

Goal Setting

Current Situation



Future State






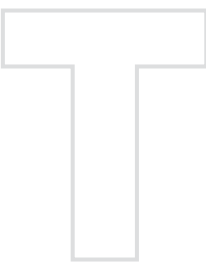
Requirements & Capabilities



Success Criteria



SWOT Analysis

	↓ HELPFUL TO ACHIEVING THE OBJECTIVE ↓	↓ HARMFUL TO ACHIEVING THE OBJECTIVE ↓
INTERNAL ORIGIN (attributes of the organization)	Strengths 	Weaknesses 
EXTERNAL ORIGIN (attributes of the environment)	Opportunities 	Threats 

Stakeholder Interview

For your broadband & telecom initiatives to be successful, it is essential to reach out and engage stakeholders (e.g., Tribal council, government departments, decision-makers, etc.) and the community. Below is a set of questions to garner the necessary answers and information.



1. What does your department/entity do?
2. What are your roles and responsibilities?
3. What are the most prominent technology pain points for you, your community, and your department?
4. What keeps you up at night?
5. What does the future for your community and/or department look like?
6. What would improved connectedness, in terms of technology, mean for you, your department, and/or your community?
7. What are the biggest challenges with your existing network or current level of connectedness?
8. What capabilities or improvements would you like to see from technology for you, your community, and/or your department?
9. What interests or excites you about the Tribe pursuing its own telecommunications program?
10. What would it mean to the Tribe, community, you, or your department to manage its own telecommunications program?
11. What did we not ask that you may want to tell us about your department, Tribe and/or any technology improvements you would like to see?

How to Find & Evaluate A Good Partner

HOW TO FIND A GOOD PARTNER:

- Attend conferences and interview potential partners
- Ask other trusted colleagues for referrals
- Look for organizations involved in successful projects
- Find organizations that employ experts in the field in which you would like support



HOW TO EVALUATE POTENTIAL PARTNERS:

1. Are the parties' goals, objectives, and timeframes aligned with yours?
2. Does the potential partner have expertise in a proposed service or function that will benefit your program?
3. Will the partnership expand the parties' reach to constituents and consumers?
4. Does the partnership expand geographic coverage to the desired market areas?
5. Will the partnership expand service and/or program offerings and increase the impact of the program in different fields such as education, economic development or health?
6. Will the partnership reduce the cost of planning, financing, deploying or operating the broadband project?
7. Does the potential partner have a track record for performance and strong references?
8. Does the partner carry the required level of insurance?
9. Does the partner have strong management, organizational capacity, and fiscal stability?
10. How long has the partner been in business?
11. How long has the partner participated in business in the telecommunications/broadband sector?
12. Are levels of personnel appropriate to carry out the work?
13. Are they willing to collaborate with you and your other partners to support your goals and objectives? How do you know?

***“ALONE, we can do so litte;
TOGETHER, we can do so much.”***

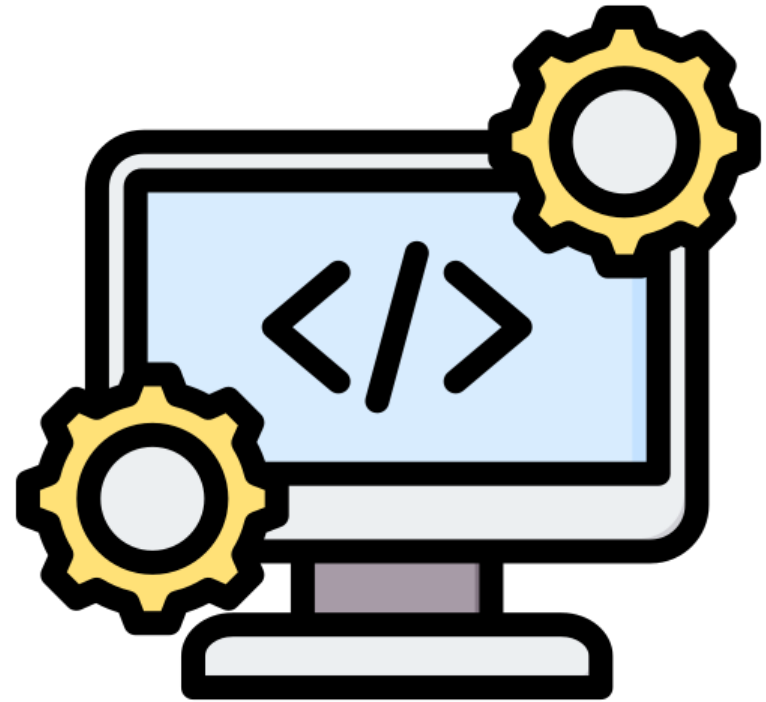
— HELEN KELLER

Drawn, in part, from: Broadband USA. The Power of Broadband Partnership: A Toolkit for Local and Tribal Governments. [bbusa_power_broadband_partnerships.pdf](#) (doc.gov)

Software Needs Checklist

Running an Tribal ISP (Internet Service Provider) involves a wide range of operational tasks, from network management to customer support and billing. To streamline these operations, various software solutions are available. Here are some categories of software that can help you manage different aspects of your ISP operations:

- Customer Relationship Management (CRM)**
- Sales & Marketing**
- Communications & Collaboration**
- Document Storage & Sharing**
- Sales Quotes & Purchase Orders**
- Operations**
- Billing**
- Technical Operations**
- Project Management**
- Support & Maintenance**
- Customer Self-care**
- Software Engineering**

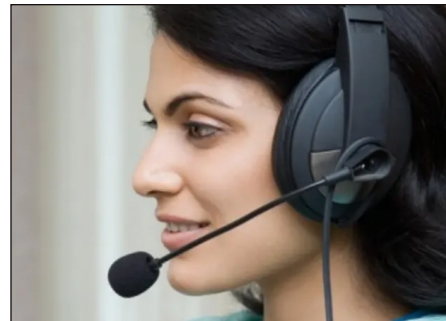


When selecting software for your Tribal ISP operations, consider your specific needs, the size of your ISP, your budget, and the scalability of the software. Many ISPs use a combination of these tools to effectively manage their operations and provide reliable services to customers.

People & Roles

Broadband & telecom operations involve the planning, deployment, maintenance, and optimization of network infrastructure to provide high-speed internet connectivity to end users. Here are the people & roles that are critical to run your Tribal ISP operations:

- ❑ **Operations Manager**
- ❑ **Outside Plant Manager**
- ❑ **Senior Telecom Network Engineer w/ strong Internet Protocol skills**
- ❑ **Field Technicians**
- ❑ **Network Operations Center Technician**
- ❑ **Installation Coordinator/Order Entry/Provisioning Specialist/Billing/AR/Customer Service – cross-trained**



Hiring the right people and/or a trusted ISP Operations partner with the necessary skills, knowledge, and attitude is a cornerstone of successful broadband operations. These individuals contribute to network design, deployment, maintenance, customer support, innovation, compliance, and overall team dynamics, ensuring that the broadband service operates efficiently and effectively in a competitive and evolving market.

Key Takeaways

- ✓ **Start with the end in mind** - What are the outcomes you and your stakeholders would like to see from your ISP? (SWOT Analysis & Goal Setting)
- ✓ **Learning** - What do you think you need to learn more about? (Research)
- ✓ **Partners** - What partners might you need and for what functions? (Partnership & ISP Plan)
- ✓ **What software & personnel do you currently use and what gaps do you have** (Software & People)?
- ✓ **Your Tribe can do this, according to your goals.** Find your gaps and find trusted partners and vendors to support you, maintain your sovereignty and accomplish your broadband & telecom goals.

