



Community Connection through Asset Mapping

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With our **Community Connection through Asset Mapping Process (CCAMP)**, you take the “first step” on a journey of *discovery, connection and transformation* for yourself and your community. **Whether you are a school, a youth group, a faith community, a neighborhood association, a library, a town planner, or even a state planning office**, you can now discover citizen resources and build capacity by organizing your ability to care, thus working smarter, not harder. This project, based on the work of Kretzmann & McKnight, places technology at the service of human and community development, where supportive relationship building is the driving force behind everything you do.

What Community Asset Mapping Can Do:

DISCOVERY: *Of local needs and human potential*

Asset Mapping helps communities respond to needs by discovering their natural assets in people, places, and things. At the core of the process, face-to-face conversations are started using surveys that capture the needs and concerns of individuals and organizations along with their skills, resources and opportunities. Through two surveys - one for individuals and one for organizations, you get a comprehensive picture of both needs and resources within your school, neighborhood, or community. This provides both a needs assessment and a capacity inventory in one format, which promotes your vision and organizes your ability to care. There's opportunity behind every survey. This mapping process becomes a form of *action research*.

CONNECTION: *Mobilizing an informed and engaged group of citizens*

Survey information is entered into an interactive web-based database called a Resource Bank. This database enables you to build over 100 customized reports, which *intelligently* matches resources with needs - **viewed and layered on geo-maps**. You are now prepared to mobilize people and resources for

mutually beneficial problem solving and community resource exchange, based on your action research. This process creates a culture of *participatory democracy* built on a foundation of grass-roots responsibility and self-determination which greatly impacts the levels of civic involvement and *community inclusion*.

TRANSFORMATION: *Transformational leadership is generated, bridging empowered citizens with community organizations and local government.*

Local citizens (*youth and adults*) now have a place at “the table” and experience what it's like to be **social entrepreneurs** within their neighborhoods. With their resource bank, they have leverage (*knowledge is power*) to meaningfully participate with community organizations and government entities in the process of planning and evaluating community building initiatives – economically, geographically, educationally and developmentally. Researched information of local needs and citizen/organization-based resources is layered onto local geo-maps, which greatly enhances community planning for mutually beneficial problem solving. The Resource Bank database meaningfully organizes local needs and resources, tracks utilization of these resources with outcomes, and produces reports on the capacity building process of individuals and organizations.

Responsible and productive civic mindedness pervades the community

The Connecticut Assets Network has organized its Community Asset Mapping Project to be accessible on the internet. This allows for efficient and broad updates to the system, and easy access for community groups all over the country. It also increases the scope of its utility for statewide, regional and national groups to access and utilize their database for mobilizing and reporting on many different geographic levels.



Success is the JOURNEY, not the DESTINATION.

Your Training Manuals for *The Community Connection* include helpful information to guide your project on 3 tracks:

- Track 1: How To Build Your Project Design Team (PDT) (i.e., steering committee)
Task groups for marketing, recruitment, training, mapping, funding, and sustainability
- Track 2: How To Build Your Asset Mapping Team
Sample vision, mission, goals, timelines for your project, asset mapper contracts, incentives, scripts, etc.
- Track 3: How To Build Your Team for *Local Evaluation And Planning* (LEAP)

What are the Outcomes with the Community Connection through Asset Mapping Process?

Initial Outcomes: (1 to 8 months)

1. Community Orientations to the “Asset Approach” create a *common language* within your network.
2. Establishment of your Project Design Team with task forces rooted in the community.
3. The Community adopts a new Vision and Language – “That all may participate”.
4. Surveys (conversation guides) for needs and resources are customized to fit your needs.
5. Survey Plan & Community Teams are established with vision, mission, goals, logistics and timelines.
6. Marketing Plans are created for your project to promote your asset mapping campaign.
7. Active Partnerships with community groups are planned for networking and support.
8. Your neighborhood or town initiates a process of resource exchange and community inclusion.

Intermediate Outcomes: (6 to 18 months)

1. Surveys are collected and processed (ongoing process).
2. ***Needs are confirmed and resources discovered*** for your Neighborhood “Resource Bank” Database.
3. An informed and engaged group of citizens is generated through 1:1 conversations.
4. Reports on *interests* (needs), *resources* (skills, providers, materials, meeting sites) and *opportunities* are generated (ongoing).
5. Active partnerships with collaborating community groups are formed, tracked and maintained.
6. Ongoing projects are developed and tracked based on neighborhood needs, resources and opportunities.
7. Participation in the Assets Network Learning Communities and List Serve to share your successes and learn from the success of others.
8. An increased sense of hope throughout the neighborhood, school, community or state through stories.

Long Term Outcomes: (12 to 24 months, and ongoing...)

1. A Neighborhood “Resource Bank” Database becomes part of your neighborhood culture (ongoing).
2. Greater citizen participation in mutually beneficial problem solving and *Living The Community Vision*.
3. Community Stories on growth and transformation documented by Reports on Capacity Building.
4. Active Partnerships are sustained utilizing a “smart” Geographic Information System (GIS).
5. Ongoing projects based on neighborhood needs & capacities (increased capacity to respond).
6. Local citizens become partners with leveraging power and act as social entrepreneurs.
7. Greater investment in the social, economic, and organizational growth of your community.
8. An increased capacity for planning and evaluation based on action research – both locally and statewide.

For more information please contact:

Gregory Ryan, LCSW, CPP-R
Connecticut Assets Network
530 Silas Deane Highway, Ste 220
Wethersfield, CT 06109

Tel: 860-571-8463 / Fax: 860-571-8465 / Web: www.ctassets.org or www.thecommunityconnection.org