Heritage University (HU) is a rural, four-year independent, accredited liberal arts university located in Toppenish, Washington on the Yakama Indian Reservation.

The Yakima County communities surrounding HU are made up of a large Hispanic farm worker labor force and enrolled tribal members of the Yakama Indian Nation.
Initiative One:

Tourism and Customer Service

OBJECTIVES

- Address a need for customer service training in the Yakima Valley.

- Find a proven training curriculum to improve visitors impression of the area. Content is delivered in English and Spanish.

- Target frontline staff of local businesses in direct contact with visitors.
Initiative One: Tourism and Customer Service

PROGRESS

- Facilitators are trained and prepared to deliver SuperHost® content.
- Garnered support of our project from community organizations/partners.
- First session launched on May 17th, 2010 at the Yakima Convention Center. Have trained over 160 community members to date.
Initiative Two: Entrepreneur Center

OBJECTIVES

- Encourage budding entrepreneurs to research starting their own business.
- Provide a location supplied with information and technology to aid in research.
- Act as a conduit for educational resources not currently available in the Lower Yakima Valley.

http://www.morrowdesignstudio.com/ftp/heritage/
Initiative Two: **Entrepreneur Center**

**PROGRESS**

- Newly renovated classroom to host bilingual workshops on entrepreneurship.
- Computers installed for access to web portal through the Yakima County Development Association.
- Heritage University students gain experience in business consulting, social media and website maintenance.
OBJECTIVES

- Educate residents of the dangers in predatory lending establishments.
- Provide financial literacy learning opportunities at Heritage University.
- Seek a way to connect unbanked individuals with traditional banks and credit unions.
Initiative Three: Financial Literacy

PROGRESS

- Have partnered with Yakima County Asset Building Coalition to promote BankOn Initiative which launches in May.

- CheckWise training curriculum will be available in Heritage University’s Entrepreneur Center.