Resource 10

How to Use “Community Assets Mapping” for Community Building

Too often communities focus on their deficiencies and problems rather than on their assets, including tangible and intangible resources that can be built upon to strengthen the community. Use this tool to help you to recognize individual and community assets and begin the process of community building.

Objectives:
- Identify key components (people, institutions, organizations) of local communities
- Envision strategies to involve the diverse groups of community stakeholders as partners in planning and implementing educational work
- Develop strategies to ensure participation from traditionally under-represented groups in the community
- Identify community expertise and knowledge

Exercise 1. Identifying Personal Knowledge, Skills and Assets

Use the following diagram to explore your own gifts, talents, interests and skills. Feel free to identify non-academic skills and insights. Your personal assets may include:

- Abilities and Interests
  - cosmetology, carpentry, gardening, photography, crafts, entertaining, dancing, etc.
- Expertise
  - accounting, foreign languages, local history, computers, healthy behaviors, cultural insights, etc.
- Outdoor Activities and Athletics
  - hiking, hot air ballooning, skiing, fly fishing, astronomy, yoga, etc.
- Domestic Skills
  - baking, piñon picking, canning, quilting, pottery, doll collecting, etc.
- Social Skills
  - public speaking, listening and interviewing, mediation, story telling, etc.
Exercise 2. Identify Community Resources
List your knowledge on any of the following resources in your community. Share a few of these identified assets with your colleagues.

Artists and cultural institutions

Social service agencies

Senior citizen organizations and individuals

Libraries and bookstores

Higher education opportunities

Churches and faith-based organizations

Childcare providers

Fraternal organizations and clubs

Law enforcement offices

Media and publication agencies

Locally-owned and large businesses

Health providers and services

Food services and restaurants

Banking and credit institutions

Community-based organizations

Entertainment groups and offices
Exercise 3. Identifying Skills and Knowledge in Community Resources

A strategy to develop long-range partnerships is to visualize the knowledge and skills that are embedded in our communities. Often community partners are not invited to contribute to school activities or need some coaching to bring their resources into the schools.

Use this tool to list the knowledge, skills and human resources in your community.

<table>
<thead>
<tr>
<th>Organization/Entity</th>
<th>Knowledge Base and Skills</th>
<th>Possible Collaboration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Kiwanis</td>
<td>Fund-raising, community welfare, civic projects, leadership training, public speaking, rules of order for meetings</td>
<td>Teach students about how to conduct effective meetings, leadership skill training, scholarships</td>
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