

Asset Mapping for Economic Resilience

November 15 | 2:30 p.m. - 4:00 p.m. ET

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UConn
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HEALTH AND NATURAL
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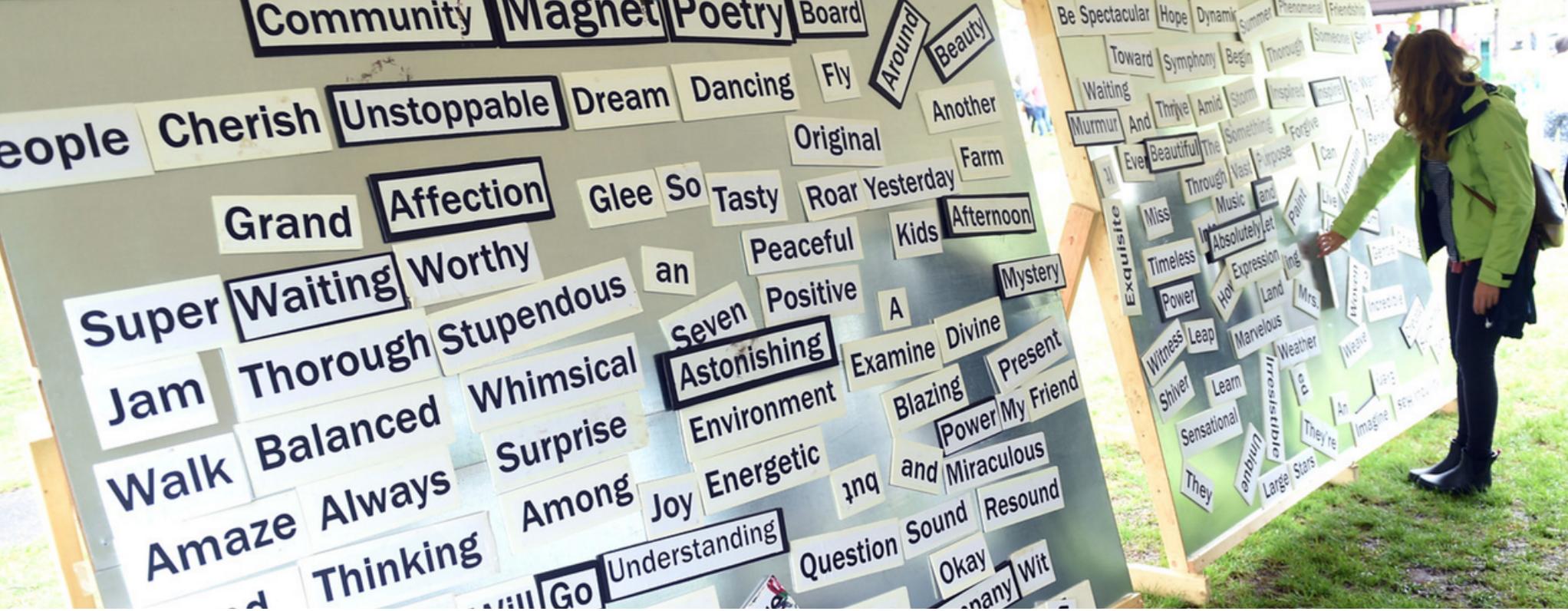
EXTENSION

Parts of this presentation adapted from Foundations of Practice materials developed by Bo Beaulieu, Purdue University and Stacey McCullough, University of Arkansas

Today's Agenda

- What is asset mapping?
- Why do asset mapping
- Identifying assets
- The mapping process
- Resources
- Examples





Type into the chat box:

What is your community's greatest asset? What makes it special or unique?

Asset Mapping..

"...involves the community in making an inventory of assets and capacity, building relationships, developing a vision for the future, and leveraging internal and external resources to support actions to achieve it."

Beaulieu, L. (2002). Mapping the Assets of Your Community: A Key Component for Building Local Capacity. Southern Rural Development Center. Retrieved November, 2016 at http://srdc.msstate.edu/trainings/educurricula/asset_mapping/asset_mapping.pdf

Economic Development...

"...a program, group of policies, or activity that seeks to improve the economic well-being and quality of life for a community, by creating and/or retaining jobs that facilitate growth and provide a stable tax base.

International Economic Development Council

<http://www.iedconline.org/web-pages/inside-iedc/iedc-at-a-glance/>

Characteristics of an Asset Based Approach

A process

Inventory of social and physical infrastructure

Internally focused

Relationship driven

Participatory



A TRADITIONAL NEEDS BASED APPROACH

Focuses on deficiencies and
problems - what's wrong

Involves service providers -
not residents

Hinders innovation

Builds dependence

Reactive

Results in fragmented response

AN ASSET BASED APPROACH

Focuses on effectiveness and
successes

Identifies assets already in the
community as resources -
people, their talents, &
capacities, organizations

Encourages empowerment
and creativity

Proactive and holistic

Results in a systemic response

Individual Capacities are the Core of Asset Mapping

- Every person has talents, skills and gifts that are important to the community
- When individuals use these abilities, the community in which they live is strengthened
- Strong communities are places where capacities of local individuals are identified, valued, and used
- Strong development is built on the talents and resources of the community

Asset Based Approach

ABCD - Asset Based Community Development - an asset based community development framework founded by John Kretzmann and John McKnight <http://www.abcdinstitute.org/>

Participatory Action Research - PAR - Research methods are geared towards planning and conducting the research process with those people whose life-world and meaningful actions are under study.

Participatory Asset Mapping - PAM Process of creating a tangible display of people, places, things that make up a community through a process of community members identifying them

Appreciative Inquiry - AI Involves systematic discovery of what gives “life” to a living system when it is most alive, most effective, and most constructively capable in economic, ecological, and human terms. Involves asking questions that strengthen a system’s capacity to apprehend, anticipate, and heighten positive potential.

<https://appreciativeinquiry.case.edu/intro/whatisai.cfm>





Why Use Asset Mapping

Build on existing strengths

Identify and increase capacities of individuals and organizations

Better coordination of existing resources for development, planning and emergency response

Identify relationships between assets

Understand value of things once thought of as liabilities

Facilitate multisector involvement

Articulate and communicate strengths and resources to external agencies

"Asset mapping is an important first step in understanding the resources that a community can leverage to support integrated workforce and economic development"

Kemper, R. et al. Asset Mapping Roadmap: A Guide to Assessing Regional Development Resources. ETA Council on Competitiveness. US Department of Labor Employment & Training Administration. Accessed online 11/2016 at <http://www.jedc.org/forms/Illuminate%20Guide%20to%20Asset%20Mapping.pdf>

Asset Mapping and Resiliency

"...the mechanism through which assets are assembled by a community to overcome economic, social and environmental challenges. Based on participatory conversation, community resiliency is the ongoing ability to work together to identify strengths and challenges, establish common goals, mobilize resources and take collective action.

Communities that build resiliency are able to take the steps to survive crisis, influence change and become healthy, vital places, as it is the community itself that cultivates capacity to shape its own ways of life and work."



What is a Community Asset?

Anything that improves the quality of community life

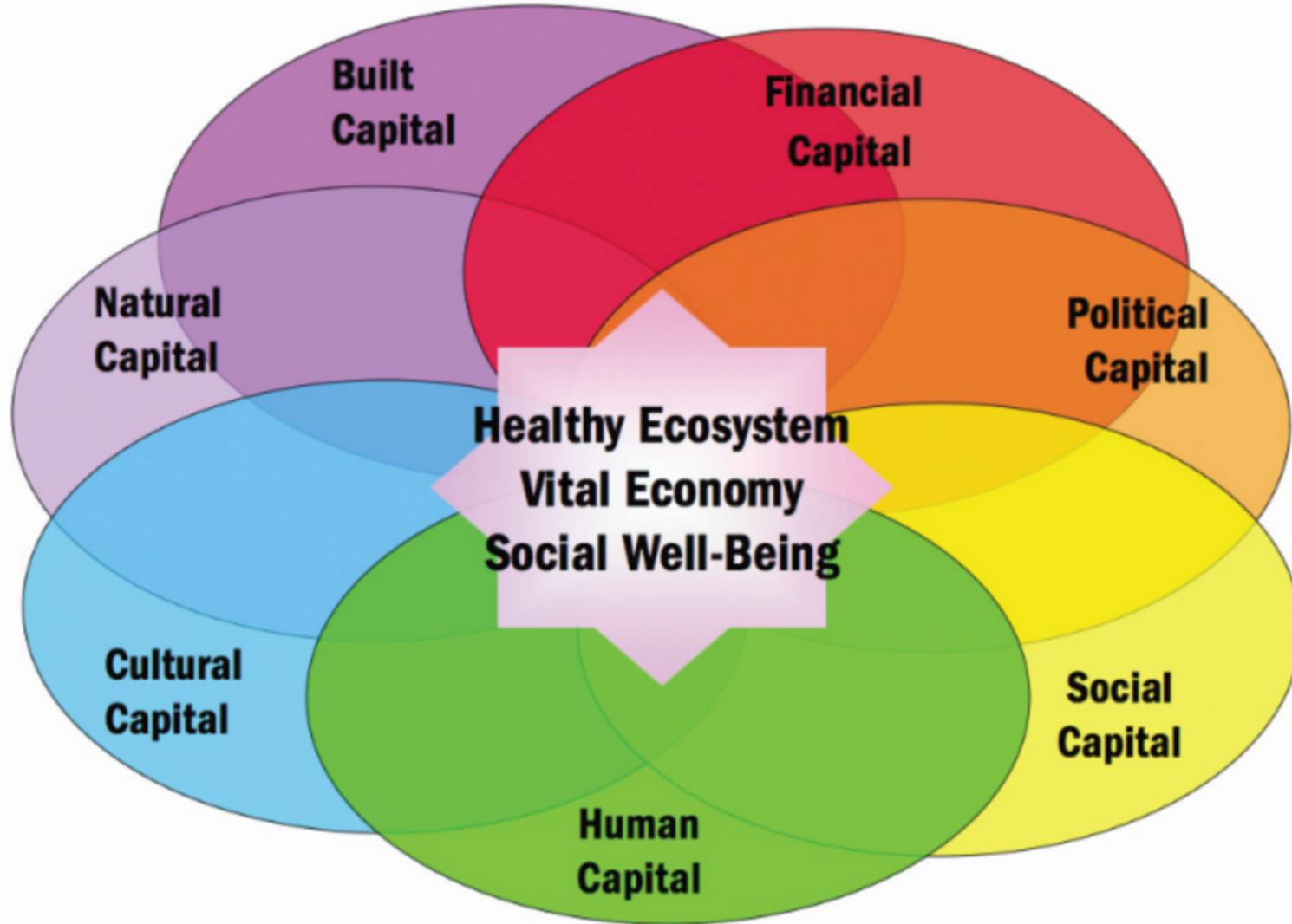
- **People** - capacities and abilities of community members
- **Formal institutions** - businesses that provide jobs
- **Voluntary organizations** - associations of citizens such as PTA
- **Physical resources** - structures or places such as schools, hospitals, or churches, a library, recreation center, or social club

What is a Community Asset?

"... status, condition, behavior, knowledge or skills that a person, group or entity possesses, which serves as a support, resource, or source of strength to one's self and others in the community."

Assets to Consider

Flora's Community Capitals Framework



Emery, M. and C.B. Flora. 2006. "Spiraling-Up: Mapping Community Transformation with Community Capitals Framework." *Community Development: Journal of the Community Development Society* 37: 19-35. Retrieved November, 2016 at <http://www.ncrcrd.iastate.edu/pubs/flora/spiralingup.htm>.

Asset Mapping Process

Scope	Collect data	Connections	Mobilize
<p>What is the question- what will you use the data for?</p> <p>Define community boundaries</p> <p>Identify and involve partners</p> <p>Decide what assets to include</p>	<p>Statistical data, Capacity inventories</p> <p>Interview people & gather stories</p> <p>Inventory institutions and associations</p> <p>Map physical resources</p>	<p>Analyze and make connections between resources</p>	<p>Take action - mobilize resources</p>



Scoping

How will you use
this data?

Define the physical
area

Define the assets to be
inventoried - involve the
community



Assets

People- Human capital

capacities, skills, talents

Formal institutions

businesses, banks, schools, colleges and universities, foundations

Voluntary organizations

clubs and associations, neighborhood groups

Physical capital

schools libraries, churches

Other considerations

Quality of life indicators,
legal/regulatory environment,
secondary data

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Collecting Statistical Data

A good place to start

Defining metrics infrastructure

<http://www.jedc.org/forms/Illuminate%20Guide%20to%20Asset%20Mapping.pdf>

U.S. Census – The U.S. Census offers a variety of data tools and apps, including: The American FactFinder, an app that allows users to search statistics from the 2010 Census and Economic Census; QuickFacts, through which users can search Census Bureau data at national, state, county and city levels; and Census Explorer, a local mapping tool.

Bureau of Labor Statistics – The BLS's website provides a wide selection of data sets and resources, including data retrieval tools, customized tools and access to a comprehensive list of discontinued databases.

Bureau of Economic Analysis – The BEA's website offers a variety of data sets, including GDP by state and metropolitan area, state and local area personal income and quarterly GDP by industry, among many others.

Individual Capacities

- Conduct individual capacity surveys
- Conduct interviews
- Use survey tools

http://srdc.msstate.edu/trainings/educurricula/asset_mapping/

<http://www.communityscience.com/knowledge4equity/AssetMappingToolkit.pdf>

Capacity Inventory of Individuals

Part I. – Skills Information

Please indicate which of the following skills you have. These talents and skills that you have developed from training or from experiences that you have had at home, at church, at work, or in community activities. If you don't have this skill, or would like to receive additional training in this area, please place a checkmark under the "Want to learn this skill" column.

	Place a checkmark (✓) by those skills that you have	Place a checkmark (✓) if you want to learn this skill
HEALTH		
Caring for the Elderly		
Caring for the Mentally Ill		
Caring for the Sick		
Caring for the Physically or Developmentally Challenged Individuals		
OFFICE		
Typing (words per minute)		
Operating an adding machine or calculator		
Working with office files		
Taking phone messages		
Writing business letters (not typing)		
Receiving phone orders		
Operating several phone lines		
Keeping track of supplies		
Shorthand or speedwriting		
Bookkeeping		
Entering information into a computer spreadsheet		
Preparing computer graphics		
Word processing		
CONSTRUCTION AND		

Community Participation and Leadership Inventory

Political and Government-Related Activities:

Have you ever written or talked to a public official about a public issue that was of concern to you?	YES	NO
Have you ever spoken out in a public meeting on a community or neighborhood issue of concern to you?	YES	NO
Have you ever worked actively for the election of any political candidate?	YES	NO
Have you ever been elected or appointed to a position in the local government?	YES	NO

Involvement in Voluntary Organizations:

Do you currently belong, or have you been a member in the past, of any of the following organizations:

(A) Community Civic and Service Organizations

Jaycees	YES	NO
Kiwanis	YES	NO
Lions	YES	NO
Rotary	YES	NO
Council on Aging	YES	NO
March of Dimes	YES	NO
Salvation Army	YES	NO
United Way	YES	NO
	YES	NO

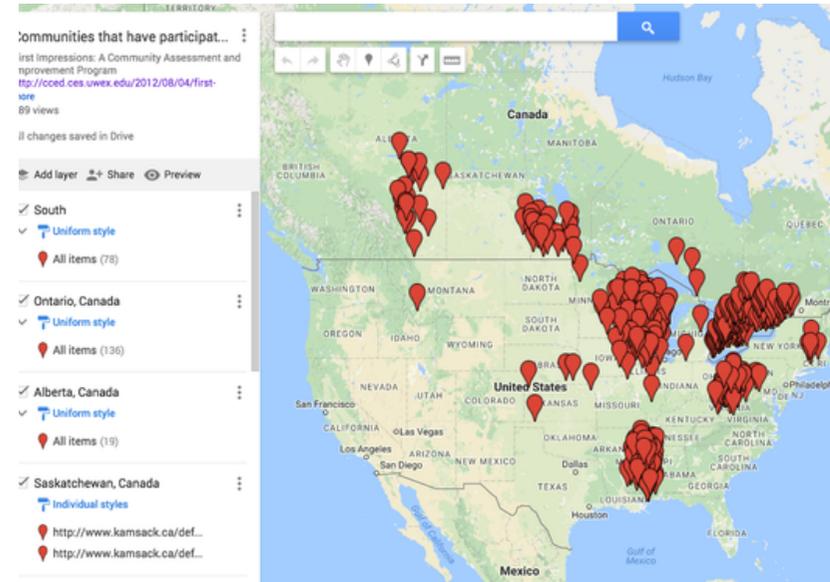
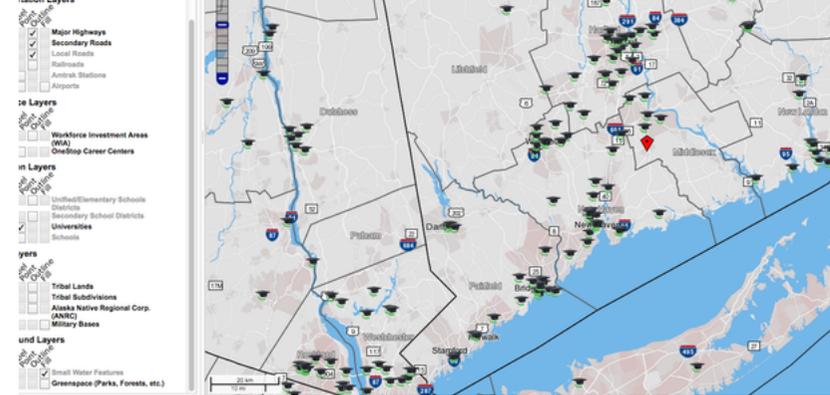
Formal Institutions & Voluntary Organizations

- Examine printed or online materials
- Contact them
- Contact individuals

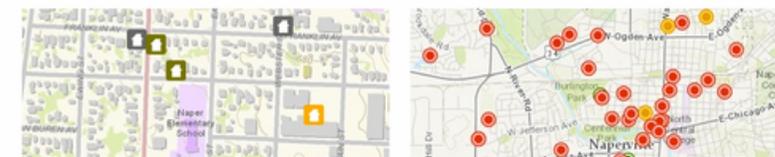


Mapping Assets

- Charrettes or focus groups to involve the public in mapping physical assets
- US Census OnTheMap <http://onthemap.ces.census.gov/>
- Google maps
- ESRI ArcGIS Community Collector
- Online mind mapping tools XMind, bubbl.us



Use your smartphone or tablet to collect and update information in the field, whether connected or disconnected.

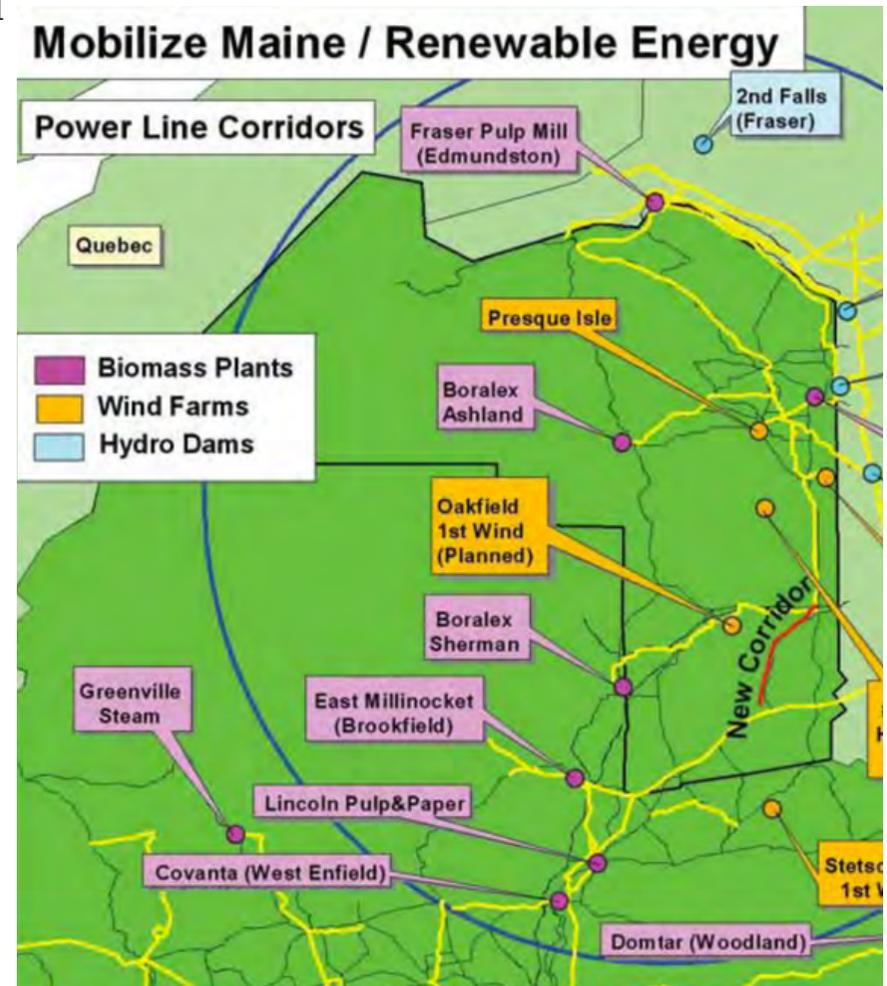


Using the Asset Map

- Mobilize!
- Look for patterns/strengths
- Make connections and relationships
- Engage individuals
- Build on overall strengths
- Notice that liabilities can be strengths

Example - Mobilize Maine

1. A local leadership-driven initiative that maps regional assets and industry cluster value chains, which will complement existing Comprehensive Economic Development Strategies (CEDS) both statewide and regionally
2. Hundreds of Mainers leading the development and implementation of focused and measurable “triple bottom line” action plans
3. An asset- versus needs-based approach focused on advantages versus deficiencies, which can be preserved, enhanced and leveraged to achieve economic, social, and environmental prosperity—the “triple bottom line”
4. A statewide initiative, which will uncover the unique potential of each region and connect its resources to transform Maine’s rate of economic growth
5. A four-step systematic and disciplined approach that will supplement existing and enhanced regional CEDS planning and strategy development, including training and empowering hundreds of Maine leaders dedicated to growing their economy
6. A statewide public/private partnership supporting a grassroots mobilization of Maine’s citizens to take responsibility for and control of their economic destiny
7. Based on a proven model for success, which connects quality of place, innovation, and livable and healthy community strategies to achieve accelerated and balanced economic growth



Example - Mobilize Maine

"In Northern and Eastern Maine, the Workforce Investment Boards are now housed in the same offices as the EDDs, allowing for greater synergies between economic development and workforce development programs and better leveraging of federal, state and local resources."

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Thank you!

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