

The What, Why, Who, When, Where, and How of Community Asset Mapping

Tran Keys, PhD

Presenter



Tran Keys, PhD
Senior Research Associate



WHAT (is community asset mapping)?

- » Community asset mapping is a **systematic process** for identifying, cataloging, and mapping the assets of a community.
- » It is a process for assessing and mobilizing existing strengths while simultaneously building (or strengthening) relationships among the various groups or organizations within a community.
- » Other names: participatory asset mapping, asset mapping



WHAT (are assets)?

» **Assets** are the things that are important to the members of the community.

<p>Individual Assets Individuals and their</p> <ul style="list-style-type: none"> • Skills • Talents • Experiences <p>Consider:</p> <ul style="list-style-type: none"> • Professional • Personal • Resources • Leadership • Networks 	<p>Institutional Assets</p> <p>Churches Colleges and Universities Elderly Care Facilities Fire Department Hospitals and clinics Mental health facilities Libraries Police Department Schools Utilities Transportation</p>	<p>Organizational Assets</p> <p>Community Centers Radio/TV stations Small businesses Large businesses Home-based enterprises Religious organizations Nonprofit organizations Clubs Citizen groups Business associations Cable and phone companies</p>
<p>Governmental (State and Federal) Assets</p> <p>City Government State Capital Bureau of land management Economic Development Dept. Forest Service Military facilities School Service Center Small Business Administration State Education Agency Telecommunications agency</p>	<p>Physical and Land Assets</p> <p>Agriculture Energy resources Forest Industrial areas Lakes, ponds, streams Mining Natural resources/landmarks Parks/recreation areas Vacant land Waste resources</p>	<p>Cultural Assets</p> <p>Historic/Arts groups Ethnic/Racial diversity Heritage Crafts, skills Cultural traditions</p>

Source: Bonner Curriculum: Community Asset Mapping



WHY (should we engage in asset mapping)?

- » Strengths-based approach to community development
 - > Important process for building on or leveraging existing **strengths** within the community
 - > In contrast, needs-based community development emphasizes local deficits
- » Assesses the resources, skills, and experience available in a community
- » Benefits
 - > Useful when there is a need to identify assets that can be used immediately
 - > Uncovers overlooked resources and assets
 - > Provides a positive (**strengths-based approach**) starting point for change
 - > Highlights existing achievements, talents, and available resources



WHO (should be involved in asset mapping)?

- » Team makeup
- » Roles
- » Facilitator (preferable, someone *not* on the team)

Keep in mind

- » Process is collaborative, developed from the ground up, and iterative
- » Requires time to collect, compile, and evaluate the asset information
- » Not useful when there is no common focus for the group as a whole



WHEN (should asset mapping be done)?

- » When you are conducting a community assessment and need to find assets to mobilize to address community needs
- » When the community includes talented and experienced citizens whose skills are valuable but underutilized
- » When you want to strengthen existing relationships and build new ones that will promote successful community development in the future

- » Other reasons?



WHERE (should asset mapping be done)?

- » In-person
- » Virtual
- » Hybrid



HOW (is asset mapping done, AKA process/steps)?

Different approaches with the following **general steps**:

1. Define your community.
2. Define what you want to do with the information collected.
3. Select what assets you want to identify.
4. Identify if an asset-mapping activity was already done.
5. Develop your data collection plan (interviews, focus groups, surveys, artifact review, etc.)
6. Collect data on your assets.
7. Map your community (or organization) assets.
8. Evaluate your process and results.
9. Determine your next steps.






» Outcome: A “map” of assets is produced (geographic map, an assets chart/graphic, or simply a list of assets).



HOW (is asset mapping done, AKA process/steps)?

Resources Needed

- > Time – three hours to multiple days
- > Tools and Templates
 - Chart paper, post-its, markers, circle dot stickers
 - Google (doc, form, Jamboard, sheet, slides)
 - Mapping (Padlet)
 - *Anything else?*

-
-  Community Asset Mapping_Google Doc
-
-  Community Asset Mapping_Google Form
-
-  Community Asset Mapping_Google Jamboard
-
-  Community Asset Mapping_Google Sheet
-
-  Community Asset Mapping_Google Slides
-



Template 1a: Community Asset Spreadsheet

Community Asset Spreadsheet

Type your information in this spreadsheet and the data will automatically fill out the asset map on page 5. You can type the information in this PDF, on the attached spreadsheet files, or by printing out this page. To customize, add your Health Center Logo above. We have provided the Central Texas Food Bank entry as an example for how to fill out the information.

Partner Name	Contact info	Point of Contact / Website	Resource/Strengths	Collaboration Goals	Organizational Benefit
<i>Organization Name</i>	<i>Phone number / address</i>	<i>Best member to contact?</i>	<i>What do they offer?</i>	<i>What goals can you accomplish together?</i>	<i>How can each group benefit?</i>
Central Texas Food Bank	512.355.5554 / 6500 Metropolis, Austin, Tx	Relations Manager	Food pantry & groceries	Seeking new avenues in the city	Potential referral for clients in need
Health Care - I.e. - Hospitals, Urgent Care					
Education - I.e - Migrant Education, Head Start					
Social and Cultural Organizations - I.e. - Faith-based organizations					
Local and State Government - I.e. - City programs					
Neighborhood Resources - I.e. - Community centers					
Emergency Resources - I.e. - Food bank, police					



Template 1b: Community Asset Map



Source: National Center for Farmworker Health, Inc

Template 2: Your Community Asset Map

YOUR COMMUNITY ASSET MAP

Please fill in the types of assets that can be found in the community surrounding your library.
How can these assets strengthen your library?

Associations

Individuals

Physical Space

Local Economy

Stories

Institutions

My Community

Individuals

Physical Space

Local Economy

Stories

Institutions

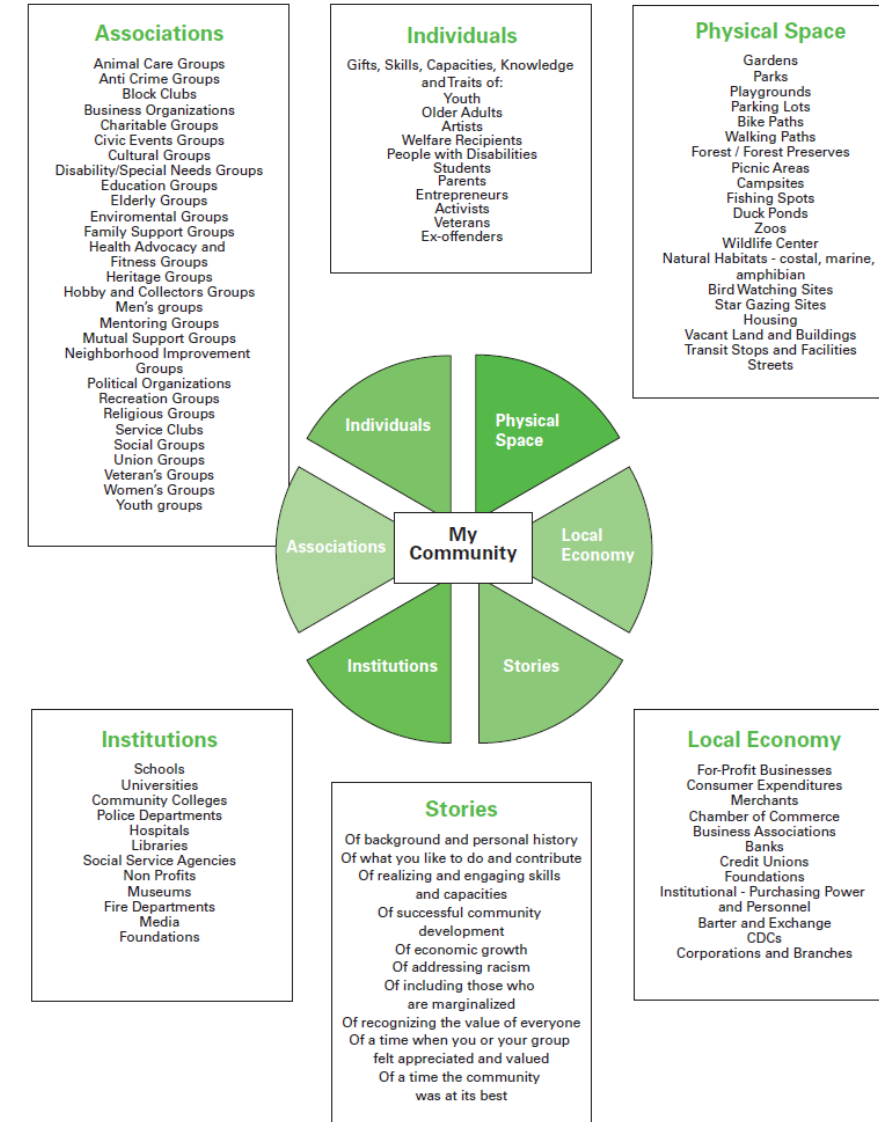
Associations



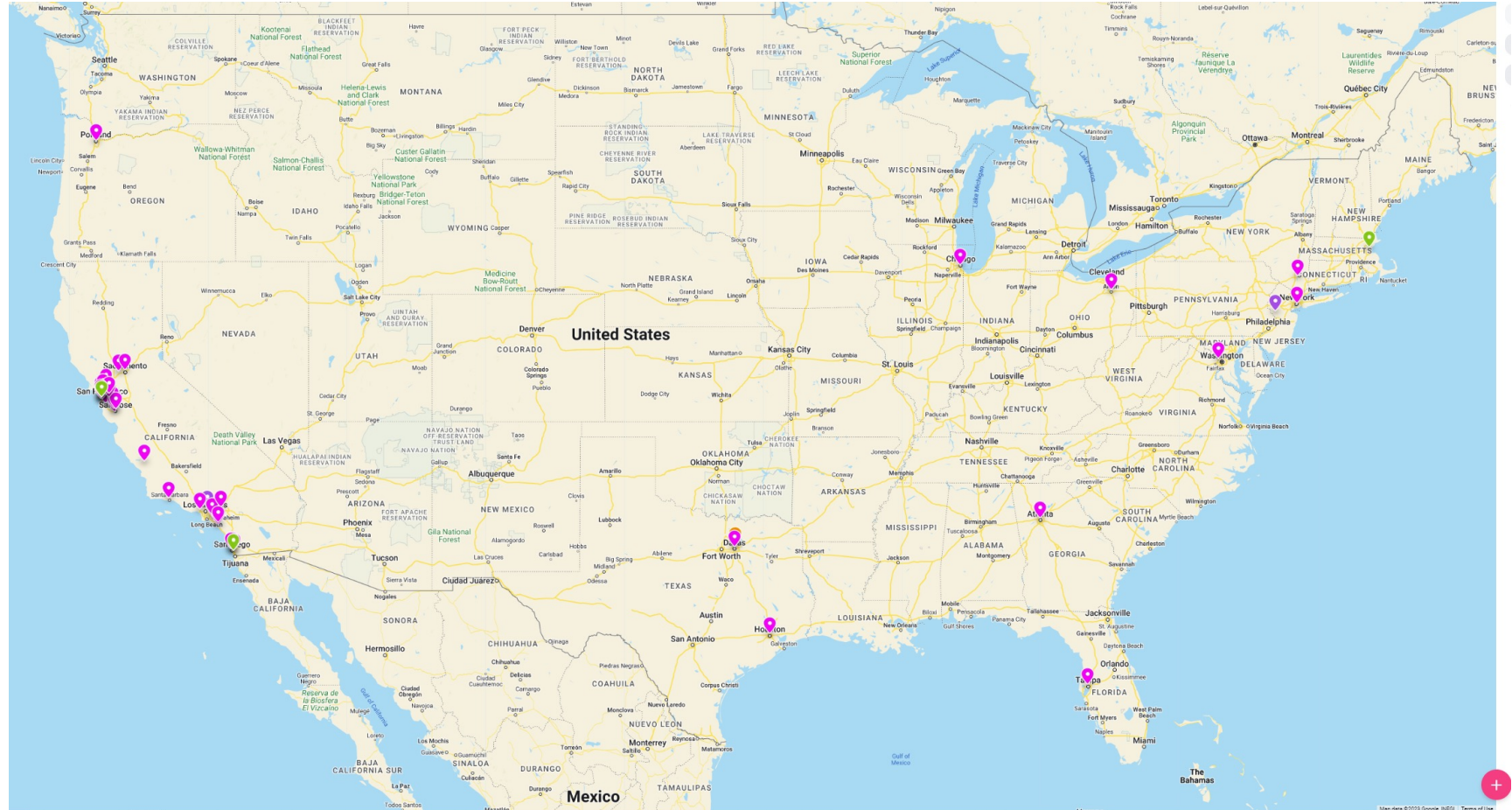
Example 1: Your Community Asset Map

A SAMPLE COMMUNITY ASSET MAP

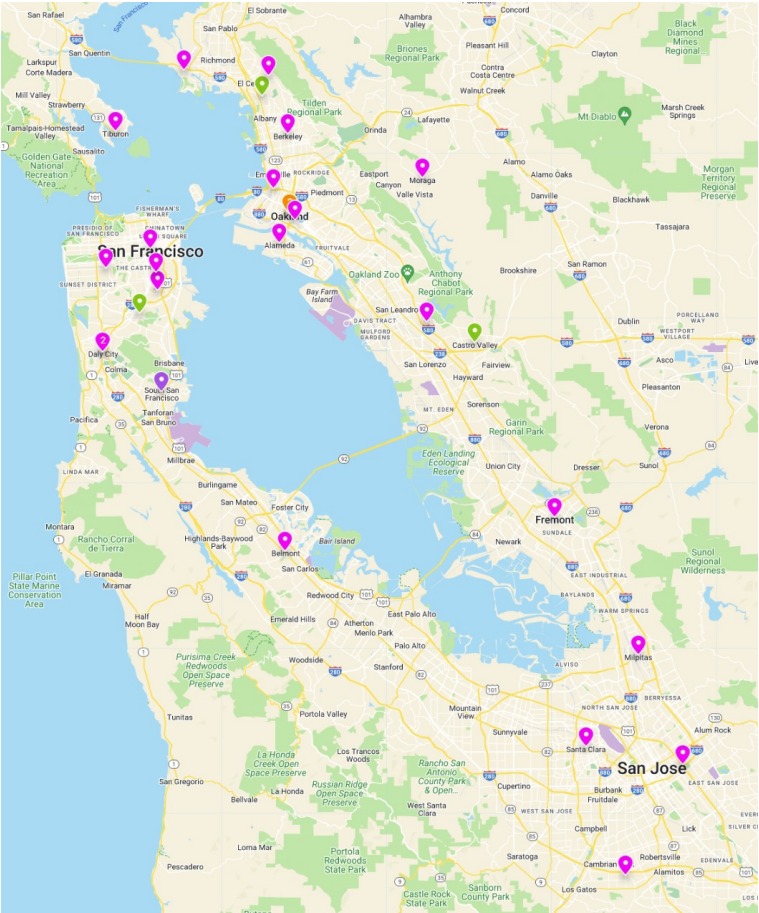
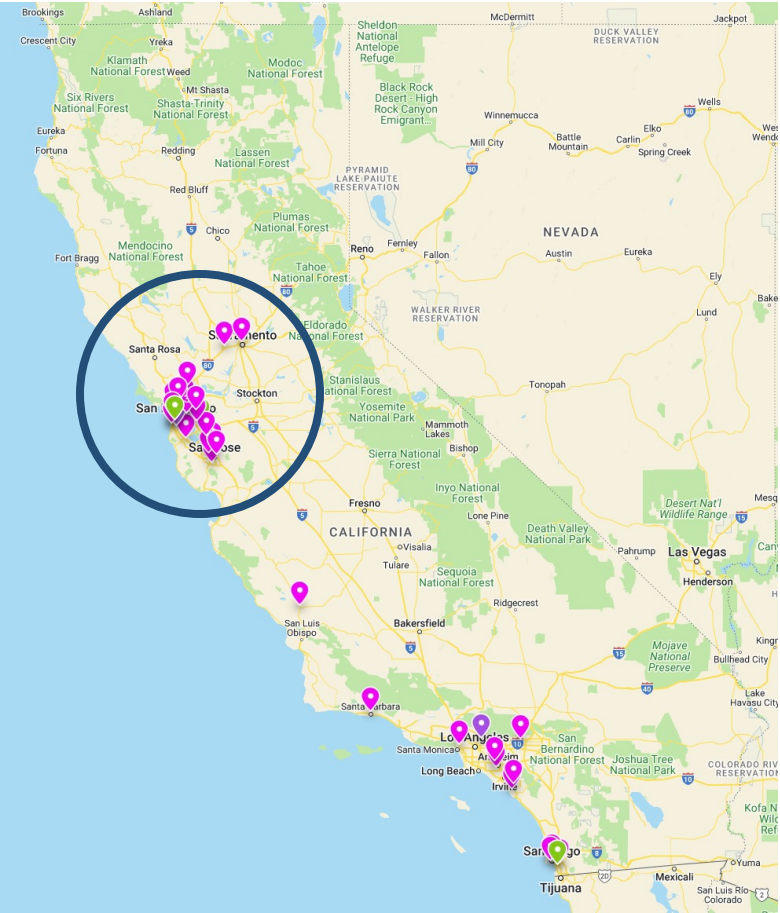
This is a sample community asset map. Use the next page to document the assets of the local community surrounding your library.



Example 2a: People Assets



Example 2b: People Assets



Question for Participants/Group Discussion

- » What is a potential or current project where you can see **community asset mapping** as a resource? This can be at your SEA or an LEA you support.



Resources

- » Bonner Curriculum
[Community Asset Mapping: A Critical Strategy for Service](#)
- » National Center for Farmworker Health
[Community Asset Mapping Guide](#)
- » Community Research Lab
[Participatory Asset Mapping Toolkit](#)
- » Professional Standards for Educational Leaders
[Standard 8. Meaningful Engagement of Families and Communities](#)



The content of this PowerPoint was developed under a grant from the Department of Education through the Office of Program and Grantee Support Services (PGSS) within the Office of Elementary and Secondary Education (OESE), by the Region 15 Comprehensive Center at WestEd under Award #S283B190053. This contains resources that are provided for the reader's convenience. These materials may contain the views and recommendations of various subject matter experts as well as hypertext links, contact addresses, and websites to information created and maintained by other public and private organizations. The U.S. Department of Education does not control or guarantee the accuracy, relevance, timeliness, or completeness of any outside information included in these materials. The views expressed herein do not necessarily represent the positions or policies of the U.S. Department of Education. No official endorsement by the U.S. Department of Education of any product, commodity, service, enterprise, curriculum, or program of instruction mentioned in this document is intended or should be inferred.