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
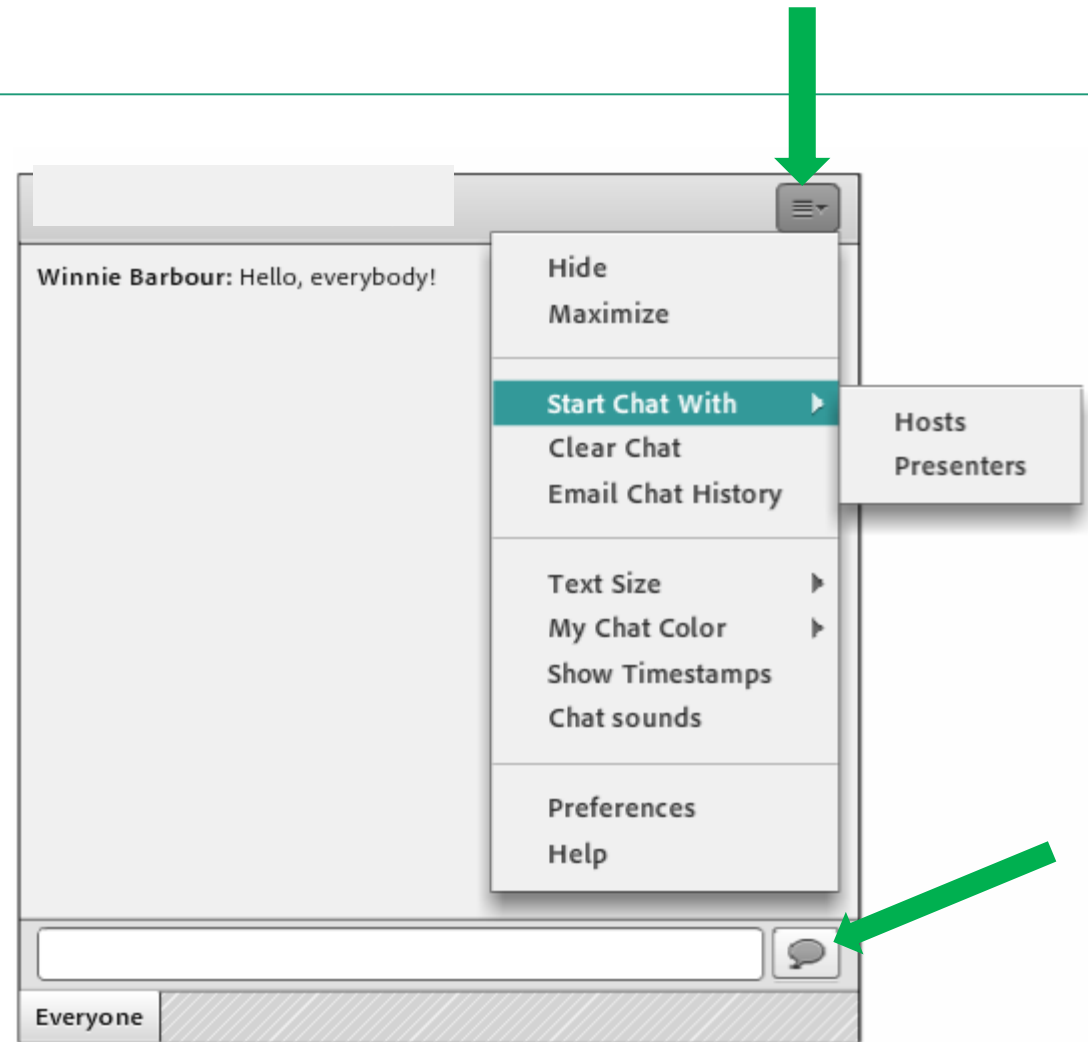Shileste Overton Morris, Center for Schools and Communities
Ilse Pollet, ALLIES

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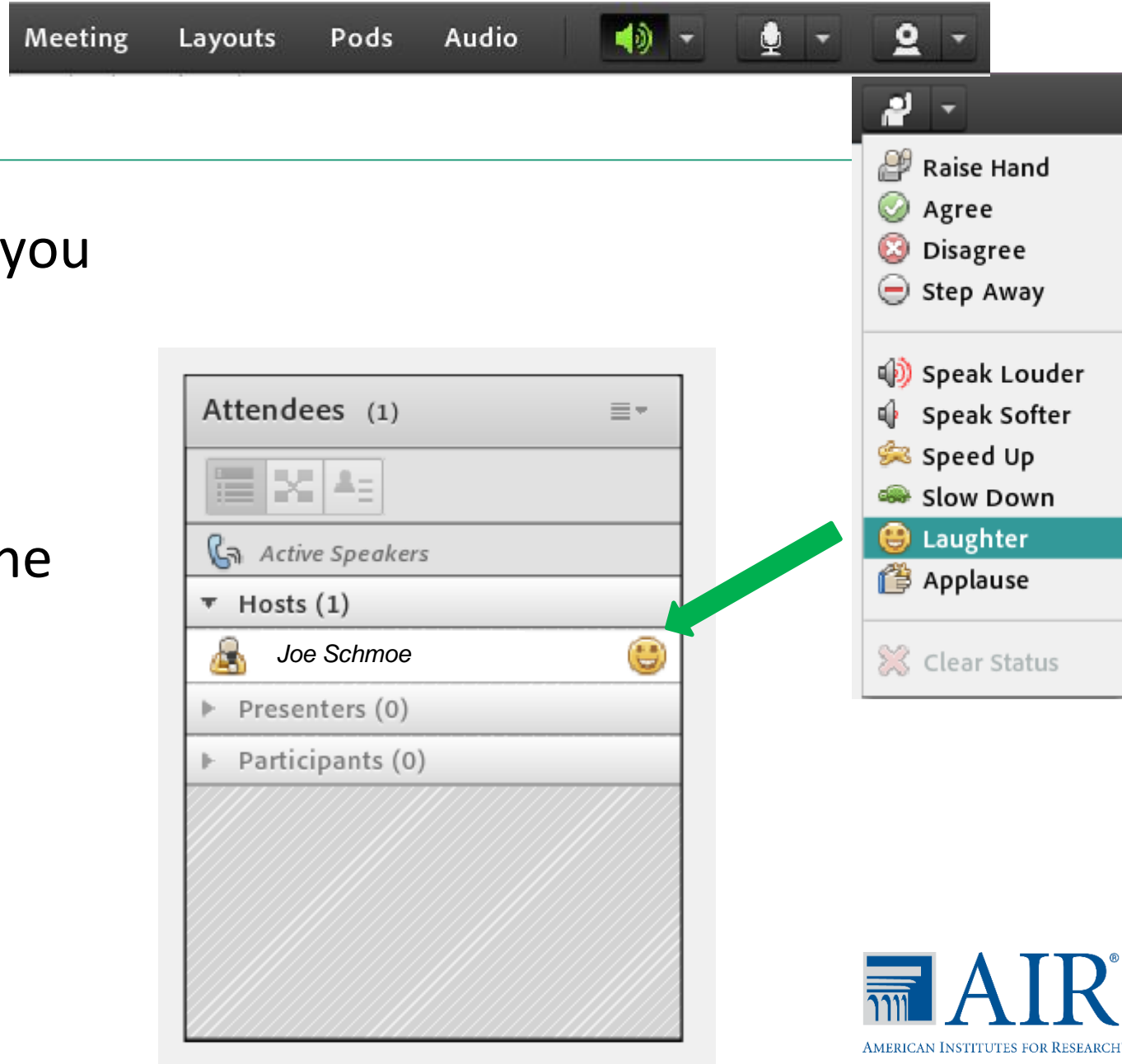If you can't hear, click on the speaker icon on the top left of your screen

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This will help us keep accurate attendance.

Joining the session with my colleague Jane Smith!

Please mark her attendance!

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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
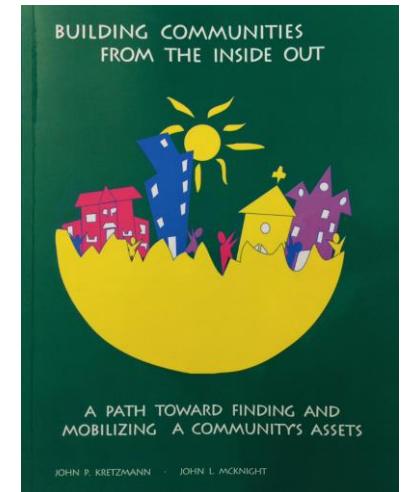
Community Asset Mapping

Community Asset Mapping is a strategy of Asset-Based Community Development

Jody Kretzmann and John L. McKnight

Asset **B**ased **C**ommunity **D**evelopment

Institute

Steans Center for Community-Based

Service Learning at DePaul University

Chicago

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

Asset **B**ased **C**ommunity **D**evelopment

"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."
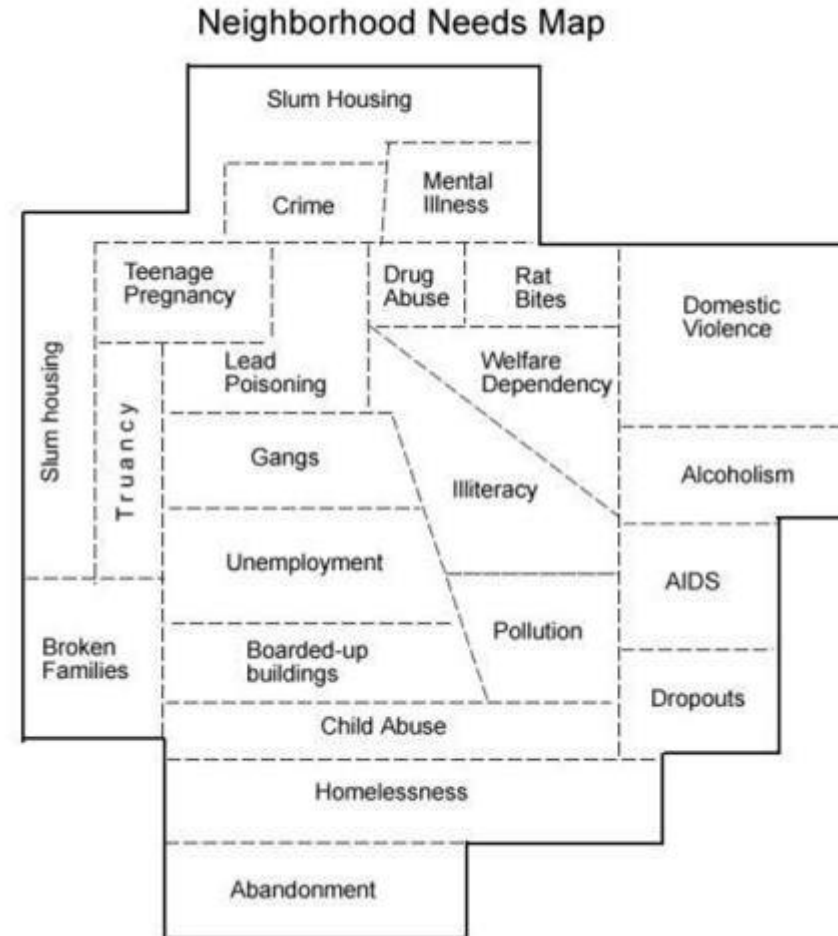
https://resources.depaul.edu/abcd-institute/Pages/default.aspx

Mapping Community Needs

Needs Driven

Deficit Focused

Reliant on External Resources

Kretzmann and McKnight, *Building Communities from the Inside Out*

Neighborhood Needs Map

Slum Housing

Crime

Mental Illness

Teenage Pregnancy

Drug Abuse

Rat Bites

Domestic Violence

Slum housing

Truancy

Lead Poisoning

Welfare Dependency

Gangs

Illiteracy

Alcoholism

Unemployment

AIDS

Broken Families

Boarded-up buildings

Pollution

Dropouts

Child Abuse

Homelessness

Abandonment

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Mapping Community Assets

Asset-Based

Community Building

Community Capacity Building

Internally Focused

Relationship Driven

Grounded in Research and Theory

Community Assets Map

Businesses · Schools · Local Institutions · Citizens' Institutions · Churches · Block Clubs · Parks · Income · Gifts of Individuals · Artists · Libraries · Youth · Elderly · Labeled People · Cultural Groups · Hospitals · Community Colleges

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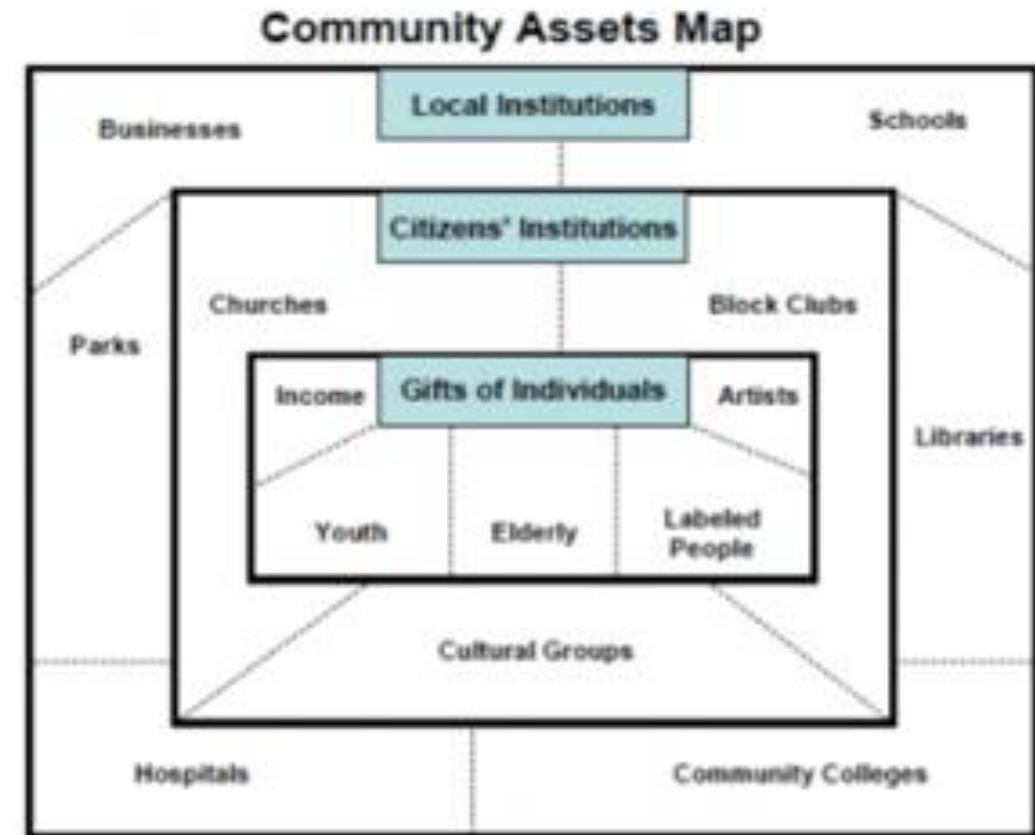
Defining Assets

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.

Community Assets Map
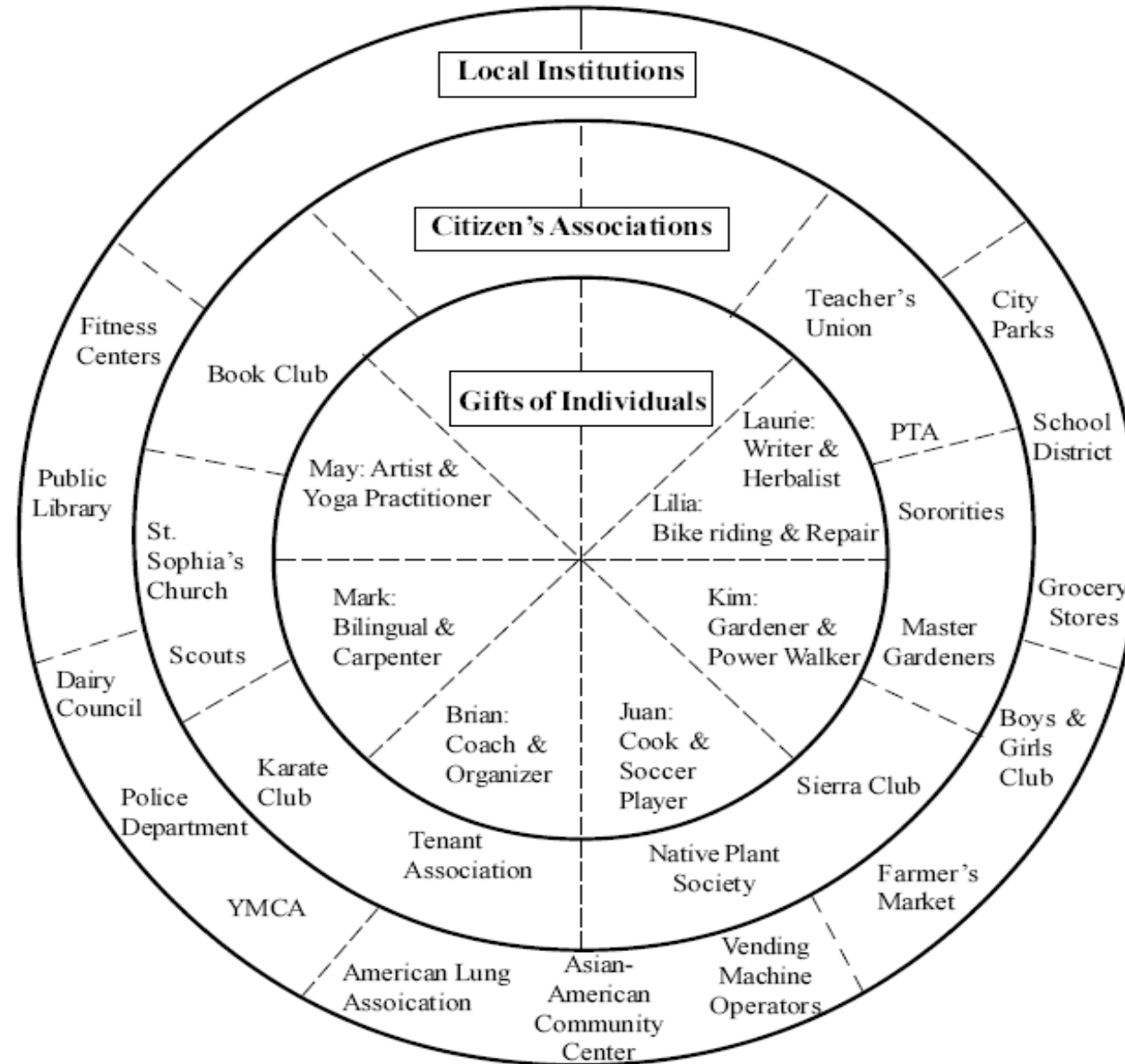
S.Rengasamy Unit for Madurai Studies
Field Work MISS MSW

Other types of assets

Cultural/Historical

Economic

Land/Environment
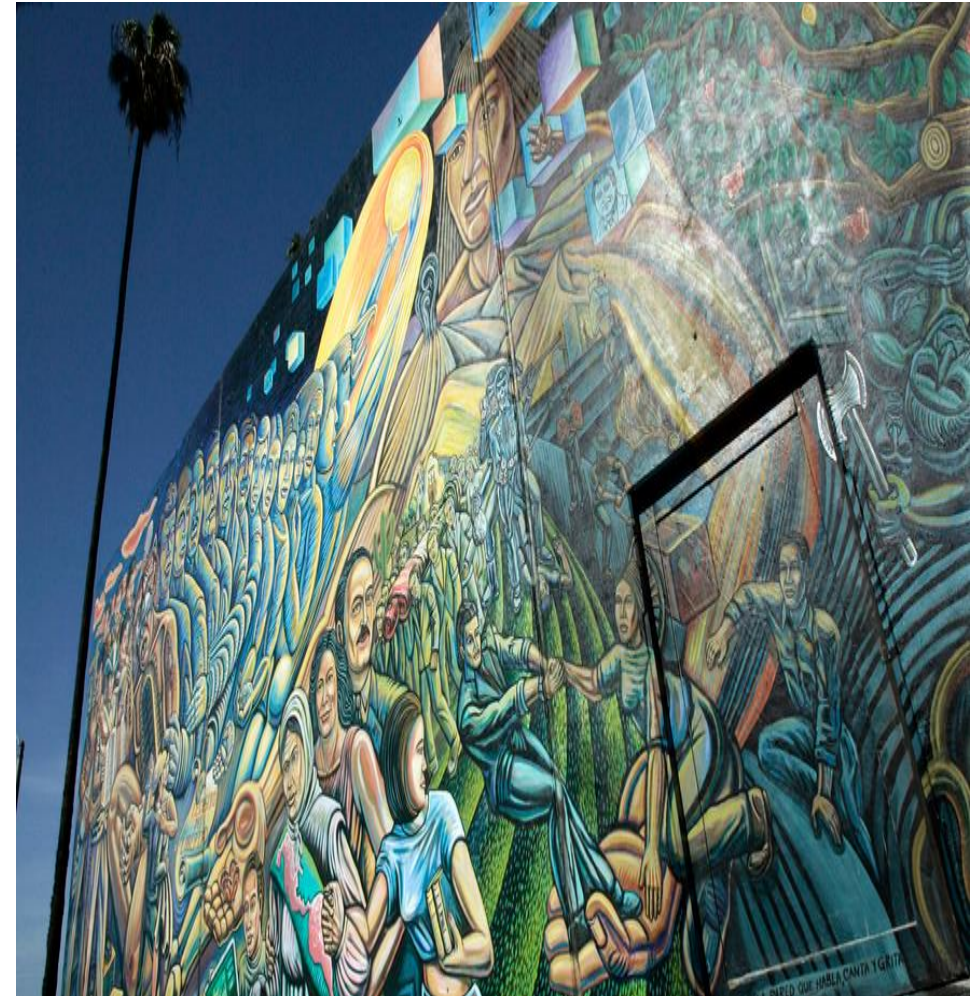
Chat In question

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*

Transformation is often more about unlearning then learning.

Richard Rohr

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?
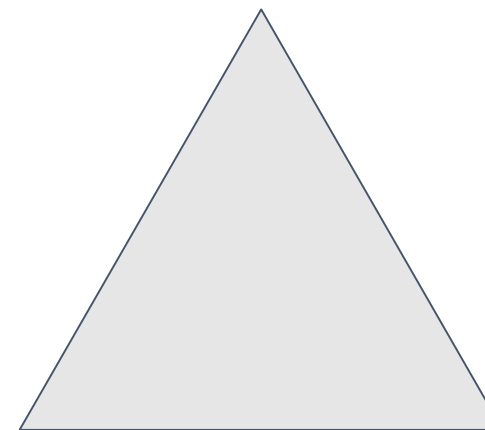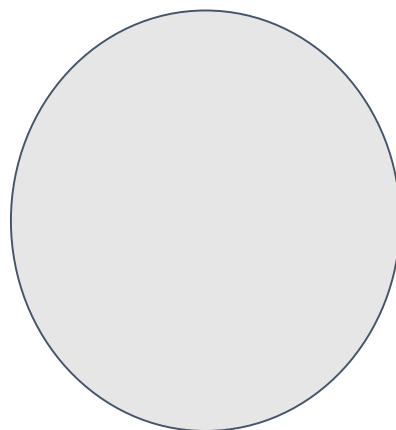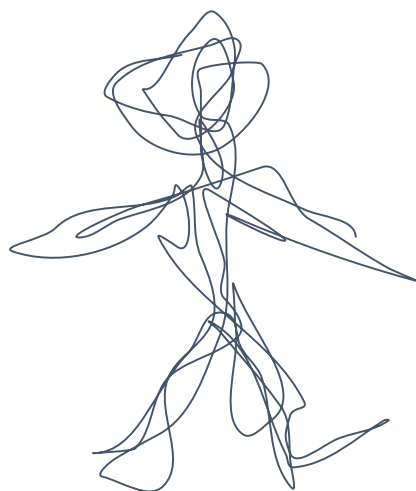
Individual asset map

A community is made up of
people who have gifts, abilities,
and skills -- assets of the
head, hands, and heart.

Asset Map 2/9/16
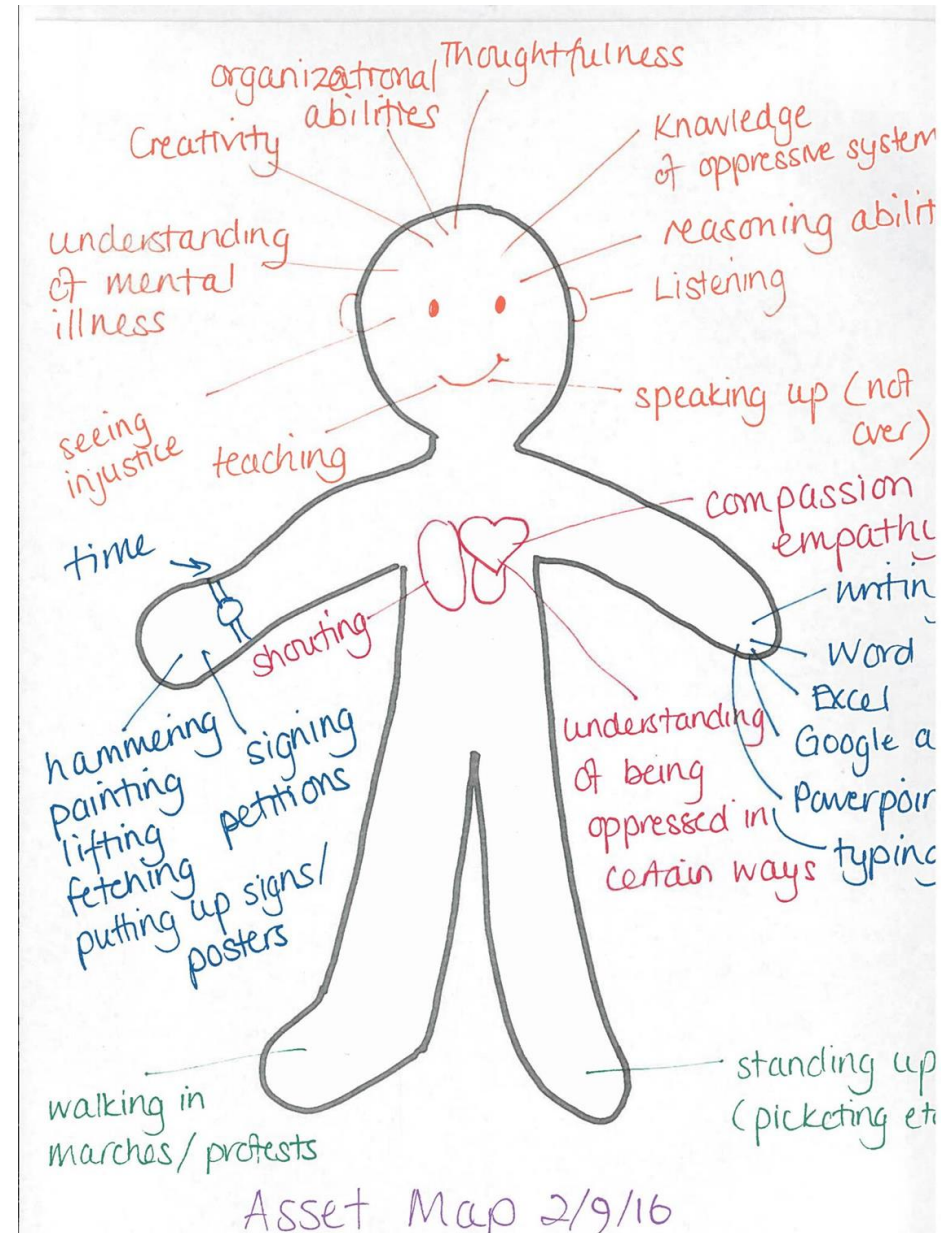
Student map of neighborhood assets for community health

Community Asset Mapping Examples

Sharing our stories: Shileste

ReadNYC

Community Asset Mapping Team

Community Conversations

Neighborhood Walkthroughs

Interviews

Sharing our stories: Jana

Sharing Our Stories: ALLIES

SBCAE Asset Mapping

Context:

about ALLIES - www.allies4innovation.org

about the Immigrant Integration Framework (IIF)
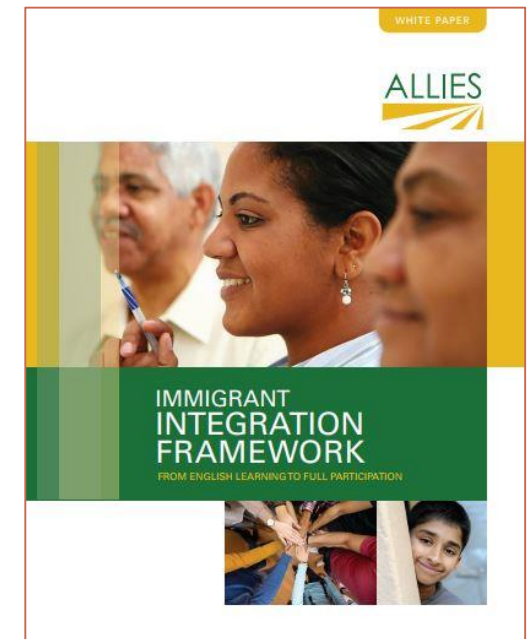
South Bay Consortium for Adult Education (SBCAE) IIF implementation project

WHY?

Consortium as community partner

Assessment of community's ability to meet immigrant integration needs

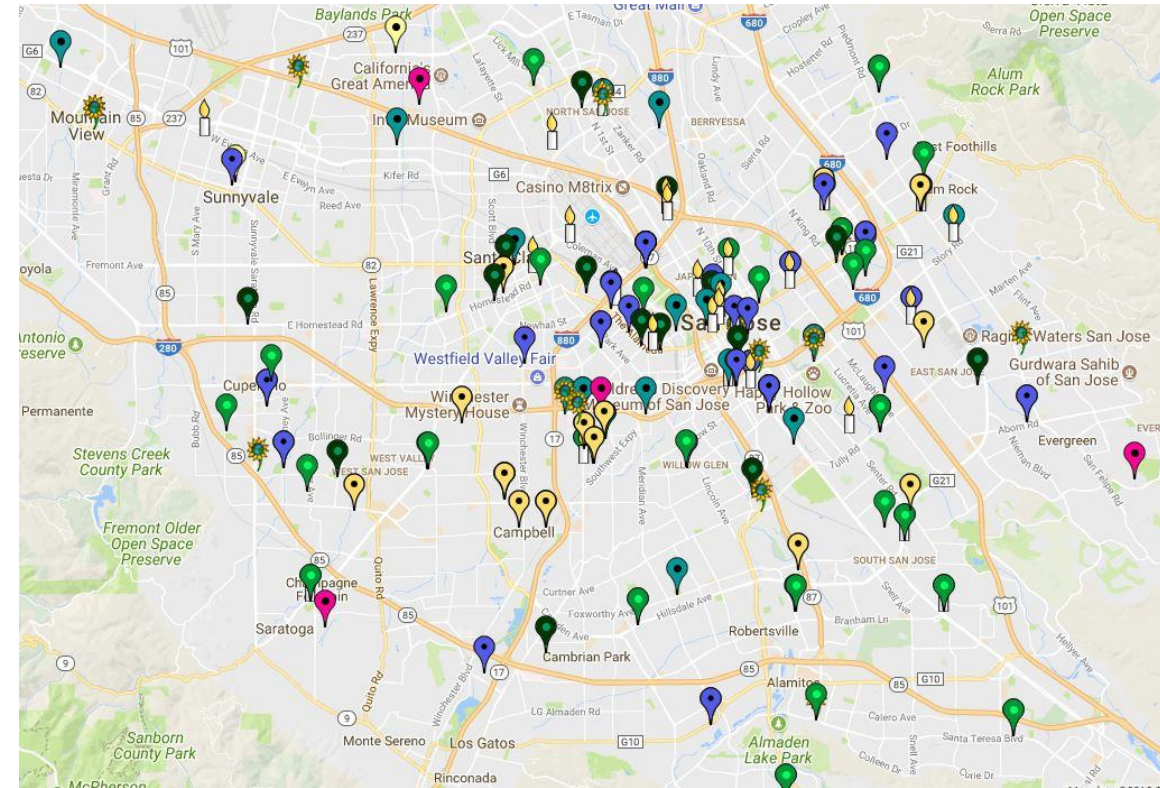Mutually beneficial partnerships

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

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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

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Chat in question

How would you apply something from the stories to your own situation?
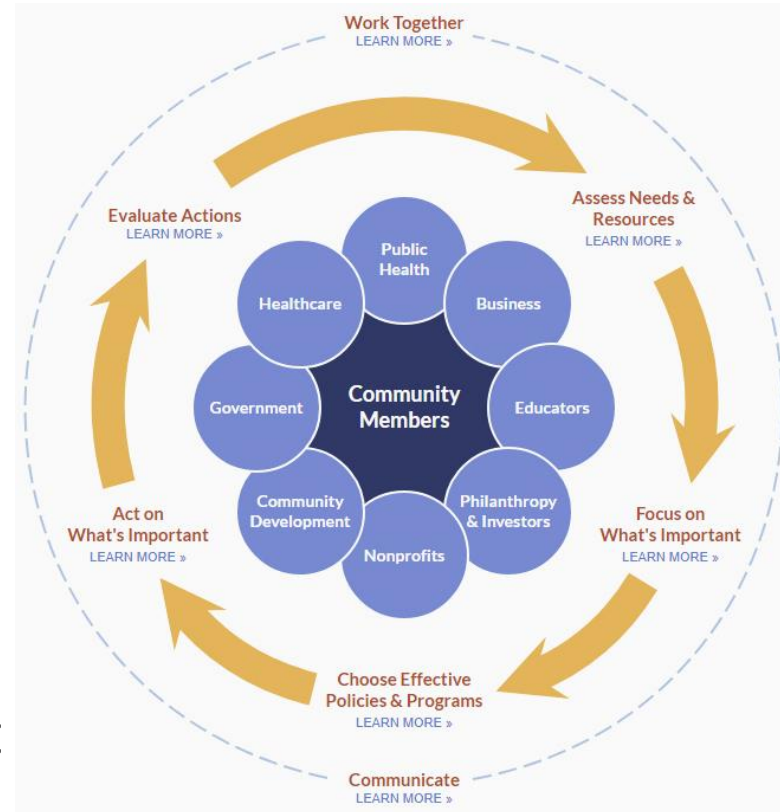
How to Asset Map

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

Asset Mapping - UCLA Center for Health Policy Research http://healthpolicy.ucla.edu/programs/health-data/trainings/Documents/tw_cba20.pdf

Participatory Asset Mapping

http://www.communityscience.com/knowledge4equity/AssetMappingToolkit.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
"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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ilse@allies4innovation.org

Watch for upcoming PD events at www.aebg.org