Activating Asset Mapping
An Accompanying Guide to the E-Course

Milwaukee, WI
414.273.0533
fax 414.273.0543

www.publicallies.org
admin@publicallies.org
Name the stakeholders

1. Write the names of the people in your organization who are involved in your current project;

2. Note the names of those who live in the community in which you serve who can inform your project; and

3. List individuals who live outside the community in which you serve but may have interest in what you are doing.
Name the neighborhood (1 of 2)

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

[Diagram of interconnected issues such as Unemployment, Housing Projects, Poverty, Illiteracy, Truancy, Uninsured, Crime, Addiction, Delinquency, Child Abuse, Teen Mothers, Mentally Ill, Homeless, Gang Members, School Dropouts, Homeless]
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:

Within 12 Months we will mobilize

(F) End Date                               (E) To Be Done

45 leaders who live in the neighborhood to improve nighttime safety

(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 form 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

www.publicallies.org :: pp 10
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?
Public sources to “interview”

Name the public sources that you will “interview.”

1. Weekly newspapers

2. Mailing lists

3. Telephone books

4. Bulletin board locations

5. Calendars

6. Support groups
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.
5. Maximize your time and reduce the number of people you'll invite to be further involved.

   a. Develop a project worksheet. List all the mapped names on a piece of paper and then assign each one as a "planner," a "future implementer," or a "mailing list member." Then you contact only the planners at this point.

   b. Select people and groups that have desired demographic characteristics.

   c. Narrow your geographic focus from earlier and speak with only those people and groups that fall within your newly defined space.

   d. Randomly select those to interview. Use the assumption that all potential individuals and associations have assets and are therefore good to talk to.
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. One 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.
Your organization's assets

How can these statements be true (or more true) about your organization?

1. The staff and organization of your project recognizes their own gifts and the places to utilize those gifts.

2. Strengths-based management gets more done. Volunteers and staff produce better results when organizations encourage a strengths-based conversation about recognizing individual and group performance.

3. Appreciative workplace environments reflect positive and proactive attitudes that will in turn be displayed through the staff working in the community.