

 Heritage University

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2009-2012

Heritage University

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

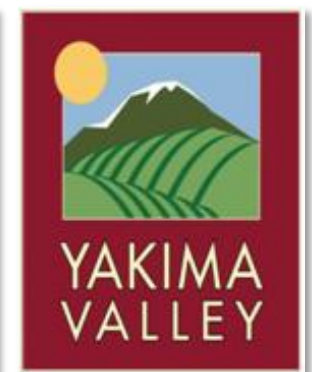
- Address a need for customer service training in the Yakima Valley.
- Find a proven training curriculum to improve visitors impression of the area. Content is delivered in English and Spanish
- Target frontline staff of local businesses in direct contact with visitors.

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.



Initiative Three:

Financial Literacy

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.



CheckWise

Thank You

 **Heritage University**
