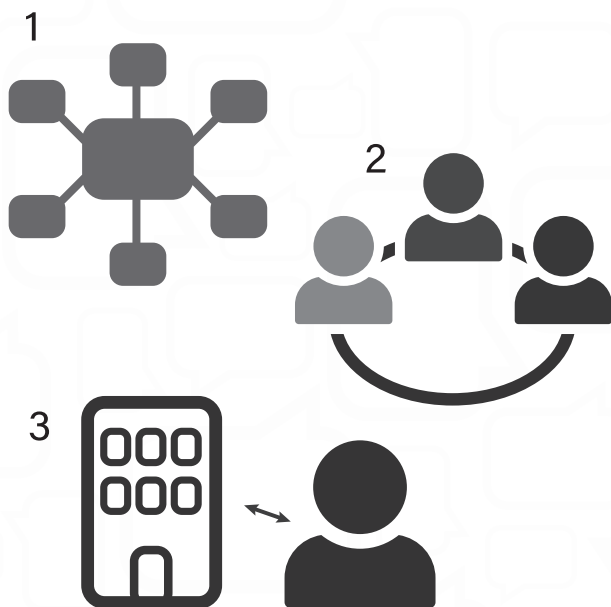
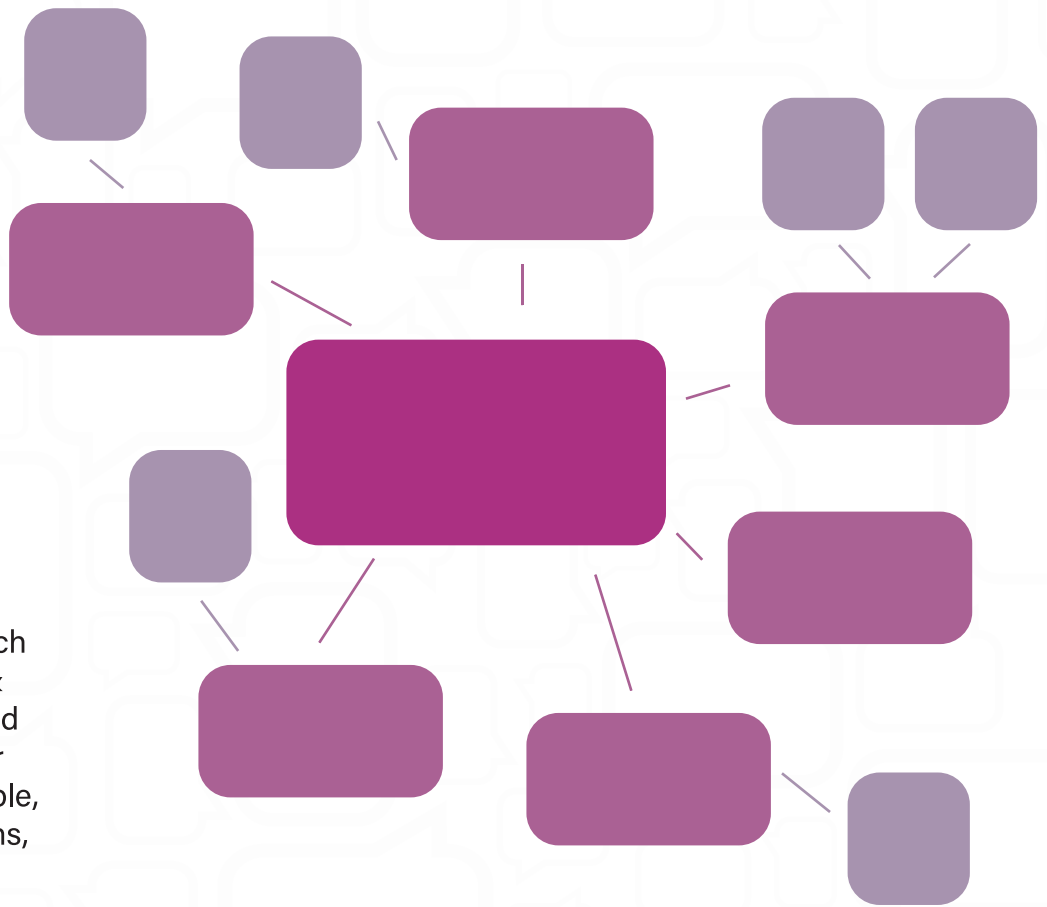


# ASSET MAPPING

Asset mapping is quite different than the Traditional “Needs” Approach which generally means meeting of local leaders & citizens come together and the discussion is focused on problems & concerns in the community and may ask residents in survey form about issues and problems and results in final Product that is a laundry list of “the negatives!”

The Asset Mapping Approach Identifies resources, Skills & talents of the community and the Capabilities available (or possible) through local people, organizations and institutions, and places needs in careful context.



## INGREDIENTS

- 1. Asset-Based:** Uncovers talents/skills found in the community right now
- 2. Internally Focused:** Relies on the community's assets, not on those found outside of it
- 3. Relationship Driven:** Seeks to build linkages among local people, institutions, and organizations

## **1. Inventory of local informal organizations**

- Examine printed materials
- Schools/Churches/Parks & Recreation/Libraries. Contact individuals who seem to know what is going
- Newspapers/Community directories. Contact local institutions in their community or neighborhoods
- Find out the activities of these informal groups

## **2. Develop a plan to collect information**

- When do you need the data?
- What methods will you use to collect the info?
- What resources (people, copying, database creation and entry, facilitators) do you need to collect the info?
- Who is going to do what and by when?

## **3. Sample data collection methods**

- Interviews
- Focus groups
- Community resident surveys
- Community forum
- Dashboard surveys
- Inventory of skills, resources, or institutions
- Secondary Analysis: Pre-existing data sets (crime, census, housing)

## **4. Identify community issues or needs**

What is a Needs Assessment?

- A formal tool that involves the identification of gaps
- Placing gaps in some type of priority order
- Making decisions on which of the priority needs warrant the attention and resources of the community.

### **Put it all together**

Build relationships among your local assets

- Explore how assets can be mobilized to improve the needs you identified(such as expanding job opportunities, improving education, better health care services, funding needs )
- Engage the community in visioning and planning