

INTRODUCTION

WORKSHOP 1 IDENTIFYING AND MAPPING ASSETS

CONTENTS	OBJECTIVES:
Pre Workshop Planning: Overview	1. Learn why community based planning is necessary and useful
Background Information	2. Learn the difference between "Needs-Based" vs "Asset-Based" Community Development
Workshop Presentation: Proposed Workshop Guide	3. Learn to use Asset Mapping in Community Planning
Pre Workshop Planning: Workshop Preparation Workbook Sample Agenda	4. Begin to identify assets and map them
Handouts	
Recording Worksheet	

MATERIALS AND SUPPLIES FOR THIS WORKSHOP:

MATERIALS:

- ▶ Sign in sheet
- ▶ Sample Agenda
- ▶ Calendar
- ▶ Handout 1: PRE WORKSHOP SURVEY
- ▶ Handout 2: STEPS IN COMMUNITY PLANNING
- ▶ Handout 3: WHAT IS IT GOING TO TAKE?
- ▶ Handout 4: INDIVIDUAL ASSETS SURVEY SAMPLE
- ▶ Handout 5: COMMUNITY RESOURCE

- ▶ Neighborhood map
- ▶ Community Services Directory

Supplies:

- ▶ Easel pad and Easel pad stand
- ▶ Markers
- ▶ Tape
- ▶ Pens / Pencils
- ▶ Timepiece
- ▶ Snacks/Drinks
- ▶ Writing Pad

OVERVIEW:

In Workshop 1, the group is introduced to the Linking Neighbors Workshop Series, community planning, asset identification and asset mapping. The workshop participants brainstorm assets in their neighborhood.

- * A community asset can range from a grocery store to a neighborhood watch group to a caring neighbor. Process of asset *identification* is listing these community strengths. As a result, you will have a more clear idea of the assets present and of ways to link them.
- * Asset *mapping* is locating the identified assets on a neighborhood map. Various colored dots, symbols and pins can be used to identify location of the assets. Mapping assets is a fun exercise that helps people visualize what and where the good things are in the neighborhood. Mapping is also helpful in seeing how different assets can link together.

1.1 IMPORTANCE OF COMMUNITY BASED PLANNING

a. WHAT IS COMMUNITY BASED PLANNING?

- * Putting decision making into the hands of the people that are affected
- * Community members taking control of their own neighborhoods through neighborhood planning and involvement
- * Community members devising solutions and implementing neighborhood improvement plans by coming together
- * Community members addressing an issue(s) together

b. WHY ARE ADVANTAGES OF NEIGHBORHOOD LEVEL PLANNING?

- * Community projects and decisions are more successful and receive more support
- * There is more community involvement
- * Community concerns and priorities are known, acknowledged and addressed
- * Community members know what is best for their community and have a vested interest in what happens

c. EXAMPLES OF COMMUNITY ISSUES OR PROJECTS:

- * Land use
- * Homelessness
- * Building a park
- * Organizing a parade
- * Starting a mentoring program
- * Organizing a block party

1.2 "NEEDS-BASED" VS. "ASSET-BASED" COMMUNITY DEVELOPMENT

a. WHAT IS "NEEDS-BASED" COMMUNITY DEVELOPMENT?

- * Focusing on the negative aspects of the community
- * Identifying the needs in a community and then figuring out how to meet the needs
- * Looking outside of the community for answers

b. WHAT IS "ASSET-BASED" COMMUNITY DEVELOPMENT?

- * First identifying the good things that exist in the community before seeking outside help to build on those assets
- * Linking assets together to improve the community
- * Building relationships between neighbors, local associations and institutions

1.3 ASSET IDENTIFICATION AND MAPPING

a. WHAT IS ASSET IDENTIFICATION?

- * Finding the positive things about your community and listing them
- * A complete identification means having list of applicable information to the asset such as: contact name, address and phone number

TWO TYPES OF ASSETS: Formal assets and Informal assets

- * **Formal assets** can be found using a directory like the yellow pages or the Community Services Directory. These can include businesses, organizations, parks, etc.
- * **Informal assets** are things that are probably not acknowledged on paper. Informal assets could include: a neighbor who watches your children or individual's talents.
- * Both types of assets are necessary in community planning.

b. WHAT IS ASSET MAPPING?

- * Asset mapping is identifying and labeling the assets of your community on an actual community map
- * For instance, if your community of interest is a school, you could identify the basketball court as an asset and use the school map to place a red dot on the location of the basketball courts.
- * If your community of interest is the neighborhood where you reside, you could:
 - * Designate schools, faith organizations, businesses and other assets by symbols
 - * Use different colored highlighters, stickers, pins or small symbols such as a dollar sign (\$) for businesses to emphasize the positive aspects of a community

WHAT ARE ADVANTAGES OF ASSET MAPPING?

- * Visualize number of valuable assets in your neighborhood
- * See the location of the assets in relations to each other

**WORKSHOP
PRESENTATION**

**WORKSHOP 1
IDENTIFYING AND
MAPPING ASSETS**

PROPOSED WORKSHOP GUIDE:

Time	Activity / Topic	Presentation	Materials Needed
15 MIN	Introductions and Icebreaker	Ask the participants to introduce themselves and ask participants to state an important issue they would like to see addressed in their community	
2 MIN	Agenda	Introduce the Agenda Ask participants if any changes or additions are needed to be made	* Agenda
5 MIN	Survey	Distribute Handout 1: PRE-WORKSHOP SURVEY Collect completed surveys	* Handout 1 * Pens
5 MIN	Objectives	Present objectives of the workshop	* Objectives written on Easel Pad * Markers
20 MIN	Community Based Planning	Present importance of Community Based Planning (See Background Information 1.1) Discuss * Examples of neighborhood planning that the participants have been involved in * Examples of changes made in the community without the input of community residents and the impacts of the decision on the community Distribute and Discuss Handouts 2 and 3	* Easel Pad * Markers * Handout 2 * Handout 3
5 MIN	Present	Present "Needs-Based" vs. "Asset-Based" Community Development (See Background Information 1.2)	
10 MIN	Break		* Snacks / Drinks

**WORKSHOP
PRESENTATION**

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PROPOSED WORKSHOP GUIDE CONT.

Time	Activity / Topic	Presentation	Materials Needed
5 MIN	Present	Present Asset Identification and Mapping (See Page Background Information 1.3)	
40 MIN	Exercise	<p>Ask the participants to break up into groups to brainstorm on:</p> <ul style="list-style-type: none"> * Assets of the Neighborhood (Formal and Informal) 15 MIN * Asset categories that pertain to the issue of interest 15 MIN <p>Examples of categories:</p> <ol style="list-style-type: none"> 1. Local Institutions 2. Community Based Organizations (CBO's) 3. Skills of Individuals <p>Discuss results of each group 15 MIN Distribute Handout 4 (INDIVIDUAL ASSETS SURVEY)</p> <p>Note: If your group is small enough, brainstorm together to avoid duplicating answers</p>	<ul style="list-style-type: none"> * Easel pad sheets for each group * Pens / Markers * Handout 4
5 MIN	Assign Roles	<p>Assign ROLES for upcoming workshops:</p> <ol style="list-style-type: none"> 1. Time Keeper 2. Recorder 3. Result compiler 4. Researcher 5. Other: _____ 	<ul style="list-style-type: none"> * Easel Pad * Markers

**WORKSHOP
PRESENTATION**

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PROPOSED WORKSHOP GUIDE CONT.

Time	Activity / Topic	Presentation	Materials Needed								
10 MIN	Assign Tasks	<p>Assign TASKS for the week:</p> <ol style="list-style-type: none"> 1. Collect asset data from the following sources: <ul style="list-style-type: none"> * Individual Surveys * Local Institutions * Citizen's Organizations * Others? _____ 2. Collect the following information from the above sources: <table style="width: 100%; border: none;"> <tr> <td>* Name</td> <td>*Description of Services</td> </tr> <tr> <td>* Address</td> <td>*E-mail address</td> </tr> <tr> <td>* Contact person</td> <td>*Phone number</td> </tr> <tr> <td>* Fax number</td> <td></td> </tr> </table> <p>Distribute Handout 5 as a guide for collecting contact information Record who is doing what task and what roles</p>	* Name	*Description of Services	* Address	*E-mail address	* Contact person	*Phone number	* Fax number		<ul style="list-style-type: none"> * Easel Pad * Markers * Handout 5
* Name	*Description of Services										
* Address	*E-mail address										
* Contact person	*Phone number										
* Fax number											
10 MIN	Wrap Up	<p>Review objectives of Workshop 1 Overview of Workshop 2 (Remind participants to meet at the local library for Workshop 2) Answer questions</p>									

WORKSHOP PREPARATION WORKBOOK

Research

* What are some examples of community planning in the neighborhood?

* What issues need to be addressed in the neighborhood?

* What are the neighborhood assets?

* Which of these assets relate to the issue(s) which will be addressed?

SAMPLE AGENDA

I.	Introductions and Icebreaker	15 MIN
II.	Pre-Workshop Survey	5 MIN
III.	Objectives of the Workshop and Review of Agenda	7 MIN
IV.	Importance of Community Based Planning	20 MIN
V.	"Needs-Based" vs "Asset-Based" Community Development	5 MIN
VI.	Break	10 MIN
VII.	Asset Identification and Mapping <i>Brainstorming Formal and Informal Assets</i>	45 MIN
VIII.	Assign Tasks and Roles	15 MIN

What needs to get done and by when?
Who will do the task?

Roles for the Workshop Series

- | | | |
|-----------------|----------------------|------------|
| 1. Time Keeping | 3. Compiling Results | 5. Others? |
| 2. Recording | 4. Research | |

Collect Asset Data

- | | |
|----------------------------|--------------------------|
| 1. Individual Surveys | Ongoing |
| 2. Local Institutions | Bring Next Time, Ongoing |
| 3. Citizen's Organizations | Bring Next Time, Ongoing |
| 4. Others? | |

IX.	Wrap up	10 MIN
	Review Objectives of Workshop 1	
	NEXT TIME: Workshop 2 - Finding and Collecting Information	

PRE-WORKSHOP SURVEY

1. How long have you been a member of this organization? _____
2. What is the main reason you think you are a successful organization?
 - a. Perform meaningful tasks
 - b. We are a motivated group
 - c. We are well organized
 - d. Other _____
3. What is the main reason you think your organization is not having as much impact on the community as you would like it to have?
 - a. Did not perform meaningful tasks
 - b. We are not motivated enough
 - c. We are not well organized
 - d. Other _____
4. What skills are you expecting to gain from the Linking Neighbors Workshop?

5. What topics would you like to see covered in this workshop?

6. Do you have a clear idea of what the purpose of the workshop is?
 - a. Yes
 - b. No
 - c. I think I do

STEPS IN NEIGHBORHOOD PLANNING

- STEP 1: Collect Information
- STEP 2: Make Sense of Information and Pinpoint Issues
- STEP 3: Set Outcomes, Goals and Objectives
- STEP 4: Select Your Priorities
- STEP 5: Complete the plan for your priorities
- ◆ Alternative methods
 - ◆ Strategies
 - ◆ Specific Actions
 - ◆ Timelines
- STEP 6: Put Your Plan Together
- ◆ Outcomes
 - ◆ Goals
 - ◆ Objectives
 - ◆ Strategies
 - ◆ Specific Actions
- STEP 7: Figure Out How to Implement the Plan
- STEP 8: Monitor, Evaluate, and Update the Plan

WHAT IS IT GOING TO TAKE?

 TIME AND ENERGY 

 COMMITMENT 

 SKILLS 

 ORGANIZATION 

 INFORMATION 

 MONEY/DONATIONS 

INDIVIDUAL ASSETS SURVEY (SAMPLE)

We are organizing a block party in your area. Please join our effort by marking an X on the lines that are in your skill area.

- ORGANIZING AN EVENT
- LETTER WRITING TO LOCAL GOVERNMENT OFFICIALS OR MEDIA FOR SUPPORT
- GOING DOOR TO DOOR FOR VOLUNTEERS RECRUITMENT
- COOKING
- CARPENTRY
- ORGANIZING GAMES FOR ADULTS AND CHILDREN
- TEACHING A SKILL TO AN INDIVIDUAL OR GROUPS
- MAKING FLYERS
- GRANT WRITING
- PUBLIC SPEAKING

HANDOUT 5

**WORKSHOP 1
IDENTIFYING AND
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COMMUNITY RESOURCE BUILDING

ORGANIZATION	LOCATION/ PHONE NUMBER	CONTACT PERSON	WHAT HELP HAS BEEN OFFERED?





**RECORDING
WORKSHEET**

**WORKSHOP 1
IDENTIFYING AND
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**Who will gather information for the identified assets
in the below categories?**

- INDIVIDUALS _____
- BUSINESSES _____
- ORGANIZATIONS _____
- OTHER? _____

Who will be...

-  THE RECORDER _____
-  THE TIME-KEEPER _____
-  RESULT COMPILER _____
-  RESEARCHER _____