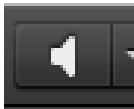# Community Asset Mapping: A Planning Tool for Your Program

Cherise G. Moore, Ph.D.

January 22, 2019

Getting Started

- No need to call in if you have speakers or a headset

- If you can't hear, click on the speaker icon on the top left of your screen

- Change this to this

Cherise Moore, AIR

Resources are available

- Resources are located in the PowerPoints and Handouts pod

- Select the file name and then select Download

Menu functions

- At the top right of your screen, you will find the Communications menu

- Open the menu by clicking on the arrow to view your options.

- An icon will then appear beside your name in the attendee list.
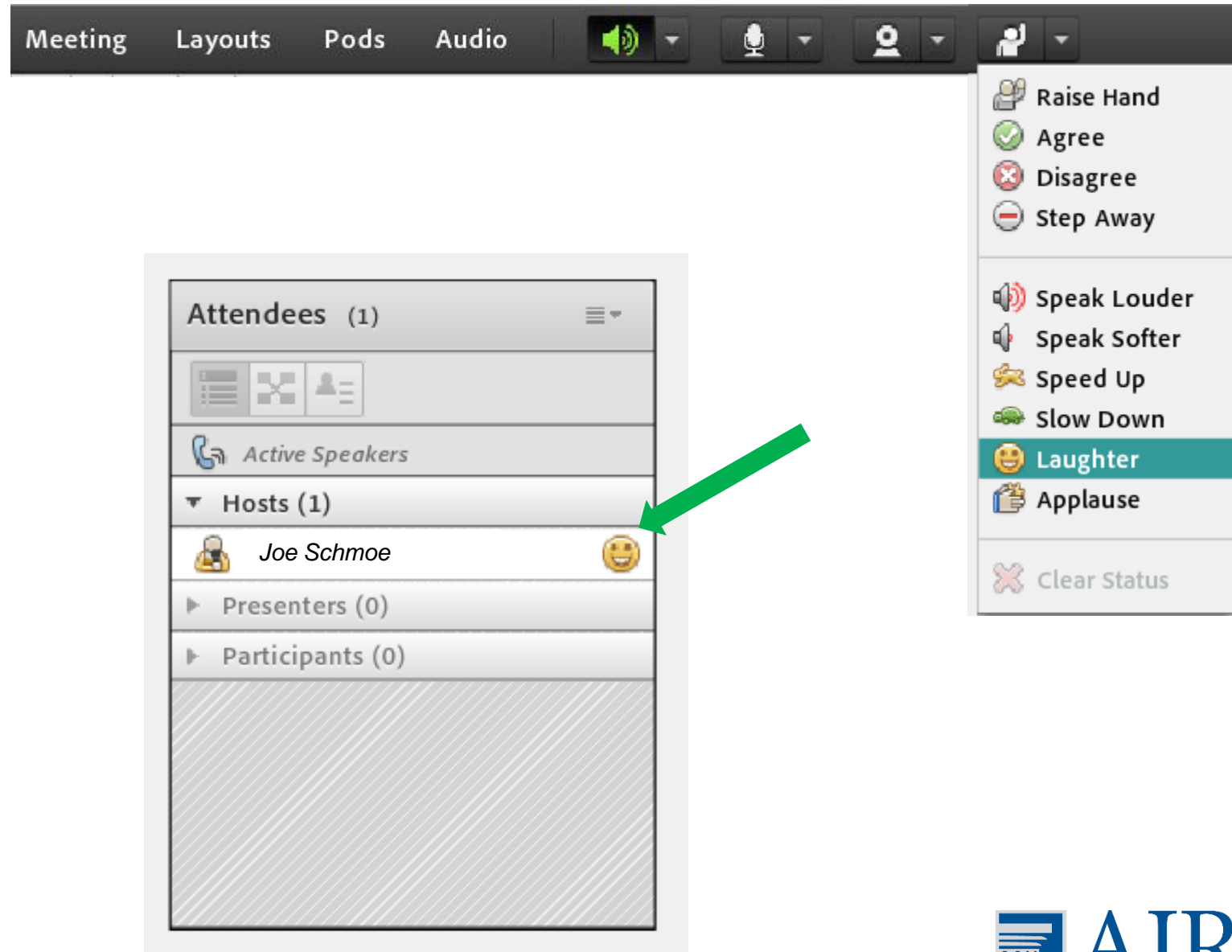
Chat pod

- See the top right dropdown menu of the pod for chat options.

- You can enter in text at the bottom, click the message bubble or Enter to send and share with everyone!
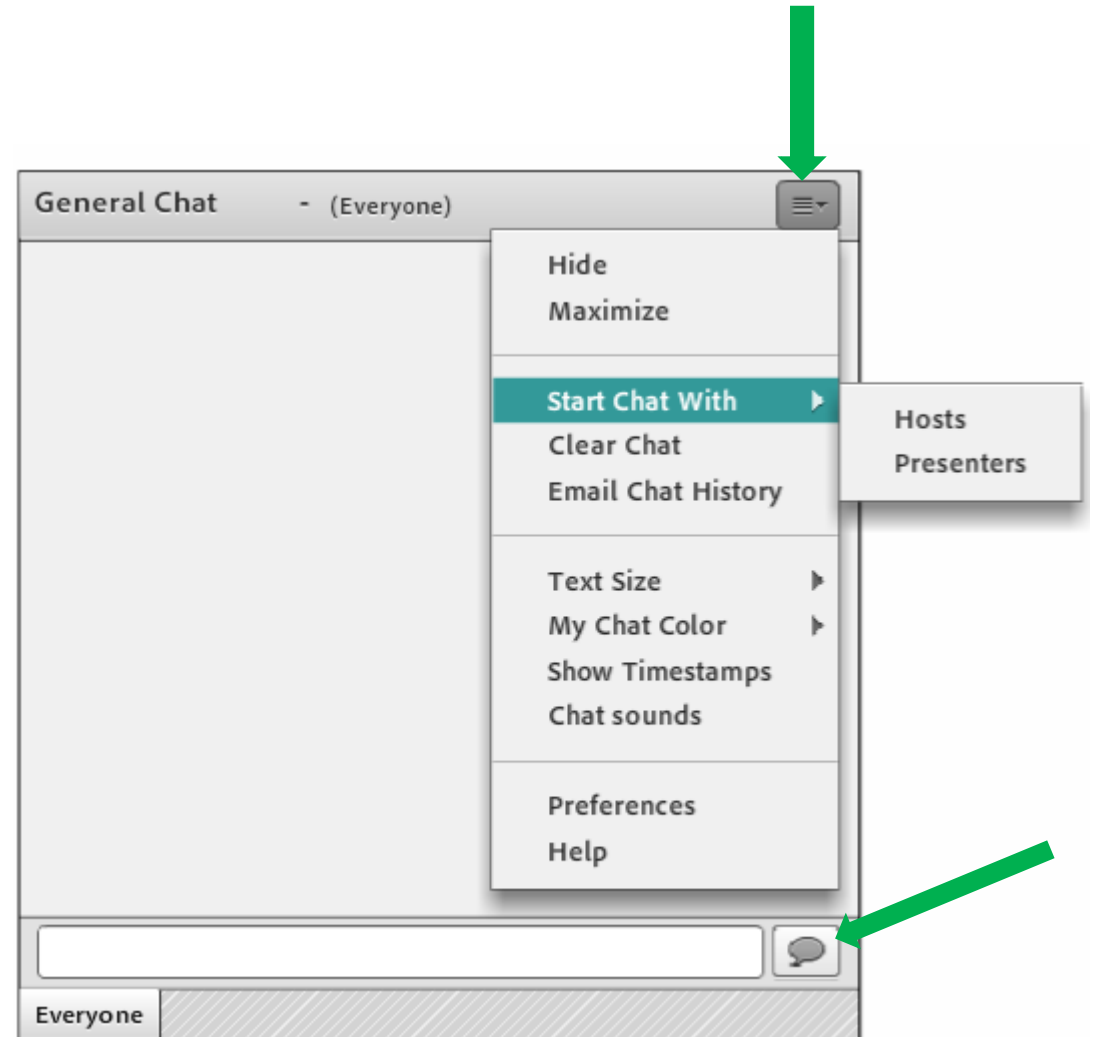
If ATTENDING with other colleagues from your site…

- Please type in the chat pod the names of others who are attending but not logged in.

- This will help us keep accurate attendance.

Joining the session with my colleague Jane Smith!

Please mark her attendance!

This webinar will be recorded

- The session will be recorded for future viewing

- Need technical support during the session?
    - Use the chat pod to ask for help

Agenda

- Checking in from last week

- Overview of Community Asset Mapping (CAM)

- How to approach CAM

- Using CAM in your 3-year planning

- CAM Resources

- Upcoming Webinar

Community Asset Mapping is a Planning Tool

Archived Planning Webinars

Community Asset Mapping:
A Tool to Strengthen Our Programs

An AEBG TAP Webinar
February 21, 2018

Dr. Jana Carp, Jana Carp Consulting
Dr. Debra Jones, Peralta Community College District
Dr. Cherise Moore, AIR
Shileste Overton Morris, Center for Schools and Communities
Ilse Pollet, ALLIES

Community Asset Mapping Overview
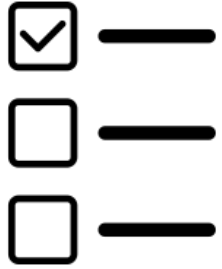
Poll #1

When it comes to Community Asset Mapping, I am/have:

The essence of community asset mapping is:
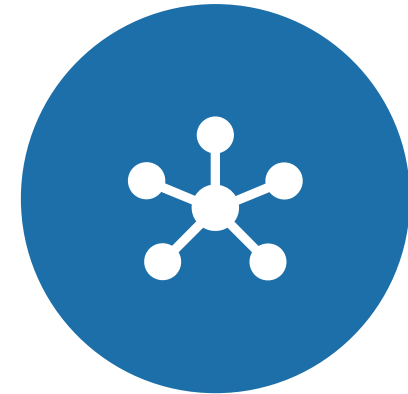
DISCOVER   ASK   CONNECT

Community Asset Mapping Purpose

- Provides information about the strengths and resources of a community

- Create a list of community assets/resources to assist with goals in planning "asset directory"

- Identify assets/resources that can help with future initiatives

- Identify assets that can help with program development

- Helps uncover solutions once community strengths and resources are identified in a map

- Determine what can we do with what we already have… to get what we need.

When to use Community Asset Mapping

- Gathering data to identifying area resources
- Discovering new partners
- Mobilizing/empowering community residents
- Starting a new program or making program decisions

Steps in CAM

1. Define your community or "study area" geographically

2. **Determine your critical questions for CAM**

3. Determine how you want to use/involve stakeholders

4. **Select the type of assets you want to identify**
   - Schools/Libraries
   - Hospitals
   - Social Services
   - Economic Development
   - Parks/Cultural Arts
   - Churches
   - Businesses
   - Civic Organizations
   - What else?

5. Identify any previous asset mapping activity

6. **Identify and map the assets of the community**
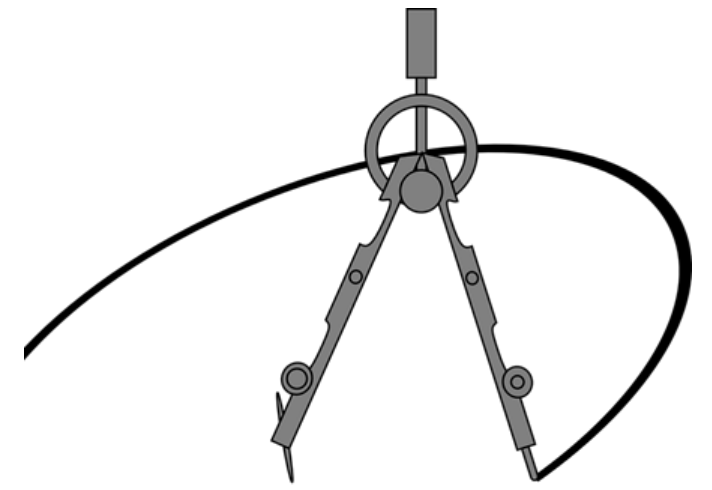
What are the critical questions you are trying to answer?

Examples of Critical Questions to Ask

- Who provides education and workforce services to adults in your region and types of services? (G, pg 5)

- Who can help us do what we want to do better?

- What are potential new program areas to start?

- How can the assets in our community become financial partners?

- What opportunities exist to collaborate on regional needs in the community?

- How can the assets in our community help us increase our student enrollment?

Mapping Community Assets #4

Asset-Based

Community Building

Community Capacity Building

Externally Focused

Relationship Driven

Grounded in Research and Theory
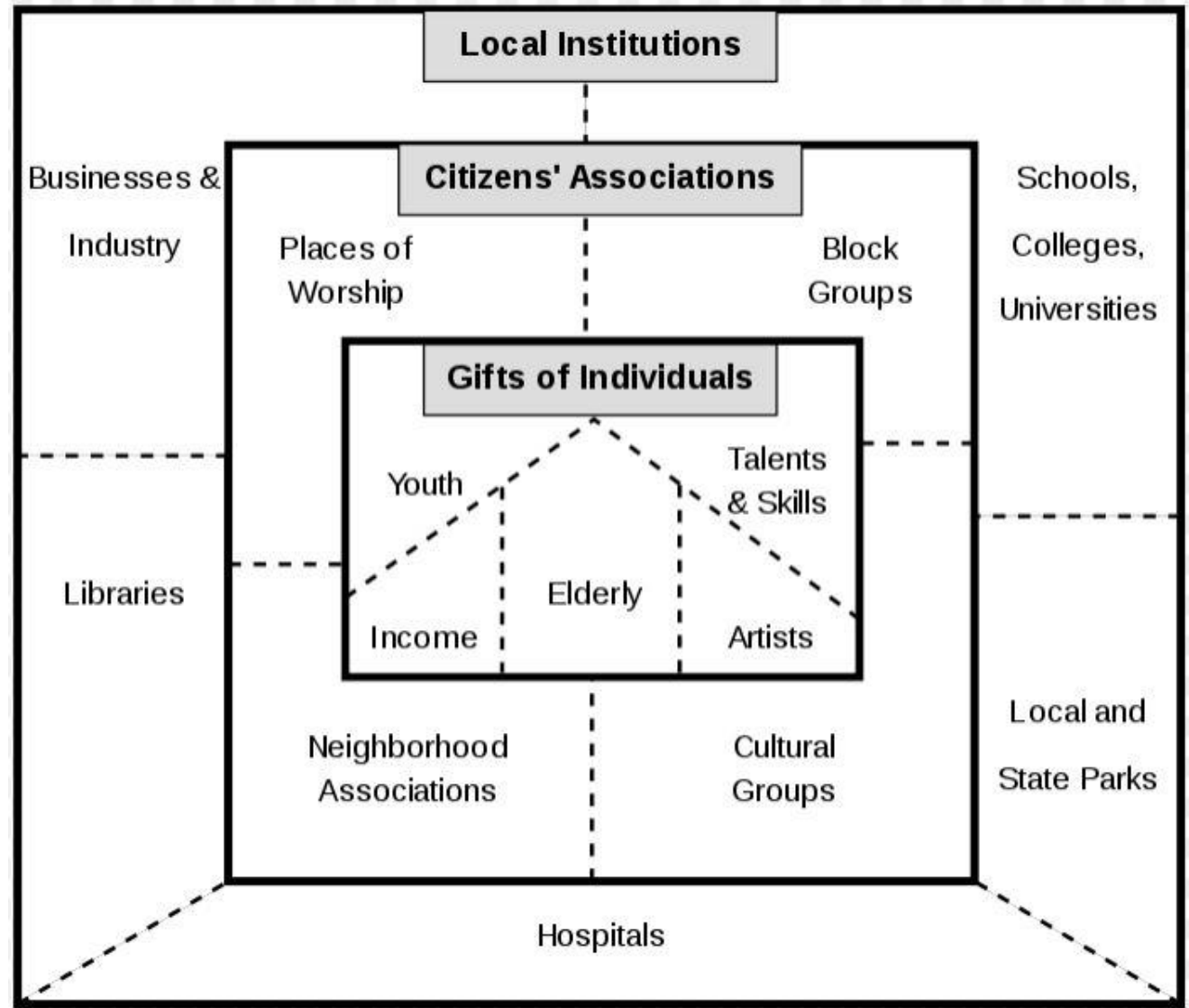
Asset Gathering Tool #4

Asset Inventory Worksheet		
Individual Assets		
Citizen Assets		
Citizen Associations (Grassroots)		
Neighborhood Associations		
Cultural Organizations		
Faith-based Organizations		
Institutional Assets		
Educational Assets	Childcare and Preschool Providers (0-5) K-12 School Districts Colleges and Universities Public Libraries	And?
Health Care Services	Hospitals/Urgent Care Centers Private Physicians Community Health Centers & Free Clinics Public Health Departments Substance Abuse Treatment and Recovery Providers Nursing Homes, Rehabilitation, Home Health & Hospice	And?
Cultural Assets	Museums Performing Arts Organizations Historical Organizations Public Spaces Community Events and Festivals Media Organizations	And?
Recreational Assets	School-based athletics and Community Ed. Programs Community Centers Parks and Public Recreation Programs Walking/biking trails & Sidewalks YMCA & Non-profit Recreation and Fitness Orgs Private Membership Fitness Clubs	And?
Food System Assets	Full-service Grocery Stores Community Gardens Farmer's Markets Restaurants with healthy food choices Food-Related Organizations	And?
Public Safety Assets	Police and fire departments Environmental Protection Organizations	And?

Mapping Tool # 6

Asset-Mapping Inventory Worksheet

Directions: Please complete the following table by examining existing resources, printed materials and gathering input from stakeholders.

Schools			
Name	Address/Intersection	Rating (A, B, C, D)	Notes

Libraries			
Name	Address	Rating (A, B, C, D)	Notes

Hospitals/Clinics			
Name	Address	Rating (A, B, C, D)	Notes

Completed Mapping Tool # 6

CHURCHES			
Name	**Address**	**Rating (A, B, C, D)**	**Notes**
Redeem Lutheran	1730 N Pecos Rd, Las Vegas, NV 89115	B	Could not locate a website, but found a Facebook page
Iglesia Pentecostes Elim Church	3720 Haddock Ave; North Las Vegas, Nevada 89030	B	Could not locate a website, but found a Facebook page
Iglesia Cristiana Camino De Salvacion	555 N Maryland Pkwy; Las Vegas, Nevada 89101	B	Could not locate a website, but found a Facebook page *Large church at the intersection of Maryland and Bonanza

SOCIAL SERVICES/ECONOMIC DEVELOPMENT			
Name	**Address**	**Rating (A, B, C, D)**	**Notes**
Urban Chamber of Commerce	1951 Stella Lake St #26, Las Vegas, NV 89106	A	Potential to leverage partnership (speak at meeting) to access the Chamber's existing relationships with businesses in the community
Clark County Community Center (Walnut Community Center)	3085 N Walnut Rd, Las Vegas, NV 89115	A	
Salvation Army	2828 E Cheyenne Ave, North Las Vegas, NV 89030	B	
Division of Welfare and Support Services	1040 W Owens Ave, Las Vegas, NV 89106	B	

OTHER			
Name	**Address**	**Rating (A, B, C, D)**	**Notes**
Broadacres Marketplace	2930 N Las Vegas Blvd, North Las Vegas, NV 89030	A	
Las Vegas Fire and Rescue Training Center	633 N Mojave Rd, Las Vegas, NV 89101	B	

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How do you gather data on your assets? (#6)

- Use pre-existing data sets for a secondary analysis (education, labor market, crime, census, housing)
- Neighborhood walk-throughs/drive-bys to do a physical inventory of resources and/or institutions
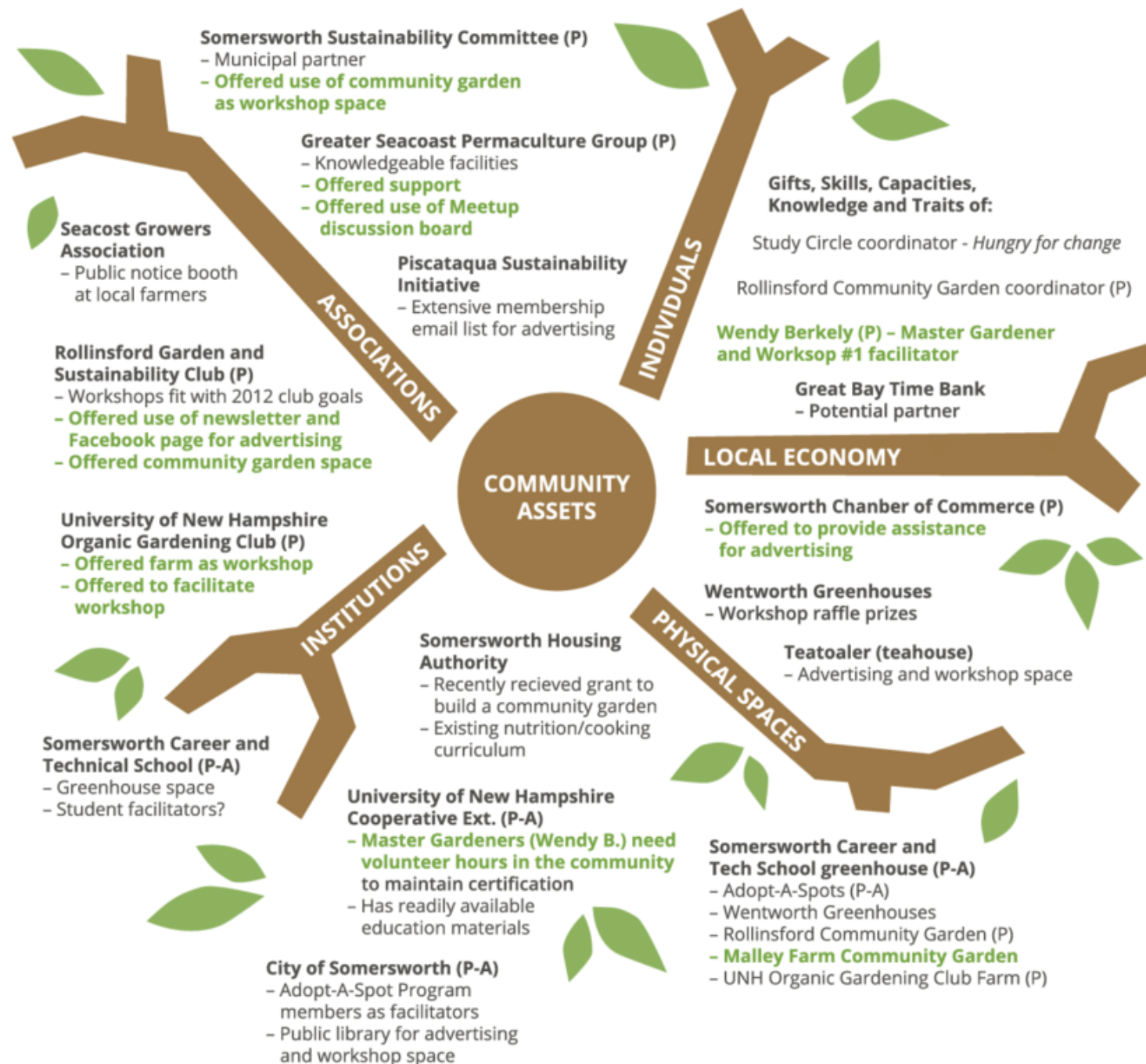- Interviews
- Focus groups
- Community forum
- Other surveys

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Example of Community Asset Map

Community Engagement: Guidelines for Excellence - Scientific Figure on ResearchGate. Available from: https://www.researchgate.net/figure/Sample-community-asset-map-23-This-map-of-assets-related-to-community-gardening-in_fig1_324312401 [accessed 14 Jan, 2019]

How are you approaching the CAM component of the 3-year plan?

CAM and 3-Year Planning

CAM and 3-Year Planning

3-Year Planning Toolkit 2019-2022

- Guidance

- Template: Sections 2.2 (pre-planning) and 2.3 (planning)

- Planning Tools site: http://resources.caladulted.org/

- 3-year Planning Toolkit: https://caladulted.org/Administrators/43

- June 7, 2019 Deadline

Guidance: Section 2.2: Pre-planning

Identify types of assets you want to identify

2.2 Pre-Planning Assessment

Directions: In the Pre-Planning Assessment, you will identify:

(4) **Key Partners** including their current levels and types of education and workforce programs and services for adults, as well as sources of funding available to them for Adult Education services.

In addition to a narrative for this section, you will include **two tables** with your three-year plan:

(4) • **Table 1.** Entities that provide education and workforce services to adults in the region with current levels and types of adult education programs within the region

Determine stakeholder involvement

(3) **Potential planning conversations** include:

Determine and ask critical questions

• Convenings with stakeholders and partners to better understand each other's programs and services, performance outcomes, gaps in services, and needs.

(2) **Helpful Questions to Ask:**

• Who provides education and workforce services to adults in your region?

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Template

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Consortium Name

2.2 Pre-Planning Assessment

Determine and ask critical questions 2

Identify and map the assets 6

Identify types of assets you want to identify 4

Table 1. Regional Service Providers

Provider Name	Provider Type	Address or location(s) where AE services are provided	Program Areas								If other, provide a brief description of services provided
			ABE	ASE	ESL	CTE	AWD	WR	PA	ACS	
XYZ Agency	Business / Industry	555 Adult Education Lane, Los Angeles, CA 90001	X	X	X	X	X	X	X	X	XYZ agency provides opportunities for students in Manufacturing Bridge Courses to Job Shadow.
			☐	☐	☐	☐	☐	☐	☐	☐	
			☐	☐	☐	☐	☐	☐	☐	☐	
			☐	☐	☐	☐	☐	☐	☐	☐	
			☐	☐	☐	☐	☐	☐	☐	☐	
			☐	☐	☐	☐	☐	☐	☐	☐	
			☐	☐	☐	☐	☐	☐	☐	☐	
			☐	☐	☐	☐	☐	☐	☐	☐	

Guidance: Section 2.3: Community Needs & Customers

1) Identify your community geographically; 6) identify and map the assets

1, 6

Identify types of assets you want to identify

4

Determine and ask critical questions

2

2.3 Community Need and Customers

Directions: In this section you will:

1. **Describe the regional need for Adult Education and workforce services** as it

Helpful Questions to Ask:

- Who are our current customers? Where do they live? What characteristics define the populations engaged in the programs we currently offer?

- What characteristics define the regional community? How do those align with profiles of students currently served by Adult Education programs?

- What industries is the region home to? What kind of skills are they looking for in their employees? What kinds of credentials do they value?

- How well do available programs and services align to the needs and goals of students and area employers?

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Template

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2.3 Community Need and Customers

2

6

Identify and map the assets, then describe what you found.

Determine and ask critical questions

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- **How are you gathering data for CAM?**
- **What challenges are you encountering with gathering CAM data?**
- **How are you addressing challenges?**

Case Study: Mowhahil AE Consortium

- 6 member consortium

- 1 college district

- 5 K-12 agencies

- Large suburban community with pockets of rural

- High concentrations of ELLs on the northern rural part of the consortium

What Mowhahil AE Consortium looks like:
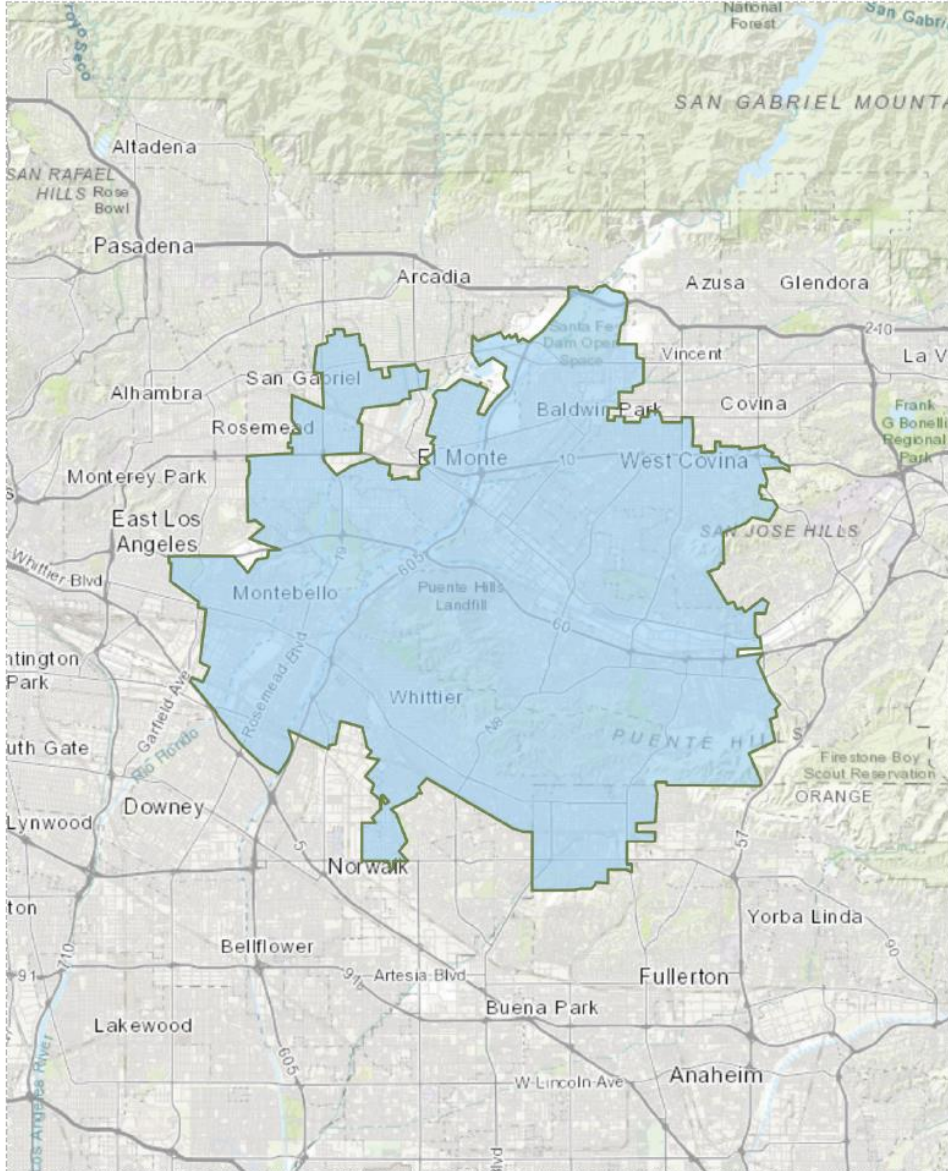
KEY FACTS

979,893
Population

35.4
Median Age

3.7
Average Household Size

$64,139
Median Household Income

EDUCATION

26%
No High School Diploma

25%
High School Diploma

26%
Some College

22%
Bachelor's/Grad/Prof Degree

HOUSEHOLDS

59%
Owner Occupied Housing Units

265,941
Total Households

41%
2018 Renter Occupied Housing Units

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Given what you now know about CAM, what is the best approach that **Mowhahil AE Consortia** should use to start CAM?

Community Asset Mapping

Checklist

Please use this as a guide to ensure no important steps are missed in your community asset mapping process.

I/We have...:

| ✓ Check to indicate completion	Steps in Community Asset Mapping	Notes/Concerns
	defined/determined the community or "study area" geographically.	
	determined the critical questions for CAM.	
	determined how to use/involve stakeholders.	
	selected the type of assets to identify.	
	identified and reviewed any previous asset mapping activity.	
	identified and mapped the assets of the community.	

The essence of community asset mapping is:

DISCOVER

ASK
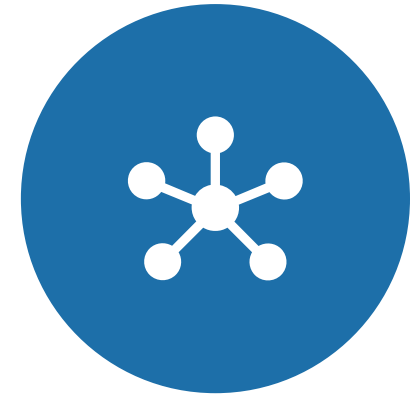
CONNECT

Resources To Support CAM

Activating Asset Mapping
https://www.vistacampus.gov/lessons/activating-asset-mapping

Asset Mapping - UCLA Center for Health Policy Research http://healthpolicy.ucla.edu/programs/health-data/trainings/Documents/tw_cba20.pdf
An Introduction to Community Asset Mapping
https://www.countyofsb.org/ceo/asset.c/400
Asset Based Community Development Institute
https://resources.depaul.edu/abcd-institute/about/Pages/default.aspx
"Developing Community Connections with Asset Mapping", Jana Carp, Jana Carp Consulting
https://fireadaptednetwork.org/resource/assetmapping/ (asset-based community engagement guides posted on this site)
"Introduction to Community Asset Mapping", S. Rengasamy, Madurai Institute of Social Sciences
https://www.slideshare.net/srengasamy/introduction-to-community-asset-mapping-presentation
Participatory Asset Mapping

http://www.communityscience.com/knowledge4equity/AssetMappingToolkit.pdf

Upcoming Webinars

This Month

- Date: **January 29, 2019**
- Title: **3-Year Planning: Where Do We Go Next?**
- Presenter: **Greg Hill, Sudie Whalen, Cherise Moore**

Wrap-Up

AEP TAP

The AEP Technical Assistance Program (TAP) provides professional development resources for all AEP agencies statewide.

Technical Assistance Project (TAP)

The Technical Assistance Project (TAP) is a support service for the AEP consortia members and associates who need assistance related to the Adult Education Block Grant. Members and associates can submit a support request to receive help on AEP funding, governance, planning, policy, reporting and professional development.

Log In required in order to submit a support request.

[Click here to login.] [Register as a new user]

Thank you!

Contact information:

Cherise G. Moore, PhD
Senior Researcher
American Institutes for Research
cmoore@air.org