

# Asterisks Everywhere, Fill in the Blanks

AIANTA Panel Discussion September 18, 2019

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# Data for What and for Whom?

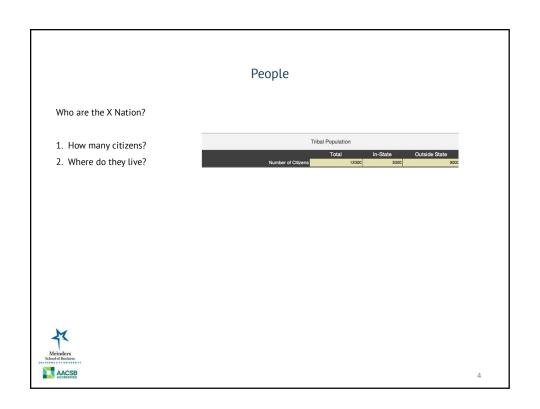
Three categories of data that every tribe should develop and use

- 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?



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# Data for What and for Whom? Multiple Data Audiences 1. Internal a. Tribal Leadership b. Tribal Government and/or Business Units 2. External a. State Leadership b. State Citizens c. Current and Potential Customers C. Current and Potential Customers



# People

## Who is the audience?

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

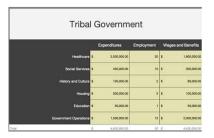


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# Purpose

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





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# Purpose

## Who is the audience?

- 1. Internal
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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?
  - $5. \quad \hbox{Which business activities are profitable and which are not?}$
- 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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