



DePAUL UNIVERSITY

IRWIN W. STEANS CENTER

FOR COMMUNITY-BASED SERVICE LEARNING & COMMUNITY SERVICE STUDIES

Asset Mapping for Community Catalyst Agencies



Agenda

- Introductions – gift of the hand? - all
- Presentation: Asset Mapping Steps Model for Agencies - Ron
- Story of Practice – Dante'
- Small groups - reflection
- Large Group - share
- Small groups – going forward
- Large Group – share
- Final Thoughts - April





Asset Mapping

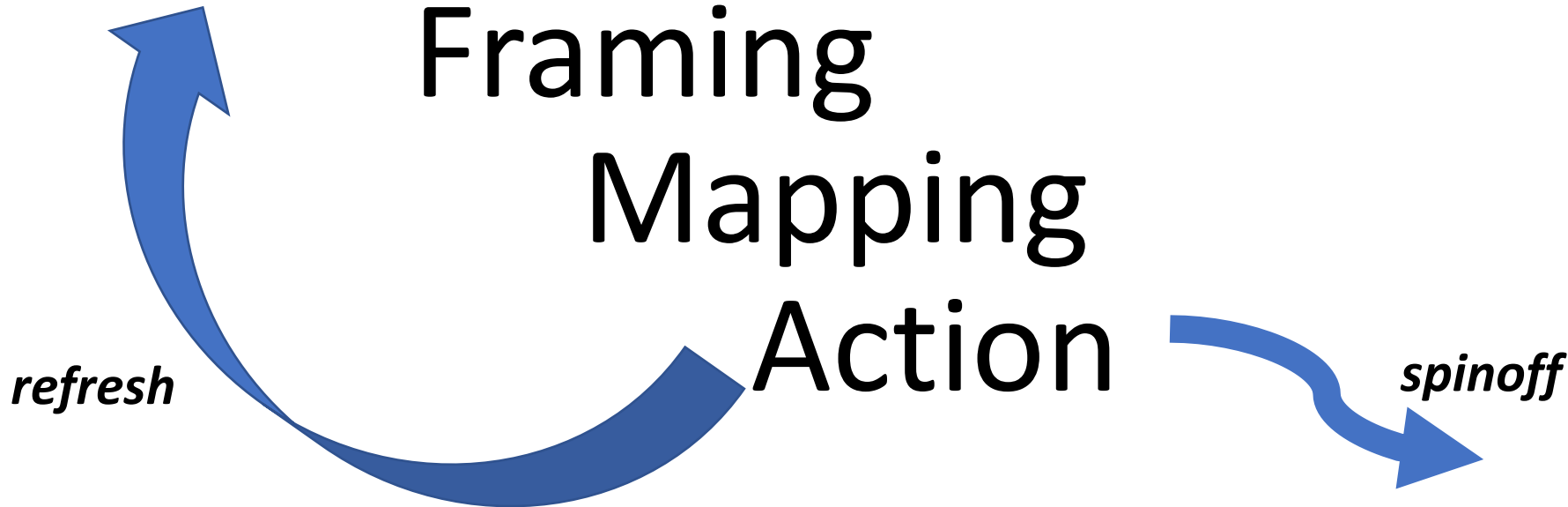
Primary Purposes:

- Reveal and discover/uncover the strengths (active and latent) of a community, especially its residents and their associational life.
- Develop a sense of empowerment and community pride among participants
- Provide real data for imagining action the community has the power to take
- Guide future relationship building that can further discover and connect assets, creating even more community power.

Asset Mapping

Four Primary Steps

Convening and Hosting
Framing
Mapping
Action



Asset Mapping

Convening and Hosting

Convening and Hosting

- Place
- Facilitators
- Invitations (direct, not mass), follow up
- Logistics (food, signs, supplies, set up, childcare, scribing, note taking, reminder calls, follow up calls)

Asset Mapping Framing

Framing

- Every community has assets, needs never solved a problem, communities around the world have found this method to be empowering, leads to action that is not dependent on outside forces or decisions, helps us figure out what we CAN do.
- Review the six asset areas – clarify definitions, especially difference between associations and institutions.
- Define the ‘boundaries’ of the area being mapped. (best if you can provide a map)

Asset Mapping Mapping

Mapping

- a. Divide group into six groups.
- b. Assign each group to an asset category (usually posted on walls around the room)
- c. Give them 5-6 minutes to brainstorm and write all the assets in that category that can be found in the defined community
- d. After 5-6 minutes ring a bell and have the groups rotate so they are each at a new asset category. Give them 4-5 minutes at that station (they will get stuck, give them time to unstick)
- e. Repeat until all groups have added to all asset categories

*Note: this step without residents making up the majority of the room usually fails to fulfill the primary purposes of asset mapping

Asset Mapping Mapping

Mapping continued

- f. Have each group rotate one last time to return to the asset category they started at and have them read what was added.
- g. Ask a representative from each area to read the assets from that category to the whole room (recategorize as you go and highlight that many assets appear in more than one area). This will feel long and redundant as a facilitator – stick with it. There is a cumulative effect of hearing all the strengths of one's community for 20 minutes.
- h. Once all the assets have been read ask for the group's reactions. Most will share some amount of wonder at all the community has and pride in their neighborhood or town

Asset Mapping Action

Action

- a. Ask groups at tables to look at all the assets and answer the question “What could we do with what we have to _____?” The blank would be the purpose of the group. It could be as broad as “... to make our community stronger.” It can also be specific like “...to make our community *child amazing*” or “...to make our community heart healthy”
- b. After 10-15 minutes ask each table to identify 1-2 ideas they are particular excited about.
- c. Have each table present their best ideas, usually with some descriptor words written on paper which is then taped to the wall

Asset Mapping Action

Action

- f. Ask the whole room to think about actions that they want to work on and contribute their gifts to. Then invite participants to stand next to the piece of paper with the action idea they want to work on. Remind participants “It is OK to not stand – honor your limits.”
- g. Give each group a flip chart sheet to use to identify the assets they might use to implement their action and make the change they want to make. Also have them write down when and where they are meeting next to plan/implement. Remind participants that learning conversations and relationship building with assets is an early part of any successful action.
- h. Have each action team share out and give participants an opportunity to ‘change teams’ or add their name to a team
- i. Celebrate and let everyone know when and how follow up will happen.

Small Groups Round (10 minutes)

1. “What can you use from this model?”
2. “What seems challenging or difficult about this model?”
3. “How can we use asset mapping going forward?”
4. “What would help me be successful in facilitating an asset mapping process?”



Head

Things I know
and / or enjoy
learning about.



Hands

Things I can do, fix,
make, or create.



Heart

Things I'm deeply
passionate about.

**HEAD
HANDS
HEART**

ABCD Approach

Focus on **assets**

Builds from **opportunities**

Investment orientation

Emphasis on **associations**

Focus on **community**

Goal is **empowerment**

Power comes from **relationships**

People are the answer

People are **citizens**

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Social Services Model

Focus on **needs**

Responds to **problems**

Charity orientation

Emphasis on **agencies**

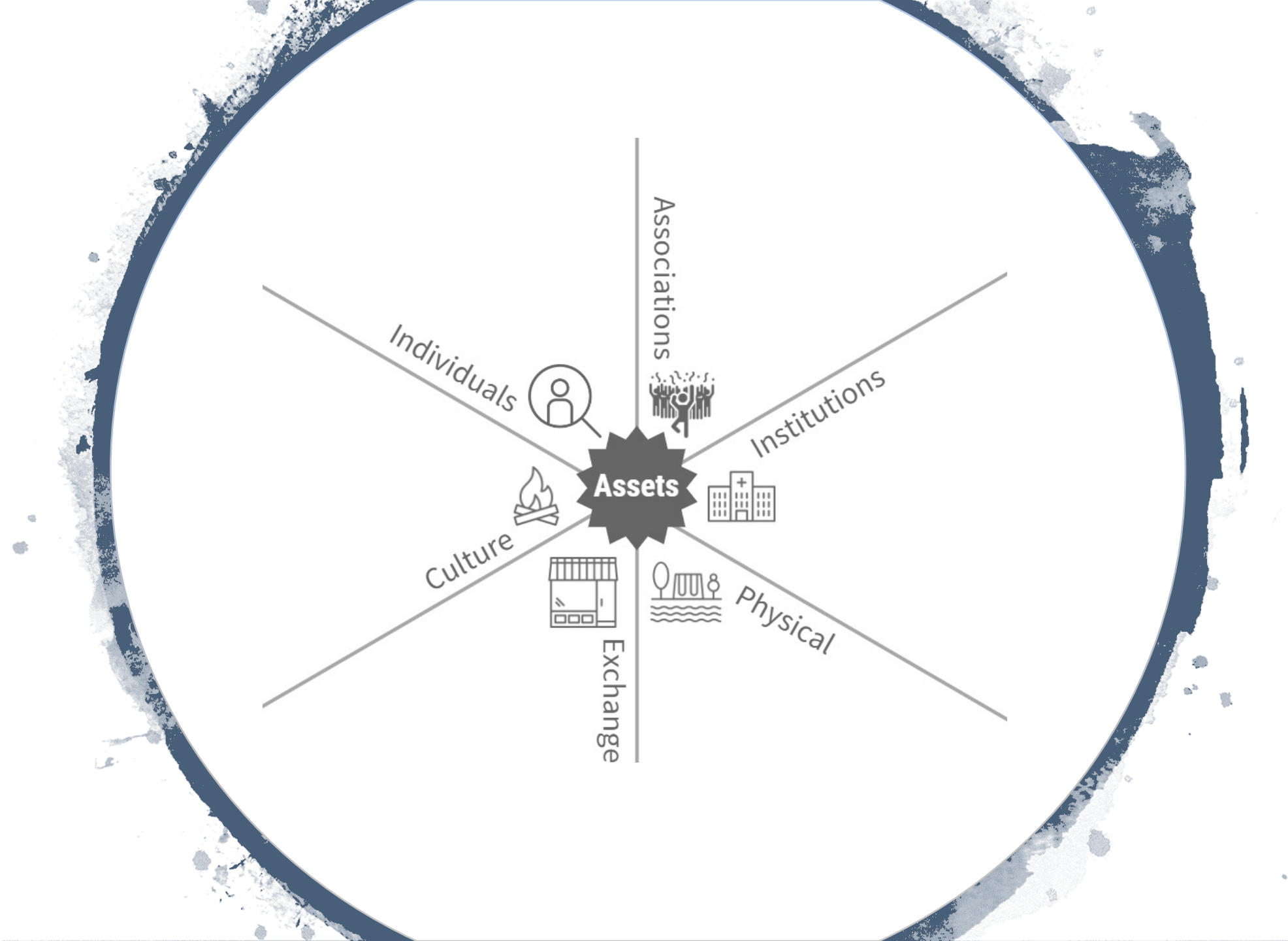
Focus on **individuals**

Goal is **services**

Power comes from **credentials**

Programs are the answer

People are **clients**



COMM- UNITY ASSETS





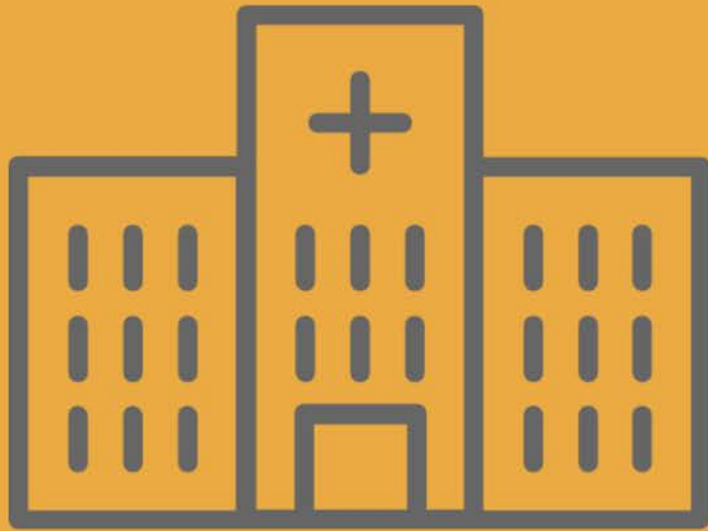
Individuals

- The gifts of local residents: hopes, concerns, and talents.
- Everyone has something to offer.
- ABCD especially seeks to include traditionally excluded people.
- The only asset in every success story.



Associations

- Small, informal groups of people.
- Individuals choose to give their gifts.
- Power comes from the pooling of individual gifts.
- Clubs, groups, unnamed affiliations.



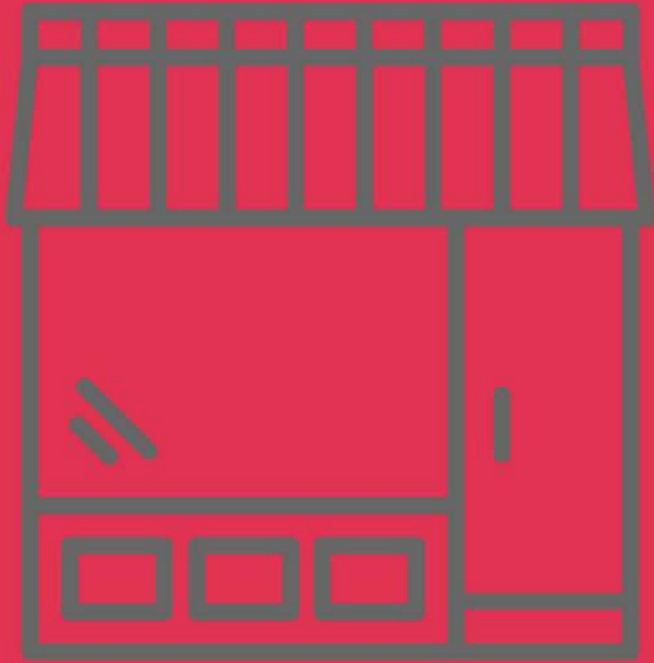
Institutions

- Three types: for profit, not-for-profit, and governmental.
- Formally structured and work toward repeatable goals.
- Individuals are paid for their work.
- Resource abundant.



Physical

- Spaces and places within the community.
- On the earth and under the earth.
- Human made and existing in nature.



Exchange

- Exchanges of gifts and productive work.
- Things that are bought, sold, shared, given, traded, and bartered.
- Sometimes termed local economy.



Culture

- Captures when the community was / is at its best.
- Stories, traditions, practices that bring people together.
- Represents what's important to people.



Asset Mapping with Climate Action

February 20th , 2020

Danté DiSabatino

Former Community Liaison



Catalyzing Our Community



Partnerships created across Seattle in support of youth-led climate action





SYCAN: Taking Action on Climate Change



**What's
Possible?**



**Climate Change
and Climate
Justice To
Schools**

**Amplify Existing
Community Efforts
Around Climate
Change**

**Climate Change
and Art
Installations**

[King 5 News and SYCAN](#)
Video link!

COMMUNITY CLIMATE ART SERIES

Saturday,
August 17
Woodland Park
3-6 pm

Wednesday,
August 21
Jefferson Park
3-6 pm

Saturday,
August 24
Cal Anderson Park
3-6 pm

Come join the Seattle Youth
Climate Action Network to paint
a mural that celebrates our
community's efforts to combat
climate change!



Things to Bring:
- Reusable water bottle
- Sunscreen
- Clothing that can be dirtied
Snacks and art supplies will
be provided!

For specific park location
details, please visit us at
www.sycan.org
Email seattleyouthcan@zoo.org
with any questions



Climate Change at Woodland Park Zoo



Who was in the room?

Learning & Innovation

- Audience Research
- Community Initiatives
- SYCAN
- Volunteer Engagement
- Youth & Adult Engagement
- ZooCorps

Engagement

- Community Engagement
- Advocacy & Public Affairs

Facilities

- Resource Conservation & Sustainability

Wildlife Conservation

- Tree Kangaroo Conservation Project

Three stylized giraffes in orange and white. The giraffes are arranged in a row, facing left. They have long necks and are depicted in a simple, graphic style. The background is white.



Woodland Park Zoo: Taking Action on Climate Change



**What's
Possible?**



**Connecting
animals to
climate change**

**Link short & long-
term strategies to
be a leader in
climate change**

**How audiences can
be climate leaders
and change makers**

**Climate Change
Capital Campaign
Initiative**

Questions regarding SYCAN in 2020?



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