

Community Asset Mapping: A Tool to Strengthen Our Programs

An AEBG TAP Webinar
February 21, 2018

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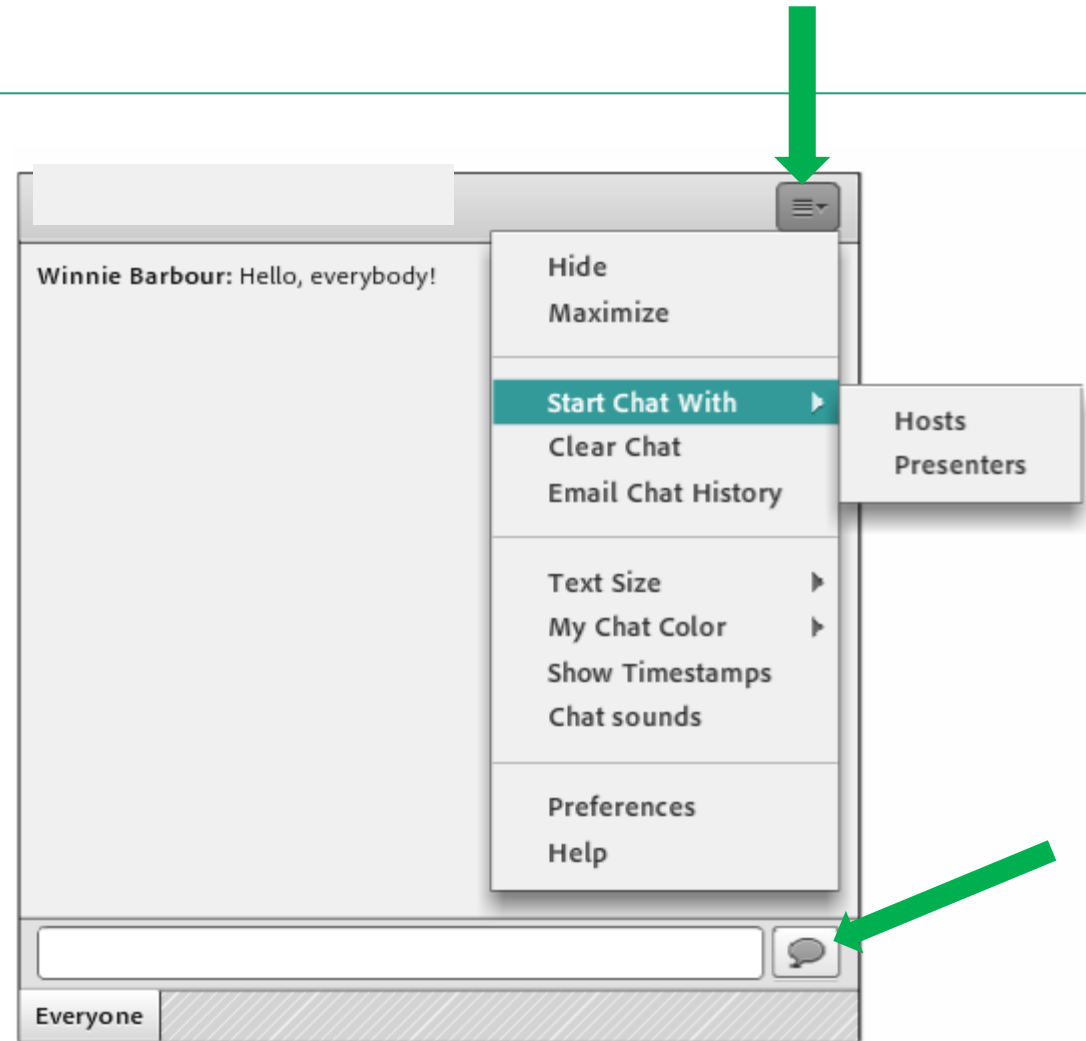
Ilse Pollet, ALLIES

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!

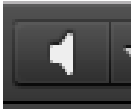
Use the chat pod to ask for help if need help during webinar.



Menu Functions

No need to call in if you have speakers or a headset

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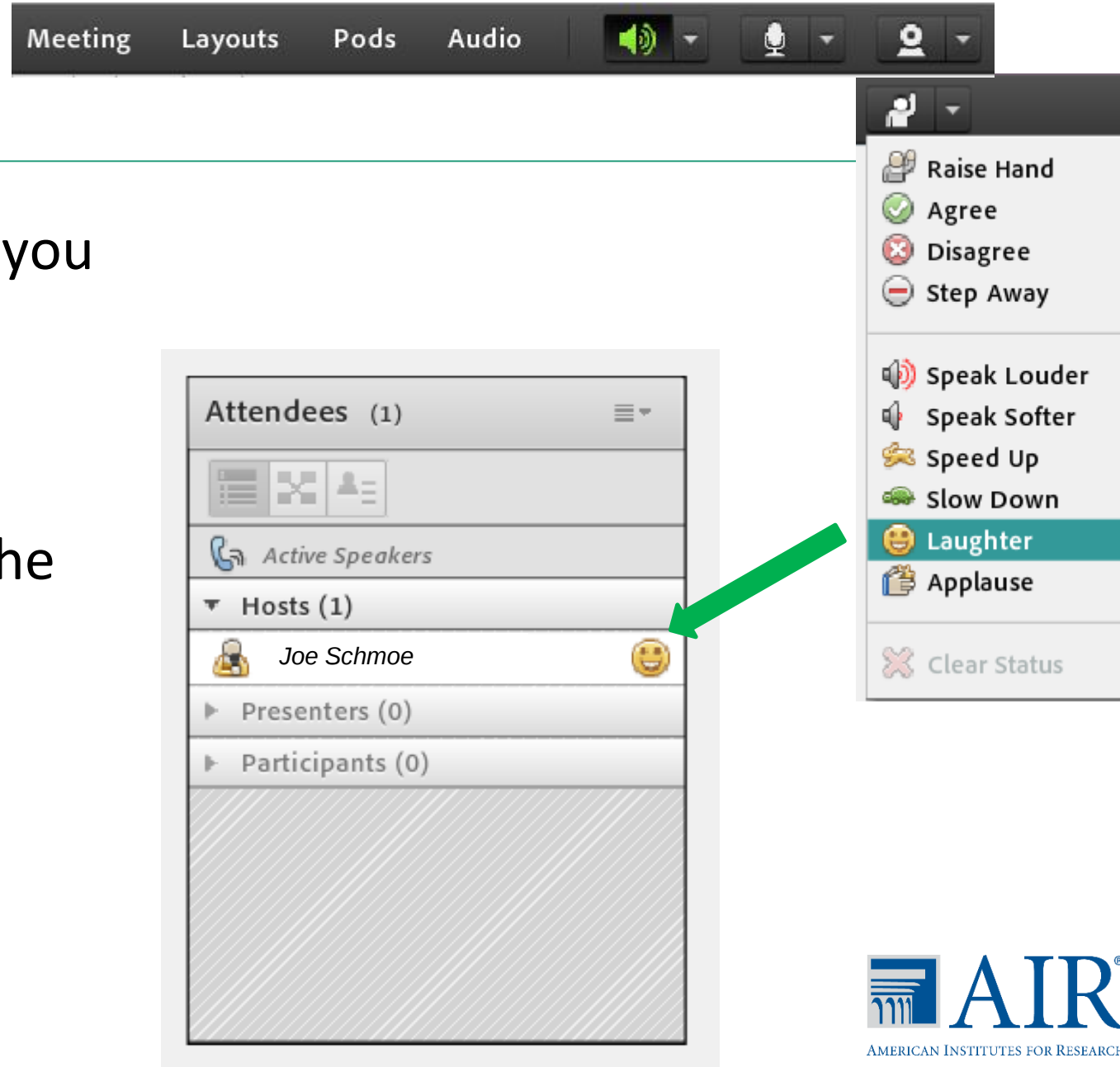
Change this  to this 

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.



If ATTENDING with other colleagues from your site...

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

The session will be recorded for future viewing

Need technical support during the session?

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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



Poll

How much experience do you have with community asset mapping?

None

Some

A lot

Community Asset Mapping

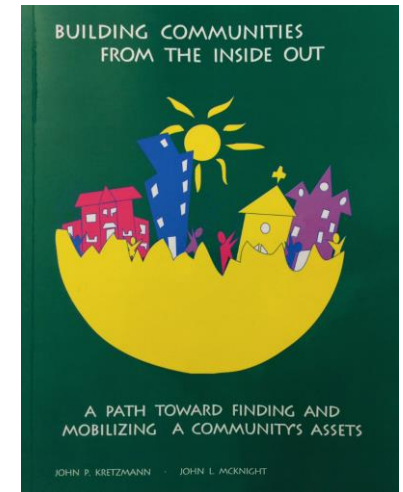
Community Asset Mapping is a strategy of Asset-Based Community Development

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 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.

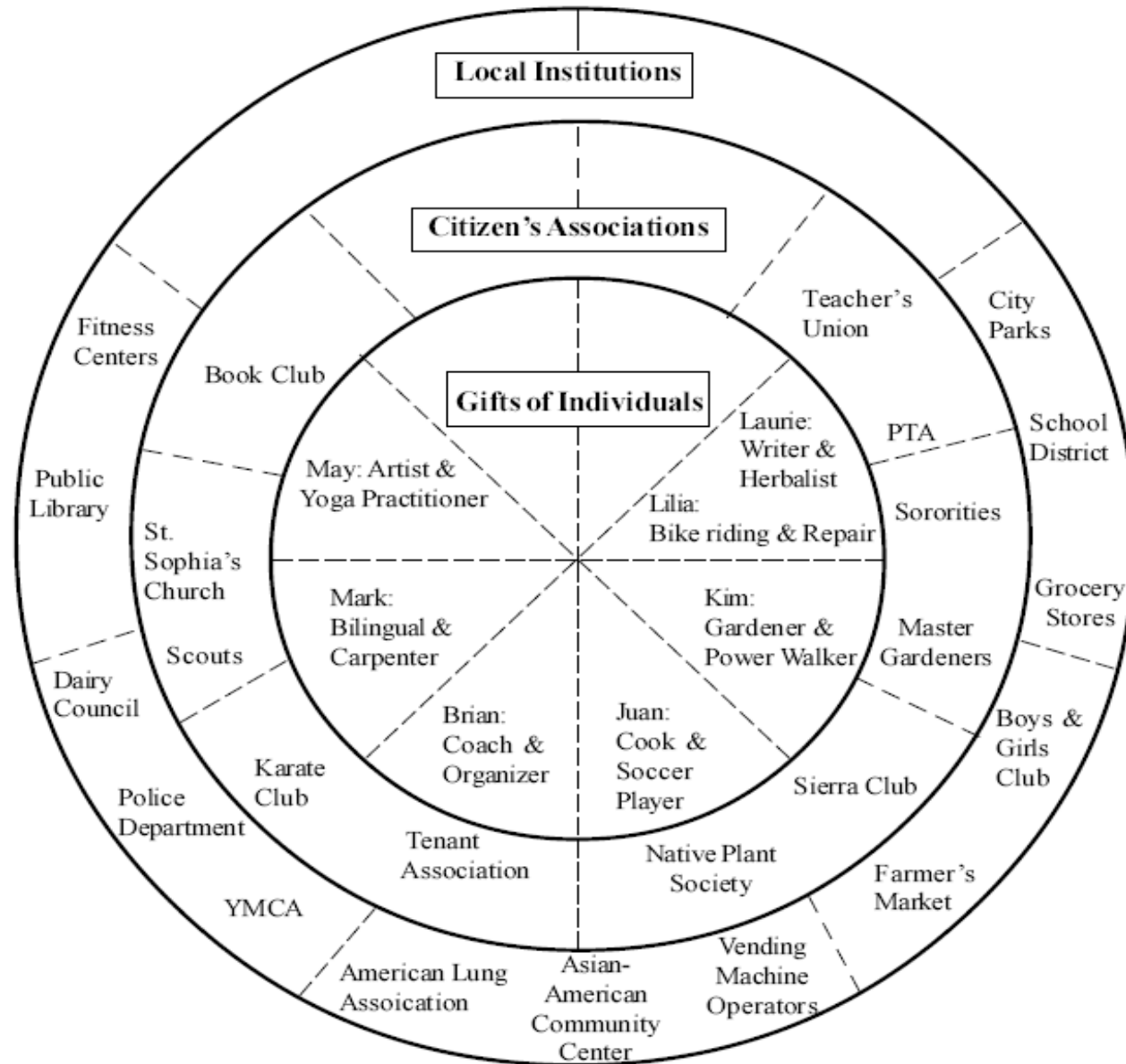
Associations/Groups

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

Institutions/Organizations

Institutions have professional expertise, buildings, and financial resources.

Community Assets Map



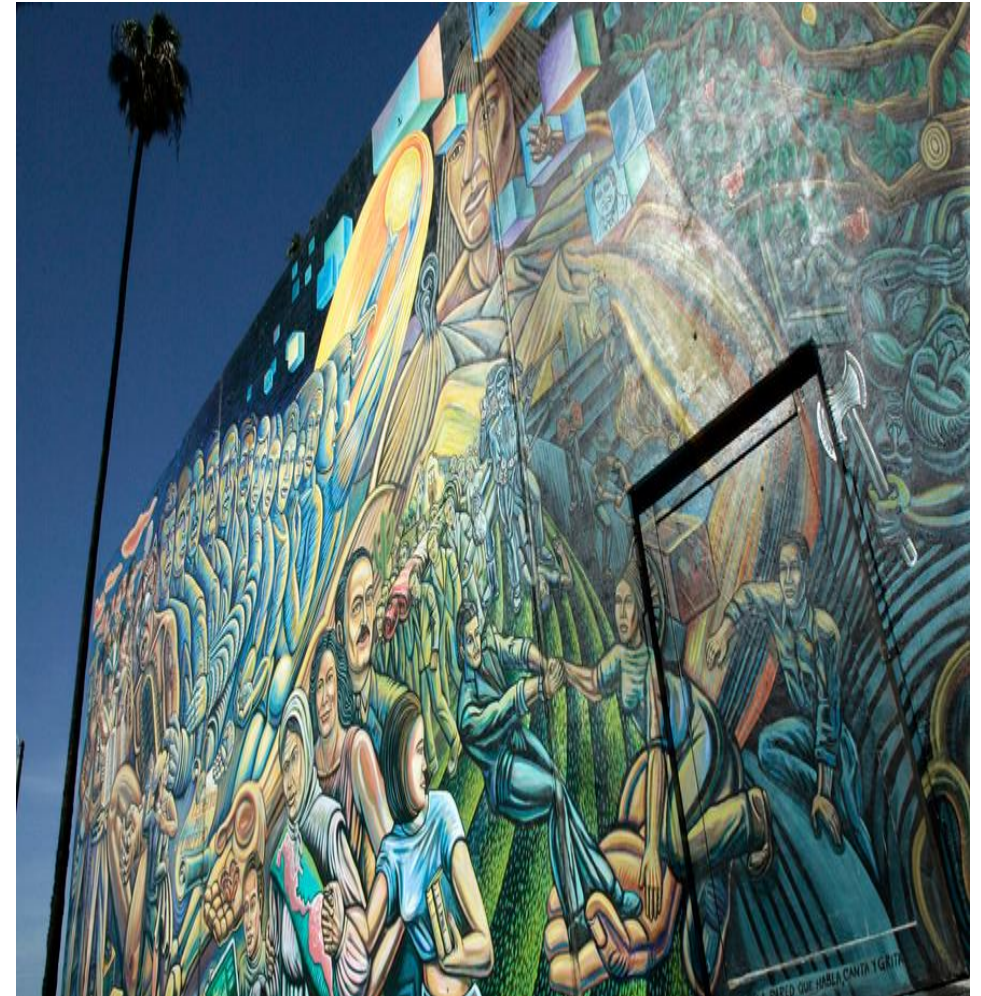
S.Rengasamy Unit for Madurai Studies
Field Work MISS MSW

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.**

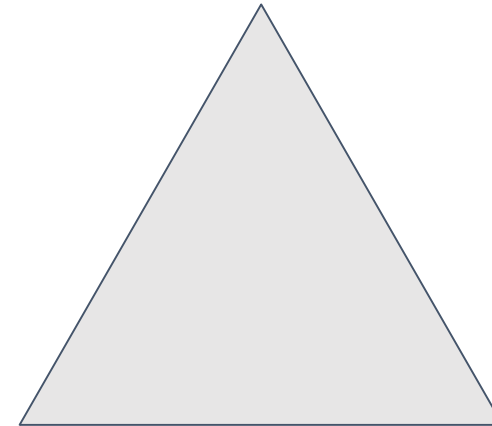
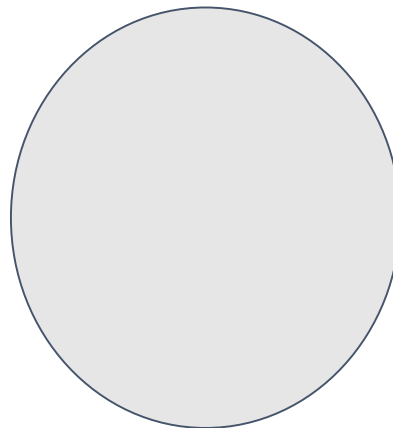
Richard Rohr

What to Consider before Community Asset Mapping

What is your agenda?

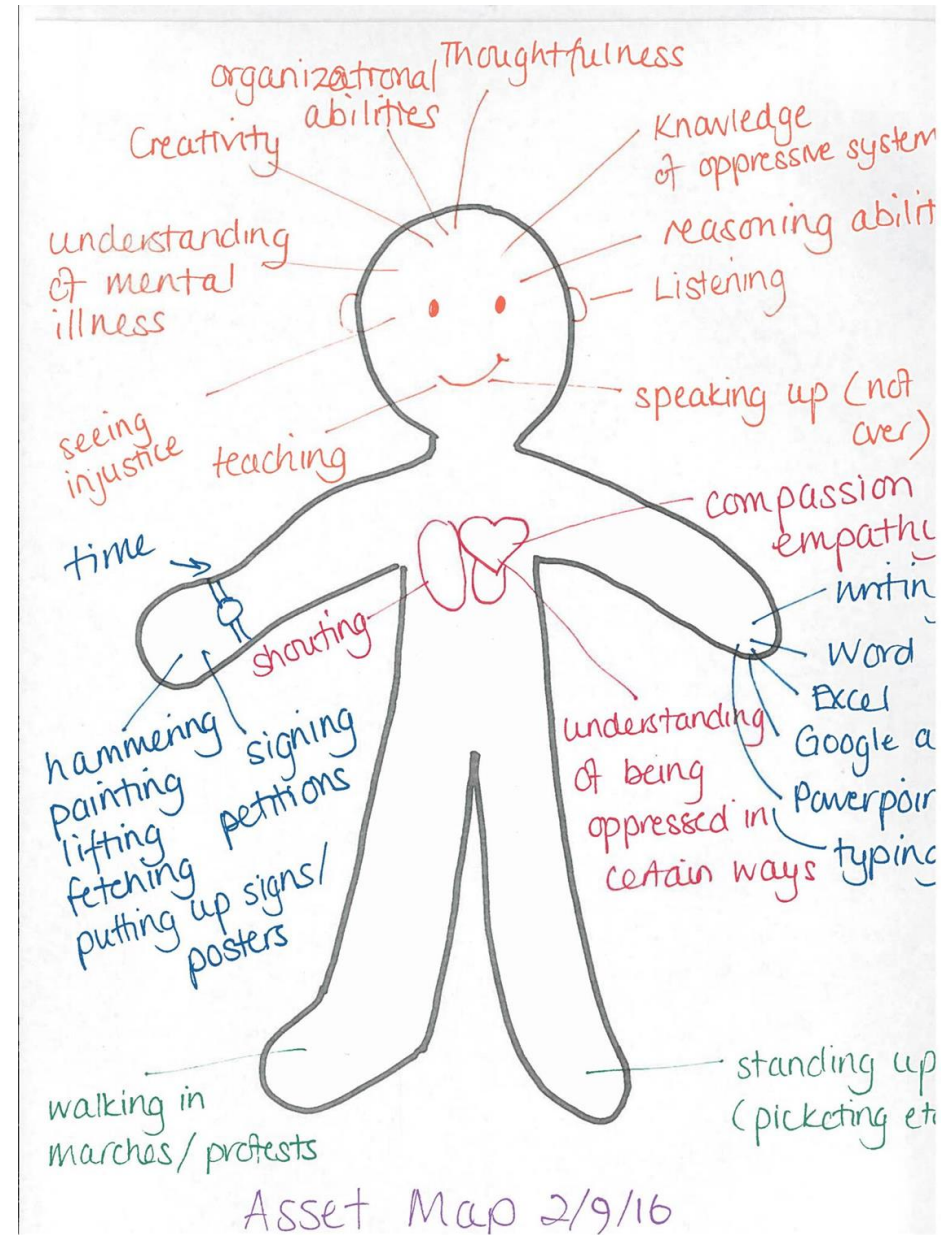
How much do you need to control the outcome?

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.



Student map of neighborhood assets for community health



Community Asset Mapping Examples

Sharing our stories: Shileste



ReadNYC

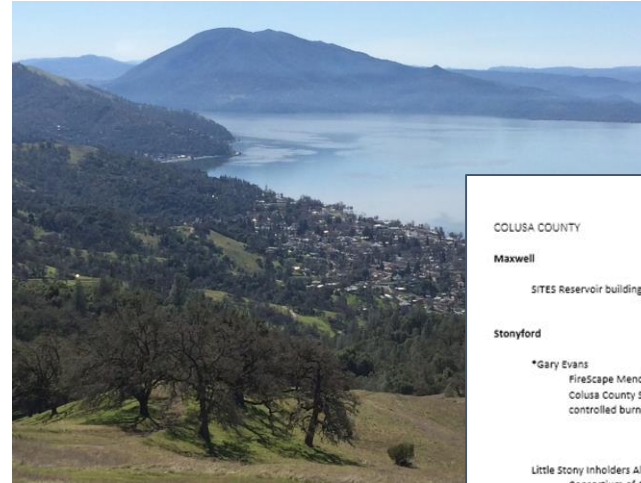
Community Asset Mapping Team

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 PS employee, multi-generation MNP 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



Sharing Our Stories: ALLIES

SBCAE Asset Mapping

Context:

about ALLIES - www.allies4innovation.org

about the Immigrant Integration Framework (IIF)

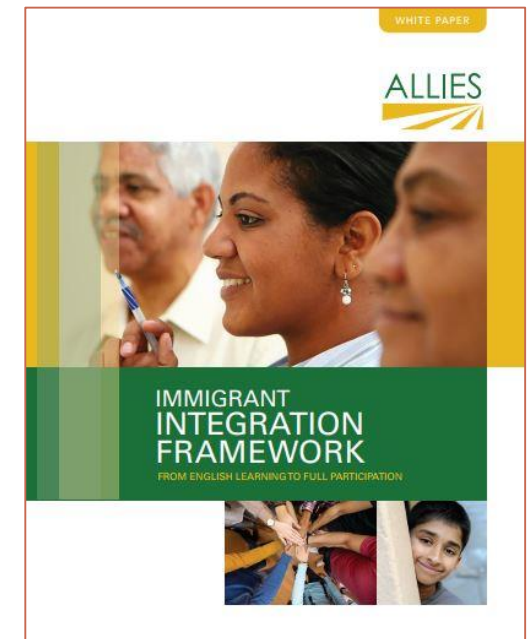
South Bay Consortium for Adult Education (SBCAE) IIF
implementation project

WHY?

Consortium as community partner

Assessment of community's ability to meet immigrant
integration needs

Mutually beneficial partnerships



Sharing our stories: ALLIES

Interactive Map:

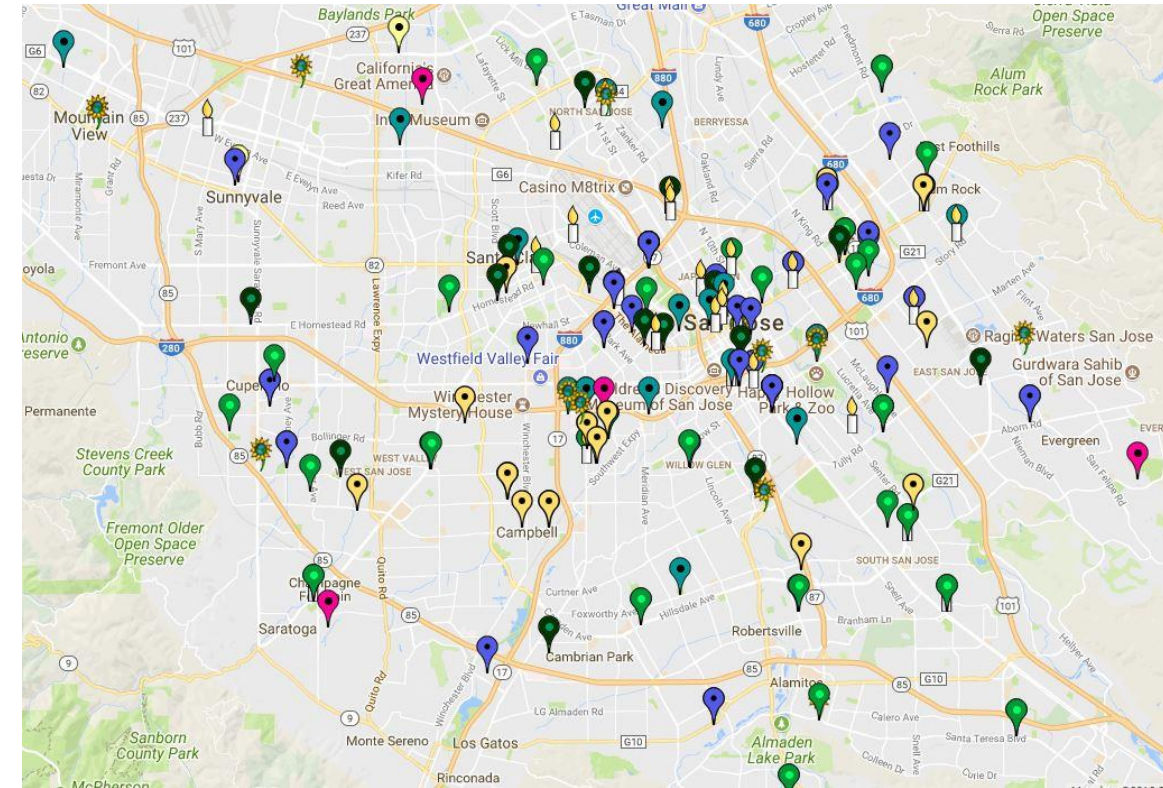
Service Providers in Santa Clara County
(San Jose)

Aligned to ALLIES Immigrant Integration
Framework - 8 goal areas

Zeemaps interactive map

Database

www.immigrantinfo.org



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

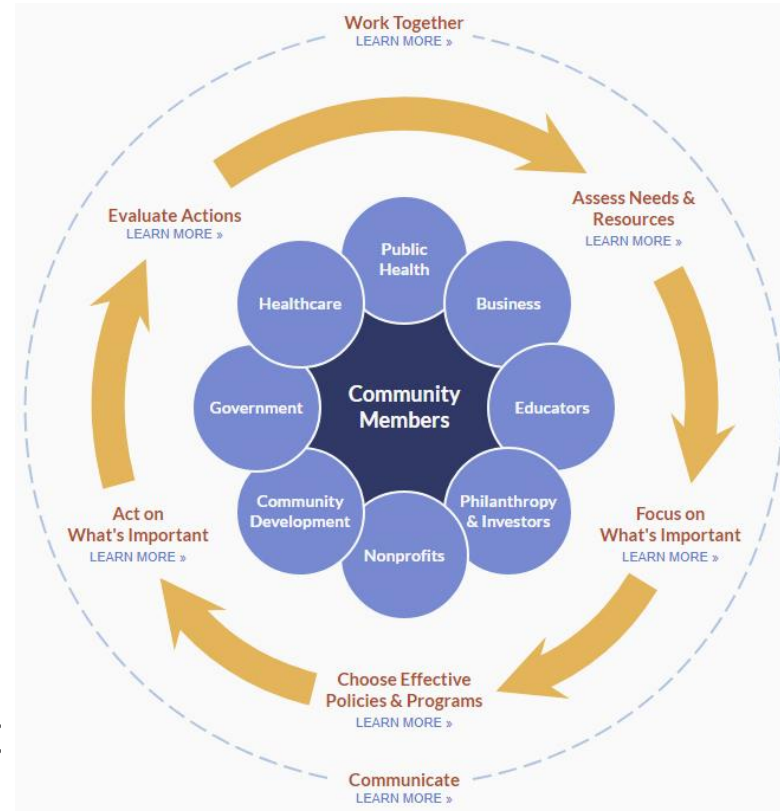
Community Asset Mapping...The Process

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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Watch for upcoming PD events at www.aebg.org