



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

August 23, 2024

10:00 am – 11:00 am



WestEd CAEP Team & Today's Presenters



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2-Part Series Goals

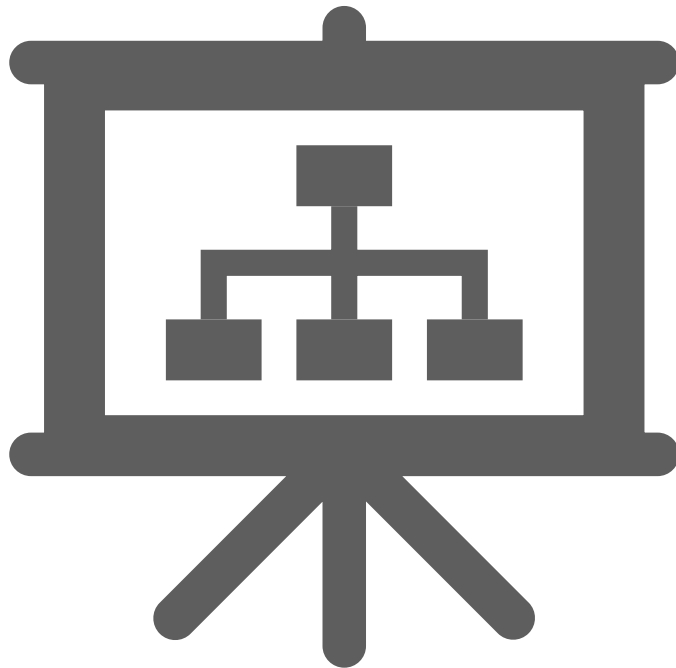


- ❖ Understand the role of asset mapping in annual/three-year planning process
- ❖ Identify steps for conducting effective community asset mapping
- ❖ Familiarity w/approaches, resources, and tools for gathering, analyzing, and visualizing assets
- ❖ Learn strategies for translating asset mapping into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



Agenda

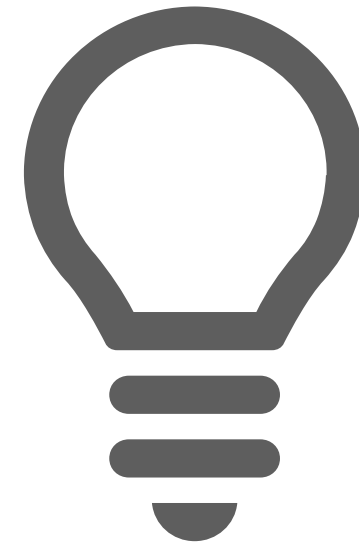
- I. Welcome, Agenda, Goals
- II. What is Participatory/Community Engaged Asset Mapping?
- III. Community Engaged Asset Mapping and CAEP Three-Year Planning
- IV. Implementing Elements of Community Engaged Asset mapping
- V. Discussion and Questions





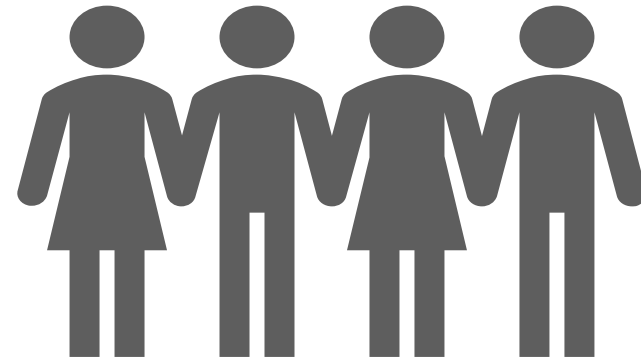
A Question to Keep in Mind

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





What is Participatory/Community Engaged Asset Mapping?





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 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, who, when, and how to engage in community engaged asset mapping?

- Strengths-based approach to community development with an emphasis on deepening or building relationships and identifying successes and opportunities
- Benefits include identifying assets which are available, can be used immediately, have been overlooked, or could be a starting point for change
- Collaborative process stressing multiple team members and partners working to identify common/shared goals in the process
- Conduct when needing to identify, mobilize, or build on assets
- Can be done in-person, virtually, or using a hybrid approach

Community Engaged Asset Mapping and CAEP Three-Year Planning





The CAEP Three-Year Plan (and Process)

- The CAEP three-year planning process provides consortia and partners an opportunity to:
 - **Assess services** provided (e.g., offerings, impact, alignment with regional needs)
 - Identify adult education **successes and needs**
 - **Pinpoint/define strategies** to meet needs during a three-year period
- The process is meant to be **collaborative and inclusive** of consortium partners.
- Recently released guidance is available for the three-year planning process, procedures, and submission. That guidance is found at the following URL:
<https://caladulthood.org/DownloadFile/1366>

Needs Assessment, Continuous Improvement, and Data Consultation

- The process encourages conducting a **needs assessment** to assess:
 - current levels/types of education and workforce services,
 - to identify gaps, and
 - to identify responsive strategies.
- There's an opportunity to **identify continuous improvement efforts** for programming, services, partnership building, and student outcomes.

The needs assessment called for by the CAEP three-year planning process (Section 2 on assessment in the guidance document) can be informed and conducted by engaging in community engaged asset mapping. The guidance document even provides additional information and resources on community asset mapping.



Implementing Elements of Community Engaged Asset Mapping



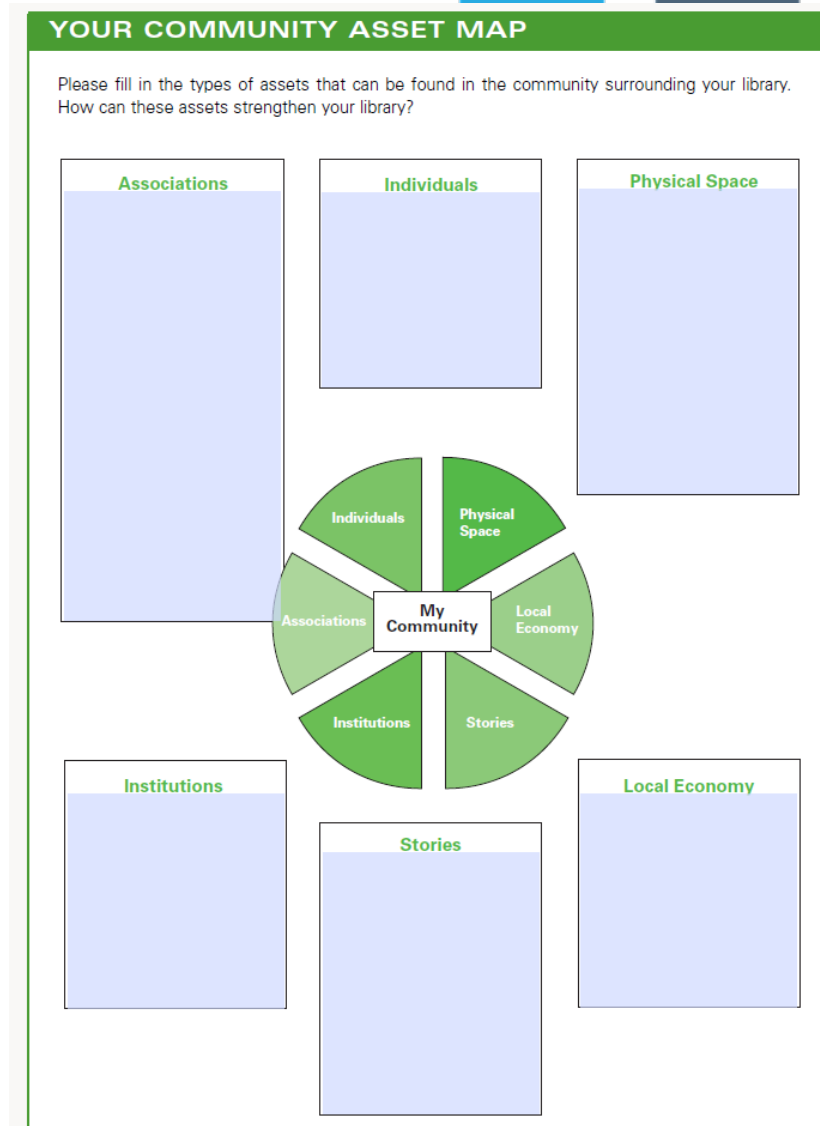


Steps for community engaged asset mapping

- 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).

Template: Your Community Asset Map

Source: Professional Standards
for Educational Leaders (page 3)



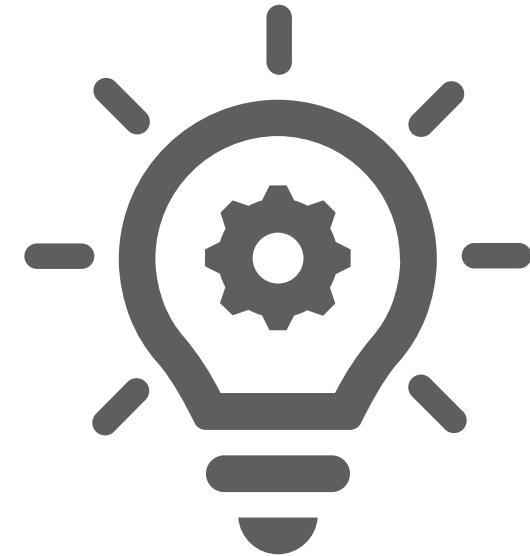
Discussion and Questions





A Question Revisited

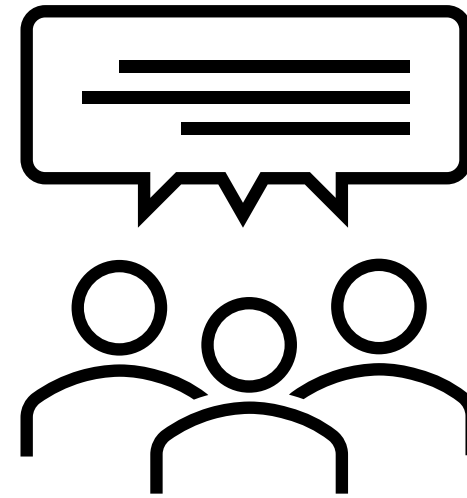
How can you see community asset mapping serving as a resource for your adult education programming and planning?





Questions and Ideas

- Questions?
- Additional ideas to share?





Resources

- Bonner Curriculum
[Community Asset Mapping: A Critical Strategy for Service](#)
- CAEP Three-Year Planning Guide
[California Adult Education Program \(CAEP\) Three-Year Plan 2025-2028 Guidance Document](#)
 - Links about community asset mapping from the guide:
 - Webinar: [Community Asset Mapping Based on 3-Year Planning Process \(AEBG TAP\)](#)
 - Slides: [Community Asset Mapping: A Tool to Strengthen Our Programs An AEBG TAP Webinar February 21, 2018 \(caladulted.org\)](#)
- Professional Standards for Educational Leaders
[Standard 8. Meaningful Engagement of Families and Communities](#)



Upcoming Webinar and Support

Join Us:

- Accelerated Learning Approaches: Adult Education Dual Enrollment
- August 29, 2024 at 3:00-4:00 pm

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

Contact Us



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Thank You!