



Webinar for VISTA

Mapping and Mobilizing Assets to Build Community

To join the audio portion,
please dial: 888-989-4712

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This session will begin shortly.

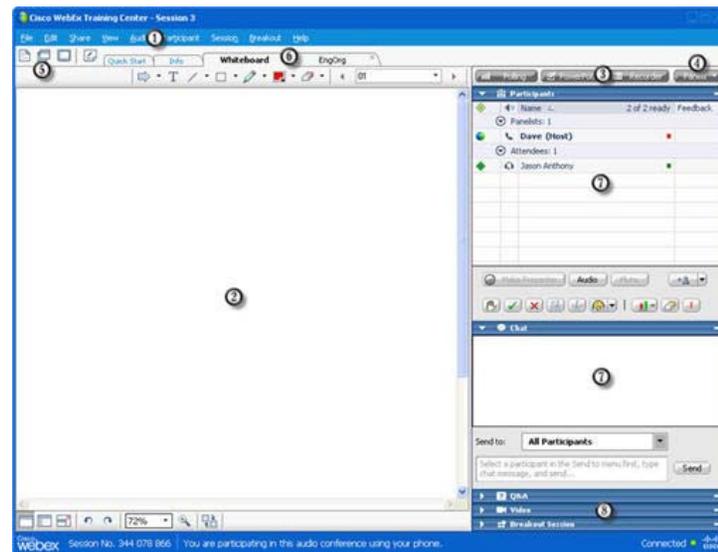
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Tips for Participating

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- The phone line will be open later in the presentation for Questions and Answers.



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Webinar for VISTA

Welcome

to

Mapping and Mobilizing Assets to Build Community

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Today's Team...



Andy King
VISTA Training
Specialist
CNCS



Robyn Stegman
Project Specialist
Campaign
Consultation, Inc.

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Today's Agenda

- Welcome and introductions
- Community Asset Mapping & Mobilization 101
- Steps to Successfully Conduct a Community Asset Map
- Putting Your Community Asset Map to Work
- Resources and Next Steps
- Q&A

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Shannon McGarry



Shannon McGarry
Project Specialist
Campaign Consultation, Inc.
Baltimore, MD

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Learning Outcomes

By the end of today's webinar, you will be able to:

- Articulate the advantages of asset-mapping
- Identify the various types of community assets
- Select appropriate methods for asset mapping
- Employ strategies to catalyze connections, build consensus, and creatively engage diverse partners
- Locate and access opportunities for networking and support

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Today's Presenter



Laura Bumiller

Director, Public Allies Maryland
Clinical Instructor, University of
MD School of Social Work
Baltimore, MD

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Public Allies

PUBLIC ALLIES is a national movement grounded in the conviction that *everyone leads*. We believe that everyone can make a difference and can work to inspire more citizens to believe in themselves, step up, and act.



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Poll: Half Full or Half Empty?



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Needs Based v. Asset Based

Needs Based

- Changes community through increased services
- Leaders are professional staff
- Money is the key resource

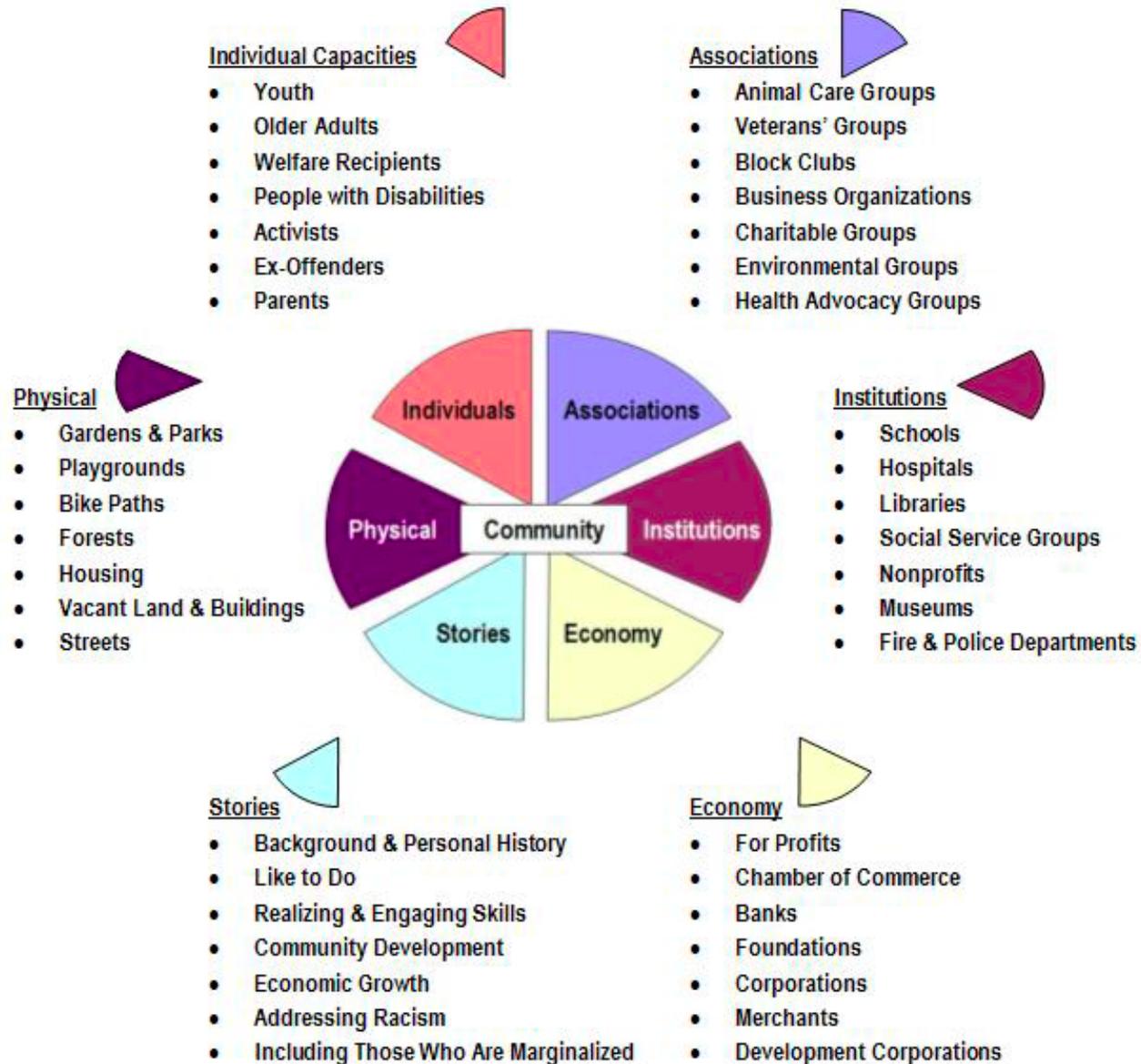
Asset Based

- Changes community through citizen involvement
- Leaders are widening circles of volunteer citizens
- People and relationships are key resource

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What Are Assets?



Collecting Information

Needs Survey

- Do you lack:
 - Adequate housing
 - Job skills
 - HS diploma
- Do you have:
 - History of drug abuse
 - A criminal record

Gift Survey

- Gifts
 - What positive qualities do people say you have?
- Skills
 - What do you like to do that people would pay you to do?
- Dreams
 - What are your dreams?

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Steps in the ABCD Process

1. Map the Community
2. Build Relationships
3. Mobilize the Community for Growth and Information Sharing
4. Bring together the community to develop a shared vision and plan
5. Leverage resources to support the community's development

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Considerations for Asset Mapping



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Asset Mapping Steps

1. Determine your purpose
2. Build your infrastructure
3. Identify & Inventory Assets
4. Map Assets
5. Utilize Assets to build community



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Determine Your Purpose

- What are your mapping goals?
- Who are you seeking to involve?
- How many people?
- What do you want them to do?
- What are you going to do with the information collected?



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Build the Infrastructure

- ✓ Some things to consider:
 - Who will manage the process?
 - Who will direct the engagement process after the mapping is complete?
 - What is the geographic focus?
 - Who will comprise the advisory group?
 - Are additional funds necessary for the completion of mapping and larger project?
 - What is the plan for storing the data?

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Process for Inventorying Assets

- Select what assets you want to identify
- Many techniques and methodologies available
- Include:
 - Tangible (physical assets e.g. parks, community centers, churches)
 - Intangible (personal assets e.g. experiences, skills, knowledge, passion)
- Relationship building is paramount

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VISTA Toria Schrayer

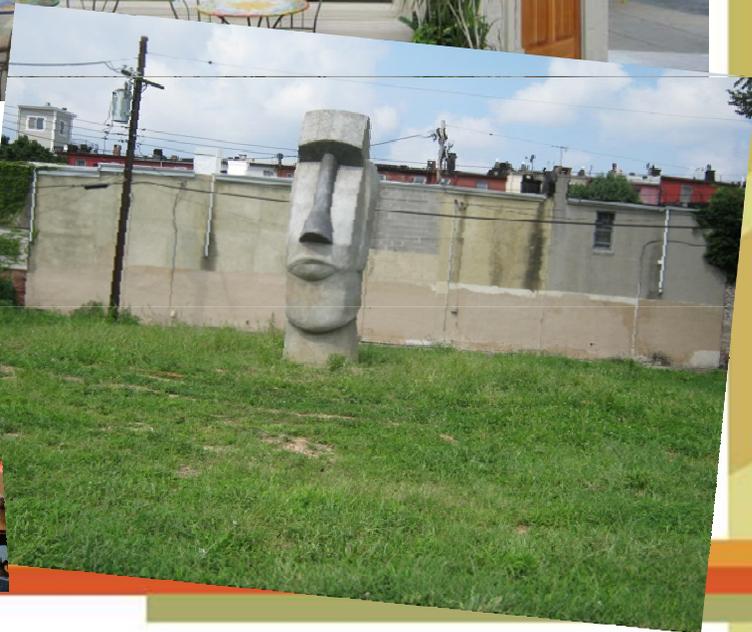


Title I Parent Organizer, local public school
Greater Homewood Community Corporation
Baltimore, MD

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Toria's Experience



The Challenge

- To create bridges between the school and the local community to strengthen both
- To create a resource guide for families
- Engage neighborhoods within the school catchment area that are currently less involved with the school community.



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Who was Engaged?

- Local churches
- Local businesses
- Parents from the school
- Parents whose children are not at the school
- Artists in the community



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Challenges & Successes

Challenges

- Striking a balance between time and in-depth conversations
- Scheduling meetings and no-shows
- Keeping individuals positive and hopeful

Successes

- Identifying ways to engage new populations
- Staying flexible and redefining questions early
- Uncovering hidden connections and resources

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Lessons Learned



- The resources and assets exist. Even if they are not “obvious” to you, people’s needs are being met somehow
- Find what people are passionate about, and what matters to them personally. This is what they can share, what they bring to the table

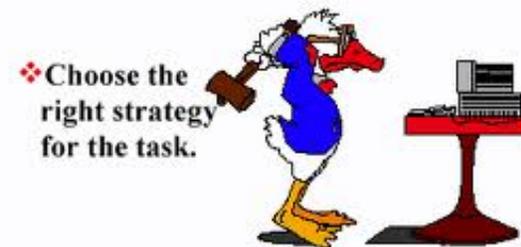
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Asset Identification Strategies

- Talk with your colleagues
- Review newsletters, newspapers, directories etc.
- Perform a Google search
- Walk the neighborhood
- Conduct a door-to-door canvass
- Interview leaders of associations and institutions
- Sit down with community activists
- Conduct telephone surveys

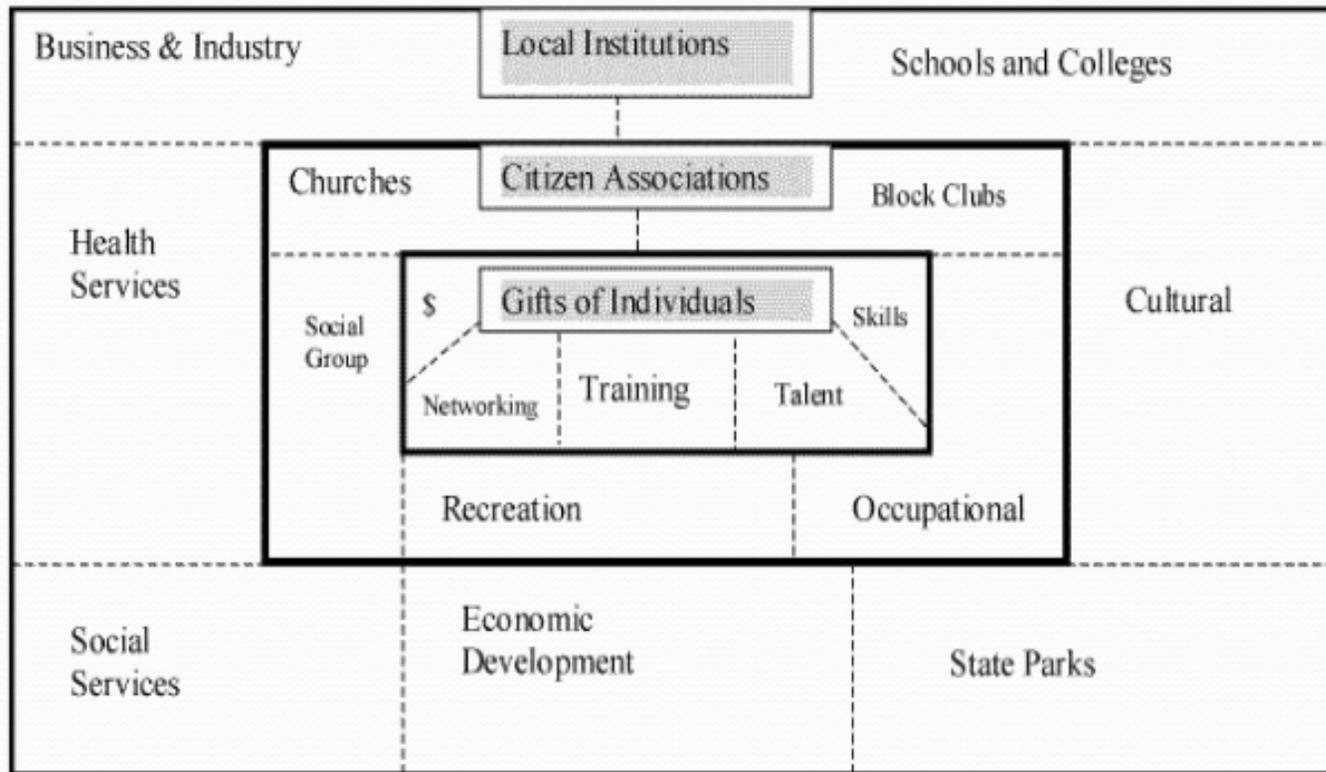
STRATEGIES



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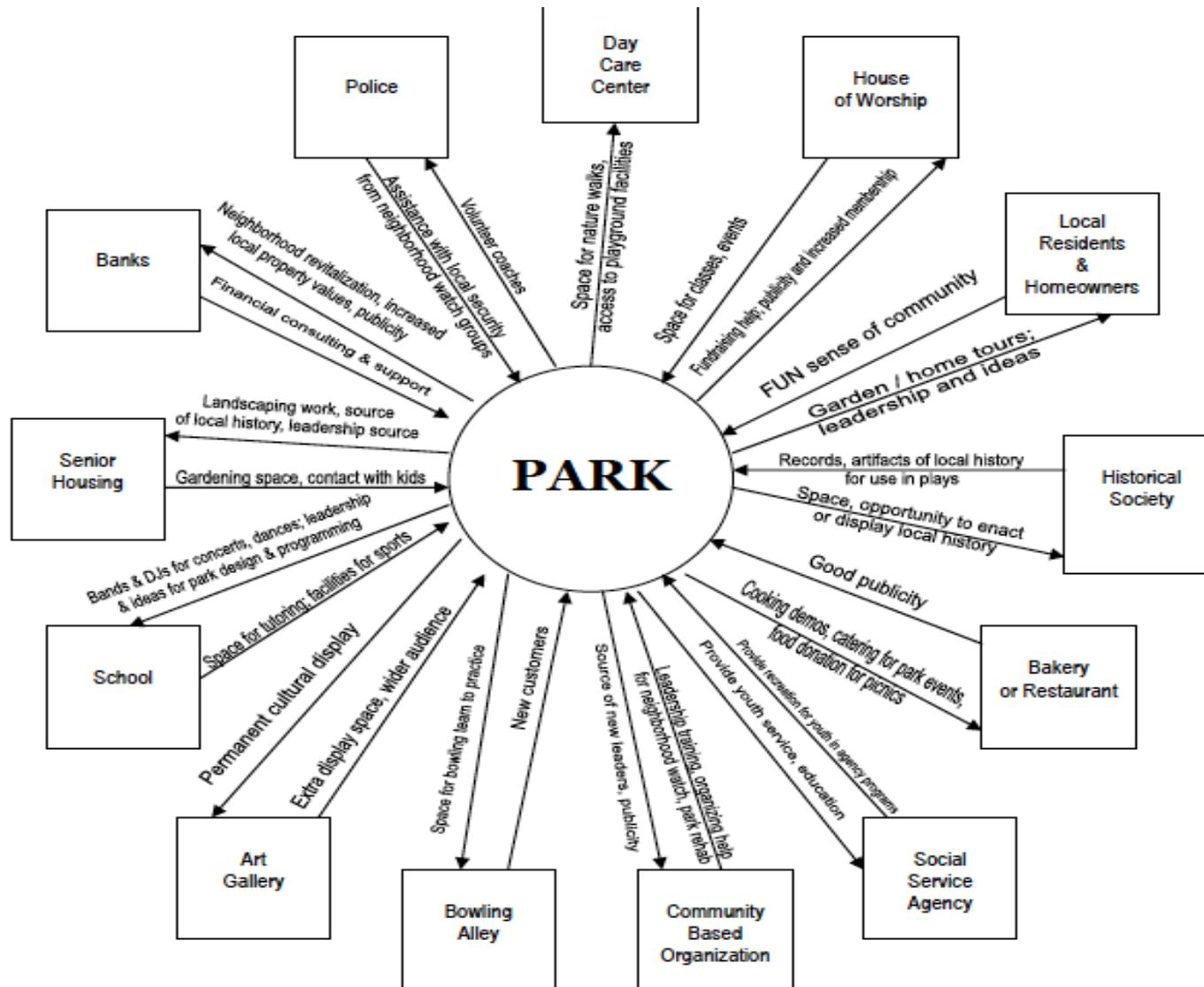
Putting it All Together: The Map



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Strategic Connections



VISTA: Leah Brow



VISTA Leader

Lutheran Metropolitan Ministry
and their Emergency Men's Shelter
Cleveland, OH

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Asset Mapping: Building Relationships within your Community



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What Are you Trying to Accomplish?

Strengths	Weaknesses
How does your program(s) or goal benefit the community as a whole? What do you have to offer others in your area?	These are elements that your program(s) lack, or that would strengthen the impact of your work if present.
Example: Metro Metal Works produces and installs bike racks. This product expands bike parking in Cleveland, benefiting both cyclists and businesses that serve them.	Example: Some community members do not utilize bicycle transit and are neither interested or supportive of public or private investment in cyclist infrastructure.
Opportunities	Threats
Possible partnerships or opportunities for collaboration from members in need of or impacted by the benefits of your program.	Groups or individuals who are opposed or ambivalent to the strengths of your program; Your program falling short due to weaknesses not being addressed.
Example: MMW reached out to the cyclist organizations, groups who serve “necessity cyclists”, and inner-city businesses that do not have the option of expanding motor vehicle parking.	Example: Reaching maximum saturation within the market, or a downward trend in alternate transportation/sustainable initiatives.

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Where do I even begin?

Your Host Site

Networking Events and
Opportunities

Know Your Neighbors

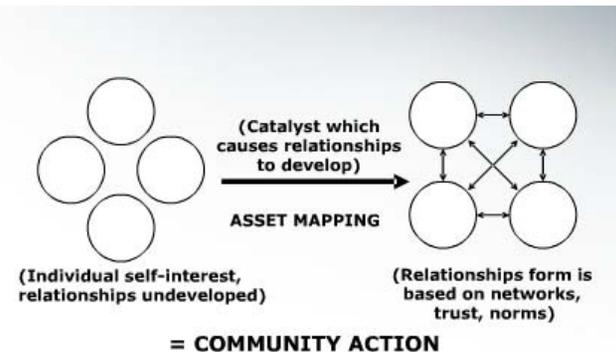
Record Everything

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Utilize Assets to Build Community

- Leverage resources to support the development of community projects
 - Funding proposals
 - Connect individuals to paid/volunteer opportunities
 - Create searchable database of community resources



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VISTA: Asma Peracha



MI GEAR UP VISTA

Detroit, MI

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Mapping Assets in the Southfield, MI Community and Beyond

Michigan's Gaining Early Awareness and Readiness for Undergraduate Programs (MI GEAR UP)

Partnership with Michigan's 15 public universities
to deliver college-access programming

- ✓ College access programming to a cohort of
approx. 10,000 students

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Asma's Experience

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Southfield Public Schools
Overview and Asset Map



**SOUTHFIELD
PUBLIC
SCHOOLS**



University of Michigan

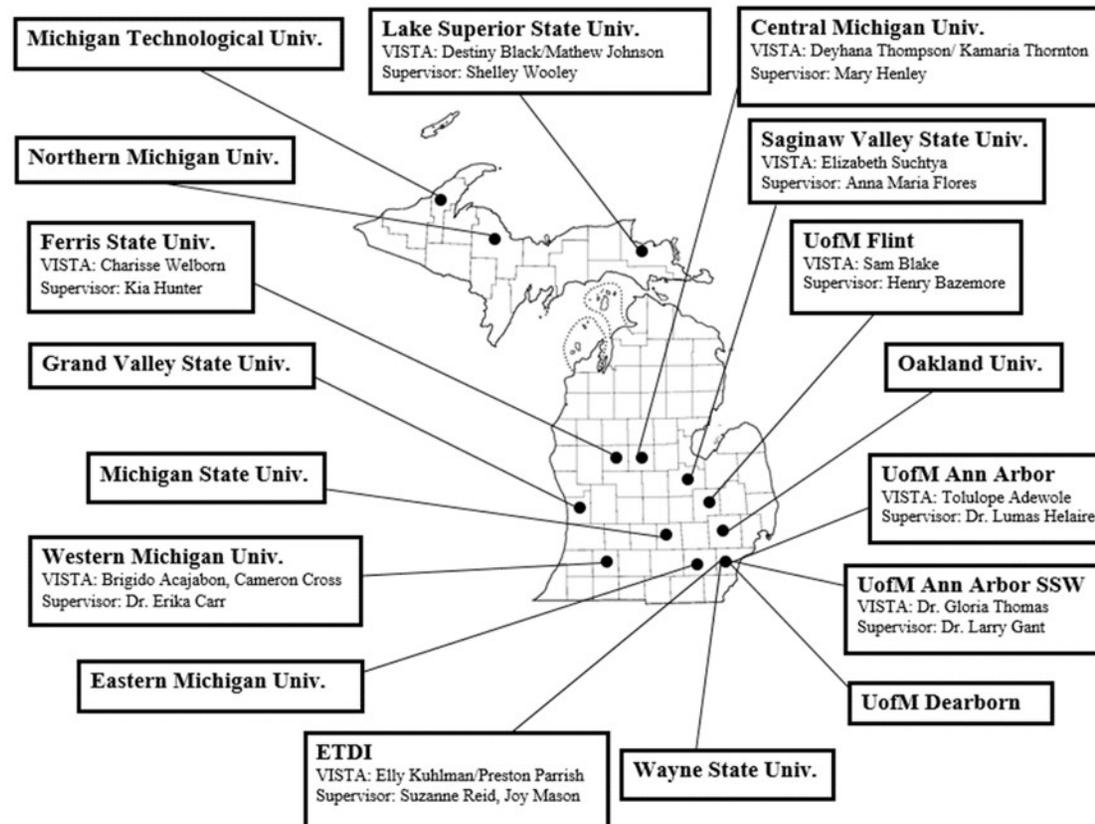
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Why Asset Mapping?



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Asma's Tip:

Best Practice: Define what each service is so that everyone, throughout the state is on the same page.

DATA COLLECTION

One of our major tasks for the next 6 months will include incorporating the required and recommended program services and activities as outline by the US Department of Education into the system. Many of these services will be pre-loaded to the MI Trackr system, which decrease the time and effort for staff to identify these services.

- We encourage your feedback and knowledge of data collection tools and strategies, which may be very helpful to those partners who are in the early stages of data collection.
- The GEAR UP program services and definitions that will be incorporated into the MI Trackr database are attached to this memo. Many of these services are consistent with data collected for the GEAR UP Annual Performance Report (APR).
- This information was also provided at the Program Meeting at Ferris State University.
- The Evaluation Team will continue visiting with the MI GEAR UP partners across the state.

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Resources

Planning, Mapping & Utilization Tools...

- Steps and Strategies
- Inventory worksheets
- Community Asset Mapping Sessions: Tips and Best Practices
- Utilizing Assets Guide

On the VISTA Campus...

- The VISTA Notebook
http://vistacampus.org/file.php/30/Course_Page/vista-notebook.pdf

Other...

- Appreciative Inquiry, Peace Corps Adapt/Case Western Reserve
<http://appreciativeinquiry.case.edu/>
http://files.peacecorps.gov/multimedia/pdf/library/M0070_mod2.pdf
- Asset Based Community Development , ABCD Institute at Northwestern University
<http://www.abcdinstitute.org>

Next Steps

- Develop your mapping goal and asset mapping plan
- Visit the resource sites and utilize the mapping and community building tools in your projects
- Start the mapping process – share your successes and challenges on the VISTA Campus Forums.
- Join us on September 9th for a conference call where we will be answering questions to your asset mapping process and working with you through the process.

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Evaluation

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

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THANK YOU
For Your Participation!

If you have further questions or for more information, contact us:

VISTAWebinars@cns.gov

The Intersection of Poverty, Race and Health
2:00 PM EST
September 17th, 2013

Visit the Ongoing Learning page on the VISTA Campus for a complete schedule of VISTA webshops

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