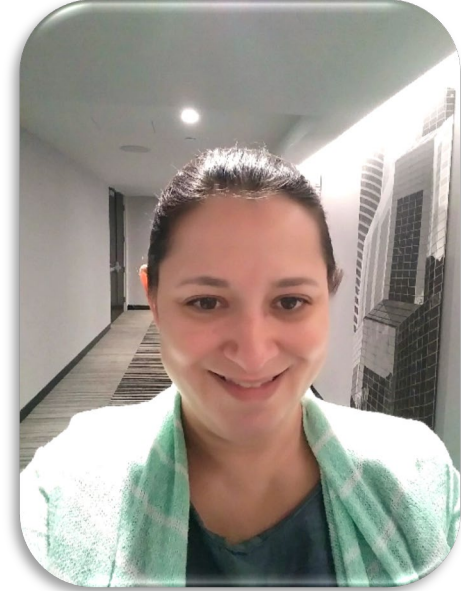


Leah Larson

December 2022

COMMUNITY ASSET MAPPING FOR THE CURIOUS



Nonprofit data
management

Impact
measurement

Curiosity

Community
engagement

Professional
development

Relationships

Think about this past year in your life.

What good thing did you discover that you didn't know you had?

- *Examples:* a cheese grater, a solid telework policy, a supportive spouse, nearby hiking trails, the ability to make pithy jokes in chat
-

AGENDA



History – Where does this come from?



Concept – What's the idea?



Process – How do we do this?



Lessons – What have others learned?



Resources – Where can I learn more?



Discussion – What do we think about this?



“...local assets are the primary building blocks of sustainable community development”



Everyone Has Gifts

People Care About Something

Relationships Build a Community

Motivation to Act

Citizens at the Center

Institutions as Servants

...

...

Asset Mapping

Gifts, skills, and capacities that can be shared with the community

Asset Mapping

Gifts, skills, and
capacities of... **PEOPLE**



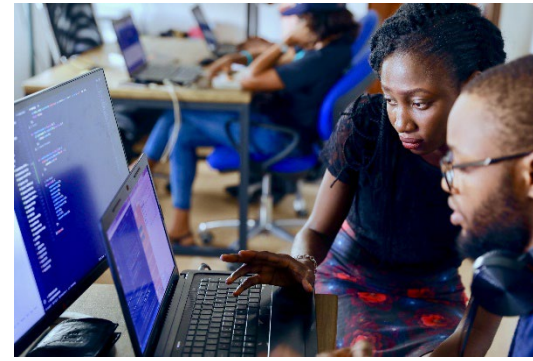
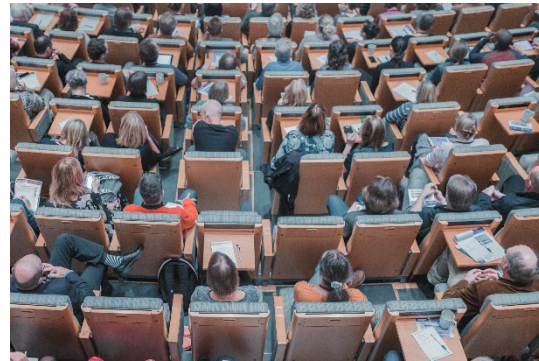
Asset Mapping

Gifts, skills, and capacities of... **ASSOCIATIONS**



Asset Mapping

Gifts, skills, and capacities of.. **INSTITUTIONS**

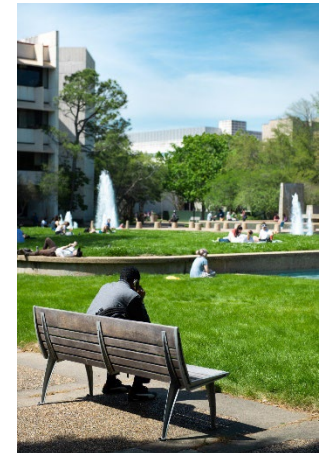
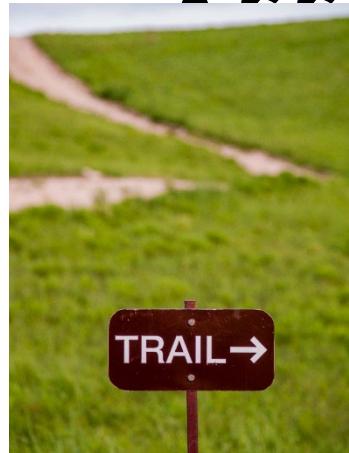


Asset Mapping

Gifts, skills, and capacities of...

PHYSICAL

ASSETS



Asset Mapping

















CONNECTIONS

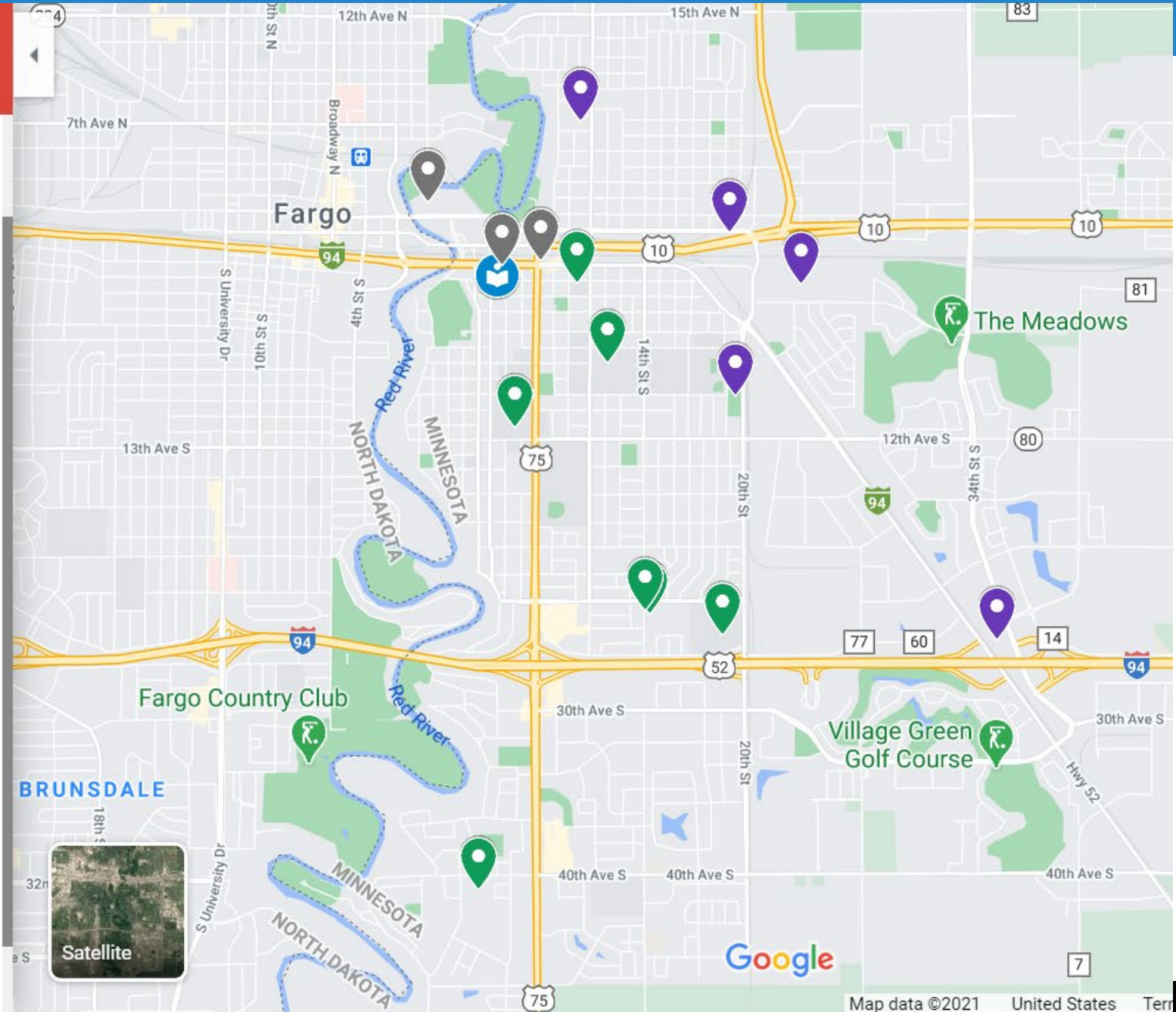


Asset Mapping

Visual display of assets and connections
between them

← Asset Map - Moorhead Publ... ×

-  Moorhead Public Library
-  Moorhead Public Schools
-  Early Childhood Family Educ
-  St Joseph Catholic Church
-  Rourke Art Museum
-  Moorhead Parks & Recreation
-  Adult Basic Education
-  Food Distribution Center - Churches United for the Ho...
-  Clay County Collaborative
-  Minnesota State University Moorhead
-  Concordia College
-  Minnesota State Community and Technical College (M ...
-  Hjemkomst Center
-  Enrichment Operation
-  Bethesda Lutheran Church
-  Dairy Queen (Treat)



← Adult Basic Education



name

Adult Basic Education

description

While less connected with the youth services side of things, ABE works with Jenny consistently and might have contacts we could use for upcoming events with local professionals.

Details from Google Maps

2777 34th St S, Moorhead, MN 56560

+1 218-284-3450

www.moorheadschoools.org

3.0 ★★★★★

[View in Google Maps](#)



← Enrichment Operation



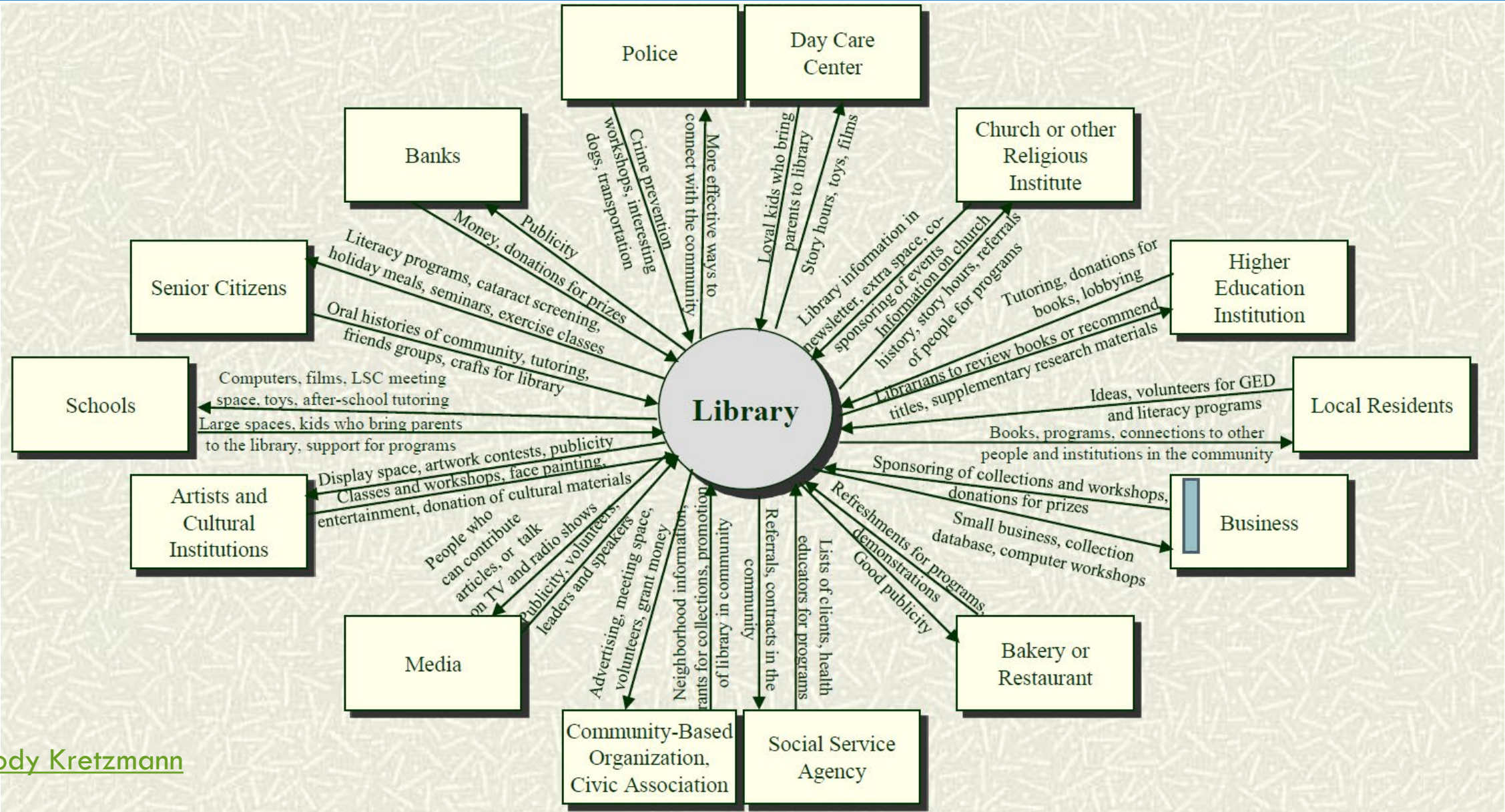
name

Enrichment Operation

description

(I'm tagging this here as this is where we have collaborated previously)

Peter Ferguson with Enrichment Operation has been a great help over the summer and is currently using our space to meet with kids. He will be a great contact for less established groups in the area.



Jody Kretzmann

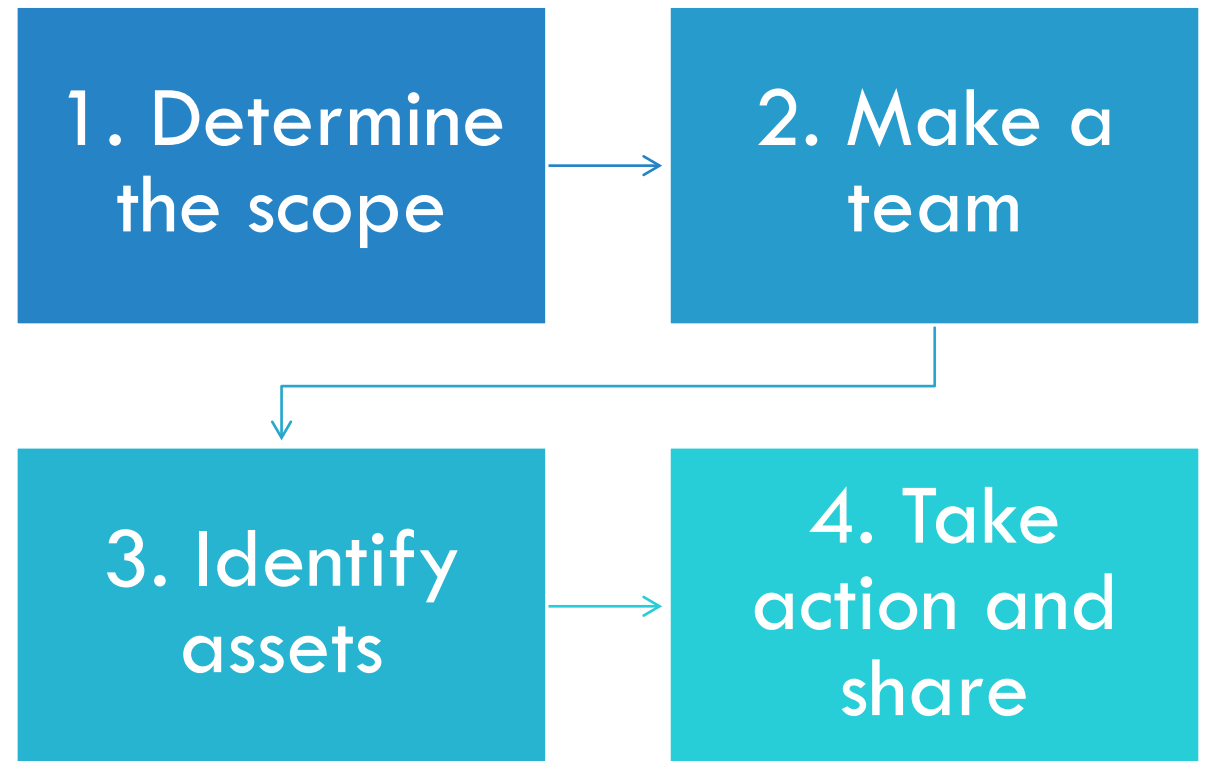


[Greater Olney Education Assets, Free Library of Philadelphia](#)

- Some of our longest partnerships are with institutions like schools, rather than individuals.
- Thurgood Marshall Elementary School is a frequent collaborator
- Olney High has partnered with Greater Olney on several outreach events, earning us some new volunteers and new teacher collaborators for upcoming book talks!
- St Helena is a new partner, as parochial schools tend to be on a different schedule and can be harder to connect with than school district schools already used to collaborating with the public library.

[Greater Olney Education Assets, Free Library of Philadelphia](#)

HOW DO WE DO THIS?



DETERMINE THE SCOPE

What is the goal?

What kind of assets will you include in the map?

What is the size of the community?

What resources do you have?

Assemble the team

More people = more perspectives.

Goal is building relationships.

Anyone can join the team (volunteers, board members, nonprofit partners, teens)

IDENTIFY ASSETS

Talk to people.



Look things up.

IDENTIFY ASSETS

Talk to people.



Look things up.

- Find community profiles.
- Review public records (newsletters, bulletin boards, directories).

IDENTIFY ASSETS

Talk to people.

- Interview community leaders.
- Walk the neighborhood.
- Play the We Can game (community dialogue)
- Organize focus groups.
- Conduct telephone surveys.

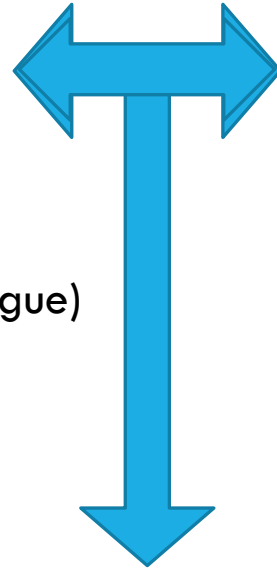


Look things up.

TAKE ACTION AND SHARE

Talk to people.

- Interview community leaders.
- Walk the neighborhood.
- Play the We Can game (community dialogue)
- Organize focus groups.
- Conduct telephone surveys.



Look things up.

- Find community profiles.
- Review public records (newsletters, bulletin boards, directories).

Follow the map.

USING GOOGLE MAPS

Need a Google Account to create and save your own map

Same sharing set up as other Google services

The process we used --

https://docs.google.com/document/d/1GGjOOZI-Ch9gJ2lr_j9NssEZwOYur4OAp0n_m9ryvel/edit?usp=sharing

[Instructions we made for what we are about to show you!](#)

LESSONS LEARNED

Even though we live in a very small town I found places that I haven't thought of.

“Leaving the library” was important.

Staff felt revitalized.

...**but** not all staff are in a position to leave the library.

- Write the names of two people (non-library staff) who might be interested in asset mapping.



Vancouver Public Library



LESSONS LEARNED

Libraries are seen as trusted institutions.

The library became part of a network of connections.

...**but** be humble. Others might be doing something similar or better.

- Write down a program or service you want to improve.
- Write down a segment of your community you want to understand.



Vancouver Public Library



LESSONS LEARNED

I have a lot of ideas running around my brain now for future projects.

This generated new contacts and new ideas.

It started small, but built momentum.

...**but** coding qualitative data takes time. Don't

get stuck making the map; it's meant to be a starting point for connecting with people.

- Write down the name of one other library staff member you could share this with.



Vancouver Public Library



LET'S TALK

If you have experience with asset mapping, what can you share with us?

How can you see yourself using this in your library?

What connections do you hope to make through asset mapping?

EXAMPLES OF LIBRARIES AND ASSET MAPPING

[Mapping Delawarean's Basic Needs](#) – Delaware Division of Libraries

[Laying Out the Welcome Mat](#) – Halifax Public Libraries

[Skills for Community Centered Libraries](#) – Free Library of Philadelphia

[Teen Asset Mapping Report](#) – Denver Public Library

[Community Mapping](#) – Lindsey Krabbenhoft

RESOURCES FOR UNDERSTANDING ASSET MAPPING

[Community Mapping Module](#) – The ConnectedLib Toolkit

[Community-Led Libraries Toolkit](#) – Vancouver Public Library

[What is Asset Mapping?](#) – VISTA Campus, AmeriCorps

[What is Asset-Based Community Development?](#) – ABCD Institute

[ABCD Mapping](#) – ABDC Institute

RESOURCES FOR DOING ASSET MAPPING

Community data

[State data centers](#) -- U.S. Census Bureau

[Kidscount Data Center](#) – Annie E. Casey Foundation

[Map My Community](#) – youth.gov

Participatory methods

[Chapter 3 Assessing Community Needs and Resources](#) – Community Toolbox

[Chapter 36, Section 2. Community-based Participatory Research](#) – Community Toolbox

[Community Assessment Tools](#) – Rotary International

[The We Can Game](#) – ABCD Institute

CREDITS

Photos from unsplash:

[Anthony Metcalfe](#)

[Andrea Rico](#)

[Ashwini Chaudhary](#)

[Jose Luis](#)

[kazuend](#)

[Karolis Vaičiulis](#)

[Mary Hammel](#)

[Mikael Kristenson](#)

[natasha t](#)

[NESA by Makers](#)

[Phil Coffman](#)