

# 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

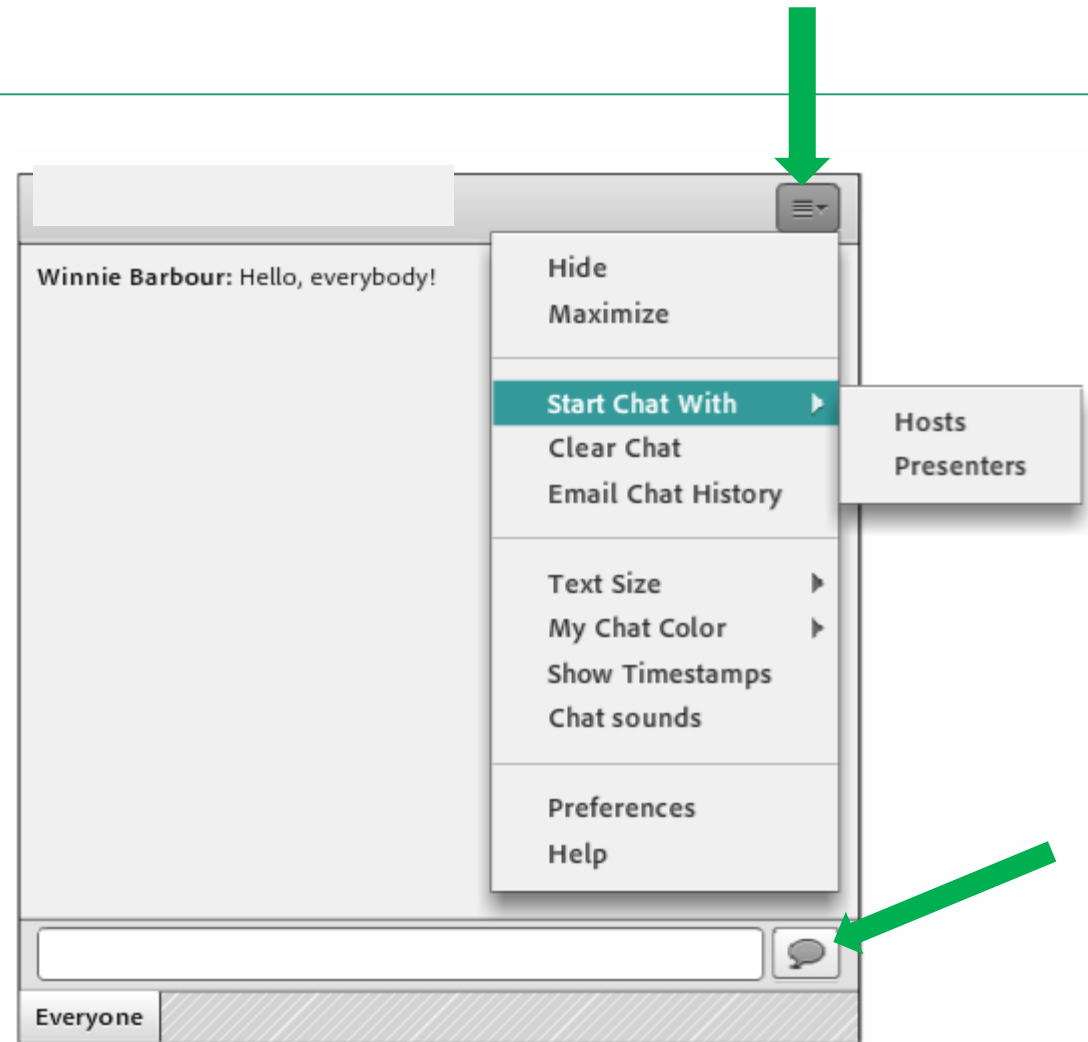
Ilse Pollet, ALLIES

# 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!

Use the chat pod to ask for help if need help during webinar.

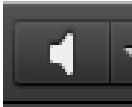



# Menu Functions

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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

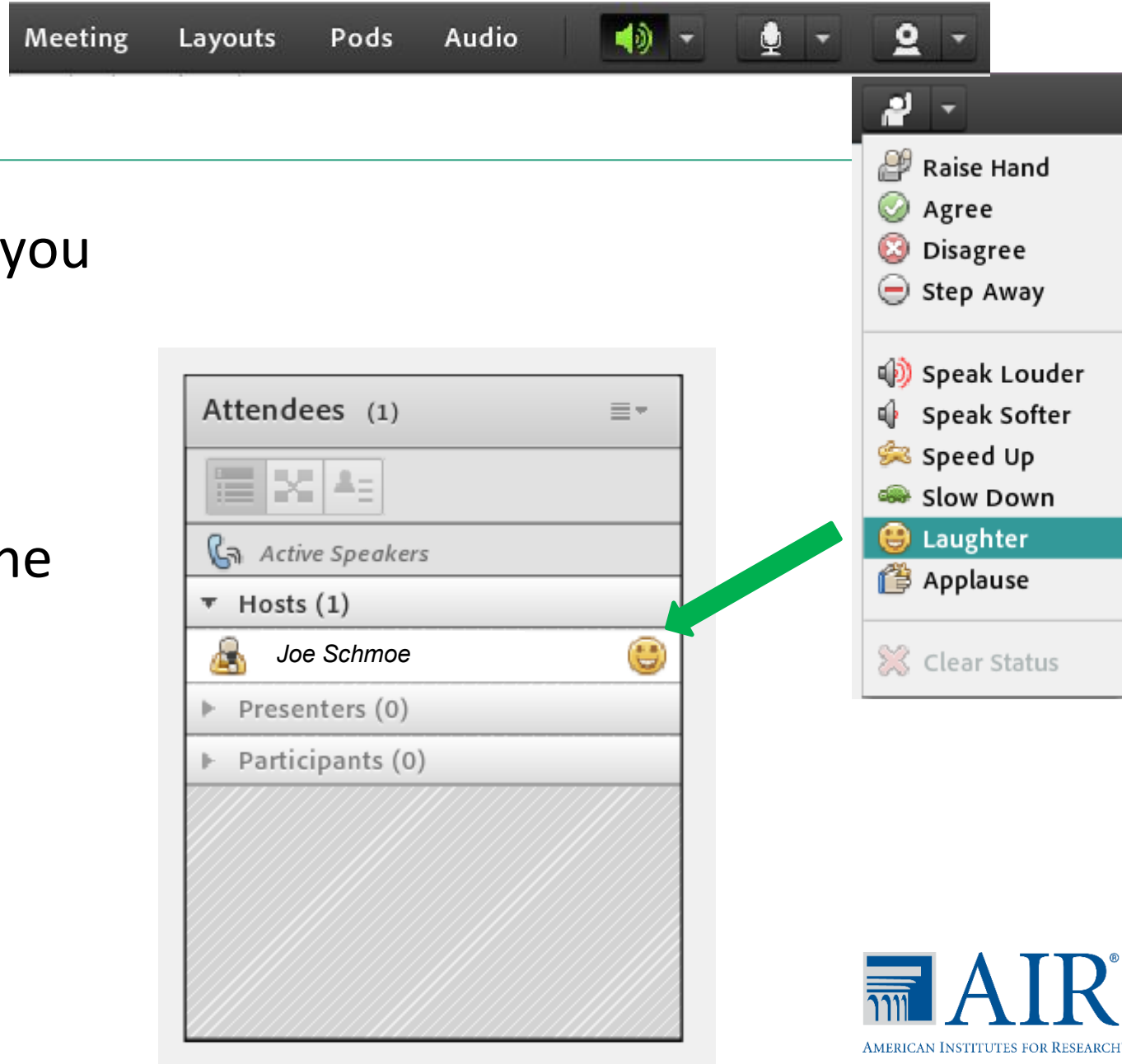
Change this  to this 

# 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.



The screenshot displays a meeting interface. At the top, a dark navigation bar contains the following tabs: Meeting, Layouts, Pods, and Audio. To the right of these tabs are three icons: a speaker with a green volume indicator, a microphone, and a person icon, each with a downward arrow. Below the navigation bar, a dropdown menu is open, showing the following options: Raise Hand, Agree, Disagree, Step Away, Speak Louder, Speak Softer, Speed Up, Slow Down, Laughter (highlighted in teal), Applause, and Clear Status. A green arrow points from the 'Laughter' option in the dropdown menu to a yellow laughing face emoji icon in the attendee list. The attendee list is titled 'Attendees (1)' and includes sections for 'Active Speakers', 'Hosts (1)', 'Presenters (0)', and 'Participants (0)'. Under the 'Hosts (1)' section, the name 'Joe Schmoe' is listed with a yellow laughing face emoji icon to its right.

# If ATTENDING with other colleagues from your site...

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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

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The session will be recorded for future viewing

Need technical support during the session?

Use the chat pod to ask for help



# What is AEBG TAP?

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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?

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## 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

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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....

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**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



# Poll

How much experience do you have with community asset mapping?

None

Some

A lot

# Community Asset Mapping

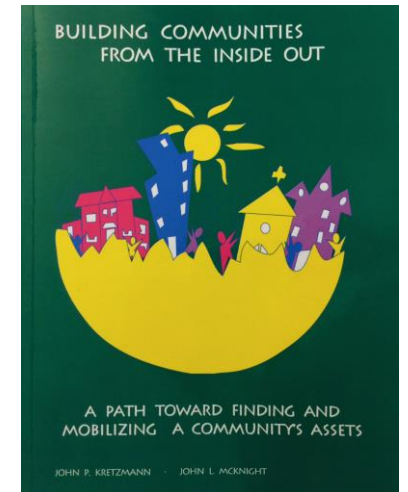
# Community Asset Mapping is a strategy of Asset-Based Community Development

Jody Kretzmann and John L. McKnight

**A**sset **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 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>



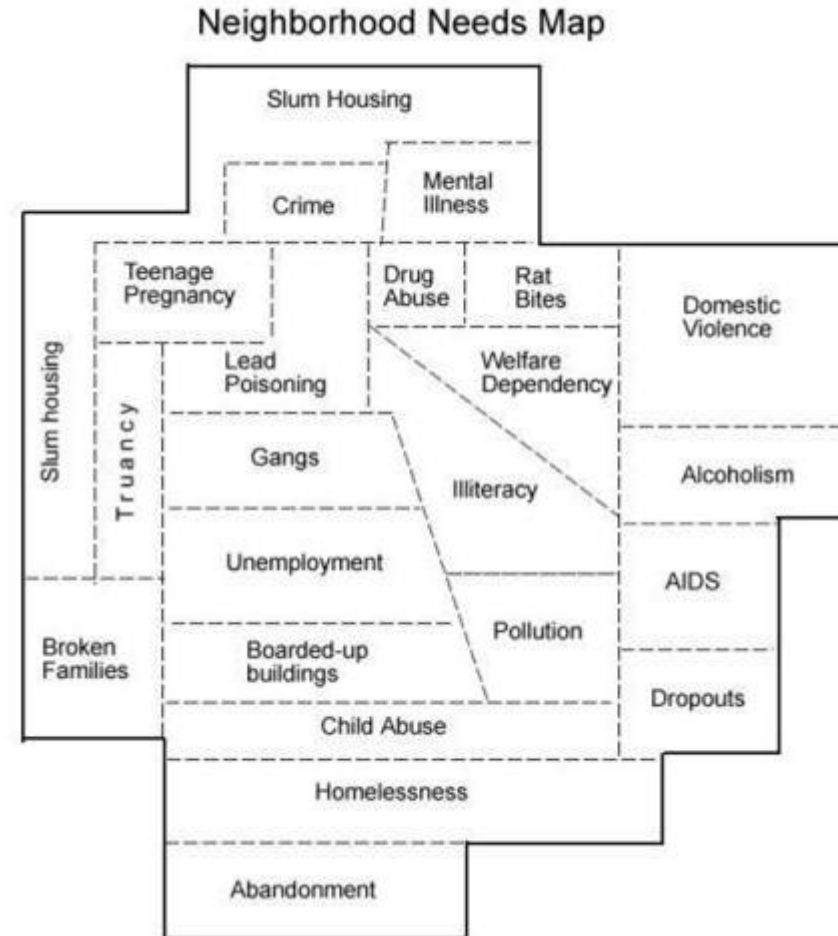
# Mapping Community Needs

Needs Driven

Deficit Focused

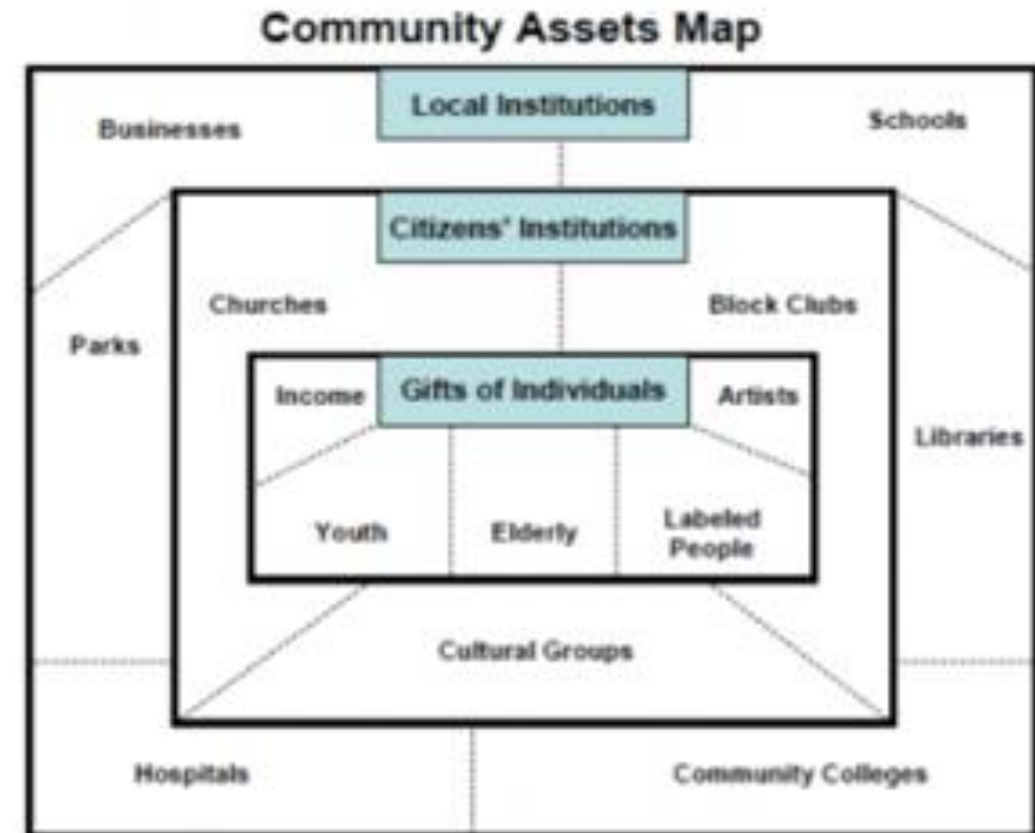
Reliant on External Resources

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.

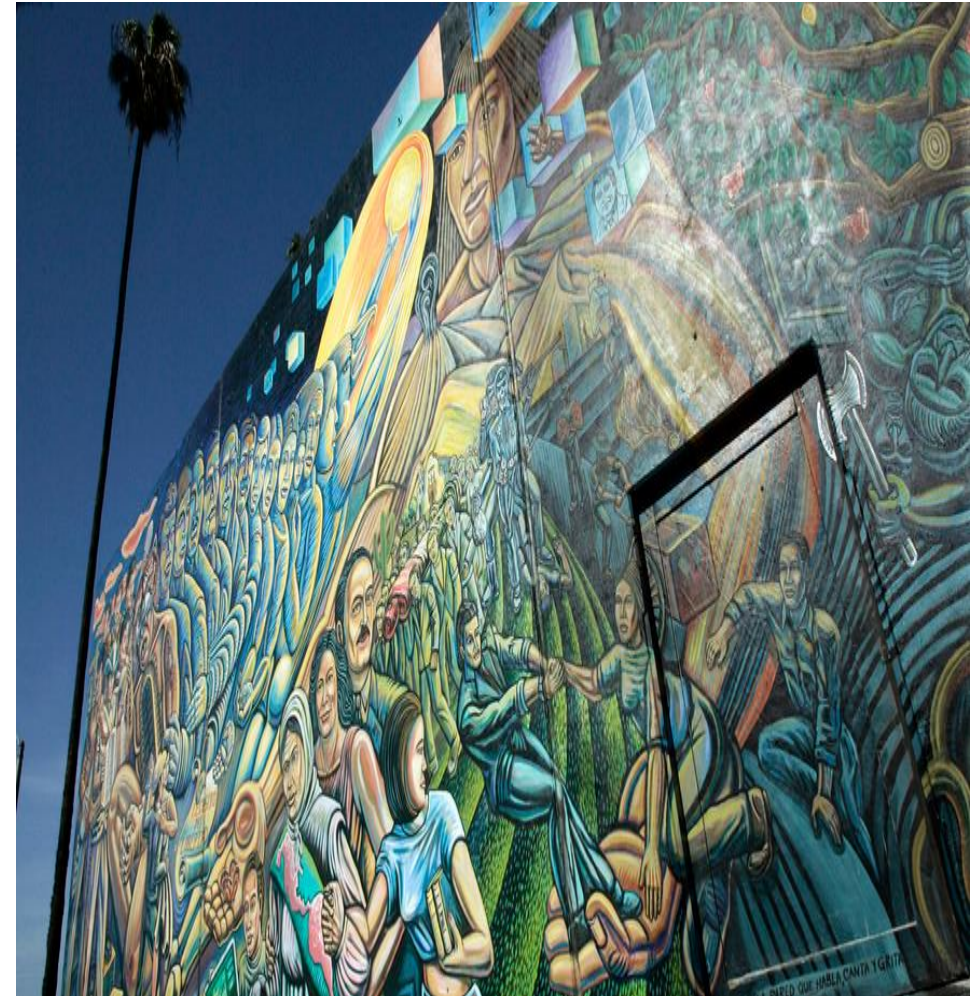


# Other types of assets

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*

**Transformation  
is often more  
about  
unlearning  
then  
learning.**

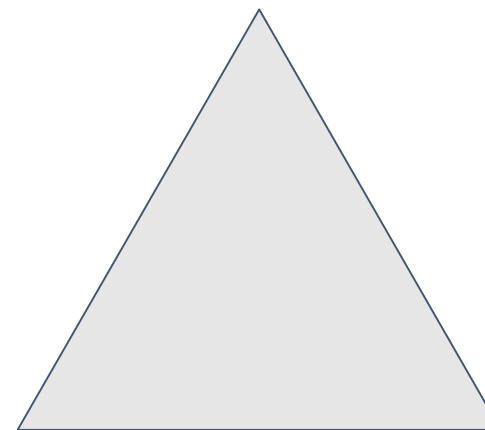
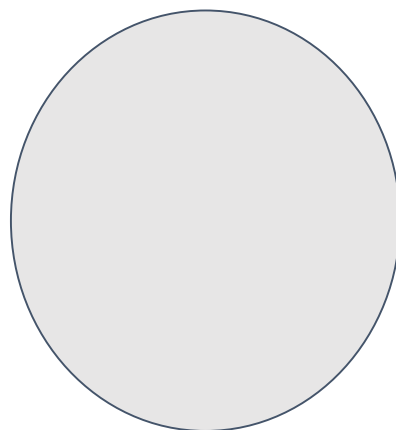
Richard Rohr

# What to Consider before Community Asset Mapping

What is your agenda?

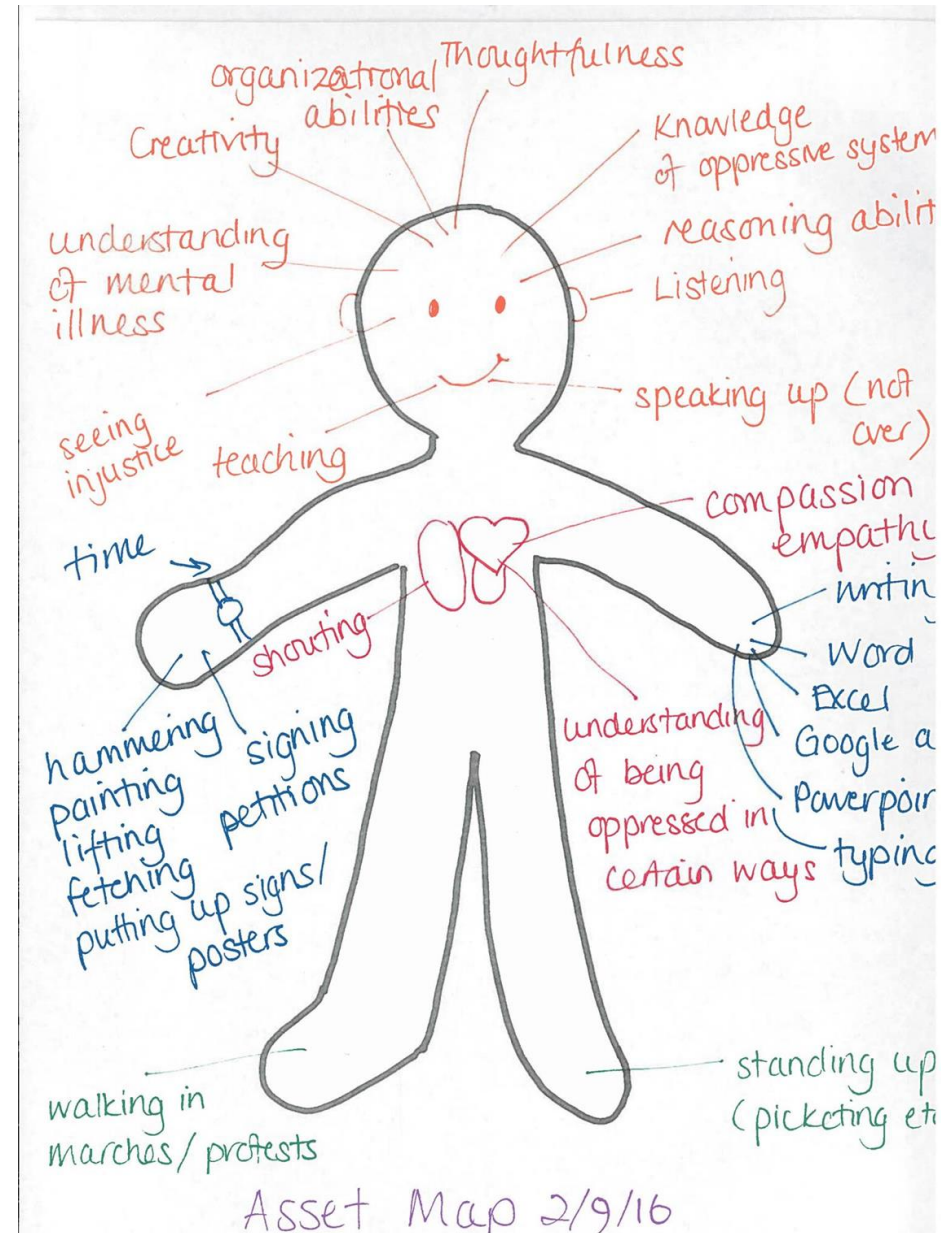
How much do you need to control the outcome?

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.



# Student map of neighborhood assets for community health



# Community Asset Mapping Examples

# Sharing our stories: Shileste



ReadNYC

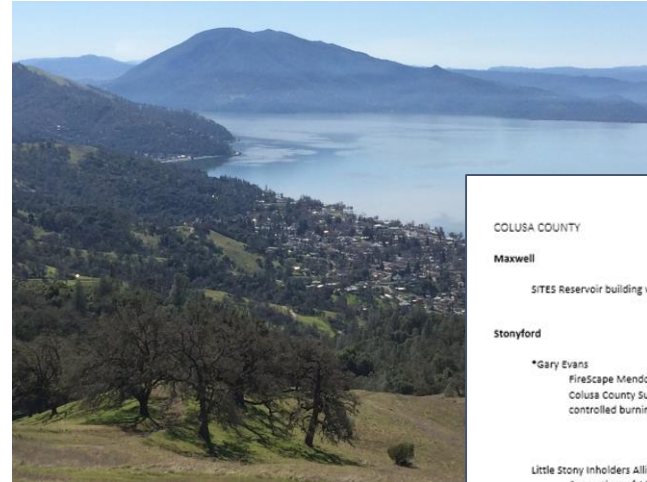
**Community Asset Mapping Team**

**Community Conversations**

**Neighborhood Walkthroughs**

**Interviews**

# Sharing our stories: Jana



COLUSA COUNTY

**Maxwell**

SITES Reservoir building with large table and chairs for meetings

**Stonyford**

\*Gary Evans  
FireScape Mendocino member + Little Stony inholders Alliance  
Colusa County Supervisor, former FS employee, multi-generation MNF inholder with experience in controlled burning, logging, science, and landowner collaboration, political connections

associations

Little Stony Inholders Alliance  
Consortium of 16 contiguous landowners who collaborated on a controlled burn ca. 2006 and have an approved burn plan for 2017

YOLO COUNTY

**Winters**

Individuals

Carrie Shaw, former Executive Director of Putah Creek Council  
Experience in multi-stakeholder environmental dispute resolution, community volunteering, education

Institutions

Putah Creek Council  
This not-for-profit organization legally secured permanent creek flow in a 40-year process and now focuses on protecting and enhancing 23 miles of creek, combining advocacy, community volunteer activities, and school programs. Habitat enhancement efforts have included post-fire riparian reserve re-planting. Fires have started at the public fishing access sites for the last three summers (including the Cold Fire in 2016, 5400 acres), which can degrade riparian zone habitat.

Winters Community Center  
Centrally-located meeting site available for rent

**Woodland**

Individuals

Sarah Busby, Executive Director of Tuleyome

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)

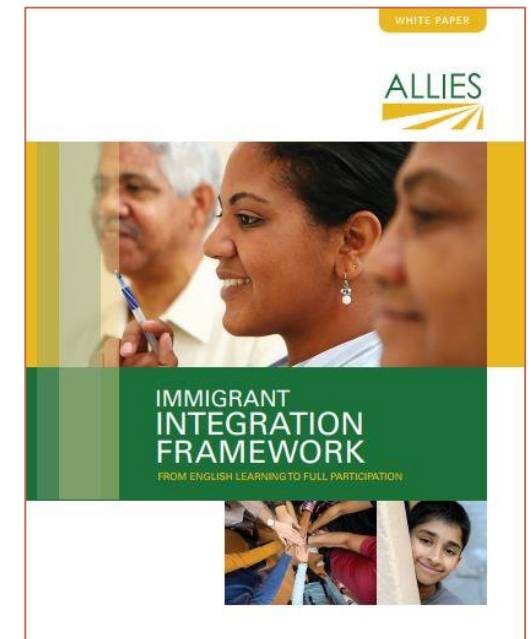
South Bay Consortium for Adult Education (SBCAE) IIF implementation project

### WHY?

Consortium as community partner

Assessment of community's ability to meet immigrant integration needs

Mutually beneficial partnerships



# Sharing our stories: ALLIES

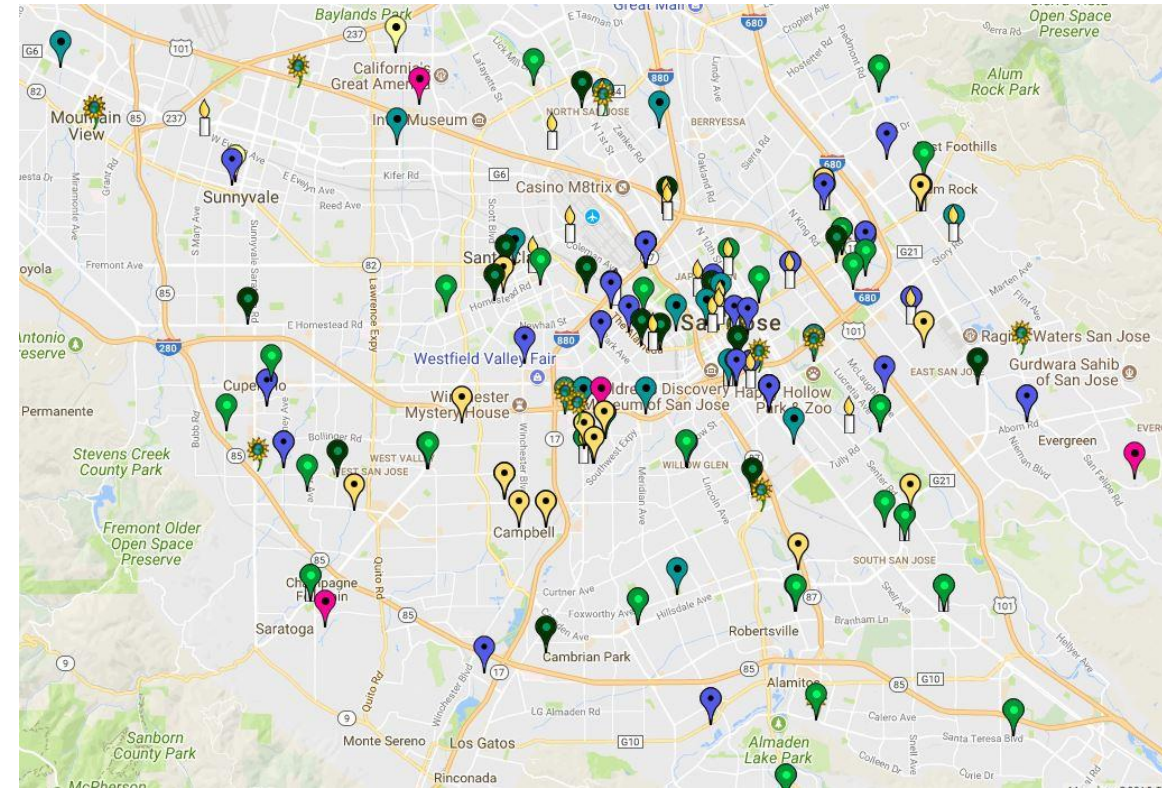
## Interactive Map:

Service Providers in Santa Clara County  
(San Jose)

Aligned to ALLIES Immigrant Integration  
Framework - 8 goal areas  
Zeemaps interactive map

Database

[www.immigrantinfo.org](http://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



This Photo by Unknown Author is licensed under CC BY-SA

# Chat in question

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

# How to Asset Map

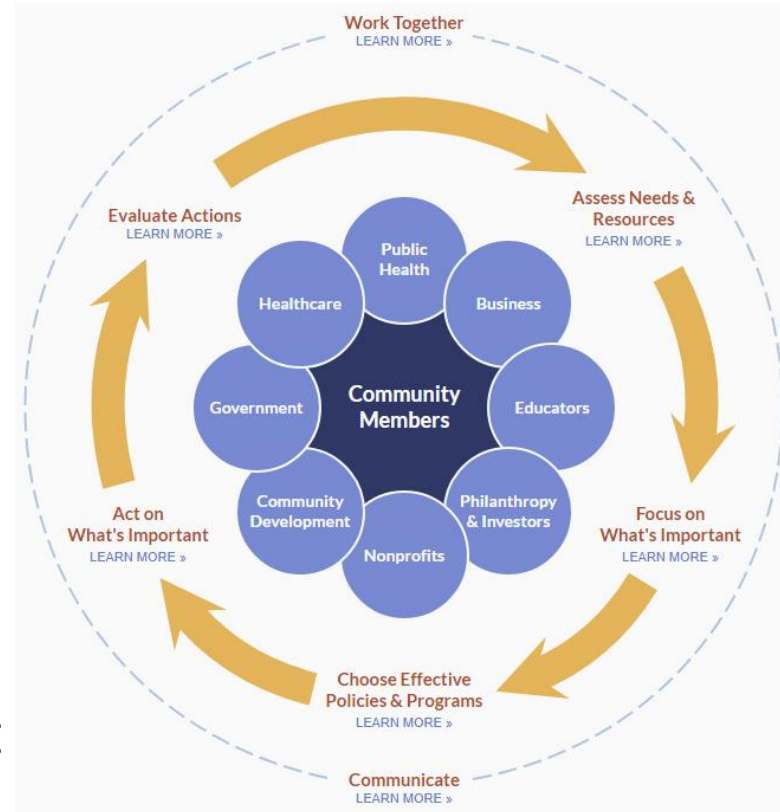
# Community Asset Mapping...The Process

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](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](http://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

Contact information:

Dr. Debra Jones, Associate Vice Chancellor, Workforce Development & Continuing Education  
Peralta Community College District  
[debrajones@peralta.edu](mailto:debrajones@peralta.edu)

Dr. Jana Carp, Consultant  
Jana Carp Consulting  
[janacarpconsulting@gmail.com](mailto:janacarpconsulting@gmail.com)

Shileste Overton Morris, Director  
Center for Schools and Communities  
[smorris@csc.csiu.org](mailto:smorris@csc.csiu.org)

Ilse Pollet, Executive Director  
ALLIES  
[ilse@allies4innovation.org](mailto:ilse@allies4innovation.org)

Watch for upcoming PD events at [www.aebg.org](http://www.aebg.org)