

The American Indian College Fund is very skilled and competent in the field of advancing Native American communities and their people. The organization maintains many competencies that are internally driven and work very well to carry out their mission in a value-based fashion. The American Indian College Fund has partnerships with some large, popular organizations. This organization picks its partners wisely and uses their relationships to further reap the benefits of the partnership. Some of their largest donor and/or partner organizations include Walmart, Coca-Cola, US Bank, and Spectrum. One partnership/donor that is of importance is Coca-Cola who not only provides large donations to the organization, but also aids in providing resources for some of their programs, beyond the initial donation that was made during that fiscal period. These partnerships do not conclude this organization's relations with other organizations. They also work with Amazon Smiles, Pendleton Woolen Mills, TH Mills First Nation Collection, as well as smaller organizations within the Native communities. The American Indian College Fund chooses to work with organizations that present themselves to value things similar to themselves: equality, humanitarianism, and other such qualities. The American Indian College Fund also has distinctive competencies such as the ability to aid Tribal colleges and assist in providing access to higher education for Native people. They are top in their field as indicated by numerous awards for their service as well as praise from the colleges and national recognition. Another of their strengths includes their open line of communication maintained with the population that they service. This close-knit relationship allows for the American Indian College Fund to be more efficient and direct when creating programs and other helpful things for the people they service. It is also important to note that, The American Indian College Fund is consistently awarded and recognized with top ratings from individual charity organizations and sites. Charity Navigator, a top charity evaluation system, has

consecutively awarded The American Indian College Fund a four (out of four) star rating. The partnerships the organization chooses to maintain, as well as the accolades that are received aid in creating a good reputation. The organization has many strong internal factors. The American Indian College Fund has the ability to efficiently use their partnerships in multiple ways, keep an open line of communication with the communities they serve, aid tribal colleges in providing Native Students with opportunities for higher education and maintain a stellar reputation.

There are also internal facets upon which The American Indian College Fund can improve on. As previously mentioned, The American Indian College Fund has partnered with some large companies such as Walmart, Coca-Cola, US Bank, and Spectrum. These partnerships have reaped plenty of benefits for the organization, however, they also serve as points of weakness. By having a few large partners that provide an abundance of the organizations resources causes a dangerous reliance. Most importantly, the main programs that The American Indian College Fund provides are heavily reliant on some of their large partnerships in addition to the donations they receive from these very same corporations. One example of this is Amazon/Amazon Smiles, a large partner of the American Indian College Fund. The American Indian College Fund must improve on their weakness of having a lack of diversity in partnerships.

Strengths and weaknesses are an internal assessment of the organization. This serves to indicate that The American Indian College Fund has done well in how they chose their partnerships. These partnerships have been helpful in supporting the organization monetarily, along with other resources. They also aid in spreading awareness and building a reputation for the organization. On the other hand, these partnerships can also be seen as a disadvantage due to the dependency they can create. The American Indian College Fund can improve on this by

diversifying their partnerships and funding options. Efficient communication with Tribal communities, and aiding in providing Native students opportunities to higher education are some other internal competencies.

In the industry to which The American Indian College Fund caters to, Tribal colleges/universities and Native Students, there are a multitude of external opportunities awaiting. Tribal college and universities have always had complications with funding and resources, but even more so as technology and education develops. With the presence of Covid-19 things have only gotten more strenuous. There are many other organizations with resources, who are willing and able to help. These such organizations present themselves as opportunities for The American Indian College Fund to further their mission, as well as create a new partnership. For example, many Tribal college and universities are looking for ways to give more students access to wifi in their homes so that they can avoid have to travel many miles to their nearest campus center. The organization can capitalize on this by partnering with a company that provides wifi service to set up more towers in those remote locations. The organization also has the opportunity to use the multitude of accolades it has received to gain leverage and status. The organization can also use these accomplishments to convince other organizations to partner with them. The external opportunities facing the American Indian College Fund are worth exploring for the sake of expanding the organization and farthing their mission.

The organization also faces external threats as assessed by competition, stakeholders and environment. The American Indian College Fund operates in the same industry as The American Indian Higher Education Consortium. The American Indian Higher Education Consortium also specialized in providing help to the Tribal colleges and universities, as well as the native

students. Additionally, The American Indian College Fund has a multitude of programs which span from providing resources and monetary support to Native students, and Tribal college and universities to infrastructure projects. This large scope of programs offered could be a financial and organizational concern for stakeholders of the organization. These external factors of the organization pose as threats to their success.

The American Indian College Fund has both negative and positive aspects pertaining to the internal and external factors of their organization. A SWOT analysis has revealed that they have several competencies, as well as opportunities that can be capitalized upon to push them towards fulfilling their mission. There are also points that can be improved upon and ones that must be watch with caution. These weaknesses and threats serve as areas that the organization must continue to work towards solutions for.