ASSET MAPPING

Identifying & Mobilizing Resources

WEBINAR GUIDE

Center For Independent Futures®

Asset Mapping Webinar Guide

WEBINAR GUIDE

INTRODUCTION

Asset Mapping is a process used to identify individual, group, and community assets that can be put to work on a project. Individual and Group member assets are defined as their gifts, talents, expertise, knowledge and resources. When mapping Community Assets, assets are defined as the Associations, Institutions, Local Economy, Individuals, and Physical spaces that are present in the community.

The process of Asset Mapping begins with bringing together people who have a shared passion or goal, determining what they can contribute toward reaching that goal, and using those assets to begin the work. Then the group identifies assets in the community that are needed to reach their goal, and they engage those additional resources in the work as well.

John (Jody) Kretzmann and John McKnight's ground breaking research and 1993 publication of their seminal work Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets led to the development of the Asset Based Community Development Institute, an organization that has made a global impact on community development and organizing through its emphasis on how communities use their assets to define who and what they are and how they shape their future.

We hope this Asset Mapping Webinar provides the knowledge and tools that you can use to move your project forward. Please make sure to complete an evaluation of this resource so we can continue to improve our processes based on your feedback! The link to complete the online evaluation can be found at the end of this Guide.

The development of the Asset Mapping Webinar Series and Webinar Guide was supported by an investment from The Coleman Foundation and the Illinois Council on Developmental Disabilities. We are grateful for these organization's generous ongoing efforts to help us create new approaches to support individuals with disabilities to live full lives and be fully included in their community of choice. This project could not have been possible without the support of Dr. Paul Arntson, Professor Emeritus Northwestern University and an Asset Based Community Development Institute Faculty Member. Paul's contributions to the work of Center for Independent Futures' since 2002 have been immense and we are so very appreciative.

LINK to Asset Mapping Webinar Series

http://bit.ly/AMWSeriesPlaylist

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LINK: http://bit.ly/AMWSeriesPlaylist

ASSET MAPPING

Identifying and Mobilizing Resources

Center For Independent Futures®

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Welcome to this introduction to Asset Mapping. Throughout this webinar series, you will learn about Asset Mapping as a tool to identify and mobilize resources for projects that depend on community partnerships and those focused on community change.

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Introductions

Center For Independent Futures®

- **Kathy Lyons**
  Project Director, Center for Independent Futures

- **Dr. Paul Arntson**
  Professor Emeritus, Northwestern University

- **Valerie Barich**
  Frankfort Community Connector, Center for Independent Futures

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My name is Kathy Lyons. I work with Center for Independent Futures. During this Webinar series, you will also learn from Dr. Paul Arntson, Professor emeritus at Northwestern University, and Valerie Barich from Center for Independent Futures. I'd like to take a few minutes to introduce our team.

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Introductions

Kathy Lyons

*Project Director,
Center for Independent
Futures*

First, I am a mom of twin boys, one born with Down Syndrome. My work experience has been in consulting, law and education, and I have always had a passion for social justice. My work at Center for Independent Futures has been focused on creating opportunities for individuals with disabilities to gain independence and be fully included in their community.

Introductions

Center for Independent Futures

We uphold a vision for the future where individuals with disabilities have access to all opportunities of a full life.

Center for Independent Futures was created by two moms of daughters with disabilities. For the past 20 years, the organization has designed person-centered, innovative approaches that support individuals with disabilities to live full and contributing lives in their communities... and shared those approaches with others hoping to do the same.

Introductions

Center For Independent Futures

Dr. Paul Arntson

*Professor Emeritus,
Northwestern University*

*PhD, Communication Arts
University of Wisconsin*

*Faculty Member
ABCD Institute*

Dr. Paul Arntson is a Professor Emeritus at Northwestern University. Paul received his Ph.D. from the University of Wisconsin in Communication Arts with a concentration in Educational Psychology. He is presently on the faculty of the Asset Based Community Development Institute and the Buffett Institute.

Introductions

Center For Independent Futures

Dr. Paul Arntson

Northwestern University
Founder & Past Director, Undergraduate Leadership Program
Professor, Certificate for Service Learning Program
Professor, Buffett Institute
Co-Director, Capstone Community Projects
Co-Founder, Center for Civic Engagement

Northwestern University

Paul joined the Communication Studies Department of Northwestern University in 1974. He has conducted research and training programs worldwide with organizations in order to improve citizens' decision making competencies concerning their health and the well-being of their communities. Paul was the founder and then director of Northwestern University's Undergraduate Leadership Program for 12 years. He currently teaches in the Certificate for Service Learning Program, co-directs the capstone community projects, and teaches in the Buffett Institute working with groups of students in Africa, India, Latin and South America, and Vietnam each summer. He recently helped establish the Center for Civic Engagement at Northwestern University.

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Introductions

Valerie Barich

*Frankfort Community Connector,
Center for Independent Futures*

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Valerie has a J.D. and a Master's Degree from Northwestern University's School of Communications. She has a young adult son with a disability, and is very active in disability issues within her home community of Frankfort, IL. Valerie has served on parent advisory and governance committees of non-profit organizations in the south suburban communities of Chicago. She spent a decade as a trial attorney protecting the rights of people disabled by traumatic injuries, and is now pursuing her Ph.D. in Disability and Human Development at the University of Illinois at Chicago.

Asset Mapping Webinar Series

Center For Independent Futures®

- Session 1: What is Asset Mapping and why do it?
- Session 2: What is the Asset Mapping process?
- Session 3: How do you map individual assets?
- Session 4: What is Associational Mapping?
- Session 5: What is Community Asset Mapping?
- Session 6: How do you use your maps to begin your journey?

Our goal with this webinar series is to answer the following questions:

What is Asset Mapping and why do it?
What is the process of Asset Mapping?
How do you map the individual assets of your group?
What is Associational Mapping?
What is Community Asset Mapping?
How do you use your maps to begin your journey?

LINK: http://bit.ly/AMWSeriesPlaylist

Asset Mapping Webinar Series

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Session 1:

What is Asset Mapping and why do it?

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So let's begin.

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What is Asset Mapping?

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In this short video clip, Paul Arntson and Valerie Barich discuss the answer to our first question: What is Asset Mapping and why do it?

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Session 1: What is Asset Mapping and why do it?

Why do Asset Mapping?

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- **Identify Assets (Mapping)**

  Assets = Gifts & Talents
  Expertise & Knowledge
  Resources

- **Understand Self-Interest and Motivation**

- **Mobilize assets to reach the project goal**

As you participate in any group project or community change effort, it is helpful to know your own assets, the assets of your group members, and the assets present in the larger community. Assets include gifts, talents, expertise, knowledge and resources. The process of identifying and recording these assets is "mapping."

Ultimately, your goal is to understand the self-interest and motivation of the individual members of a group working together and individuals and organizations located in the larger community, and then to mobilize community members' gifts, talents, expertise and knowledge.

Types of Asset Mapping

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- Personal and Group Asset Mapping

- Associational Mapping

- Community Asset Mapping

Paul mentioned 3 types of Asset Mapping:

Personal and Group Asset Mapping
Associational Mapping
Community Asset Mapping

Let's take a look at each of these.

Types of Asset Mapping

Center For Independent Futures®

- **Personal and Group Asset Mapping**

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1. Personal Asset Mapping

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First, you must understand what you personally have to contribute to the project. Then, you will identify and record the personal assets of other individuals in your group. We can identify the personal assets of an individual by asking people what they are good at, and what they are passionate about. We will be demonstrating this process later in the webinar series.

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Types of Asset Mapping

Center For Independent Futures®

- Personal Asset Mapping

- **Associational Mapping**

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2. Associational Mapping

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Associational Mapping is identifying and recording the relationships individuals have to different groups in the community, and the individual's self-interest and motivations for being a part of that group. After identifying individual skills, talents, and passions through personal asset mapping, ask group members about other connections they have in the community.

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Types of Asset Mapping

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- Personal Asset Mapping

- Associational Mapping

- **Community Asset Mapping**

3. Community Asset Mapping
People seeking to create new solutions or change in a
community will be most successful when they build on
community assets, strengths and success. Community
asset mapping is identifying and recording the people,
places, businesses, organizations and inter-relationships
within a community that will help your project. Once these
are identified, the next step is to determine the motivations of
these resources that might make these groups support the
identified project. The Community Asset Mapping process
will be demonstrated later in this series of webinars.

Why do Asset Mapping?

Center For Independent Futures®

"Alone we can do so little;
together we can do so much."

– Helen Keller

When you engage people in thinking about the assets and
strengths in your community, you build synergy and develop
a strong and broad base for community change. One person
can't do all the projects needed in the community or for
groups in the community. More resources are needed to
make things happen.

Why do Asset Mapping?

Center For Independent Futures®

Asset mapping will help you:

- Understand what motivates you, your group members and others
- Identify what gifts, talents and resources people bring to the project
- Discover key assets in the community that can support your work
- Expand resources available to your group
- Build broad support for your project

Asset mapping is beneficial for groups that are attempting to create new solutions or change existing ways of working. Asset Mapping will help you:
• Understand what motivates you, your group members and others
• Identify what gifts, talents and resources people bring to the project
• Discover key assets in the community that can support your work
• Expand resources available to your group
• Build broad support for your project

Why do Asset Mapping?

Center For Independent Futures®

In this webinar, you will see video examples from a project in Frankfort, Illinois to make the community more inclusive for people with disabilities. Your project may be different. However, these examples are used to demonstrate the application of the principles, tools and process. Let's drop in again to hear Paul talking about why asset mapping is essential for a group working on the specific project goal: "to build a more inclusive community"
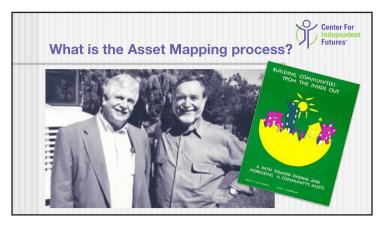
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Asset Mapping Webinar Series

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Join us for

Session 2:

What is the Asset Mapping process?

It's clear from this conversation that mapping the community's assets and interest around inclusion of people with disabilities is critical for this project to be successful.

We hope that you found this first session on Asset Mapping informative. Please join us for Session 2 where we focus on the process of Asset Mapping.

LINK: *http://bit.ly/AMWSeriesPlaylist*

Asset Mapping Webinar Series

Center For Independent Futures®

Session 2:

What is the Asset Mapping process?

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Welcome to our second session in this webinar series on Asset Mapping. In this session we'll focus on the asset mapping process.

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What is the Asset Mapping process?

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"Communities can only be built by focusing on the strengths and capacities of the citizens who call that community home...At the center of the map, and of the community building process, lie the "gifts" of individual residents, their knowledge, skills, resources, values and commitments."

– *John Kretzmann, Co-Founder,*
Asset-Based Community Development Institute

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This quote from John Kretzmann, Co-Founder of the Asset-Based Community Development Institute reinforces the importance of mobilizing the strengths and capabilities of the citizens who call that community home...who are a part of that community however it is defined, to collaboratively create what they envision for themselves.

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What is the Asset Mapping process?

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John (Jody) Kretzmann and John McKnight's ground breaking research and publication in 1993 of their seminal work " Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets led to the development of the Asset Based Community Development Institute, an organization that has made a global impact on community development and organizing through its emphasis on how communities use their assets to define who and what they are and how they shape their future.

What is the Asset Mapping process?

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Step 1: Define your project goal or objective

Step 2: Bring together a small group of people in the community who share the same goal or have a common passion

Let's look at the first few steps to Asset Mapping:

First, you need to define your own idea of the project goal or objective (this could be building a more inclusive community, or creating new housing, or expanding job opportunities)

Second, bring together a small group of people in the community who share the same goal or have a common passion (more than 6 but less than 12)

What is the Asset Mapping process?

Let's take a moment to hear what Paul says about identifying and bring together a group around the inclusive community project in Frankfort.

What is the Asset Mapping process?

Step 3: Discover the shared story and purpose story of the group
- Tell your story and discover the shared story of the group
- Align on a shared vision or "purpose story" around the project

Step 4: Determine what each person can bring to the table
- Identify the assets within the group
- Surface connections members of the group have

So, once you have the group gathered, here are the next two steps in the process of Asset Mapping. Tell your story: Individuals relate their own stories around the project focus, and in the process discover the common elements that make up their shared story. The group works to align around a shared vision or "purpose story" for their project. Determine what each person can bring to the table: Identify the assets – gifts, talents, expertise, knowledge and resources – that are within the group, and surface the connections each person in the group has into the community.

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What is the Asset Mapping process?

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In this video segment, Paul shares a bit more on the importance of story-telling in this process.

What is the Asset Mapping process?

Center For Independent Futures®

Step 5: Define the "community" for community asset mapping

Step 6: Document or "map" the assets and potential barriers

Here are the final two steps of the Asset Mapping Process:

Step 5: Define the "community" for community asset mapping. This step involves identifying the specific geographic boundaries of the community that will be mapped.
Step 6: Document or "map" the assets and potential barriers. Doctor Arntson suggests when you do this mapping process, you become a cartographer of your community resources.

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What is the Asset Mapping process?

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Let's hear Paul explain how asset mapping is not the same as brainstorming.

Asset Mapping Process Summary

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- Bring people together
- Define common goal/common interest
- Identify individual, group, and community assets
- Identify community barriers
- Document all assets and barriers

So the Asset Mapping process consists of these elements:

- *Bring people together*
- *Define common goal/common interest*
- *Identify individual, group, and community assets*
- *Identify community barriers*
- *Document all assets and barriers*

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How do I start Asset Mapping?

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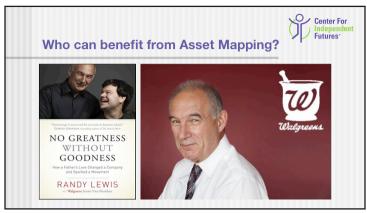
Community organizers start by:

- Meeting people in the community
- Listening and learning from community members
- Bringing people together to discuss a community goal

How do you start Asset Mapping? There are different ways to start the process of Community Asset Mapping. A community organizer would convene meetings of community members to meet specific community members, and to learn more community strengths, problems, and goals. Community organizers would then convene a small group of citizens with common interests to work on a specific project.

How do I start Asset Mapping?

Center For Independent Futures®

If there is already a goal established, the process would start with an introduction to Asset Mapping. In this video segment, Paul introduces the Community Asset Mapping process to members of the Frankfort, Illinois community who are meeting around a shared goal to make their community more inclusive for people with disabilities.

Who can benefit from Asset Mapping?

As we've already heard, community members can use Asset Mapping to effectively make changes in their community. In addition, sometimes Community Asset Mapping is part of an organizational change effort. For example, Walgreens' efforts to increase employment of people with disabilities is documented in the book "No Greatness without Goodness: How a Father's Love Changed a Company and Sparked a Movement" by Randy Lewis. Lewis writes about how he had to find people within Walgreens who shared his goal of having people with disabilities working in the company. He and his like-minded colleagues had to build on the organizational assets within Walgreens and had to learn how tie his goal of inclusion to the company's goals and values.

Who can benefit from Asset Mapping?

Chicago Synagogue Inclusion Project

Another example, the Chicago Synagogue Inclusion Project, was a faith-based project to create more welcoming synagogue environments where people with disabilities and their families could belong and contribute. In this project, a small group of individuals committed to making synagogues more inclusive began by recruiting people within synagogue communities in Chicago who shared their vision. Then the group identified and documented assets within each synagogue and the larger Jewish community that could be put to use to advance their goal.

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Sometimes Asset Mapping is used by an organization to help forward a specific objective. Center for Independent Futures works with families seeking to create new housing options for individuals with disabilities. First, they use Asset Mapping to identify gifts, talents, resources in their group. Then, they focus on resources available in the community for individuals... such as libraries, parks, recreation and leisure centers, employers, and religious centers. Finally, Asset Mapping helps to identify potential resources to develop and support their housing initiative. These might include developers, real estate agents, funders, donors, and service providers.

Thus far we have defined Asset Mapping and reasons to do it, who can benefit from using it, and introduced the Asset Mapping Process. Please join us for Session 3 where we explore how to map Individual Assets.

LINK: http://bit.ly/AMWSeriesPlaylist

Asset Mapping Webinar Series

Center For Independent Futures

Session 3:

How do you map individual assets?

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Welcome to our third session in this webinar series on Mapping Individual Assets.

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Mapping Individual Assets

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What you hope to learn:

- Each individual's gifts, talents, expertise, knowledge, resources
- What motivates an individual to be involved
- Core values present in the group
- Complementary gifts present in the small group

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The first step in community asset mapping begins within the small group. Individual group members are given a way to share their stories and their personal assets. We identify the personal assets of individuals by asking people what they are good at doing, and what interests them.

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When you ask people to identify their own strengths and interests, you learn what motivates them to be involved. You also learn what complimentary gifts and talents exist in your group.

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It strengthens a group when there are a diverse array of gifts people bring to the project. In addition, it builds cohesion within the group when group members share common values.

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Mapping Individual Assets

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Gifts of the Head, Hand and Heart

Gifts of the head are things that a person knows or has knowledge about.

Gifts of the hand are things a person can do with their hands.

Gifts of the heart are things that a person cares deeply about - their interests and passions.

CAPACITY INVENTORY
GIFTS I CAN GIVE MY COMMUNITY

GIFTS OF THE HEAD (Things I know something about and would enjoy talking about with others, e.g. art, history, movies, birds)

GIFTS OF THE HANDS (Things or skills I know how to do and would like to share with others, e.g. carpentry, sports, gardening, cooking)

GIFTS OF THE HEART (Things I care deeply about, e.g. protection of the environment, civic life, children)

(Developed by Greenock Community Co-Housing Community, Ft. Collins, CO. Adapted by Asset Based Community Development Institute)

One tool to map personal assets of individuals is to ask people to list their gifts of the head, hand and heart.
• Gifts of the head are things that a person knows or has knowledge about. Some examples of gifts of the head are knowing how to speak more than one language, knowing how to get around town using public transportation, or knowing how to score a baseball game.
• Gifts of the hand are things a person can do with their hands. Some examples of gifts of the hand are knowing how to cook, or clean, or paint. Gifts of the hands can bring people together because they are things people can do together.
• Gifts of the heart are things that a person cares deeply about - their interests and passions. Some examples are dogs or cats, a sports team or preventing homelessness.

Mapping Individual Assets

Center For Independent Futures®

Gifts of the ♥

This video shows Paul leading a conversation with the Frankfort, Illinois group to uncover the Gifts of the Head, Hand, Heart as a means to map their individual assets. Let's watch.

Mapping Individual Assets

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In this example, due to the size of the group involved, Paul has limited the group to 2 answers for each gift type. Group members should be free to list more of these types of gifts if they want.
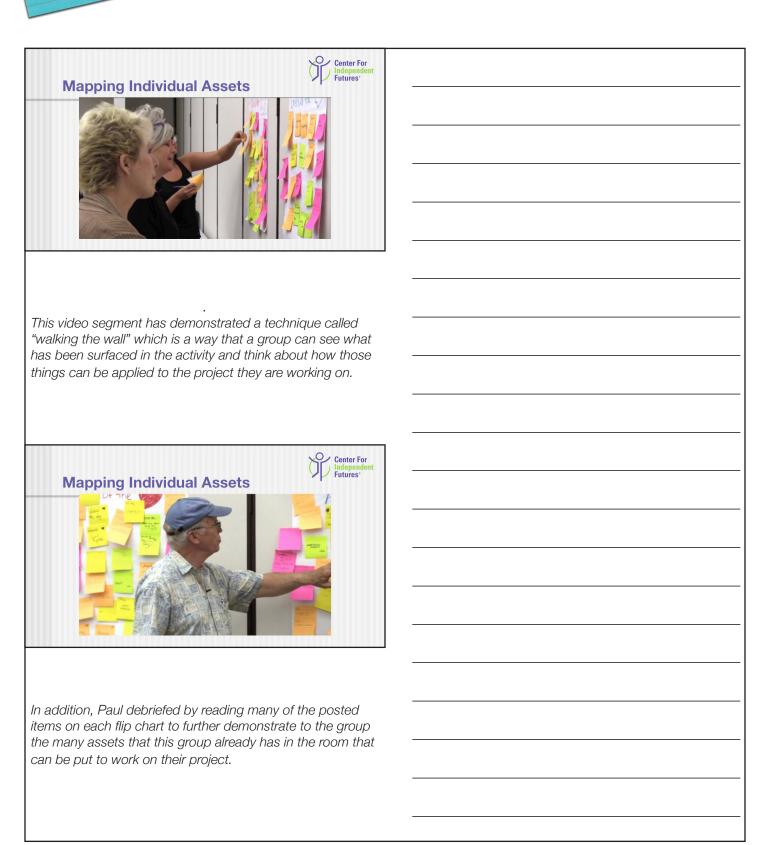
Paul refers to gifts of Association, which will be discussed in Session 4 of this Webinar series.

Mapping Individual Assets

Once group members have captured the gifts of their head, hands, and heart on sticky notes, Paul asks that they post them on the flip charts in front of the room. Let's drop back in on this activity as it continues.

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Mapping Individual Assets

This video segment has demonstrated a technique called "walking the wall" which is a way that a group can see what has been surfaced in the activity and think about how those things can be applied to the project they are working on.

Mapping Individual Assets

In addition, Paul debriefed by reading many of the posted items on each flip chart to further demonstrate to the group the many assets that this group already has in the room that can be put to work on their project.

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Mapping Individual Assets

Documenting individual and group assets

After this exercise, these individual and group assets need to be documented. Some groups simply take photos of the flip charts with their cell phone and share them with the members of the group. This is an easy documentation method if the gift and person's name can be easily viewed in a photo.

If it is difficult to read the sticky notes easily, someone should be asked to capture this information on a document or spreadsheet to share with the group. Make sure that both the person's name and the gift are documented.

Once again, the purpose of individual and group asset mapping is to identify gifts already present in the group. It is important that these gifts are being put to use as a means to keep people engaged and move the work forward.

Asset Mapping Webinar Series

Join us for

Session 4:
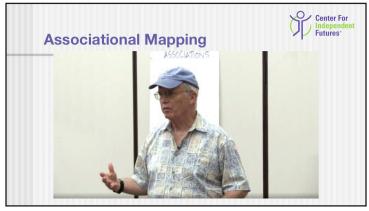
What is Associational Mapping?

Now that we've explored individual asset mapping and watched a demonstration of this process, we will turn to Associational Mapping. See you next time!

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Asset Mapping Webinar Series

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Session 4:

What is Associational Mapping?

Welcome to our session four in this webinar series on Asset Mapping. In this session, we will explore Associational Mapping.

Associational Mapping

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Gifts of Association:

- Identify and record relationships your group members have to *other* associations and organizations in the community

    - Work groups
    - Social Groups
    - Religious Groups
    - Community Organizations

Associational Mapping is identifying and recording the relationships individuals have to different groups in the community.

Associational mapping starts with asking group members to name other groups to which they belong. This could include work groups, social groups, religious groups, and community organizations. Examples of a group people might belong to include a book club, Chamber of Commerce, food pantry volunteer organization, PTA group, or sports team.

Associational Mapping

There is great value in having a diverse group of associations within your group. The more diversity in associations and relationships the people in the group have, the more opportunities the group has to extend its reach to others in the community to solicit resources, build support, and engage more people in your project.

Here is Paul explaining Gifts of Association.

Associational Mapping

Gifts of Association:

- Identify and record relationships your group members have to *other* associations and organizations in the community

- Research what those other associations and organizations have that could benefit your project

- Consider what would motivate the associations and organizations to support your project

So here are the steps to Associational Mapping –

Gifts of Association:
• Identify and record relationships your group members have to other associations and organizations in the community. Look for as many different associations as possible in your group.
• Research what those other associations and organizations have that could benefit your project.
• Consider what would motivate the associations and organizations to support your project.
As Paul explained, the groups you are already part of are places that might be able support your project. If they can, "You don't have to "cold call!" You already know who you will be talking to...and they know you.

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Asset Mapping Webinar Series

Center For Independent Futures®

Join us for

Session 5:

What is Community Asset Mapping?

That's it for Associational Mapping. Join us for Session 5 when we share the details about Community Asset Mapping!

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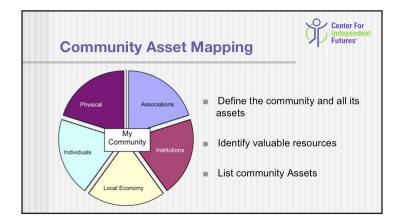**LINK: http://bit.ly/AMWSeriesPlaylist**

Asset Mapping Webinar Series

Session 5:

What is Community Asset Mapping?

Welcome to session five of our six-session series on Asset Mapping. In earlier sessions we learned
• what asset mapping is and why do it
• the types of asset mapping
• details around individual and small group asset mapping
• and most recently, the importance of associational mapping inside your working group

In this webinar, we will explain more about Community Asset Mapping.

Community Asset Mapping

- Define the community and all its assets
- Identify valuable resources
- List community Assets

Community asset mapping is identifying and recording the specific people, places, businesses, organizations and inter-relationships within a community that will help your project. Community asset mapping helps to identify valuable resources present in your community.

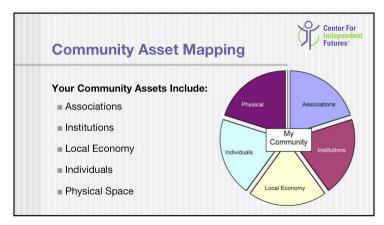*When you are mapping a community, the term "asset" refers to a specific person, place, business, or organization in the community.*

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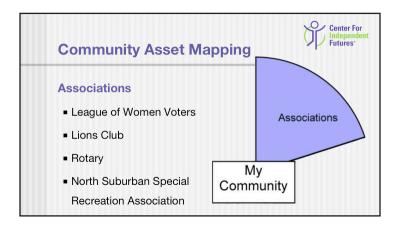
Let's hear Valerie and Paul discuss the Asset Based Community Development tool for Community Asset Mapping and a bit about documentation.

The process of Community Asset Mapping begins by engaging fellow community members to define the community and all its assets for your project. Using the tools from the ABCD Institute, you will generate lists of assets in each category for your project. As you begin to explore these resources and assets, note any relationships individuals already have with these assets. These relationships will be useful in accessing these community assets.

The resulting Community Asset Map can be used to identify groups in the community that could contribute to the project. The Asset Map is a living document that can be added to over time. As individuals and groups become involved in the project, their knowledge of other community assets can be added to this map to create a robust catalogue of valuable community resources.

Community Asset Mapping

Associations

- League of Women Voters
- Lions Club
- Rotary
- North Suburban Special Recreation Association

Let's discuss each category in more detail.

Associations are groups of people who have common interests or identities.
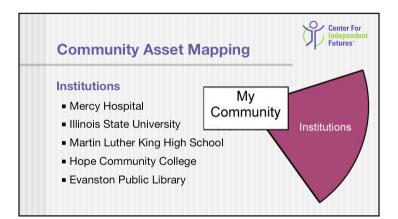
Some examples found in many communities are the League of Women Voters, the Lions Club, the Rotary, and a Special Recreation Association.

Community Asset Mapping

Paul expands on the types of associations you can find in a community, and the Frankfort group works to identify additional associations for their project. Let's watch.

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Community Asset Mapping

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Institutions

- Mercy Hospital
- Illinois State University
- Martin Luther King High School
- Hope Community College
- Evanston Public Library

My Community

Institutions

Institutions are organizations founded for a religious, educational, social, or similar purpose.

Examples are schools, including K-12, community colleges and universities, hospitals, and libraries.

Community Asset Mapping

Center For Independent Futures®

My Community

Here is the Frankfort group identifying institutions for their project to create a more inclusive community:

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Community Asset Mapping

Local Economy

- Koi Restaurant
- First Bank & Trust
- Al's Wash 'n Dry Laundromat
- Karlov Jewelers

My Community

Local Economy
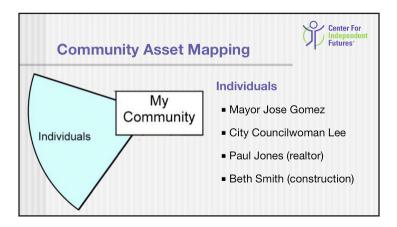
Local economy assets are businesses in your community, including restaurants, banks, corporations, retail and service businesses.

Community Asset Mapping

Here is an example of the Frankfort Community Asset Mapping session discussing and documenting local economy assets in the community.

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Community Asset Mapping

My Community

Individuals

Individuals

- Mayor Jose Gomez
- City Councilwoman Lee
- Paul Jones (realtor)
- Beth Smith (construction)
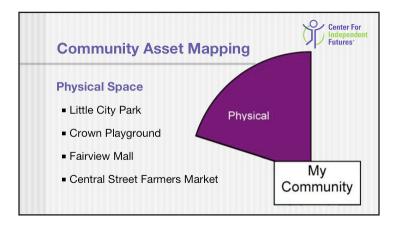
Individuals are community members who have something to contribute to the project.

They may be individuals who have connections to others, or who have the ability to affect change.

Although they may be "official" leaders, such as a mayor or city council member, many individuals who do not have an official title are influential or well-connected with other community members.

Community Asset Mapping

In regard to the Frankfort project to create a more inclusive community, Paul describes who might be listed under the individual category. Valerie coaches her table regarding who could included for their list of individual community assets. Let's listen in.

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Community Asset Mapping

Physical Space

- Little City Park
- Crown Playground
- Fairview Mall
- Central Street Farmers Market

Physical

My Community

Center For Independent Futures®

Physical space assets are those places in the community which can support your project. They can include parks, transportation routes and modes such as subways, trains, and buses, playgrounds, or shopping malls.

Community Asset Mapping

Center For Independent Futures®

LIBRARY
FOUNDERS CENT
OLD PLANK

Paul and Valerie discuss physical assets of a community, especially in regard to inclusive community spaces. We also see Footage of the Frankfort Community Asset Mapping session discussing and documenting physical assets in the community. Let's watch.

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Community Asset Mapping

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Facilitation Tips
- Use Flip Charts and Sticky Notes
- Room Setup
- Allow the group time for conversation to surface and share ideas
- Promote "hitchhiking" when brainstorming ideas
- Use the "walk the wall" approach
- Circulate in the room to answer questions and encourage documentation
- Ask open ended questions
- Invite people to have fun and participate, thank them for their efforts.

During the video examples, you observed Paul facilitating the Community Asset Mapping Conversation. He uses many tools and facilitation techniques that you can put to use in your Asset Mapping sessions.

Flip chart and sticky note tools used during the process allow people to capture and document ideas, and see the ideas generated by the group. They can also cluster similar ideas together on the flip chart and see where they already align. This method also makes people feel that they are "heard" since their ideas are captured and displayed in front of the group.

The tables are set up in the room to encourage smaller groups to think and work together, and build relationships while building on each other's ideas.

Paul allowed enough time for the small groups to work together to generate and share ideas. His reference to "hitchhiking", a process of adding new ideas that you think of when you hear other people's ideas expressed, adds more depth to the mapping process and expands the assets identified. This can happen in the small group work at individual tables, as well as work done with the whole group.

Use the "walk the wall" approach as highlighted in session four so people can see everyone's ideas.

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Community Asset Mapping

Center For Independent Futures®

Facilitation Tips
- Use Flip Charts and Sticky Notes
- Room Setup
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- Ask open ended questions
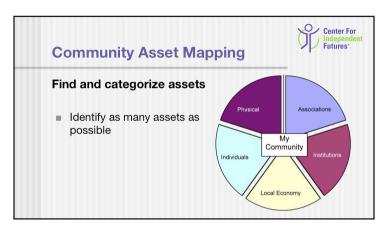- Invite people to have fun and participate, thank them for their efforts.

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Circulate in the room to answer questions and encourage documentation.

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The use of open-ended questions when working with a group encourages individual thinking and participation. Asking "Is there anything else about this that you found interesting?" or "Are there other assets that aren't up here?" and then leaving enough room for individuals to process the question, formulate an answer, and share their thoughts allows members of the group to learn from each other and broaden their perspectives.

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Finally, Paul intentionally takes a light-hearted approach... inviting people to have fun, expecting them to "dance at his learning party," and thanking them for their efforts and time devoted to this process and the project ahead of them.

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Community Asset Mapping

Center For Independent Futures®

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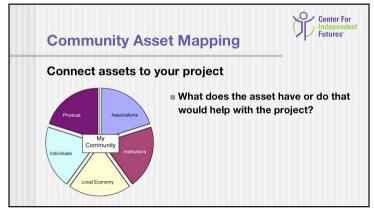
Let's drop in to see Paul wrap up the Community Asset Mapping session in Frankfort.

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Community Asset Mapping

Center For Independent Futures

Find and categorize assets

- Identify as many assets as possible

Physical | Associations | Institutions | Local Economy | Individuals | My Community

To summarize, your first step in Community Asset Mapping is to identify as many assets as possible and categorize them. These categories are useful in generating ideas and organizing the assets in your community.
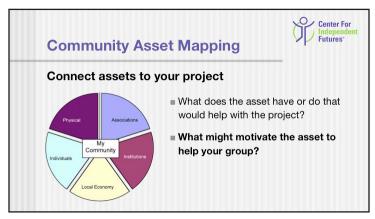
You may find that some organizations or assets could be listed in more than one category. For example, a local hospital could be listed as an institution and also be listed under the local economy.

The key to this process is to identify as many assets as possible. Generating as many specific assets as possible is most important – it is less important to decide the exact category where the asset should be listed.

Community Asset Mapping

Center For Independent Futures

Connect assets to your project

- What does the asset have or do that would help with the project?

Physical | Associations | Institutions | Local Economy | Individuals | My Community

Once you have generated a list of community assets under each category, the next step is to connect those assets to your project.

Begin by determining what the organization or individual has or does that could benefit your project. In our example, we heard Valerie talk about the Chamber of Commerce, and how many business owners are connected to the Chamber.

Community Asset Mapping

Connect assets to your project

- What does the asset have or do that would help with the project?
- **What might motivate the asset to help your group?**

Next, consider and document whether there is a self-interest, core value, personal or organizational goal that would motivate that person or organization to share their assets with your project.

In the Frankfort Chamber of Commerce example, the Chamber might be motivated to participate in a project to make Frankfort more inclusive if it helped it's members, local businesses, be more profitable.

Community Asset Mapping

Connect assets to your project

- What does the asset have or do that would help with the project?
- What might motivate the asset to help your group?
- **What connections do you have to each asset?**
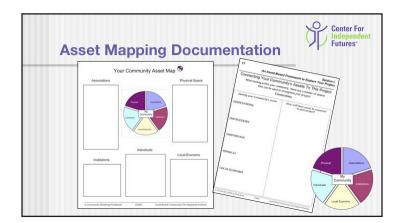
Finally, explore what connections your smaller group has with these Community assets. These are natural entries into conversation with that organization or individual.

As we saw Valerie explain, if several members of your group are also members of the Chamber of Commerce, they have an "insider" advantage in getting the Chamber's support for the project.

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Community Asset Mapping

Here is Paul explaining the next steps for the community inclusion project after identifying the community assets.

Asset Mapping Documentation

There are different ways to document your asset map and the connections assets have to your project.

We've included these PDF forms that you can download and use in the webinar guide.

Little Village Asset Mapping

FOUR SHEETS WITH OVER 200 ROWS

3 1/2 PAGE LIST

_You can also use a Microsoft Word or Google Document format to capture the list of community assets, and an Excel or Google Sheets Document can be used for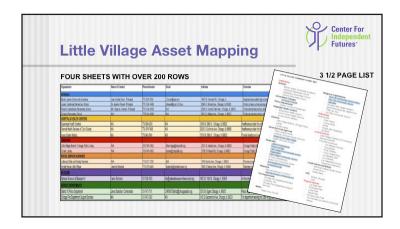 complete documentation of each asset, their connections and motivations to your project, and other key information about the asset._

Here's an example of this form of documentation from a project done in the Chicago Little Village community. The list of Community Assets was 3 ½ pages and the Spreadsheet further documenting these Community Assets contained over 200 rows of entries.

Identifying Barriers

Another important aspect of this work is to surface and document barriers to the project. Here again is Paul explaining this to the group seeking to make Frankfort a more inclusive community.

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Identifying Barriers

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Barriers & Obstacles
List the potential barriers and obstacles (personal, group, community and institutional)
that you may encounter when attempting to reach your identified goals and how you will deal with them.

Barrier/Obstacle	How to Deal with Barrier/Obstacle & other Comments

You can use this form to help document the barriers to the project and think about how you will deal with them.
This Barriers to this Project worksheet is available in a PDF form in the webinar packet.

Community Asset Mapping

Center For Independent Futures®

Community Asset Mapping Practical Tips:

- Be specific!
- Document carefully and completely
- Identify the "low hanging fruit"
- Prioritize Community Assets most needed for success
- Identify barriers to the project's success

Before we leave this session, let's review some practical tips for success in Community Asset Mapping:

• Be Specific! Encourage people to be as specific as possible when identifying assets. Don't identify "Member of City Council" but instead get a name of a specific person. Don't list "churches" but get specific as to which church.

• Document carefully and completely. There is a tremendous amount of valuable information captured in a Community Asset Mapping Session. Make sure to use a process to carefully capture all of this information so it can be expanded on by members of the group as the project continues.

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Community Asset Mapping

Center For Independent Futures®

Community Asset Mapping Practical Tips:

- Be specific!
- Document carefully and completely
- Identify the "low hanging fruit"
- Prioritize Community Assets most needed for success
- Identify barriers to the project's success

• Identify the "low hanging fruit" Review Community Assets to determine which have common core values and motivation to participate, needed resources for the project, and your core group already has a connection to them.

• Prioritize Community Assets whose resources are most needed for success. Determine which specific Community Assets must be mobilized in order for your project to be successful. Target these Assets early in the project.

• Identify barriers. List the institutional, cultural, and community barriers that might get in the way of your project and decide whether you will "park them" or address them.

Asset Mapping Webinar Series

Center For Independent Futures®

Join us for

Session 6:

How do you use your maps to begin your journey?

This session ends the discussion around the types of asset mapping. In our final session we will talk about how to use your maps to begin working toward your goals.
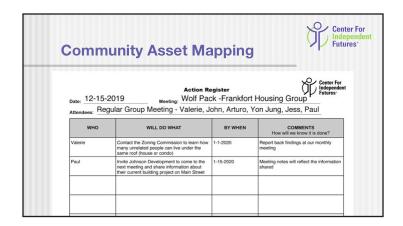
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Session 6: How do you use your maps to begin your journey?

LINK: http://bit.ly/AMWSeriesPlaylist

Asset Mapping Webinar Series

Center For Independent Futures®

Session 6:

How do you use your maps to begin your journey?

Welcome to our final Asset Mapping Webinar. In this session, we will talk about how to use your Asset Maps to begin working toward your goals.

Community Asset Mapping

Center For Independent Futures®

Let's hear Paul explain why it's important to develop an action plan after community asset mapping.

Asset Mapping: Identifying and Mobilizing Resources

Community Asset Mapping

Center For Independent Futures

Action Register

Date: _____ Name: _____
Goal: _____

WHO	WILL DO WHAT	BY WHEN	COMMENTS How will we know it is done?

After mapping your community's assets and connecting those assets to your project, use your map to develop an action plan with your group.

A successful action plan encourages mutual accountability and allows everyone in the group to understand who will do what by when and how everyone will know it's done.

Community Asset Mapping

Center For Independent Futures

Action Register

Date: 12-15-2019   Meeting: Wolf Pack -Frankfort Housing Group
Attendees: Regular Group Meeting - Valerie, John, Arturo, Yon Jung, Jess, Paul

WHO	WILL DO WHAT	BY WHEN	COMMENTS How will we know it is done?
Valerie	Contact the Zoning Commission to learn how many unrelated people can live under the same roof (house or condo)	1-1-2020	Report back findings at our monthly meeting
Paul	Invite Johnson Development to come to the next meeting and share information about their current building project on Main Street	1-15-2020	Meeting notes will reflect the information shared

Here is an example for a group focused on creating new housing opportunities:

Valerie will contact the Zoning Commission to learn how many unrelated people can live under the same roof (house or condo) by January 1. Valerie will report back her findings at our monthly meeting.

Paul will invite Johnson Development to come to the next meeting and share information about their current building project on Main Street by January 15. Meeting notes will reflect the information shared.

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Community Asset Mapping

Now, a few final tips from the expert:

Community Asset Mapping

Final Tips:

Don't start too early! Don't begin implementing something before aligning on your shared vision and identifying assets

Don't get stuck doing research forever! At some point you must move beyond researching and begin to take action

Find people who have a sense of urgency about the project that you are undertaking - it matters and it matters NOW!

Let's remember Paul's final tips.

• Don't start too early. Don't begin implementing something before aligning on your shared vision and identifying assets.

• Don't get stuck doing research forever! At some point you must move beyond researching and begin to take action. You'll never know it all.

• Find people who have a sense of urgency about the project that you are undertaking - it matters and it matters NOW! People who have a sense of urgency will drive the project forward toward completion.

Thank you!

Center For Independent Futures®

Illinois Council on Developmental Disabilities

and the

The Coleman Foundation

Thank you for joining us in this six session webinar series about Asset Mapping. We hope that the information we shared will be useful to you on the project you undertake in your community, your organization, or your small group.

We'd like to thank The Coleman Foundation and the Illinois Council on Developmental Disabilities for their support to fund the development and distribution of this series and webinar guide on Asset Mapping.

2019
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The Coleman Foundation
and the
Illinois Council on Developmental Disabilities

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CAPACITY INVENTORY

GIFTS I CAN GIVE MY COMMUNITY

GIFTS OF THE HEAD (Things I know something about and would enjoy talking about with others, e.g. art, history, movies, birds).

GIFTS OF THE HANDS (Things or skills I know how to do and would like to share with others, e.g. carpentry, sports, gardening, cooking).

GIFTS OF THE HEART (Things I care deeply about, e.g. protection of the environment, civic life, children).

[Developed by Greyrock Commons Co-Housing Community, Ft. Collins, CO; Adapted by Asset-Based Community Development Institute]

Materials

OTHER STUFF

Group Asset Map
Compilation of Individual Asset Maps

Name	Self Interest	Gifts, skills, talents	Assets & Resources							

A Sample Community Asset Map

Review this sample community asset map. Use the next page to create an asset map of your own community.

Associations

Animal Care Groups
Anti Crime Groups
Block Clubs
Business Organizations
Charitable Groups
Civic Events Groups
Cultural Groups
Disability/Special Needs Groups
Education Groups
Elderly Groups
Environmental Groups
Family Support Groups
Health Advocacy and Fitness
Heritage Groups
Hobby and Collectors Groups
Men's Groups
Mentoring Groups
Mutual Support Groups
Neighborhood Groups
Political Organizations
Recreation Groups
Religious Groups
Service Clubs
Social Groups
Union Groups
Veteran's Groups
Women's Groups
Youth Groups

Physical Space

Gardens
Parks
Playgrounds
Parking lots
Bike Paths
Walking Paths
Forest / Forest Preserves
Picnic areas
Campsites
Fishing spots
Duck ponds
Zoos
Wildlife center
Natural Habitats - coastal, marine, amphibian
Bird Watching Sites
Star Gazing Sites
Housing
Vacant Land & Buildings
Transit stops and facilities
Streets

Pie chart labels: Physical, Associations, My Community, Individuals, Institutions, Local Economy

Individuals

Gifts, Skills, Capacities, Knowledge and Traits of:

Youth
Older Adults
Artists
Welfare Recipients
People with Disabilities
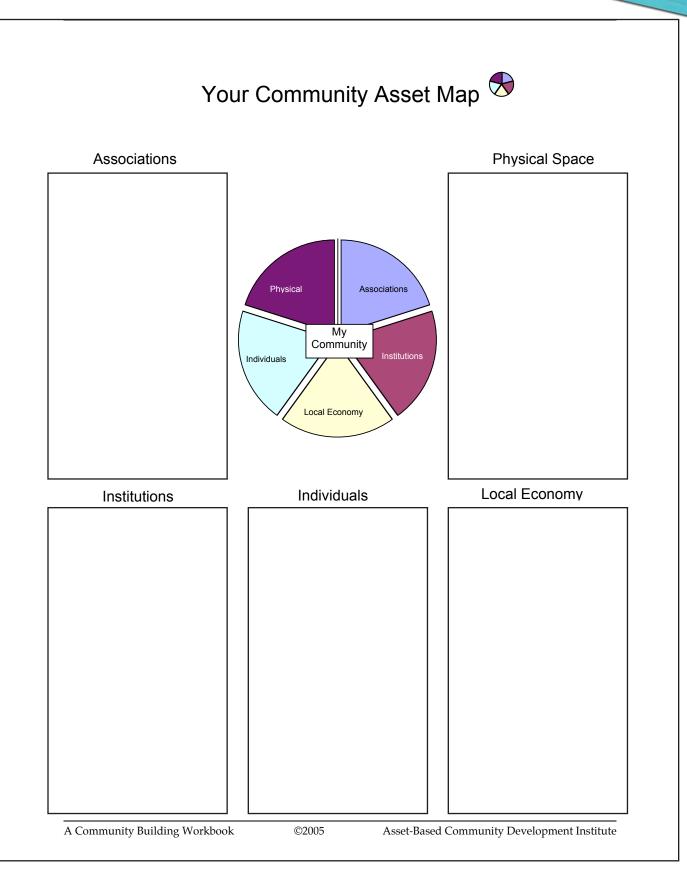Students
Parents
Entrepreneurs
Activists
Veterans
Ex-offenders

Institutions

Schools
Universities
Community Colleges
Police Departments
Hospitals
Libraries
Social Service Agencies
Non Profits
Museums
Fire Departments
Media
Foundations

Local Economy

For-Profit Businesses
Consumer Expenditures
Merchants
Chamber of Commerce
Business Associations
Banks
Credit Unions
Foundations
Institutional - purchasing power and personnel
Barter and Exchange
CDCs
Corporations & branches

A Community Building Workbook   ©2005   Asset-Based Community Development Institute

Materials

Your Community Asset Map

Associations

Physical Space

Pie chart: My Community — Physical, Associations, Institutions, Local Economy, Individuals

Institutions

Individuals

Local Economy

Connecting Your Community's Assets To This Project

*When looking within your community, there are a number of assets
that can be used to strengthen your project.*

Connections

LINK: http://bit.ly/AMWForms

Materials

OTHER STUFF

Barriers & Obstacles

List the potential barriers and obstacles (personal, group, community and institutional) that you may encounter when attempting to reach your identified goals and how to over come them.

Barrier/Obstacle	How to Overcome Barrier/Obstacle & other Comments

Action Plan

Date: _____

Meeting: _____

Attendees: _____

WHO	WILL DO WHAT	BY WHEN	COMMENTS

V: 9-25-08

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PLEASE COMPLETE OUR EVALUATION!

Center for Independent Futures' is a learning organization and we value your feedback.

Please use the link below to access our Evaluation Form for this Webinar Series.
We will use your input to improve our work.

LINK:
http://bit.ly/AMWEval

Thank you ahead of time for completing your evaluation!

Our thanks to:

The Coleman Foundation
The Illinois Council on Developmental Disabilities
The Asset Based Community Development Institute
Dr. Paul Artnson,
     Professor Emeritis Northwestern University
     ABCD Faculty Member

WEBINAR GUIDE

Center For Independent Futures®