



Asset Mapping Series – Part 1 of 2

Introduction to Asset Mapping for Adult Education Planning and Continuous Improvement

August 21, 2024

1:00 pm – 2:00 pm



WestEd CAEP Team & Today's Presenters



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2-Part Series Goals

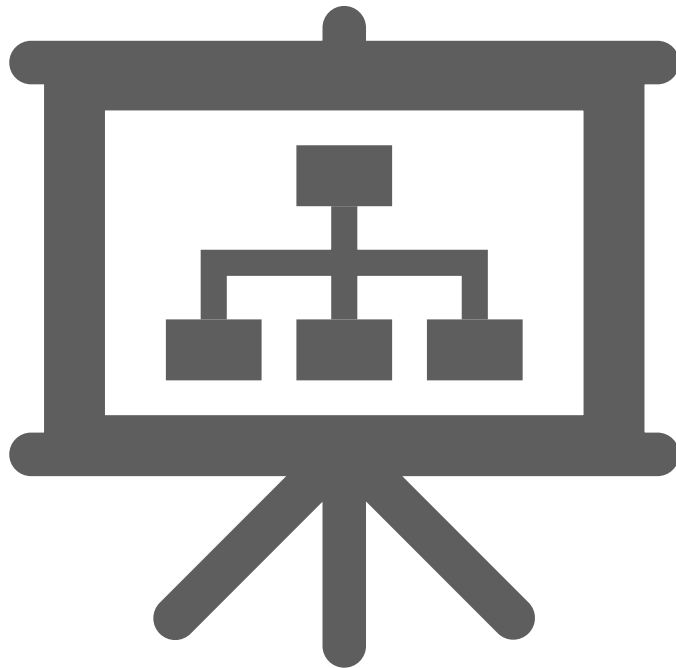


- ❖ Understand the role of asset mapping in annual/three-year planning process
- ❖ Identify steps for conducting effective community asset mapping
- ❖ Familiarity w/approaches, resources, and tools for gathering, analyzing, and visualizing assets
- ❖ Learn strategies for translating asset mapping into actionable plans for continuous improvement



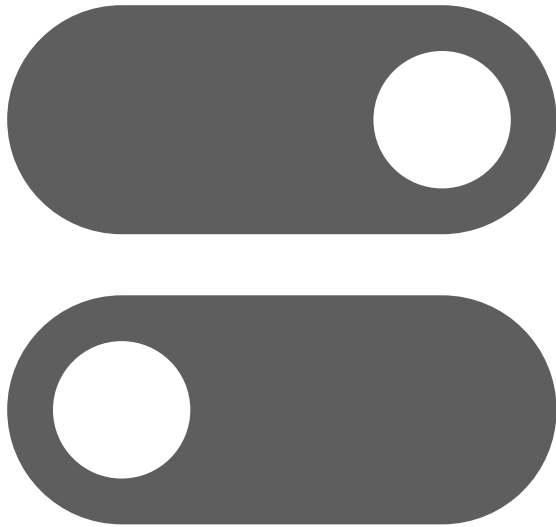
Agenda

- I. Welcome, Agenda, Goals and a Poll
- II. The WHAT, WHY, WHO, WHEN, WHERE, and HOW of Asset Mapping
- III. Asset Mapping Templates and Examples
- IV. Preparing for Asset Mapping Series, Part 2 of 2
- V. Discussion and Questions
- VI. Takeaways





A Quick Poll



On a scale of 1–5, where 1 is *not at all familiar* and 5 is *extremely familiar*, how familiar are you with **community asset mapping**?



WHAT (is community asset mapping)?

- Community asset mapping is a systematic process for identifying, cataloging, and mapping the assets of a community.
- 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 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 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 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 Agriculture Energy resources Forest Industrial areas Lakes, ponds, streams Mining Natural resources/landmarks Parks/recreation areas Vacant land Waste resources</p>	<p>Cultural Assets 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



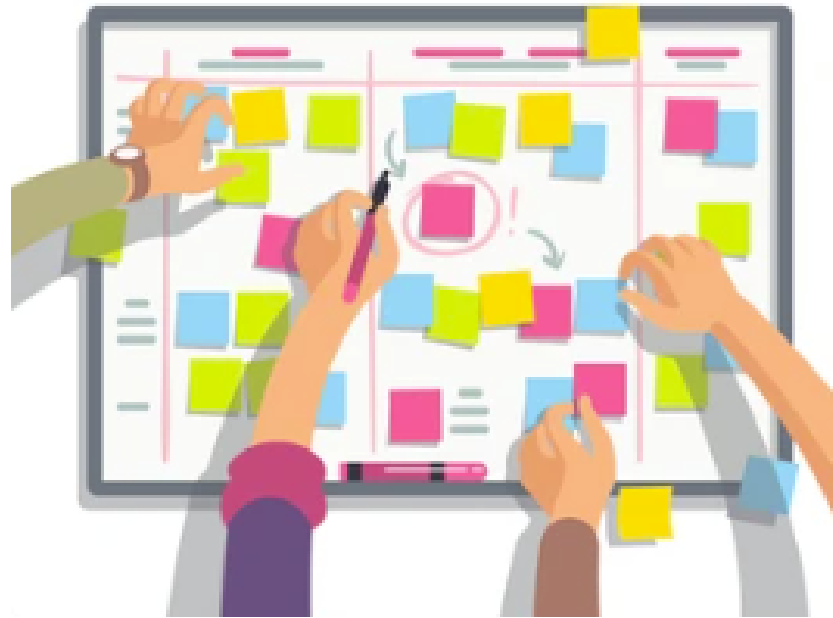
WHEN (should asset mapping be done)?

- 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

QUESTION: What other reasons, and timing, can you think of for launching community asset mapping for adult education purposes?

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					

Source: National Center for Farmworker Health, Inc

Template 1b: Community Asset Map

Community Asset Map Template

Social & Cultural Organizations

Local & State Government

Education

Healthcare

Emergency Resources

Neighborhood Resources

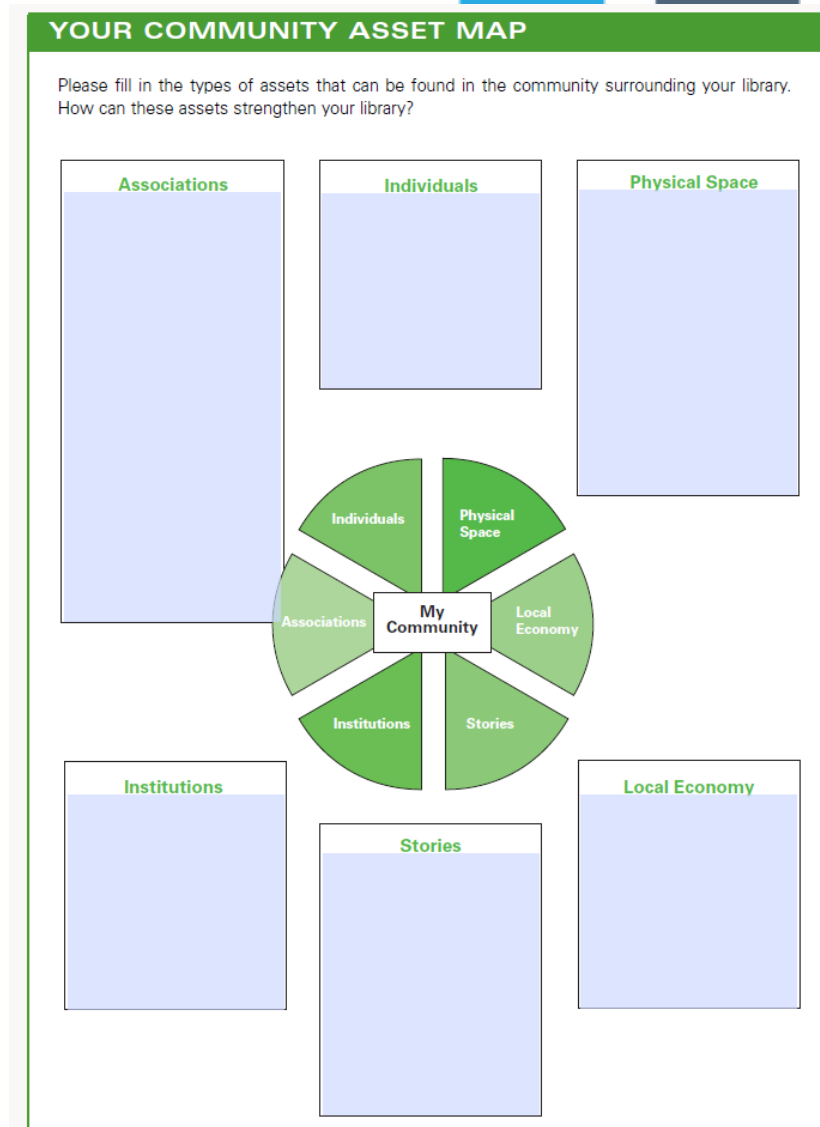
Asset Mapping

This asset map is a reference to connect local resources. To find more services and organizations, consider utilizing networks such as FindHelp.org, 211.org, NCFH.org, or any organization with a directory of national and local resources.

Source: National Center for Farmworker Health, Inc

Template 2: Your Community Asset Map

Source: Professional Standards
for Educational Leaders (page 3)

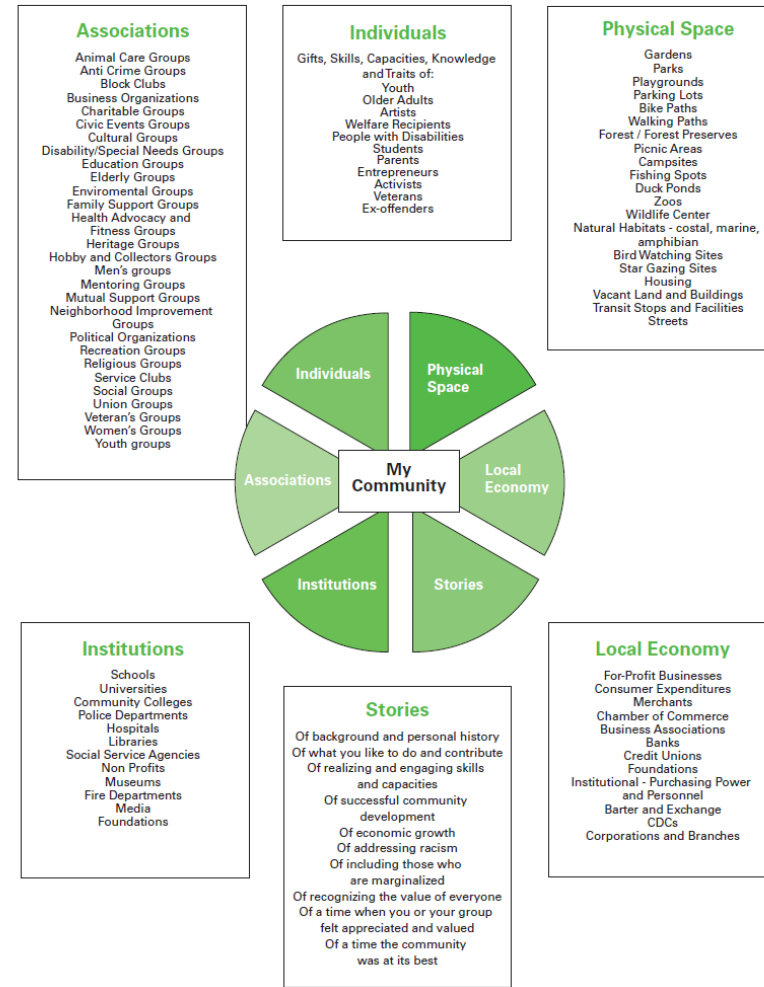


Example 1: Your Community Asset Map

Source: Professional Standards
for Educational Leaders (page 3)

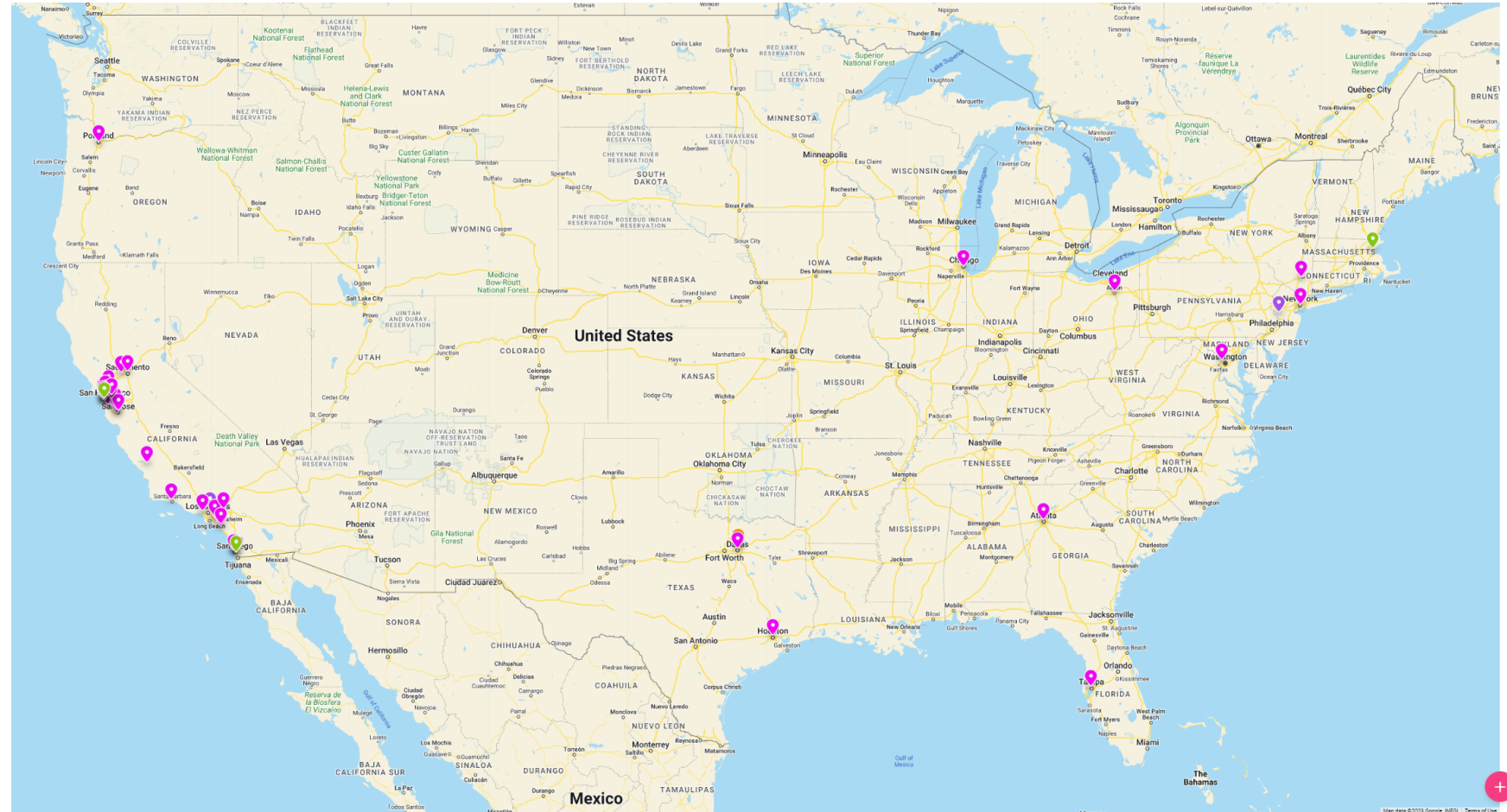
A SAMPLE COMMUNITY ASSET MAP

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

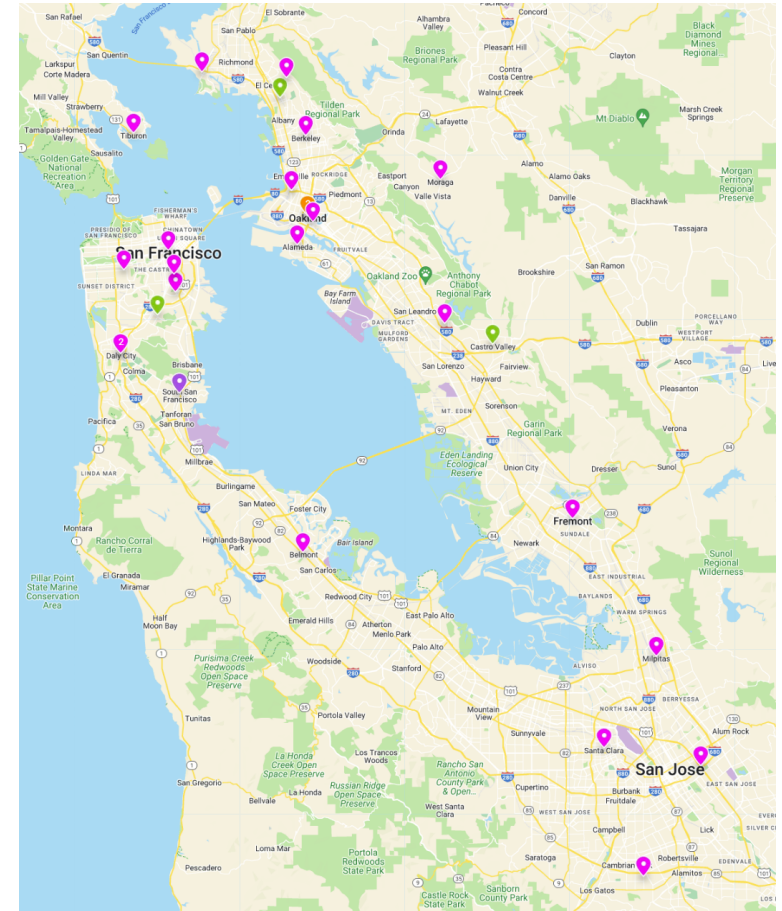
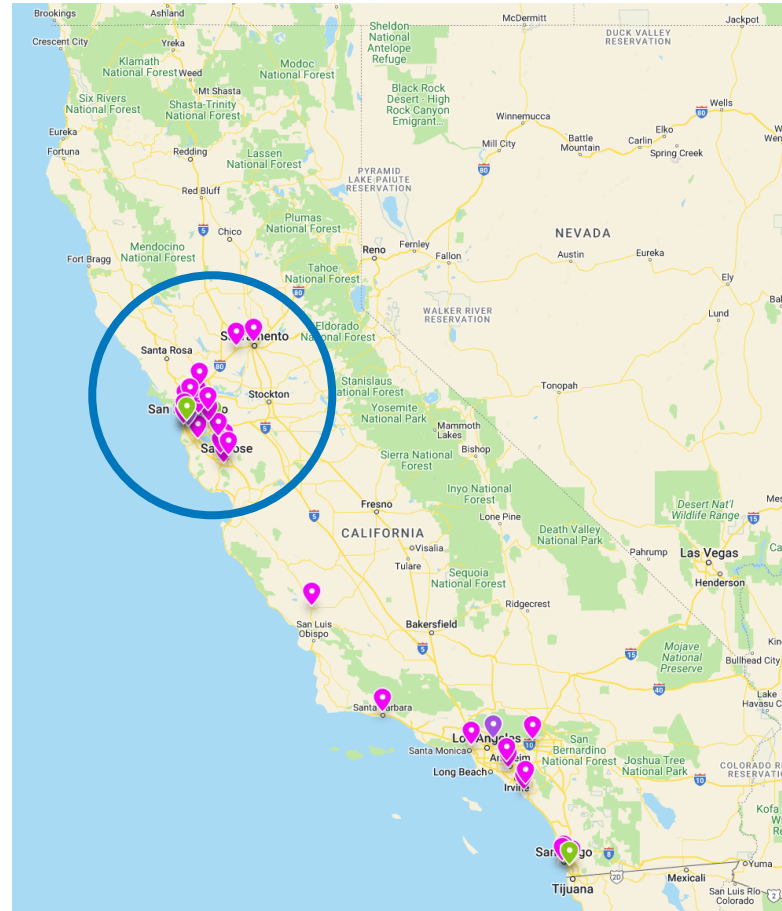


Example 2a: People Assets

Source: WestEd



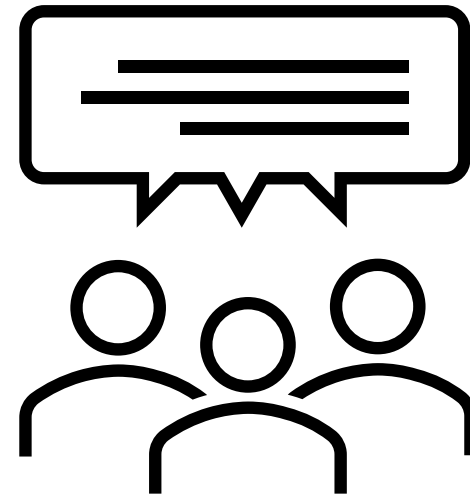
Example 2b: People Assets



Source: WestEd

Discussion and Questions

- Discussion?
- Questions?
- Ideas to share?





Preparing for Asset Mapping Series, Part 2 of 2: Question for Participants/Group Discussion

- How can you see community asset mapping as a resource for your adult education programming and planning?



Takeaways!

- What are **3** things you learned today?
- What are **2** things you want to consider in more detail?
- What is **1** thing you will do?





Resources

- Bonner Curriculum

[Community Asset Mapping: A Critical Strategy for Service](#)

- National Center for Farmworker Health

[Community Asset Mapping Guide](#)

- Professional Standards for Educational Leaders

[Standard 8. Meaningful Engagement of Families and Communities](#)



Upcoming Webinars and Support

Join Us:

Asset Mapping Series – Part 2: Community Engaged Asset Mapping for Adult Education Planning and Continuous Improvement

- Friday, August 23, 10-11am

**** Looking for one-on-one support? Email-us!**

Contact Us



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Thank You!