



# Activating Asset Mapping

*An Accompanying Guide to the E-Course*

Milwaukee, WI

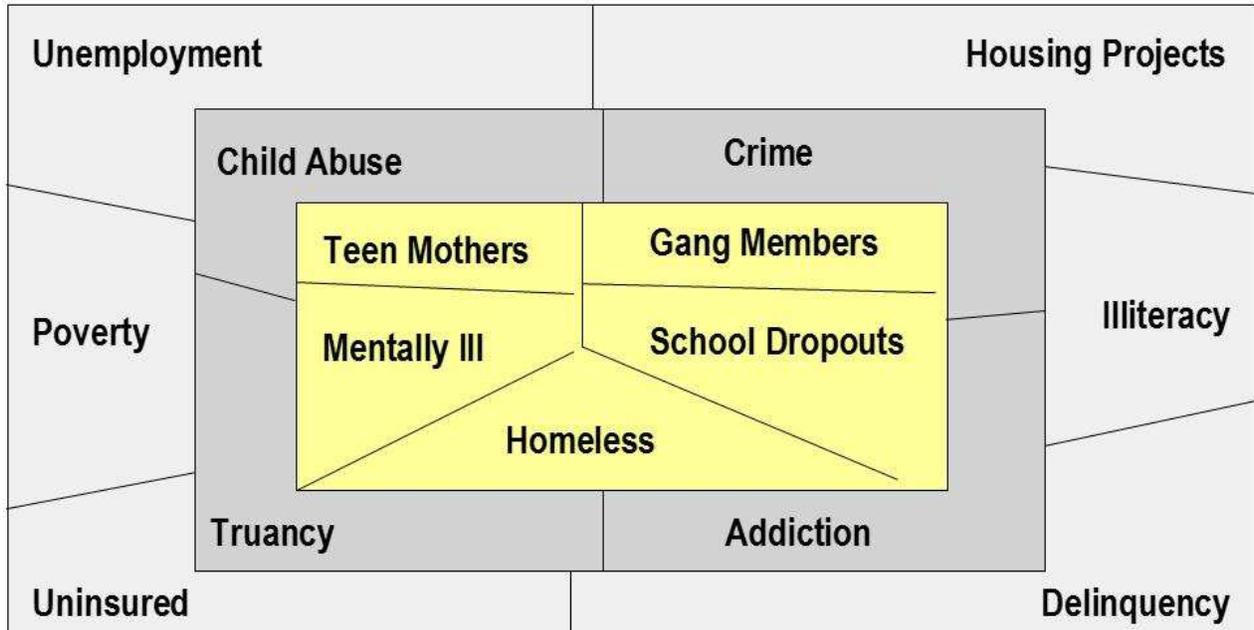
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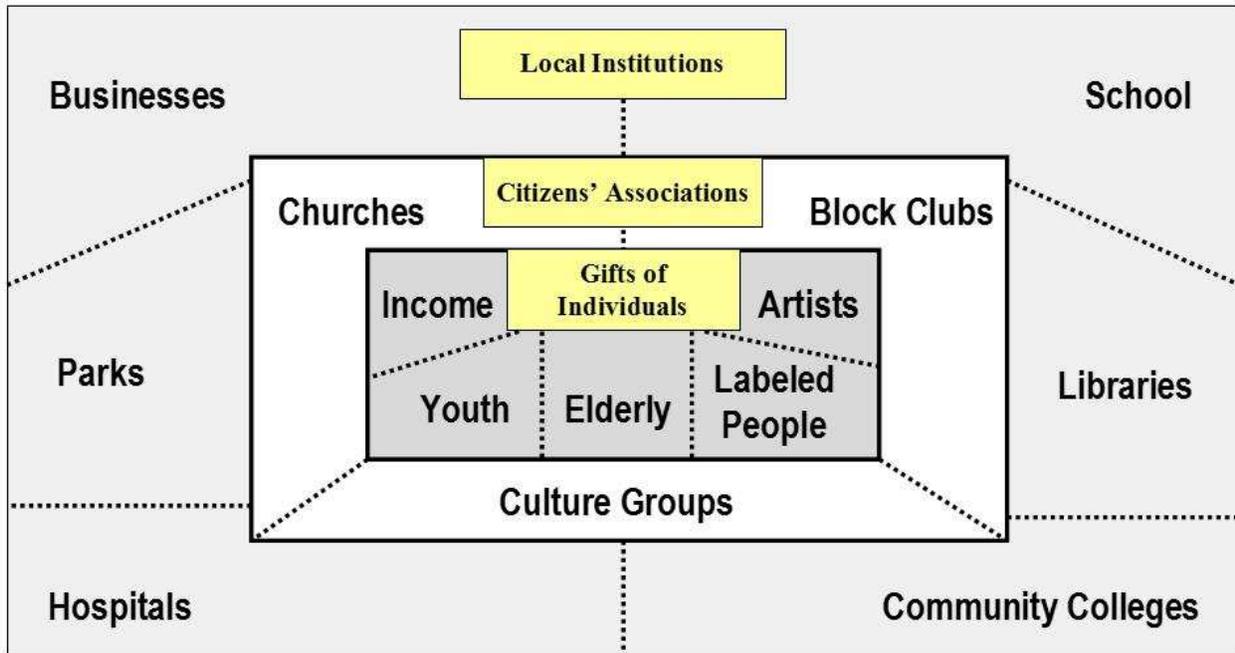
## Name the neighborhood (1 of 2)

Write down an example of this neighborhood in your city or area:



## Name the neighborhood (2 of 2)

Write down an example of this neighborhood in your city or area:



## A method to create your Mapping purpose

Remember, this statement is not about what will be done about your focus – this statement is about who you are going to engage through Mapping and why.

_____	_____	
(F) End Date	(E) To Be Done	
_____	_____	_____
(D) Who & How Many	(C) Action	(B) The focus

*Here's an example:*

<u>Within 12 Months</u>	<u>we will mobilize</u>	
(F) End Date	(E) To Be Done	
<u>45 leaders who live in the neighborhood</u>	<u>to improve</u>	<u>nighttime safety</u>
(D) Who & How Many	(C) Action	(B) The focus

## **Your answer: mapping manager**

This is the place to write down the person who will manage the mapping process. This person could be you or a colleague--or perhaps it's someone who doesn't work for your organization.

Remember that the duties of this person are:

- Convening of the advisory group and ensuring that this group is made up of people who live and work in the geographic focus area,
- Securing necessary funding,
- Design of the inventory,
- Training and supervising of the interviewers,
- Collation of the mapping data, &
- Updating the mapping data for changes and revisions

## **Your answer: after-mapping director**

This is the place to write down the person who will direct the project after the mapping is complete.

## **Define the geographic focus**

Choose a method from the following to use for your project. Write notes in the provided space regarding your choice.

(1) You know the name of the neighborhood you want to focus on and you check with residents in that area to make sure there is an agreement about the streets or landmarks that define its boundaries.

(2) Use a zip code to define your area.

(3) Be slightly more lax about the boundaries. Obtain a detailed street map from your city or area planning department and draw a general area of focus.

(4) Research census.gov and determine your geographic focus based on demographic information if your project inherently requires this.

## **The advisory group**

Where will you discover your surveyors?

## **Secure funds for actual mapping and project**

1. How are you going to compensate your field surveyors?
2. How much will your materials cost?
3. Will you need additional software or hardware to track your data?
4. Is the Mapping Manager a salaried position?
5. Will I require food to be available for meetings?
6. Are there mobile phone, transportation, meeting space, or other expenses I have not considered?
7. Who can provide financial or in-kind support? Agencies, foundations, corporations, businesses, and individuals?

## **Ensure storage of correct information**

What solution will you use for information storage?

## Tracking data

Draw a form that includes the following categories:

1. Date of entry
2. Source of information such as direct contact or seeing a listing in a newspaper or having found someone based on a referral
3. Name of person or association
4. Job title or association type and contact person--it is vital to have a contact person for groups so you can move forward in a later step if you decide to invite an association to be further involved.
5. Physical Address
6. Mailing Address if different
7. Phone
8. Email
9. Website
10. Special meeting times for subgroups if association or for groups person belongs to
11. Comments
12. Surveyor Initials

## Mapping Methods

Check the methods you'll use to Map:

Door to door interviews throughout a neighborhood

Reviewing public sources such as newsletters, weekly newspapers, bulletin boards, and directories

Interviewing leaders at associations (usually less formal clubs or groups) and formal institutions (such as nonprofits or local businesses)

Sitting down with community activists where they work

Conducting telephone surveys

Brainstorming or Focusing a Search based on the list of association types below

## **Practice: Interview a colleague**

Leave your computer station or call a colleague and practice. These are sample questions; your actual interview list should be simple and be tailored to your project.

1. Hello. My name is \_\_\_\_\_. Thank you for taking the time to talk with me today about an important project that I'm working on.
2. The purpose statement of the project is: [see page 4 for your statement]. Do you think you know anyone, including yourself, who would be interested in being involved?

*If the person you are talking to represents an association, you may want to ask the following*

3. When was your association founded?
4. Who are your members?
5. Do you currently participate in economic development projects?
6. What neighborhood challenges or opportunities have you addressed in the past or are addressing now?



## **Five things to do before invitations**

1. Write a one or two sentence elevator speech that includes your name, why you are mapping assets, and what your general hopes are for the future project for the mapped persons to be involved in.

2. Think about page 12. What questions do you want to use in your interviews with people or associations that will tell you about them?

3. Add questions to this list that are about your particular concern.

4. Write an invitation statement that will close out each in-person interview. For example, ask the person if s/he would be interested in being listed as one of the people who will be invited by the director of the future project for the initial convening.



## **Four ways to invite**

Write how you will use each method.

1. Face-to-face :: an in-person individual interview--the most personal interview that allows for open questions and the best dialogue; this method also takes the most time
  
2. Group-administered :: you invite a number of people to attend an interview session together --or-- you invite a number of people to complete surveys in the same room so that you are available to answer any questions that arise
  
3. Self-completed :: mailed or Emailed copies of the survey that are due back to you by a certain date
  
4. Live virtual method :: depending on your audience, this may be a telephone interview or an interview done via an instant messaging service

## Connecting

1. In the center circle, write the topic focus of your purpose statement. For example, it might be "nighttime safety."
2. Then write four of the names of the people or associations you have engaged for the future project, one in each square. Write some potential names since you may not have completed the actual Mapping.
3. On the arrow leading from a potential name to the center circle write the way that that person or association can influence the focus.
4. On the arrow leading from the center circle to the potential name, write the benefit improvement in the focus will bring to that person or association.

