Community Asset Mapping: A Tool to Strengthen Our Programs

An AEBG TAP Webinar
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Chat pod

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Joining the session with my colleague Jane Smith!

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What is AEBG TAP?

Funded by the AEBG Office

Sacramento County Office of Education is the grant holder

Partners

AIR – instruction, curriculum, and leadership
CASAS – accountability and assessment
OTAN – technology integration

Cherise Moore, AIR
What is AIR?

Our Mission
AIR’s mission is to conduct and apply the best behavioral and social science research and evaluation towards improving people's lives, with a special emphasis on the disadvantaged.
AIR for AEBG TAP

AIR will provide technical assistance and professional development events that build the capacity of consortiums to:

- Offer effective instruction in the program areas
- Align curriculum and student services for seamless transitions
- Support learner college and career readiness
- Develop exemplary leaders
Plan for the Session

What is Community Asset Mapping
Defining Assets
Important Considerations
Examples of Community Asset Mapping
  ALLIES – South Bay Consortium for Adult Education
How to Asset Map
Wrap Up and Q & A
Our Presenters....

Dr. Debra Jones  
Peralta Community College District

Shileste Overton Morris  
Center for Schools & Communities

Dr. Jana Carp  
Jana Carp Consulting

Ilse Pollet  
ALLIES
Historical Context

- AB 86 - 2015 Needs Analysis Planning
- AB 104 - 2017 Meeting Needs Implementation
- Moving Forward Asset Mapping Transformation
Poll

How much experience do you have with community asset mapping?

None
Some
A lot
Community Asset Mapping
Community Asset Mapping is a strategy of Asset-Based Community Development

Jody Kretzmann and John L. McKnight

Asset Based Community Development

Institute

Steans Center for Community-Based Service Learning at DePaul University Chicago

https://resources.depaul.edu/abcd-institute/Pages/default.aspx
Asset Based Community Development

“Building on the skills of local residents, the power of local associations, and the supportive functions of local institutions, asset-based community development draws upon existing community strengths to build stronger, more sustainable communities for the future.”

https://resources.depaul.edu/abcd-institute/Pages/default.aspx
Mapping Community Needs

Needs Driven
Deficit Focused
Reliant on External Resources

Kretzmann and McKnight, *Building Communities from the Inside Out*
Mapping Community Assets

Asset-Based
Community Building
Community Capacity Building
Internally Focused
Relationship Driven
Grounded in Research and Theory

source: https://backspace.com/notes/2004/06/what-is-asset-mapping.php
Defining Assets
What is a community asset?

Individuals
Each person has their own gifts, talents they were born with, and skills that they practice.

Associations/Groups
Groups of people who volunteer their time locally because they care.

Institutions/Organizations
Institutions have professional expertise, buildings, and financial resources.
Other types of assets

Cultural/Historical

Economic

Land/Environment
Chat In question

Name an asset in your community that may be a resource to your work? (law enforcement, church, nonprofit partner, social service agency...)

Individual
Group
Organization or institution
Place
Specific history or culture
Economic activity
Something else?
Community Asset Mapping Considerations
Connecting the Dots...

Creativity
Innovation
Empowerment
Synergy

Community Assets x Good Relationships = Creative Action
When to use Community Asset Mapping

Identifying unknown resources
Discovering new partners
Mobilizing/empowering community residents
Advancing from implementation to transformation
What to Consider before Community Asset Mapping

What is your agenda?
How much do you need to control the outcome?
Can you do it well?
Individual asset map

A community is made up of people who have gifts, abilities, and skills -- assets of the head, hands, and heart.
Student map of neighborhood assets for community health
Community Asset Mapping
Examples
Sharing our stories: Shileste

Community Asset Mapping Team
Community Conversations
Neighborhood Walkthroughs
Interviews
Sharing our stories: Jana

Photos: Jana Carp (bottom left, top middle, top right, inset), Chris Baldo (top left, bottom right), Middletown Art Center (center)
Sharing Our Stories: ALLIES

SBCAE Asset Mapping

Context:

- about ALLIES - [www.allies4innovation.org](http://www.allies4innovation.org)
- about the Immigrant Integration Framework (IIF)
- South Bay Consortium for Adult Education (SBCAE) IIF implementation project

WHY?

- Consortium as community partner
- Assessment of community’s ability to meet immigrant integration needs
- Mutually beneficial partnerships
Sharing our stories: ALLIES

Interactive Map:
Service Providers in Santa Clara County (San Jose)
Aligned to ALLIES Immigrant Integration Framework - 8 goal areas
Zeemaps interactive map

Database
www.immigrantinfo.org
ALLIES: Next Steps

Tool for SBCAE staff: transition specialists, front office staff, teachers
  Professional Development
  Assessment

Referrals - 2018 pilot

Partnership with Santa Clara County Office of Immigrant Relations / San Jose Office of Immigrant Affairs

Work in Progress
Chat in question

How would you apply something from the stories to your own situation?
How to Asset Map
Community Asset Mapping...The Process

Map your organization’s “internal” resources and discover a mapping manager.

Secure funds for the completion of mapping and the larger project.

Define community boundaries.

Determine what you want to do with the information.

Identify and involve new and existing partners.

Determine what type of assets to include.

Identify any previous asset mapping activity.

Develop a plan to collect and share the information.

List the assets of individuals and groups.

Organize assets on a map.

Share map with key stakeholders.
If you don’t already have community connections ...

*Initiate informal interviews* to meet people, find organizations and key events that express values you share, and discover the existing community networks they use.

*Encourage story-telling* to reveal assets in action.

*Welcome different types* of experience and interest.

*Listen to understand* -- be a person, not a position.

*Reflect back their strengths* to focus on a better future together.
Wrap-Up
Remember ...

Do your homework.

Everyone matters.

It’s not about you.

Think big, start small, go slow.
Resources and References

Activating Asset Mapping
https://www.vistacampus.gov/lessons/activating-asset-mapping
Participatory Asset Mapping
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
“Introduction to Community Asset Mapping”, S. Rengasamy, Madurai Institute of Social Sciences
https://www.slideshare.net/srengasamy/introduction-to-community-asset-mapping-presentation
“Developing Community Connections with Asset Mapping”, Jana Carp, Jana Carp Consulting
https://fireadaptednetwork.org/resource/assetmapping/ (more asset-based community engagement guides will be posted on this site)
ALLIES Website
www.allies4innovation.org
ALLIES - SBCAE Asset Map (Immigrant Integration Service Providers)
https://www.zeemaps.com/map?group=1470834
Chat: What questions do you have for us?
Thank You

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Watch for upcoming PD events at www.aebg.org