 - b. Citizens of the state
 - c. Customers
 - d. Business Partners



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