Asset Mapping:

Building on Community Strengths

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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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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?

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Definition

THE ASSET-BASED COMMUNITY DEVELOPMENT INSTITUTE
INSTITUTE FOR POLICY RESEARCH
NORTHWESTERN UNIVERSITY
WELCOME TO ABCD

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)

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Types of Resources

- Individual
- Association
- Institutional
- Economic

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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

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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

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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)
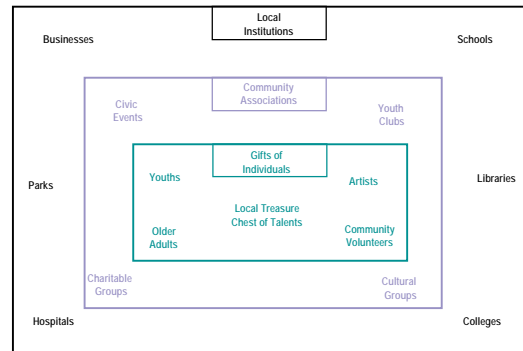 - Volunteer/learning opportunities (school-to-work programs)

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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

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How These Assets Fit Together

Local Institutions

Businesses

Schools

Civic Events

Community Associations

Youth Clubs

Parks

Youths

Gifts of Individuals

Artists

Libraries

Older Adults

Local Treasure Chest of Talents

Community Volunteers

Charitable Groups

Cultural Groups

Hospitals

Colleges

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

Importance of Asset Mapping

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Importance of Asset Mapping (cont'd)

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

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"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.

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How to Map Community Assets

- Step 1: Define your community

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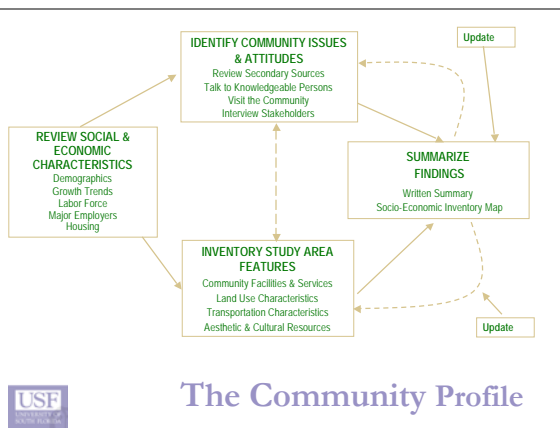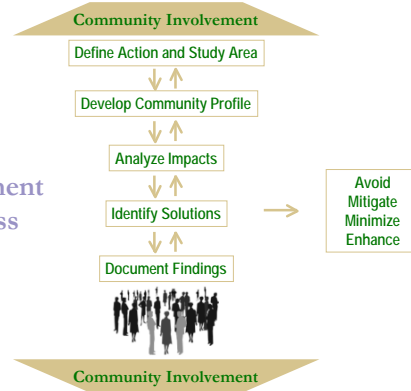 - Faith, ethnic, racial community

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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
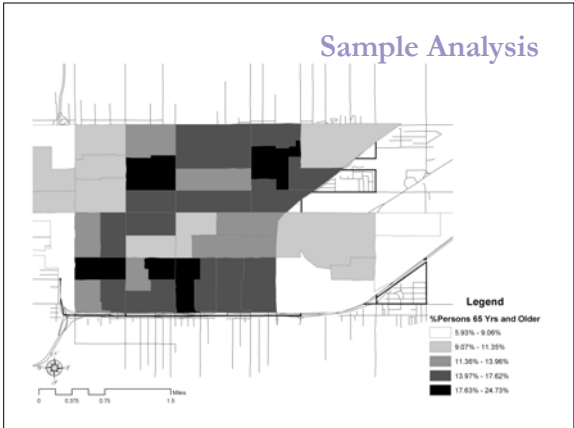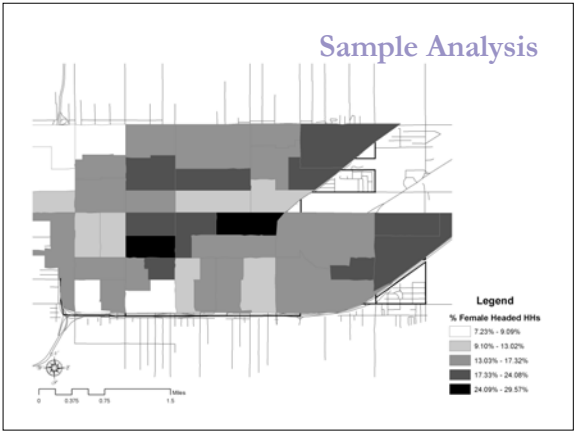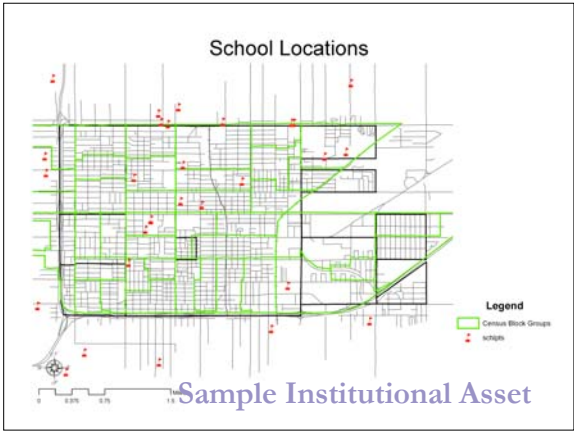
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The Assessment Process

Community Involvement

Define Action and Study Area

Develop Community Profile

Analyze Impacts

Identify Solutions

Document Findings

Avoid Mitigate Minimize Enhance

Community Involvement

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IDENTIFY COMMUNITY ISSUES & ATTITUDES
Review Secondary Sources
Talk to Knowledgeable Persons
Visit the Community
Interview Stakeholders

Update

REVIEW SOCIAL & ECONOMIC CHARACTERISTICS
Demographics
Growth Trends
Labor Force
Major Employers
Housing

SUMMARIZE FINDINGS
Written Summary
Socio-Economic Inventory Map

INVENTORY STUDY AREA FEATURES
Community Facilities & Services
Land Use Characteristics
Transportation Characteristics
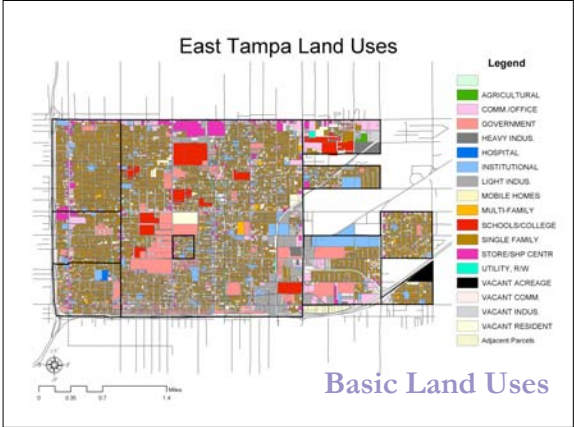Aesthetic & Cultural Resources

Update

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The Community Profile
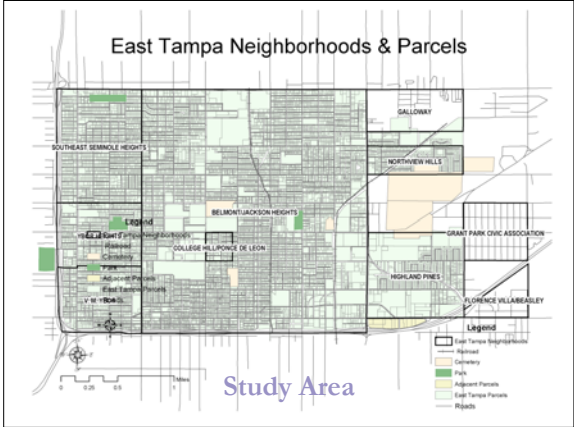

Community Profile Exercise:
"Think-Pair-Share"

- 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

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Study Area

Basic Land Uses

Sample Institutional Asset

Sample Analysis

Sample Analysis

Questions on Community Profile

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

How to Map Community Assets (cont)

- Step 4: Identify any previous asset mapping activity in the community (e.g. previous assessments, collaborations, databases).
  - How recent ?
  - Will it provide the needed information?
  - What did or did not work well?
  - What is needed now?

Asset Mapping: Previous Efforts

Previous Efforts Assets Inventory
Inventory Tool 5

Community_____ Date_____ Page ___ of ___

Previous Efforts/Activity	Resulting Information/Action	Who Was Invited & When

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

Source: *Vitalizing Communities, Community Guide*, 1999. J. Allen, S. Cordes, and J. Hart, p.36

Individual Asset Inventory Tool

Individual Skills/Assets Inventory
Inventory Tool 1A

Name_____ Phone_____ Date_____

Health
- Caring for the Elderly
- Caring for the Mentally Ill
- Caring for the Sick
- Caring for Persons with Disabilities
- EMT or Emergency First Aid
- Nursing Experience
- Nutrition
- Exercise

Office
- Typing (WPM_____)
- Taking Phone Messages
- Writing Business Letters
- Receiving Phone Orders
- Operation Switchboard
- Bookkeeping
- Computer Information Entry
- Computer Word Processing
- Other_____

Child Care
- Infant Care (0-1 yr)
- Child Care (1-6 yrs)
- Adolescent Care (7-13)
- Taking Kids on Field Trips
- Pre-school Care

Construction & Repair
- Painting
- Plumbing
- Electrical
- Carpentry
- Brick and Masonry
- Wall Papering
- Furniture Repairs
- Locksmith or Lock Repairs
- Building Garages
- Dry-wall and Taping
- Cabinetmaking
- Welding and Soddering
- Concrete Work
- Heating and Cooling Systems
- Flooring and Carpeting
- Roofing
- Other_____

Maintenance
- Floor Cleaning/Refinishing
- Carpet Cleaning
- Household Cleaning
- Lawn Mowing and Yard Work
- Gardening
- Tree and Shrubbery Care

Food
- Catering
- Preparing for Many People
- Serving to Many People
- Operating Commercial Equipment
- Baking
- Meat Cutting and Preparation
- Bartending

Transportation
- Driving a Car
- Driving a Van
- Driving a Bus
- Driving a Tractor-Trailer
- Driving a Commercial Truck
- Operating Farm Equipment
- Driving Emergency Vehicles

Supervision
- Writing Reports
- Filling Out Forms
- Working with a Budget
- Recording of Activities
- Writing Proposals or Grants
- Planning Projects
- Supervising Projects
- Other_____

Source: *Vitalizing Communities, Community Guide*, 1999. J. Allen, S. Cordes, and J. Hart, p.28

Association Asset Inventory Tool

Associational Assets Inventory
Inventory Tool 2

Community_____ Date_____ Page ___ of ___

Name of Association	Contact Person	Phone Number	Aim	Program/Services Offered

Examples:
Business Association: Chamber of Commerce, neighborhood business associations, trade groups…
Charitable Groups/Drives: Red Cross, Cancer Society, United Way, Diabetes Association,…
Youth Groups: 4-H Clubs, Future Farmers, Girl Scouts, Boy Scouts, YMCA, YWCA,…
Civic Events: art fairs, health fairs, festivals…

Source: Adaptation of: *Vitalizing Communities, Community Guide*, 1999. J. Allen, S. Cordes, and J. Hart, p.31

Institutional Asset Inventory Tool

Institutional Assets Inventory
Inventory Tool 3

Community_____   Date_____   Page ___ of ___

Name of Institution	Contact Person	Phone Number	Aim / Interest	Program / Service	Resources (computer, fax,

Examples:
Health Care: hospitals, health clinic, dentists,…
Educational: public schools, private schools,…
Political: county government, state government,
    human service agencies,…
Other: law enforcement, fire and rescue,…
    churches, temples, synagogues,…

Source: Adaptation of: *Vitalizing Communities, Community Guide*, 1999. J. Allen, S. Cordes, and J. Hart, p.32

Economic Asset Inventory Tool

Local Business Linkages Inventory
Inventory Tool 4B

Local Business Linkages Inventory
Community_____   Date_____   Page ___ of ___

Name of Business	Proportion of Workers Hired Locally	Proportion of Non-Labor Supplies and Input Purchased Locally

Source: *Vitalizing Communities, Community Guide*, 1999. J. Allen, S. Cordes, and J. Hart, p.34

Inventory Exercise

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

Activity Tracker
Goal:
Objective:

Task	Who	Resources	Deadline	Comments

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)

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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

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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.

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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?

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Sources and Resources

- Asset-Based Community Development Institute, 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
- Center for Applied Rural Innovation (University of Nebraska)
  - *Vitalizing Community: Building on Assets and Mobilizing for Collective Action*
    - *Facilitation Guide:* Workbook presents step-by-step guide to preparing for and hosting an asset mapping effort, http://cari.unl.edu/facilitatorguide.pdf.
    - *Community Guide:* Workbook for community participants in an asset mapping effort, http://cari.unl.edu/ABCD%20Community%20Guide.pdf.

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Sources and Resources

- Community Tool Box Web Site, http://ctb.ku.edu/
  - Chapter Three, Assessing community needs and resources, Section 8, http://ctb.ku.edu/tools/en/chapter_1003.htm
- *Community Culture and the Environment: A Guide to Understanding a Sense of Place*, http://www.epa.gov/ecocommunity/pdf/ccecomplete.pdf

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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.

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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

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