

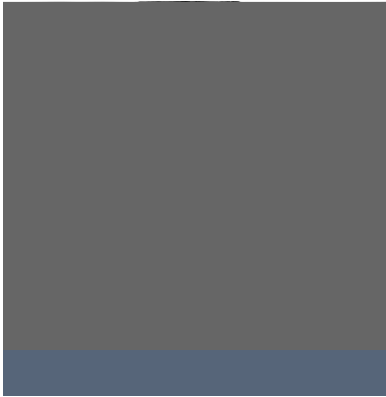


Bii Gii Wiin

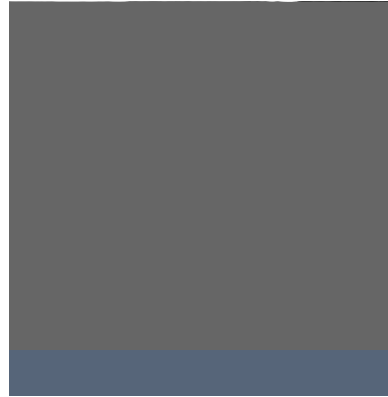
MCAD Collaboration

Zoe Blyss

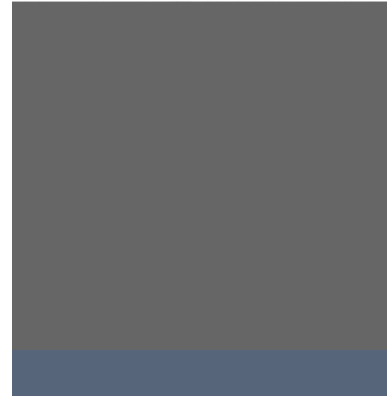
The Team



██████████
Entrepreneurial Studies, 2019
Research & Development



██████████
Entrepreneurial Studies, 2019
Research & Development



██████████
Entrepreneurial Studies, 2019
Project Manager



Zoe Blyss
Entrepreneurial Studies, 2019
Scrum Master, Outreach

The Client

Bii Gii Wiin's mission is to provide resources to American Indian communities throughout Minnesota on topics including:

- Homeownership
- Entrepreneurship
- Financial Literacy



The Agenda



Project Overview

Mission, Process, 4Ps

The Research

Methodology, Findings

The Recommendations

Social Media, Information Guides, Customer Experience, Data Collection

Wrap Up

Project Overview

Our **Mission**

To evaluate how to increase awareness of the organization within the local community, identify the typical customer journey, and strategize how to retain customers within the organization.



Our Process



Background research,
first-hand research



Analysis of research
gathered and received



Final deliverables and
recommendations



The 4Ps

Purpose

- “Provide training and access to capital... among American Indian men and women”
- Helping build intergenerational wealth through home buying / business

Progress

- Variety of course offerings
- New leadership
- MCAD collaboration

Potential

- Promoting financial literacy within the American Indian community
- Organization growth
- Business consulting services

Partners

- Native American Community Development Institute
- MN Indian Women’s Resource Center
- Women Venture
- Neighborhood Development
- Department of Employment and Economic Development

The Research

Research **Methodology**

External



Industry Research and
Competitor Analysis

Internal



Internal Business Audit and
Social Media Overview

First Person



First Person Focus Groups and
Phone Interviews

Research Findings



Other organizations out there provide:

- Access to tools & information online
- Database of company data
- Resources for larger loans

External

Research Findings



Internally you have:

- Established relationships with your current and previous clients
- Underdeveloped social media presence
 - Good rapport in the community
 - Minimal bandwidth

Internal

Research Findings



What we heard from your clients:

- Very positive overall reviews
- Referral was typically from a personal connection or another organization
- Further explanation on course offerings and next steps
- Opportunity for stronger brand identity and messaging

First Person

The Recommendations

List of Recommendations



Social Media Recommendations



Information Guides



Customer Experience Map



Data Collection

Want to buy a house but don't know where to start? 🏡
We can help you! Stop into Bii Gii Wiin to ask questions anytime or sign up for one of our Homebuyers Workshop.
Our last Homebuyers Workshop of the year is Saturday, November 17th 9 AM - 5 PM ... [See More](#)



Facebook

High quality image consistent with brand style

Brief, concise description

Consistent BGW branding

Use emojis

Post 1x day

Add Facebook Analytics

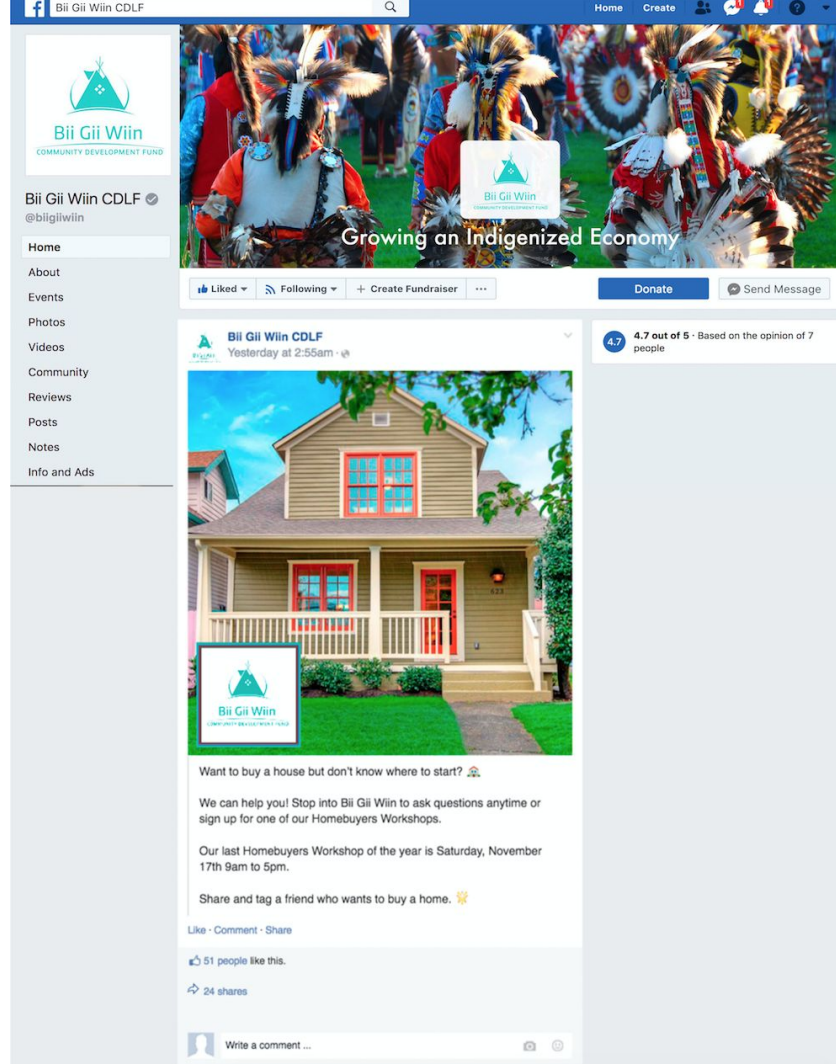
Track user interaction

Best time, best day, favored content

Can see likes, # of potential friends of fans, weekly reach, actively talking about page, user engagement with post

Social Media Recommendations

Example Facebook Post



The image shows a screenshot of a Facebook profile for Bii Gii Wiin CDLF. The profile header includes the organization's logo, name, and handle (@bigiwiin). The cover photo features a group of people in traditional Indigenous regalia with the text "Growing an Indigenized Economy". The main post is a photograph of a two-story house with a porch, accompanied by a text-based announcement about homebuyers workshops. The post includes engagement metrics such as 51 likes and 24 shares, and a comment input field at the bottom.

Bii Gii Wiin CDLF
COMMUNITY DEVELOPMENT FUND

Bii Gii Wiin CDLF
@bigiwiin

Home
About
Events
Photos
Videos
Community
Reviews
Posts
Notes
Info and Ads

Bii Gii Wiin CDLF
Yesterday at 2:55am · 🌐

Want to buy a house but don't know where to start? 🏠

We can help you! Stop into Bii Gii Wiin to ask questions anytime or sign up for one of our Homebuyers Workshops.

Our last Homebuyers Workshop of the year is Saturday, November 17th 9am to 5pm.

Share and tag a friend who wants to buy a home. 🏡

Like · Comment · Share

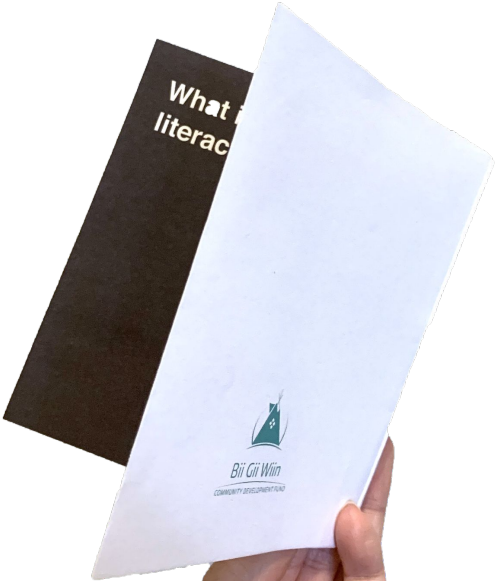
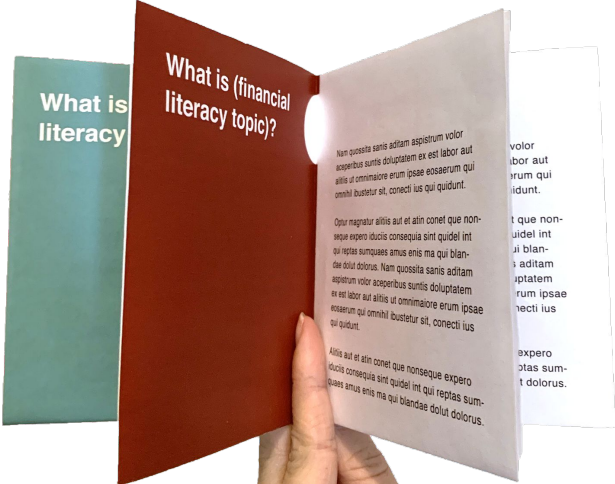
👍 51 people like this.

➦ 24 shares

Write a comment ...

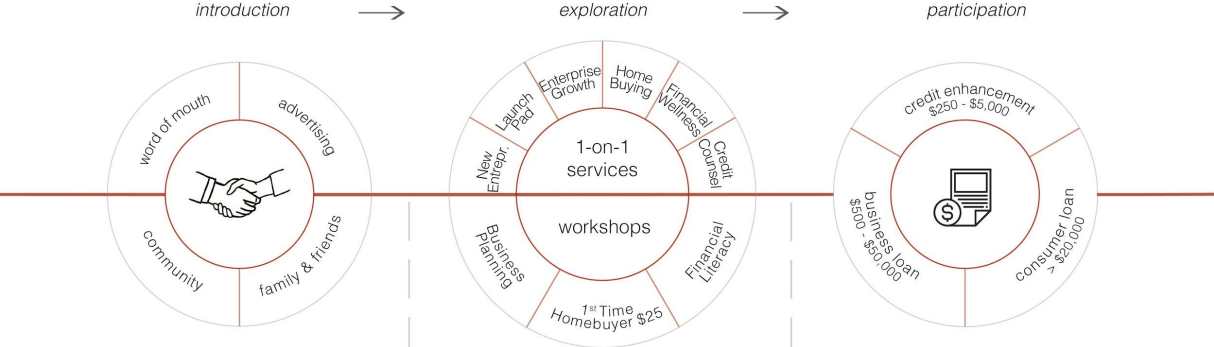
4.7 out of 5 - Based on the opinion of 7 people

Information Guides



Customer Experience Map

Customer Experience | Bii Gii Wiin



Graphic laying out services

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Business Planning. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lectus urna duis convallis convallis tellus id.

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Financial Literacy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lectus urna duis convallis.

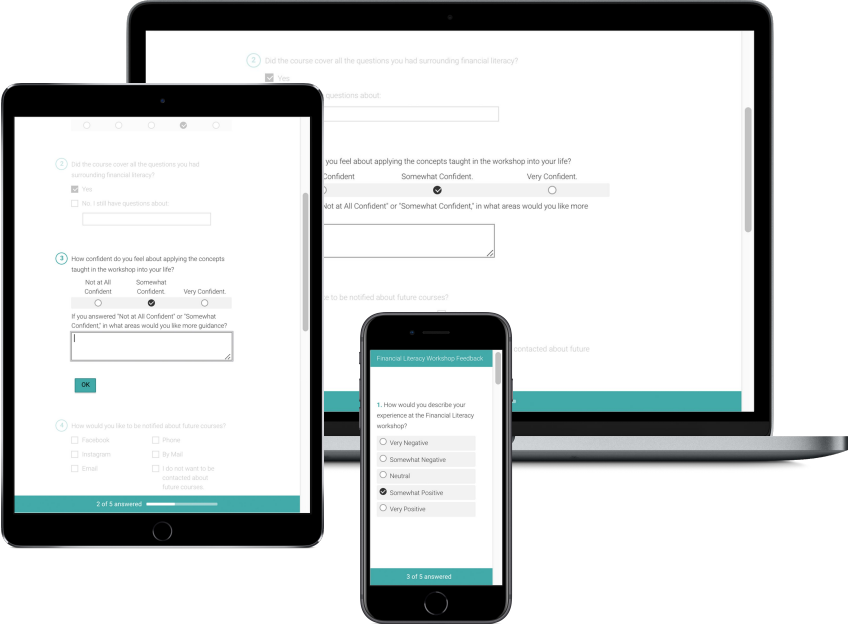
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In-depth information



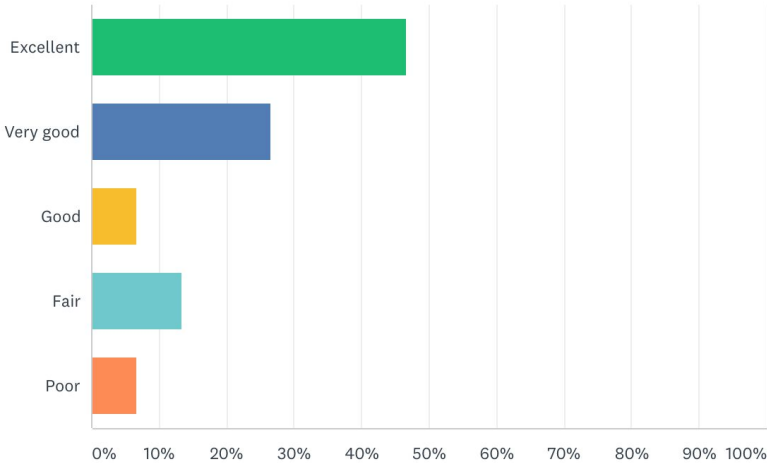
Feedback and Data Collection



Q1

Overall, how would you rate the workshop?

Answered: 15 Skipped: 0



Why these Deliverables?



Social Media Recommendations

Strengthen presence in order to reach a wider audience.

(Measure social media engagement through Facebook Analytics)



Information Guides

Provide comprehensive guides after courses and for outside enrichment.

(Measure downloads online and handouts in class)



Customer Experience Map

Provide a visual representation of offerings from the organization.

(Staff feedback and downloads)



Data Collection

Streamlined method for collecting data and analyzing results.

(Feedback and insights gathered from data collected)

Wrapping Up

A photograph of three tipis in a grassy field under a clear blue sky. The tipis are arranged in a line from left to right, with the largest one on the right. The leftmost tipi is white with a dark band near the top. The middle tipi is a vibrant blue. The rightmost tipi is a deep red. Each tipi has a bundle of wooden poles protruding from its apex. The entire image is overlaid with a semi-transparent blue filter and a decorative white border with geometric patterns at the corners.

Questions?



Additional Information

Additional details on the previously discussed material

Statement of Work

Introduction

In the partnership between Bii Gii Wiin and MCAD, Bii Gii Wiin is seeking an outside perspective on broadening their market reach through their current stage of transition. Through this partnership, MCAD will evaluate how to increase awareness of the organization within the local community through a primarily research-based approach with additional attention to a revised marketing strategy. We will evaluate how to best reach more clients through community and cultural research with a marketing evaluation.

Goals of the Project

In order to address the needs outlined presented by the client and outlined above, we will approach our research from multiple perspectives. Our primary areas of focus will be talking with Native American community members, reaching out to the current partners of Bii Gii Wiin, and conducting a broad study of cultural design trends.

Objectives

Our deliverables for this project will be directly linked to our findings from the research outlined above. We will produce a detailed analysis of the customer journey, customer and target audience insights, and a comprehensive marketing plan outlining current practices and future strategic recommendations.

Statement of **Work**

Timeline

Weekly team meetings with bi-weekly email check ins with clients.

2-3 on site meetings with Bii Gii Wiin between MCAD meetings.

Oct 1, client meeting at BGW, discuss and approve Statement of Work.

Oct 8, client meeting at MCAD, interview guide for research completed.

Nov 5, client meeting at MCAD, bulk of research concluded.

Dec 10, final presentation at MCAD.

Glossary

MCAD- Minneapolis College of Art and Design

BGW- Bii Gii Wiin

Terms of Compensation

An estimated 25 hours per team member over the course of the project is to be completed for a total of 100 hours. An ongoing timesheet will be used internally among the team to track hours on projects. The work produced through this project will be available for team members to add to their portfolio in addition to being used by the client.

SWOT Analysis

Strengths

- Location central to Native American Cultural Corridor
- Well-established in community
- Partnerships with local organizations
- Expertise in financial education

Weaknesses

- Small staff could limit immediate growth potential
- Organizational leadership transitions
- Office has limited street visibility
- Previous mismanagement of funds
- Loan fund currently near capacity

Opportunities

- Potential staff expansion
- Underdeveloped social media presence
- Establishing regular follow-ups with clients
- Business-consulting services

Threats

- Political tension (local and national)
- Multiple organizations offering similar services
- Loan sharks

Business Model Canvas (BMC)

Key Partners

Established Relationships with American Indian Organizations

Key Activities

Workshops & Classes
 Open House
 1-on-1 Finance Counseling Programs

Key Resources

Located in the American Indian Cultural Corridor
 Established Trust with Community

Value Propositions

By providing credit repair and access to capitol, while being personal and dedicated, clients are given the opportunity to build inter-generational wealth
 Dedicated Personal Relationships

Customer Relationships

Dedicated Personal Assistance
 Potentially Longterm

Channels

Word of Mouth
 Community Involvement
 Online Website

Customer Segments

1st time American Indian homebuyers
 American Indians seeking credit repair
 American Indians needing loan consolidation
 American Indians wanting to open small businesses

Cost Structure

Salaries Programatic Resonses
 Rent Office Costs Utilities

Revenue Streams

Grants Workshop Fees
 Contract Services Small Business Consulting

External Research Findings

Purpose: To Understand Community and Context for Our First Person Research

- Assimilated, not excluded
- “Indian” is a colonist term – existed as tribal identity, not collective
- Indigenous identity needs to be won both by colonizers and by community
- Many more tribes than officially registered because was a disadvantage at the time to register, so data may be a little off
- Identity is based on land but can be fluid
- In conversations, both sides need to share and be vulnerable

External Research Findings cont.

Minnesota Department of Employment and Economic Development (DEED)

Stats for American Indians

American Indian & Alaska Native

2016	Metro Area	Minnesota
	16,872 (.6% pop)	1% of population

American Indian Education Attainment

aged 25+	less than hs diploma	17.5%
	hs graduate	33%
	some college	33.7%
	bachelor's +	15.9%

Metro Area Median Household Income \$43,183 (\$33k less than white)

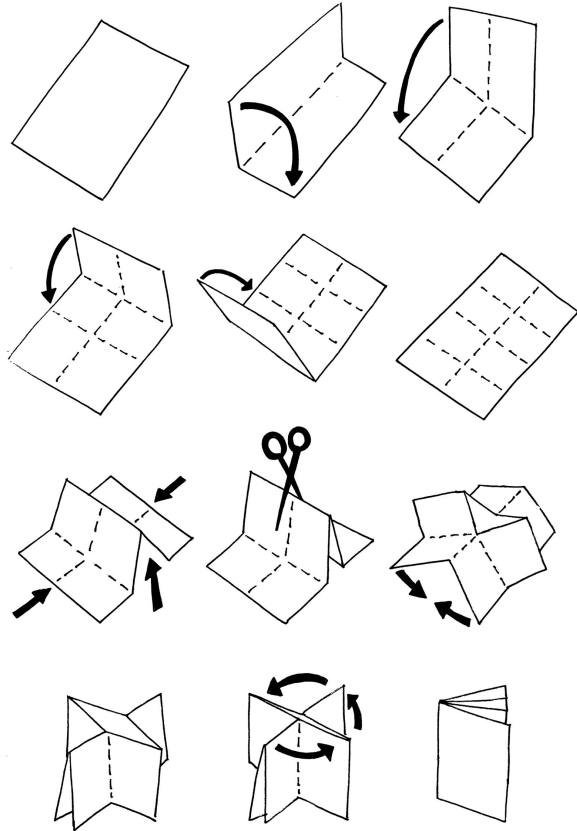
Job Education Requirements Metro Area: 60.8% of jobs need hs diploma or less

Internal Research Findings

Purpose: To understand where BGW is currently in relation to the rest of the industry

- The current design is on trend with others in the industry
- Website copy and workshop descriptions could benefit from further clarification
- Clean design but missing photographs and personal touch
- A majority of initial traffic seems to be from the workshops, but they aren't terribly present on the homepage
- Start today is a nice touch, making it as simple as possible
- Get info on response rate to base feedback form on

Mood Board for Guides



By www.tellatale.org.uk

WHO'S MY PARENT WHEN I FILL OUT MY FAFSA?

Remember parents are required to provide information on the Free Application for Student Aid (FAFSA). The resulting federal financial aid may help pay for college or university. It's important that the information you provide is accurate to be able to get your aid.

Use this guide to figure out which parent's information to include (depending on your family situation).

The following people are not your parents unless they have legally adopted you:

- Step-parent
- Grandparent
- Great-grandparent
- Uncle
- Aunt
- Half-sibling

If you're not sure when to report as a parent, you can visit [fafsa.gov/fafsa/faq](https://www.fafsa.gov/fafsa/faq) or call 800-415-4334-3243.

Federal

F	1
B	2
6	3
5	4



First Person Research Findings

Purpose:

To gain a better understanding of those currently and previously involved with BGW. Their introduction to the organization, their experience, and where they are in relation to the organization currently.

Methods:

Two different focus groups for a total of 3 interviewees.

6 phone interviews.

Primary Themes:

Most people agree that they love Andrea and see her presence heavily in the community—bodes well for BGW.

A majority of people agree that they wish they had been introduced to BGW earlier, and have explicitly said they would see the benefit of introducing it to other people earlier.

Most did not have a clear understanding of which services BGW offers and when they are.

Social Media **Best Practices**

Instagram Steps

- Find a good photo
- Include call-to-action - like asking viewers to respond to the post
- Use 5 to 30 hashtags - 11 is recommended
- Use emojis - catches peoples' attention

Instagram Recommendations

- Make sure photo is pretty
- Consistency is good - keeps the brand recognizable
- Research hashtags used by similar companies to get inspiration
- Post once a day

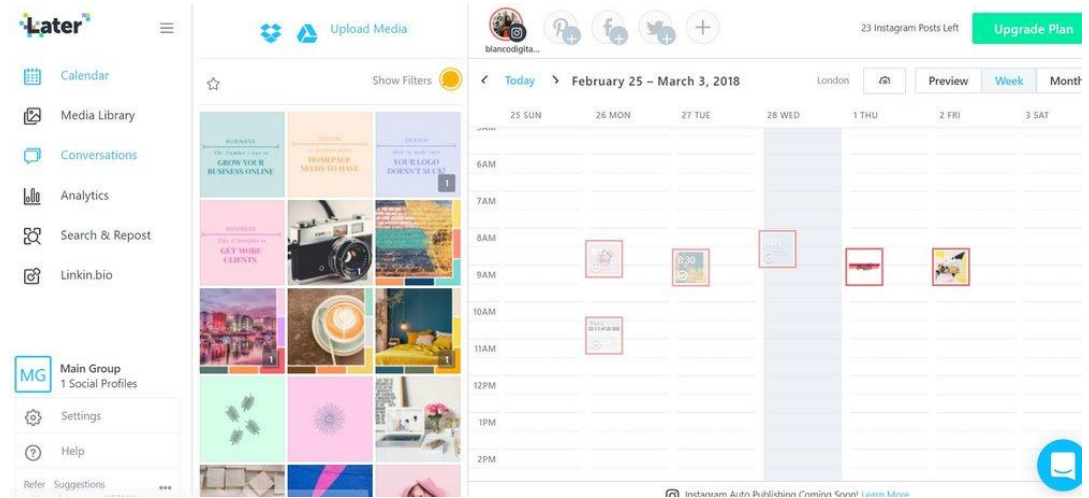
Facebook Recommendations

- Currently posting all events happening - great!
- Try to use more consistent photos if you can - it keeps the brand more recognizable

Social Media Tool

Automation: Use Later.com

- works for Pinterest, Instagram, Facebook, and Twitter
- Can upload photos & messages up to 2 weeks in advance
- Recommend setting a date & putting it into calendar (ex. every Monday)
- Recommended to post daily



The Guides

What We Heard

- People were looking for additional information after the workshops
- They were looking to a reference guide of some kind when they didn't have time to commit to an entire workshop
- Useful, quick bits of information that they could follow up on if needed

The Design

- Easily customizable
- InDesign format
- BGW branding
- Clean design that can be used with a variety of topics

The Mission

To create something that people interested in or involved with BGW can use to gain additional information about their programs and financial literacy topics. Could be used as a form of marketing to raise awareness in the community by distributing these guides at community centers.

Customer Experience **Map**

What We Heard

- Internally, you wanted something that shows the path customers take through the organization
- People were unaware of all the services BGW provides

The Design

- Easily customizable
- InDesign format
- BGW branding
- Clean design

The Mission

To create a map that can visually layout everything BGW has to offer. Can be used for internal purposes or as a handout for customers.

Feedback and Data Collection

What We Heard

- Bii Gii Wiin has collected information but don't have the data in a useful format
- Customers were eager for more follow-up after workshops
- Customers were eager to offer advice and feedback when asked

The Platform

- SurveyMonkey is free and very intuitive
- Data Visualization tools simplify the analysis process
- Surveys can be easily shared by email, direct link, or in "kiosk" mode

The Mission

As an organization committed to the community, it's vital to constantly assess if the community needs are being met. By implementing a survey system, Bii Gii Wiin can easily collect feedback, open communication with their customers, and use the data to make improvements as needed.

Additional Considerations

Based on Our Research, for Future Semesters We Would Recommend a Focus On:

- Brand messaging on website and social media
- Look into potential for earned income from business consulting
- Grow business to business consulting opportunities
- Consider additional program offerings targeted toward a younger demographic and some of the suggestions from our research
- Explore new routes of funding
- Increase communications regarding upcoming opportunities with past and current customers

Pull Quotes

“It was really easy to learn from Andrea”

“I go back and reference the cheat booklet often”

“I’d highly recommend the workshop to anyone who needs to learn. Especially in high school”

“Financial literacy is a brand new world. My eyes are open”

“How does this fit into my life now?”

“Heck yeah, I want to be my own boss! But I need a coach to guide me through the process”

“I’m sad that it’s not the first thing on the priority list for young people”

“Paperwork is a huge barrier. Even just sitting down in front of a computer.”

“The native community is vibrant and beautiful but also shady. I don’t want to become a statistic”

“Don’t always feel like I have enough time to commit to a course”

“As a young person, you don’t think about long-term planning. The focus is on “what can you do for me now””

“Not as involved (with BGW) as I’d like to be. Busy with life and personal life”

“I don’t think responsibly enough to prioritize financial education in my free time”

“Now that I’m older, I see the value of the dollar and less need for instant gratification”

Next Steps

For social media, post more frequently to Facebook (particularly events, workshops, and other services that BGW offers) and make images more cohesive.

For the information guides, summarize the information needed for these financial literacy topics. Update the InDesign files and handout within the community and people affiliated with BGW.

For the customer experience map, determine what in-depth information is necessary to include in order for customers to gain a better understanding of BGW's offerings. Update the InDesign file for internal use; potentially handout to the community.

For the data collection, customize a survey on SurveyMonkey and share it with relevant parties. In order to get consistent, comparable feedback, plan on sending it soon after the workshop to establish regular contact.

