



Community Asset Mapping

Strategic Partnerships



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Objectives



- Explore different types of assets.
- Examine the elements of community asset mapping.
- Create a community asset map.



Reflect

- Have you ever attempted a project and couldn't complete it at first?
- Why did that occur?
- How could that situation have been avoided?



Community Asset Mapping



YOU FOR YOUTH



- Strengths-based approach
- Assess what you “have”
- Assets include
 - Individuals
 - Associations
 - Institutions
 - Physical
 - Connections/Exchanges
 - Culture/Stories/History

Why Community Asset Mapping?



YOU FOR YOUTH



- Shift in thinking
- Positive point of view
- More holistic



Steps of Community Asset Mapping



Data Collection



Data Analysis



Create A Plan



Data Collection



- Demographic data
- Directories
- Information from neighborhood walks
- Survey responses
- Interviews
- Community conversations



Data Analysis

- Determine the type of asset
- Potential program asset
- Potential engagement level



Data Source	Key Take-Aways	Type of Asset	Potential Program Asset	Potential Engagement Level
<i>Service Club presentation by the Workforce Board</i>	<i>Mr. Jones indicated that they have an ongoing initiative to help train students and adults for career development.</i>	<input type="checkbox"/> Individual <input type="checkbox"/> Association <input type="checkbox"/> Institution <input type="checkbox"/> Physical <input type="checkbox"/> Connection/Exchange <input type="checkbox"/> Culture/Stories/History	<input checked="" type="checkbox"/> Career and Technology <input type="checkbox"/> Art <input type="checkbox"/> STEM <input checked="" type="checkbox"/> Literacy <input checked="" type="checkbox"/> Family Engagement <input type="checkbox"/> Mentoring	<input type="checkbox"/> Networking <input type="checkbox"/> Coordinating <input type="checkbox"/> Cooperating <input type="checkbox"/> Collaborating <input checked="" type="checkbox"/> Integrating



Create a Plan

- Align assets to needs
- Assign a point of contact
- Indicate an outcome



Potential Program Asset	Program Need	Contact	Outcome
<i>Workforce Board: Workshops for students and families.</i>	<i>The out-of-school program needs career and technology workshops to help students and families gain necessary skills to become employed.</i>	<i>Gail, the Program Director, will reach out to get a face-to-face meeting with the Workforce Board Director.</i>	<i>Gail made the "ask" and was able to secure activity workshops twice weekly for six weeks for high school students, and three workshops for adults.</i>



Next Steps



How do you envision using your community asset map to engage stakeholders or potential partners?