Asset Mapping:
Building on Community Strengths

Introductions and Review of Workshop Goals

- Introductions
- Goals
  - What is asset mapping?
  - Who uses it?
  - Why is it important?
  - What are its benefits?
    - Needs assessment, community consultation, social audit?
    - How is it done?

Overview

- Introductions and Review of Workshop Goals
- Definitions
- “How to”
  - Community Profile Exercise
  - Inventory Exercise
  - Sources and resources
  - Suggestions for next steps
  - Adjourn

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Definition

Asset Mapping
The process of cataloging the resources of a community.

Asset Mapping Pioneers:
John Kretzmann and John McKnight
(Asset-Based Community Development (ABCD) Institute
http://www.northwestern.edu/ipr/abcd.html)

Types of Resources

- Individual
- Association
- Institutional
- Economic

Individual Resources

- Every single individual
- Individual skills
  - Computer, child care, painting, home repair
- Community skills
  - Social/saving clubs, church supper, political campaign
- Enterprising skills and interests
  - Teaching, sales, and services
Association Resources

- Formal or informal group of community members working together
  - Church Women’s or Men’s Club
  - PTSA
- Congregate meal groups

- Assets
  - Activities/services/funding provided to the community
  - Communication channels
  - Future collaborative opportunities

Institutional Resources

- Formal, structured organization that typically does not rely on volunteers
  - Schools
  - Hospitals
- Assets
  - Employees (paid time to do community service)
  - Facilities/services (space, copying)
  - Volunteer/learning opportunities (school-to-work programs)

Economic Resources

- Dollars generated by local and regional activity
- Number and/or percent of employees hired locally
- Percent and/or amount of supplies and services bought locally
- Number of businesses, formal and informal

How These Assets Fit Together

Adapted from Vitalizing Communities Facilitator Guide, 1999. J. Allen, S. Cordes, and J. Hart, p. 23

Importance of Asset Mapping

- Creates awareness of local resources
- Uses resources to identify community connections, meet community needs, and other activities
- Recognizes and values the gifts within communities

(cont’d)
“How to”

Step 1: Define your community (study area).
Step 2: Determine what you want to do with the information that will be collected.
Step 3: Select the assets you want to identify.
Step 4: Identify any previous asset mapping activity in the community (e.g. previous assessments).
Step 5: Develop a plan to collect the information.
Step 6: Map the assets of the community.
Step 7: Evaluate the process and results.

How to Map Community Assets

- Step 1: Define your community
  - Specific population: elderly, persons with disabilities, youths,...
  - Geographic boundary
  - Faith, ethnic, racial community

Community Profile

- Community profile: a summary of the past, present, and anticipated future
- Assess community trends & conditions
- Inventory study area features
- Identify community issues
- Summarize findings

Relevant Figures

- The Community Profile: Exercise: “Think-Pair-Share”
  - Think
    - Important features in the study area
    - Obvious stakeholders
    - Community resources and why important
  - Pair: Go over your ideas with your partner
  - Share: Discuss ideas with the group

- Community Involvement

- The Assessment Process

- Identify Community Issues & Attitudes
  - Review Secondary Sources
  - Talk to Knowledgeable Persons
  - Visit the Community
  - Interview Stakeholders

- Review Social & Economic Characteristics
  - Demographics
  - Growth Trends
  - Major Employers
  - Housing

- Summarize Findings
  - Written Summary
  - Socio-Economic Inventory Map

- Inventory Study Area Features
  - Community Facilities & Services
  - Land Use Characteristics
  - Transportation Characteristics
  - Aesthetic & Cultural Resources

- Update Community Profile Exercise:
How to Map Community Assets (cont’d)

Step 2: Define what you want to do with the information collected.

Examples:
- Create community resource guide
- Create a searchable database of community resources to tap for future initiatives
- Link individuals with paid/volunteer opportunities
- Link community to future opportunities

How to Map Community Assets (cont’d)

Step 3: Select what assets you want to identify.

What skills do you need to identify?
- Start with pre-existing asset inventory tool
- Add and delete skills
- Keep focused on what can be done with this information
  - Build on existing resources
  - Respond to existing needs

Asset Mapping: Previous Efforts

<table>
<thead>
<tr>
<th>Previous Efforts/Activity Resulting Information/Action</th>
<th>Who was Invited &amp; When</th>
</tr>
</thead>
</table>

Examples:
- Child welfare, youth services, out-of-school programs, juvenile justice, and other youth and family activities...


Individual Asset Inventory Tool

<table>
<thead>
<tr>
<th>Individual Asset Inventory Tool</th>
<th>Association Asset Inventory Tool</th>
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<table>
<thead>
<tr>
<th>Name ________________________</th>
<th>Phone ________________________</th>
<th>Date ________________________</th>
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</thead>
<tbody>
<tr>
<td>Health Construction &amp; Repair</td>
<td>Food</td>
<td>Caring for the Elderly</td>
</tr>
<tr>
<td>Caring for the Mentally Ill</td>
<td>Plumbing</td>
<td>Serving to Many People</td>
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<tr>
<td>Caring for the Sick</td>
<td>Electrical</td>
<td>Operating Commercial Equipment</td>
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<tr>
<td>EMT or Emergency First Aid</td>
<td>Brick and Masonry</td>
<td>Baking</td>
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<tr>
<td>Nursing Experience</td>
<td>Wall Papering</td>
<td>Meat Cutting and Preparation</td>
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<tr>
<td>Exercise locks or Lock repairs</td>
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<td>Bartending</td>
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<tr>
<td>Building Garages</td>
<td>Office Dry-wall and Taping</td>
<td>Office Typing (WPM______)</td>
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<tr>
<td>Transportation</td>
<td>Office</td>
<td>Cabinetmaking</td>
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<tr>
<td>Office</td>
<td>Office Dry-wall and Taping</td>
<td>Driving a Car</td>
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<tr>
<td>Dry-wall and Taping</td>
<td>Office</td>
<td>Typing (WPM______)</td>
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<td>Transportation</td>
<td>Office</td>
<td>Taking Phone Messages</td>
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<td>Office</td>
<td>Welding and Soldering</td>
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<td>Office</td>
<td>Operating Farm Equipment</td>
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<td>Office</td>
<td>Bookkeeping</td>
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<td></td>
<td>Office</td>
<td>Operating ices Systems</td>
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<tr>
<td></td>
<td>Office</td>
<td>Supervising Projects</td>
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<tr>
<td></td>
<td>Office</td>
<td>Other_______________________</td>
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</tbody>
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Institutional Asset Inventory Tool

<table>
<thead>
<tr>
<th>Name of Institution</th>
<th>Contact Person</th>
<th>Phone Number</th>
<th>Aim / Interest</th>
<th>Program / Service</th>
<th>Resources</th>
<th>(computer, fax, other)</th>
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Examples:
- Health Care: hospitals, health clinics, dentists, …
- Educational: public schools, private schools, …
- Political: county government, state government, human service agencies, …
- Other: law enforcement, fire and rescue, … churches, temples, synagogues, …


Date ____________________

Economic Asset Inventory Tool

<table>
<thead>
<tr>
<th>Name of Business</th>
<th>Proportion of Workers Hired Locally</th>
<th>Proportion of Non-Labor Supplies and Input Purchased Locally</th>
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Inventory Exercise

- POP!: Individual & Association Inventories
  - Individual
    - Create an Individual Inventory
    - Pop! Inventory others
  - Association
    - Create an Association Inventory
    - Pop! Inventory others' associations

Questions from Inventories

How to Map Community Assets (cont’d)

- Step 5: Develop plan to collect the information.
  - When is the data need?
  - What methods will be used to collect the info?
  - What resources (people, copying, database creation and entry, facilitators) are needed to collect the info?
  - Who is going to do what and by when?

Sample Activity Tracker

<table>
<thead>
<tr>
<th>Goal</th>
<th>Activity Tracker</th>
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<table>
<thead>
<tr>
<th>Who</th>
<th>When</th>
<th>What</th>
<th>How</th>
<th>Why</th>
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**Existing Information Resources in the Community**

- City, county, agency websites
- Phonebooks
- The Internet (Google map)
- Local newspapers
- Previous inventories (e.g. CDC, census, etc.)
- Local library

**Information Collection Tips**

- Ask advice of target population, e.g. community residents, businesses, the public
- Think outside the box
- Web / Email Surveys
- Newspaper inserts
- PDA / Laptops
- Church Suppers
- Think Ahead
- If the goal is to build a database, use a method where information is entered, collected, and formatted simultaneously, e.g., Access, Excel, PDAs

**How to Map Community Assets (cont’d)**

- Step 6: Map the assets of the community
  - Use town map & color-coded dots
  - Use GIS Mapping software to create a map
- Example: mapping recreational assets
  - Get community map and use color-coded dots to locate recreation facilities, such as: playgrounds, parks, basketball courts, etc.
  - Create a booklet of community recreational facilities.
  - Distribute to community residents.

**How to Map Community Assets (cont’d)**

- Step 7: Evaluate your process and results
  - Process: what worked well and what did not
  - What was completed?
  - Was the target population reached?
- Outcome:
  - Able to create final product?
  - Benefits derived?
  - Number of individuals mapped
  - Grant money received
  - New partners identified
  - Next asset?

**Sources and Resources**

- Asset-Based Community Development Institute, [http://www.northwestern.edu/ipr/abcd.html](http://www.northwestern.edu/ipr/abcd.html)
  - Institute started by John Kretzmann and John McKnight contains publications and workbooks about asset mapping and the larger concept of asset-based community development.
- Community Impact Assessment, [http://www.ciatrans.net](http://www.ciatrans.net)
- Center for Applied Rural Innovation (University of Nebraska)
- Vitalizing Community: Building on Assets and Mobilizing for Collective Action
  - Community Guide: Workbook for community participants in an asset mapping effort, [http://ctb.ku.edu/facilitatorguide.pdf](http://ctb.ku.edu/facilitatorguide.pdf)
- Community Tool Box Web Site, [http://ctb.ku.edu/](http://ctb.ku.edu/)
  - Chapter Three, Assessing community needs and resources, Section 8, [http://ctb.ku.edu/tools/en/chapter_1003.htm](http://ctb.ku.edu/tools/en/chapter_1003.htm)
Summary

- Communities have lots of assets
  - Individual
  - Associational
  - Institutional
  - Economic
- Asset Mapping is a helpful technique to identify and engage a community’s existing resources to cause change.

Applications

- Planning tool
  - Use in gap analyses
  - Use to assess impacts of future actions
- Information/Marketing/Resource Guide
  - Brochures, maps, etc., of available resource
  - Central database for proposals
- Evaluation
  - Baseline data on conditions
  - Assess impact of actions
  - Refine existing programs