



# FOUNDATIONS OF PRACTICE IN COMMUNITY DEVELOPMENT

LEVEL **1** Understanding Communities and Their Dynamics

Mapping Community Assets

Mary Peabody



## Today's Session

- Asset-based community development (ABCD)
- Community capitals framework
- Mapping tools
- Incorporating asset mapping into strategic planning & community development efforts



**What are key attributes of your community that make it special?**



## Community Capacity

- “Community’s ability to define and solve their own problems” (D. Easterling, The Colorado Trust)
- Ability to provide “local solutions to local problems” (R. Atkinson & P. Willis, University of Tasmania)





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## Asset-Based Community Development

John McKnight and Jody Kretzmann



## Needs-Based Development

- Focus on needs, deficiencies & problems
- Negative images representing partial truth
- Needs addressed through deficiency-oriented policies & programs
  - Fragmented
  - Targets resources to service providers not residents
  - Negative effects on local leadership
  - Discourages self help
  - Hinders change “breakthroughs”

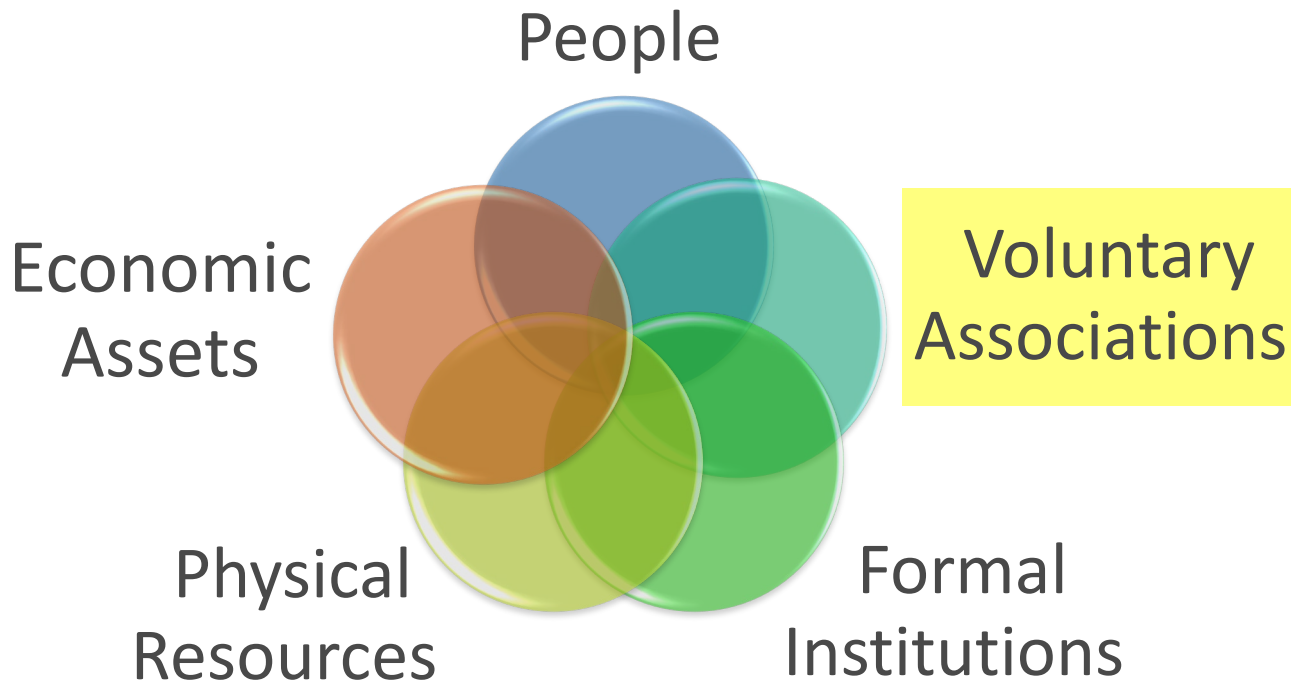


## Asset-Based Community Development

- Clear commitment to discovering community's capacities & assets
- Policies & activities based on capacities, skills & assets
- Internally focused
- Relationship driven



# Uncovering Community Assets







## Let's start with people...

- Identify people in key positions with access to important resources
- Uncover hidden talents and skills of people in your community
- Tap gifts, skills, capacities knowledge & traits of citizens who can contribute



Examples?



## People Tools

Specific Tool	What It Does
<b>Capacity Inventory of Individuals</b>	Zeroes in on the skills people have developed
<b>Community Participation and Leadership Inventory</b>	Finds emerging leaders and uncovers the leadership potential in the community

[http://srdc.msstate.edu/trainings/educurricula/asset\\_mapping/](http://srdc.msstate.edu/trainings/educurricula/asset_mapping/)



## Voluntary associations...

To what voluntary associations do you belong?





## Voluntary associations...

- Rely on volunteers
- Few, if any, paid staff
- Autonomy from state
- Self-governed by a board (usually unpaid)
- Tend to be not-for-profit
- Provide a benefit or service to non-members



Voluntary  
Associations



## Formal institutions...

- Education
- Governmental
- Social service agencies
- Nonprofits
- Media
- Foundations



Formal  
Institutions



## Commonalities between Voluntary Associations & Formal Institutions

- Provide programs, facilities and services to meet needs of residents
- Carry out functions vital to long-term community sustainability
- Influence community vitality





## Inventory of Local Institutions Worksheet

- Mission/purpose
- Affiliated people
- Activities/programs
- Affiliated groups
- Future goals/interests
- Resources



[http://srdc.msstate.edu/trainings/educurricula/asset\\_mapping/](http://srdc.msstate.edu/trainings/educurricula/asset_mapping/)



## Physical resources...

- Natural resources
- Built structures
  - Housing
  - Educational centers
  - Health facilities
  - Roads & transportation systems
- Historical & cultural sites
- Recreational areas



Physical  
Resources

Tangibles essential  
to quality of life &  
place





## Last but not least - economic assets...

- Businesses
- Chambers & business associations
- Banks, credit unions & foundations
- Purchasing power (individuals & organizations)
- CDCs

Economic Assets



Examples?



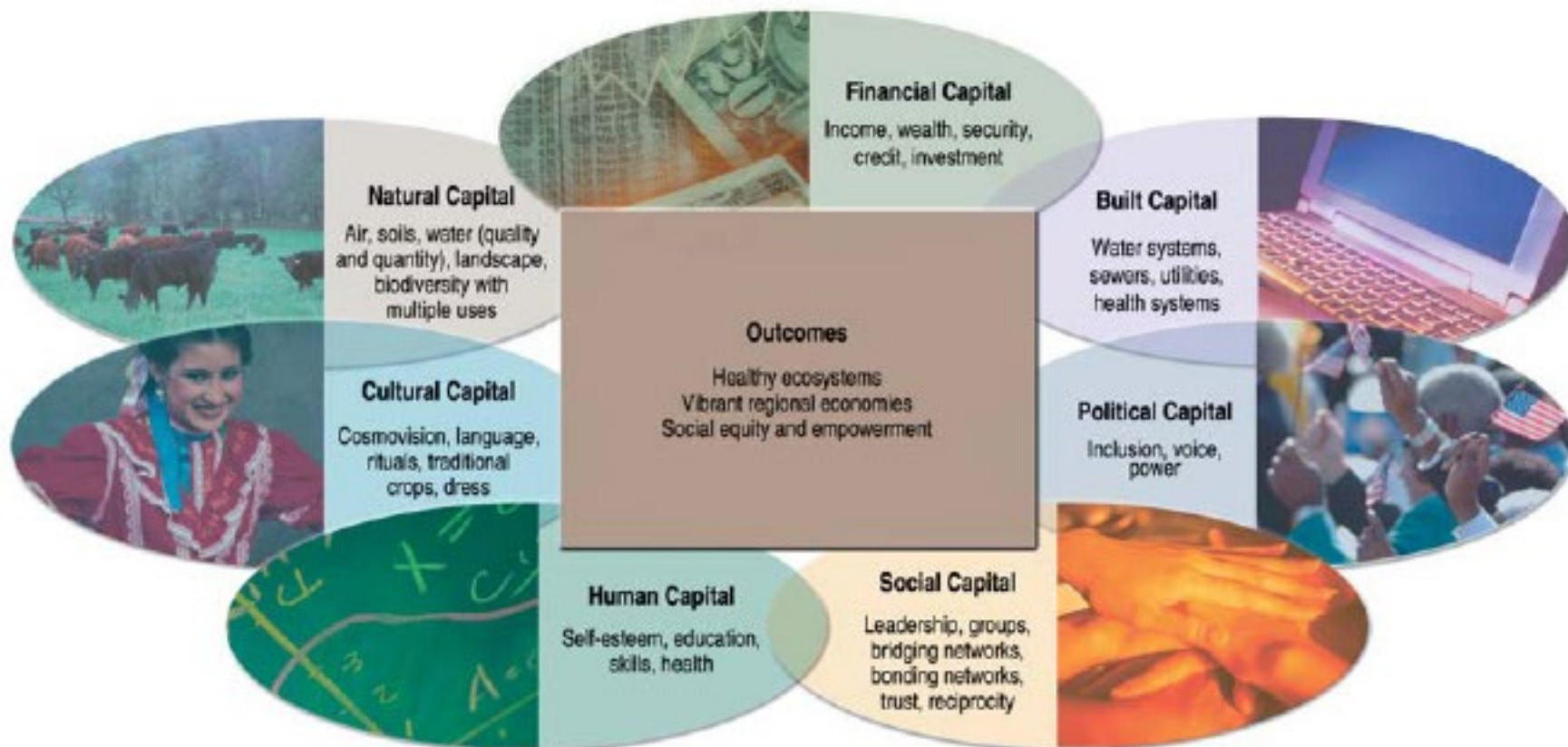
## Asset-Based Community Development

- Everyone has gifts
- Relationships build community
- Citizens at center
- Leaders involve others
- People care about something
- Motivation to act
- Listening conversation
- Ask, ask, ask
- Asking questions rather than giving answers invites strong participation
- Citizen-Centered “Inside-Out” Organization is the Key to Community Engagement
- Institutions Have Reached Their Limits in Problem-Solving
- Institutions as Servants

People are critical in making the connections!



## Community Capitals Framework





## Natural Capital

- Quality and quantity of natural & environmental resources
  - Air
  - Soils
  - Water (quality & quantity)
  - Landscape
  - Natural resources
  - Biodiversity
  - Scenery





## Cultural Capital

- Values, norms, beliefs, traditions & material goods inherited
  - Language
  - Rituals
  - Dress
  - Cultural events & festivals
  - Music
  - Museums & historical associations
  - Libraries





## Human Capital

- Attributes of people enabling them to earn a living & contribute to well being of themselves, their family & the community
  - Self esteem
  - Education (formal & informal)
  - Skill development
  - Health
  - Creativity
  - Diversity





## Social Capital

- Connections (bridging & bonding) between people & organizations to make things happen
  - Trust
  - Norms of reciprocity
  - Network structure
  - Group membership
  - Cooperation
  - Common vision and goals
  - Leadership





## Political Capital

- Citizen engagement and ability to influence and enforce rules, regulations & standards
  - Elected and appointed officials
  - Citizen participation in public policy process
  - Government workers
  - Voting rates
  - Power structures
  - Inclusiveness
  - Transparency







## Financial Capital

- Financial resources available to invest in community projects & initiatives
  - Community foundations
  - Grants
  - Banks & other financial institutions
  - Personal wealth & income
  - Business capital and earnings
  - Tax base and revenues
  - Access to credit





## Built Capital

- Infrastructure
  - Water & sewer systems
  - Utilities
  - Health systems
  - Housing
  - Broadband, telecommunications & other information technologies
  - Transportation system
  - Buildings





## Mapping Methods

- Brainstorming
- Directories
- Websites
- Photos
- Maps
- Surveys
- Interviews



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IN COMMUNITY DEVELOPMENT

## LEVEL 1 Understanding Communities and Their Dynamics

### Section I: An Asset-Based Framework to Explore Your Project

16

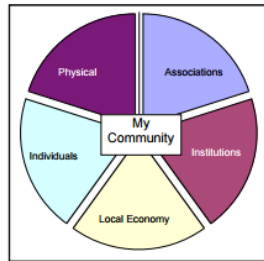
#### Your Community Asset Map

 Now that you have completed the questions on pages 5-14 and have reviewed a sample community asset map (page 15), please fill in the types of assets that can be found in your community.

Use the next page to connect these assets to your community based project.

Associations

Physical Space



Individuals

Local Economy

Institutions

# Mapping Tools



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IN COMMUNITY DEVELOPMENT

**LEVEL 1**

Understanding Communities and Their Dynamics

## Mapping Tools

Community Level  
Regional Level



My Assets for the Region **SET** My Assets by Community Capital

Opportunity: \_\_\_\_\_

Name: \_\_\_\_\_ Coach/Team Name: \_\_\_\_\_ Region: \_\_\_\_\_

CAPITALS						
built	natural	human	social	cultural	financial	political
Example: New amphitheater built	Example: New park built	Example: Every child completes preschool program	Example: New clubs form	Example: New cultural festival held	Example: New matching grant fund established	Example: City government funds greenway

Based on "Figure 6. Mapping Assets by Community Capital" from Emery, Fey and Flora, 2006.  
 "Community Capitals Framework using Appreciative Inquiry," CD Practice, Community Development Society.



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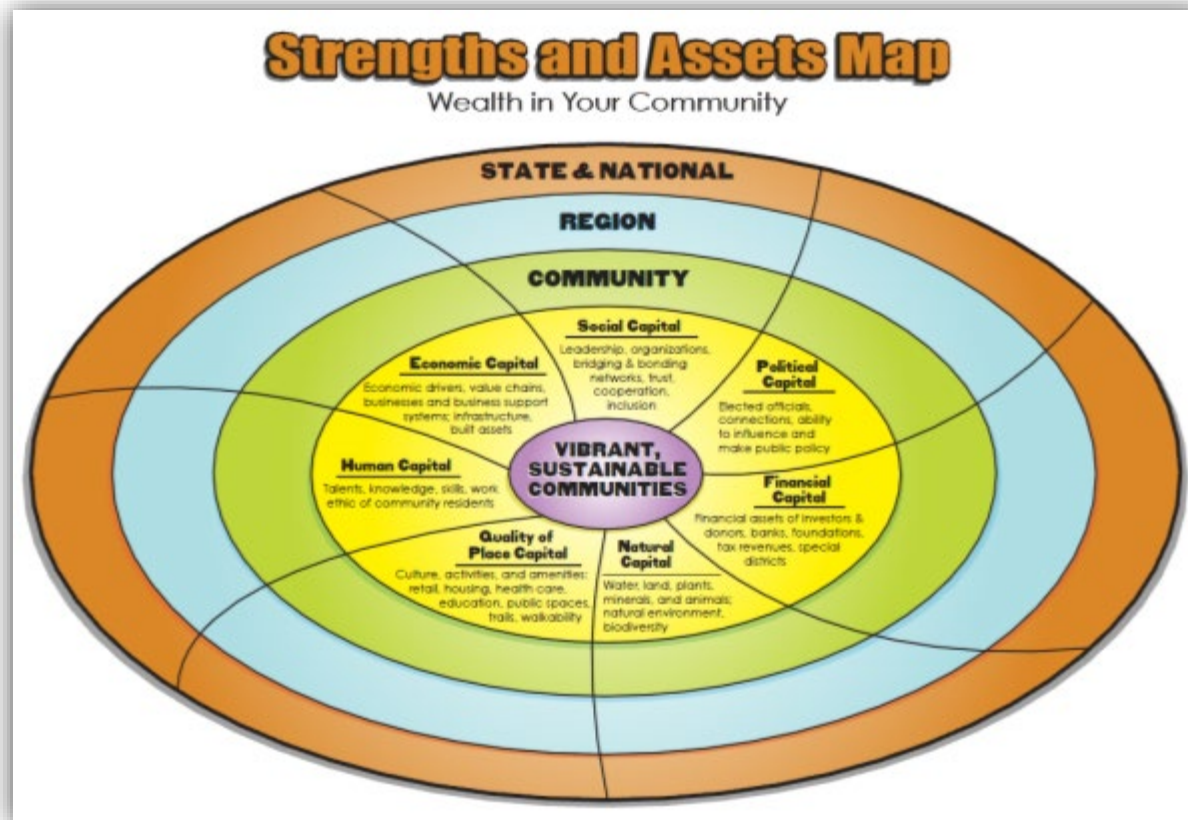
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LEVEL

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## Mapping Tools



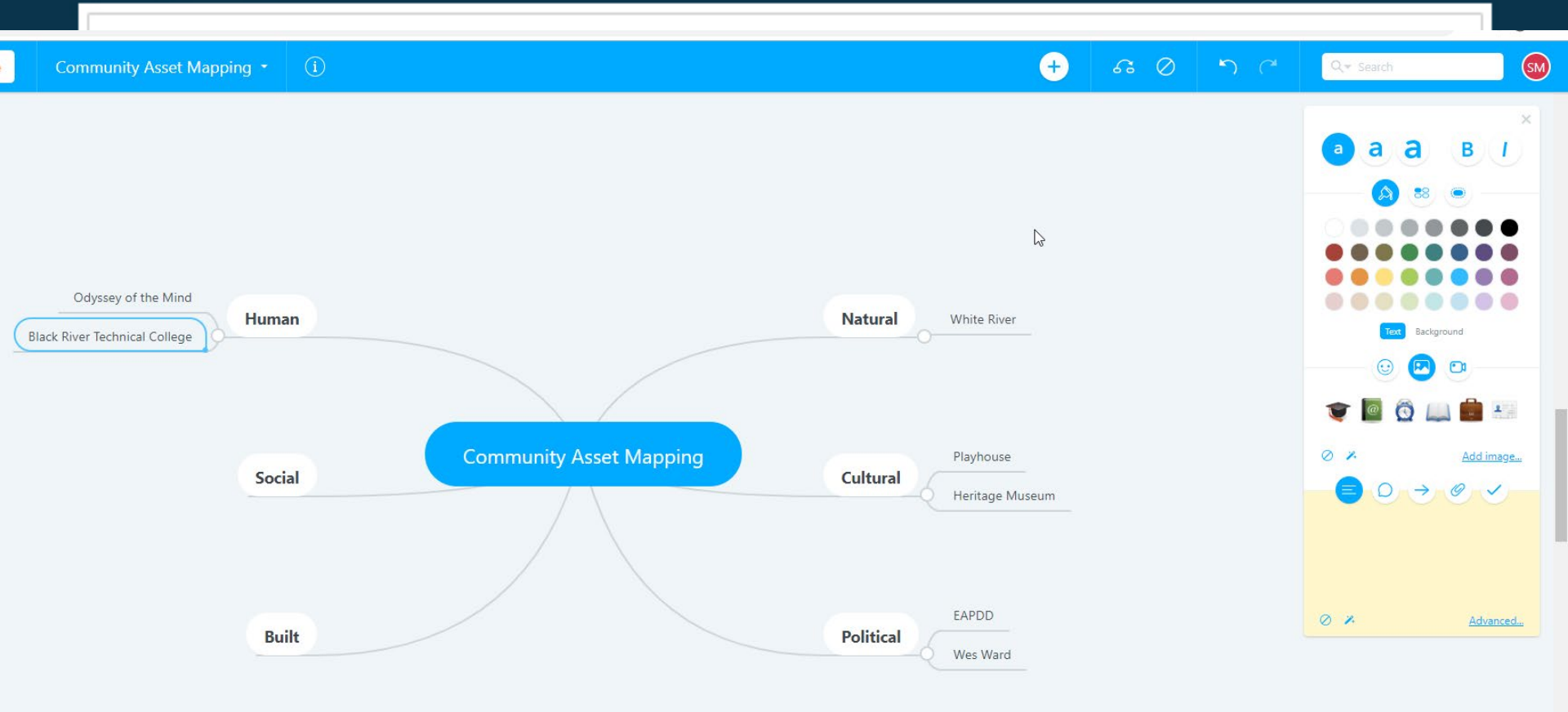
Mark Peterson, University of Arkansas



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## LEVEL 1 Understanding Communities and Their Dynamics



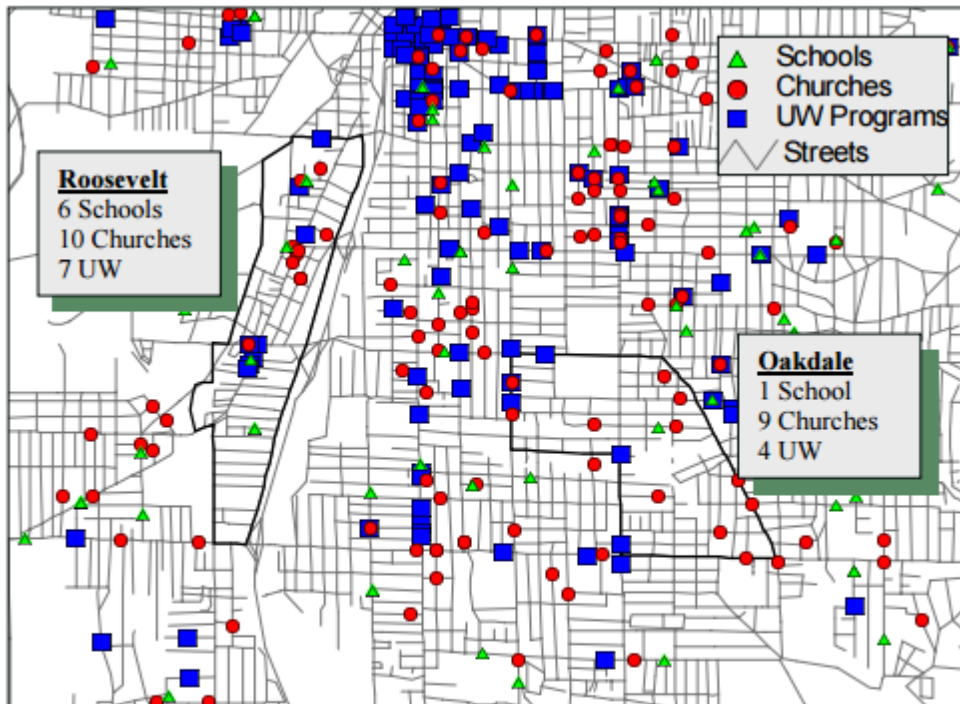


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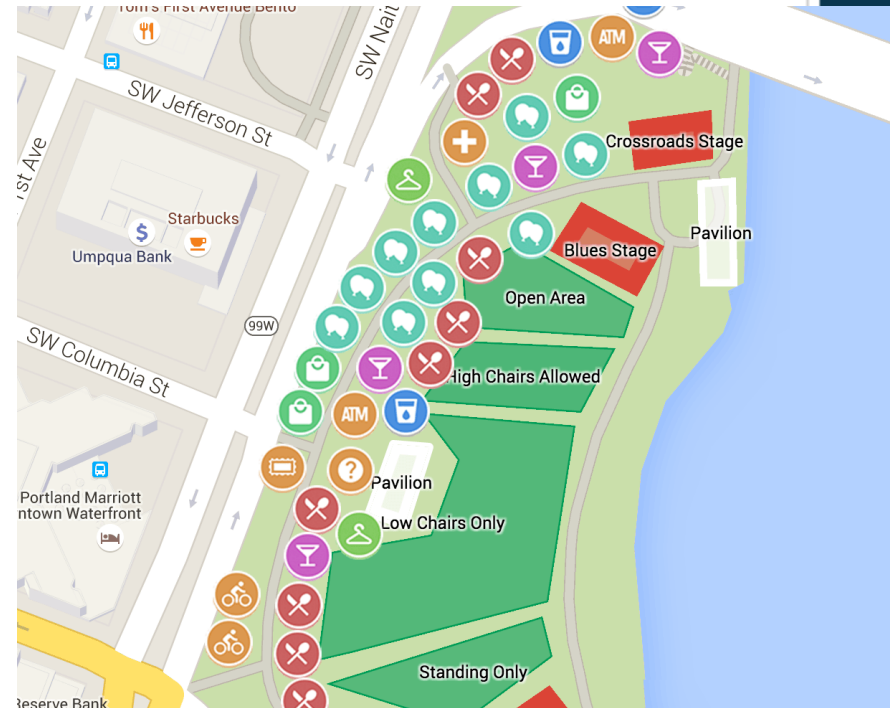
IN COMMUNITY DEVELOPMENT

## LEVEL 1 Understanding Communities and Their Dynamics

### Mapping Tools



Source: Heart of West Michigan United Way, Kent County, Michigan; Michigan Department of Education (<http://www.mde.state.mi.us/>); Grand Rapids Area Center for Ecumenism (GRACE).



Asset Mapping and Community Development Planning with GIS -

[http://pages.uoregon.edu/schlossb/articles/gis\\_uw.pdf](http://pages.uoregon.edu/schlossb/articles/gis_uw.pdf)

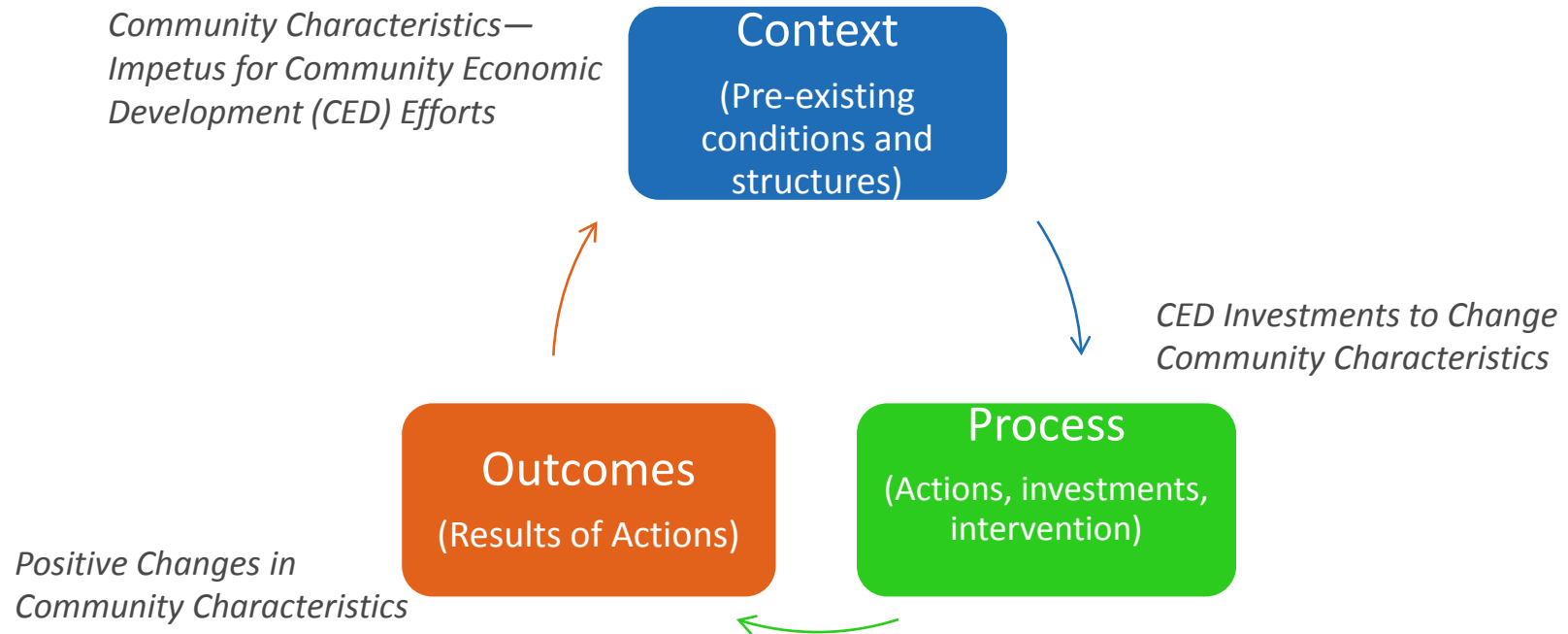
Google My Maps-

<https://www.google.com/maps/about/mymaps/>





# Incorporating Asset Mapping into Strategic Planning & Community Development Efforts





## **Incorporating Asset Mapping into Strategic Planning & Community Development Efforts**

- Logic Model Framework
- Stronger Economies Together (SET)
- Breakthrough Solutions

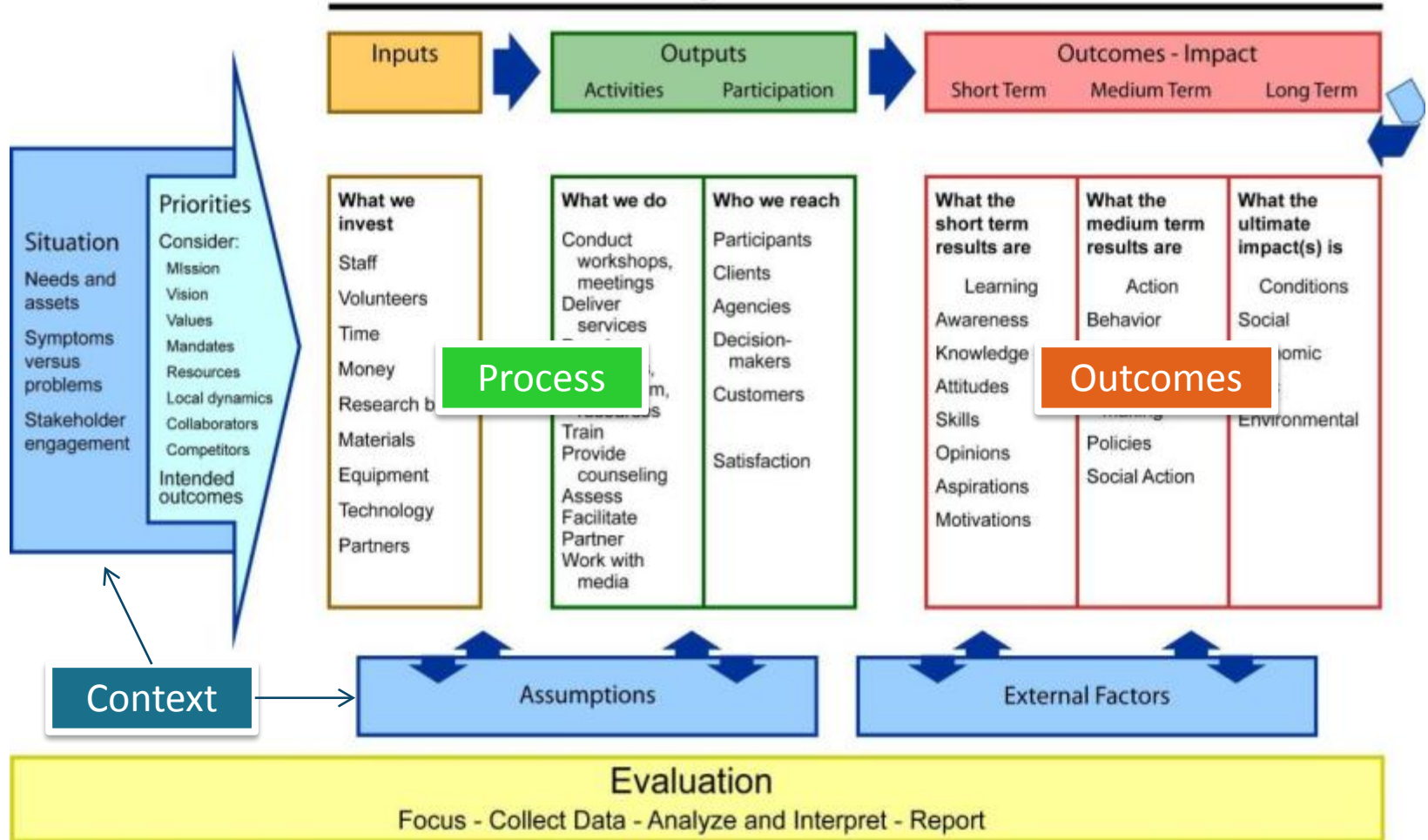


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## LEVEL 1 Understanding Communities and Their Dynamics

### Program Action - Logic Model





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## LEVEL 1 Understanding Communities and Their Dynamics



### Regional Economic Development Planning Chart



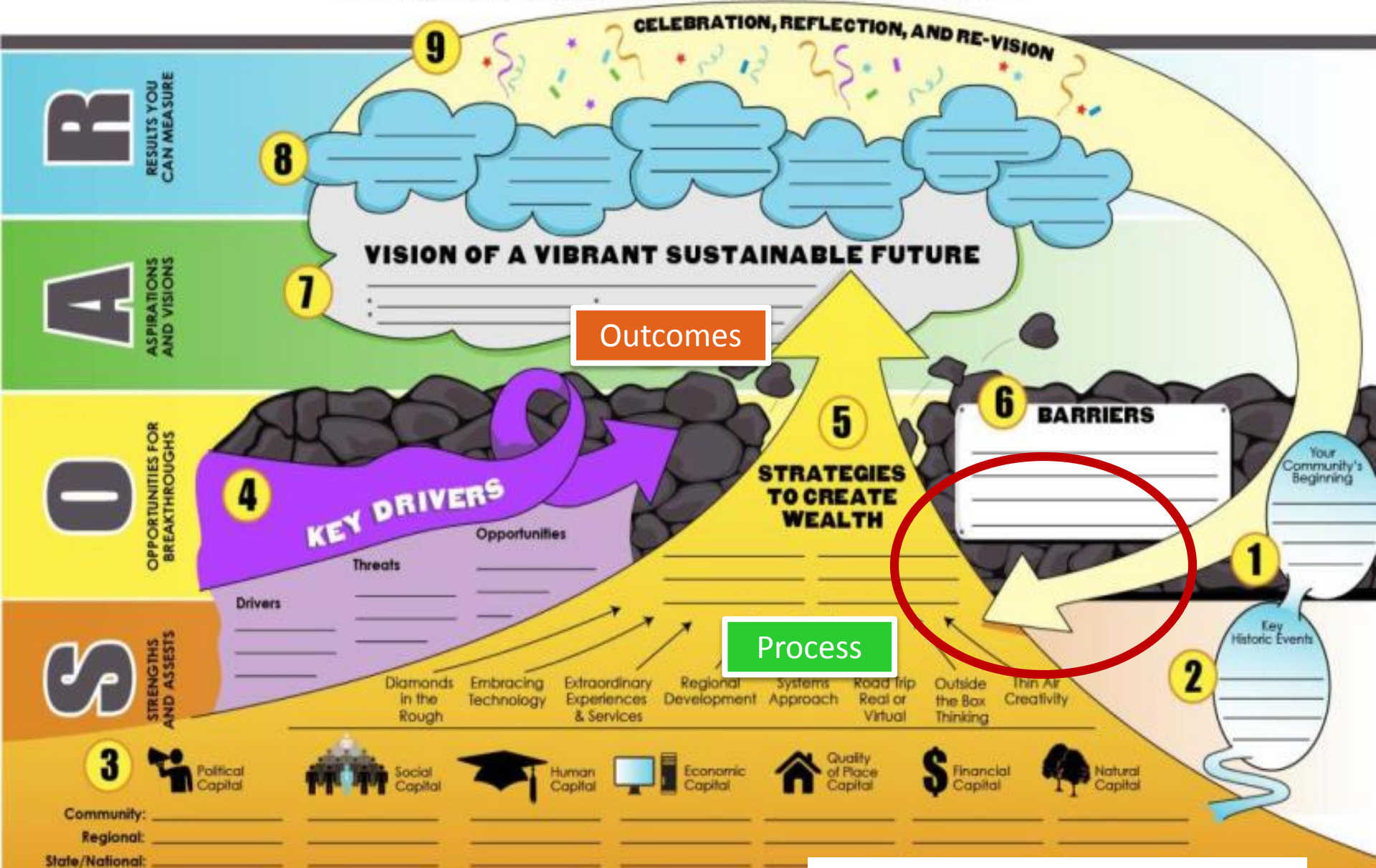
Goal:

Assets	Strategy	Participants	Attitudes, Knowledge and Skills <i>Short Term (1-12months)</i>	Behaviors <i>Intermediate Term (1-2 years)</i>	Conditions <i>Long Term (5-10) years</i>
What do we have that can contribute to this goal?	What do we need to do to help participants move towards ABC's?	Who needs to change?	What Attitudes, Knowledge or Skills are needed to change Behaviors?	What Behaviors need to change to reach Condition?	If we are successful, how will our region change because of this goal?
<b>Context</b>	<b>Process</b>		<b>Outcomes</b>		

<http://srdc.msstate.edu/set/coaching-teams/curriculum>

# Breakthrough Solutions Roadmap

## CREATING WEALTH IN YOUR COMMUNITY



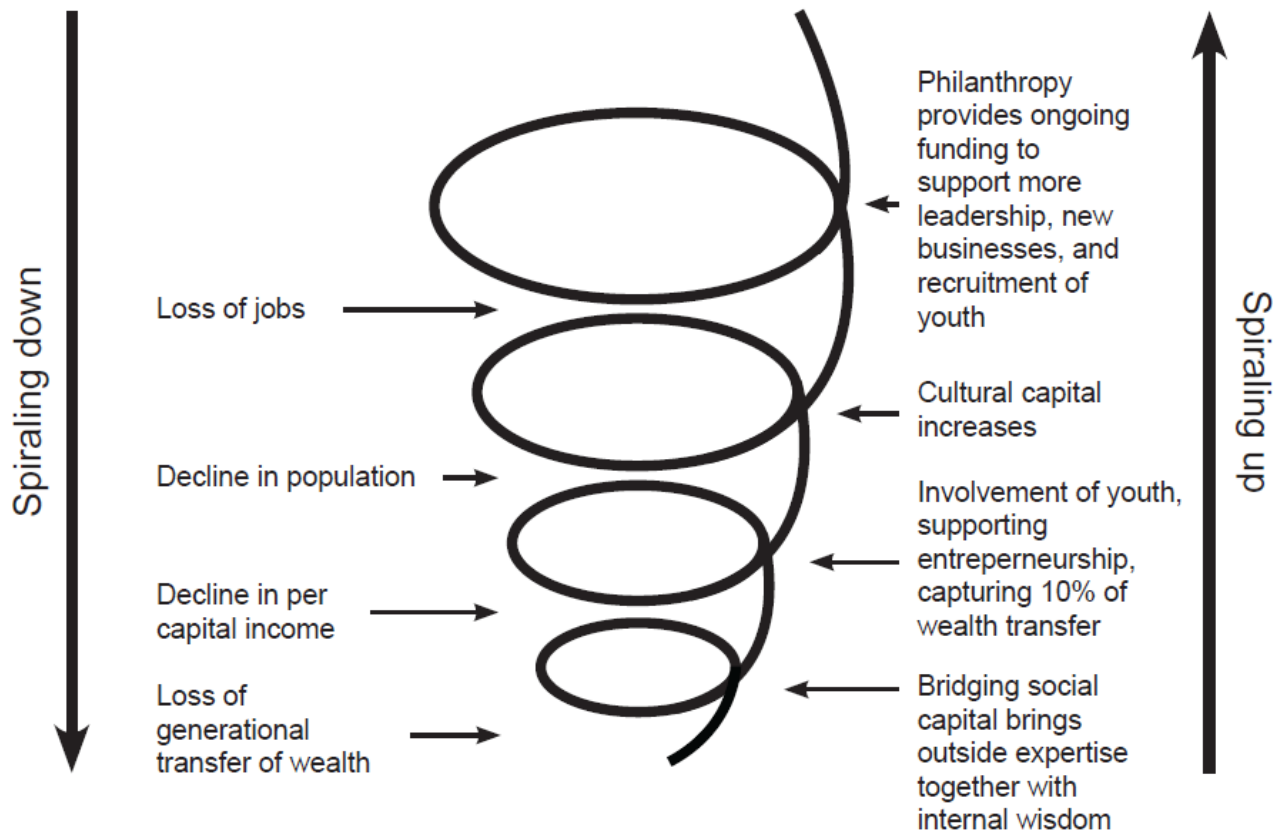


# **Incorporating Asset Mapping into Strategic Planning & Community Development Efforts**

## **Other Examples?**



## Spiraling of Community Assets





## Summary

- Assets are relationships to be discovered, connected & leveraged to build community capacity
- Many tools & applications relevant to Extension's work across all disciplines





## Final Reflections

**What additional information related to community assets would be helpful?**

