



Community Connection Asset Mapping Process (CCAMP)

- Orientation
- Training
- Leadership Development
- Pricing

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CCAMP Orientation, Training, And Leadership Development

The *Community Connection Asset Mapping Process*[®] (CCAMP[®]) is a tool intended to serve new or existing local efforts by building social capital, natural social-support networks, and capacity for the mobilization of resources within community settings. Many of these local efforts apply national frameworks such as the 40 Developmental Assets[®] (HC-HY[®]), Communities That Care (CTC), Asset Based Community Development (ABCD), America’s Promise, or some form of Positive Youth Development (i.e., Karen Pittman’s *Ready By 21* initiative). Rather than compete with these proven and promising frameworks, CCAMP supports them by uncovering and mobilizing the organizational and social resources necessary to both enhance and sustain them in community settings.

Orientation, training and leadership development for using the CCAMP system is carried out using a Training of Trainers (TOT) approach that empowers the local community. A community led series of highly interactive sessions ensures each initiative enjoys the greatest likelihood of success. The CCAMP System involves:

- Convening a new or existing community-level team to facilitate the planning and implementation of sustainable social networking systems;
- Harnessing the power of the internet to organize and manage the community’s vast organizational and social resources beginning with a ‘user-initiated,’ online survey process;
- Conducting guided conversations with youth and other target populations to discover the myriad individual resources (gifts and talents) and connect these to the needs, hopes and dreams of community members;
- Providing the general public with powerful search engines and geo-mapping to individually connect with and utilize available resources, opportunities and experiences in the community.
- Illustrating through stories of transformation the mutual (and community wide) benefits of connecting people to people in natural social-support networks;
- Generating powerful reports, based on community data interfaced with GIS mapping, to conduct community planning that responds directly to people’s stated interests and needs; and
- Creating opportunities for youth and marginalized populations to participate in community, e.g., co-creating projects, determining gaps in services and resource allocation for the greater good.

CCAMP licensees are empowered through a training of trainers (TOT) approach in three phases, increasing the likelihood of a sustainable resource mobilization initiative.

1. Phase 1 - Orientation and Start-up (required)

Timeframe	Up to 10 hours
Vehicle	Webinar/Distance Conferencing and/or Phone and on-site Technical Assistance

CAN staff:

- learns the needs and expectations of the community group for CCAMP and
- learns about the group’s readiness to begin a *Community Connection Asset Mapping Process*
- recommends activities designed to support the community group in meeting their goals based on readiness, local conditions and culture.

The Community Group:

- receives a *CCAMP System Handbook*, a comprehensive orientation to the *Community Connection Asset Mapping Process (CCAMP)*, including information on CAN’s Village Building concepts rooted in evidence-based practices. The Handbook is fully supported with relevant glossary, handouts, worksheets, activities, etc.
- receives a *CCAMP System Start-up Package** intended to assist community groups to personalize their CCAMP resource bank database on the internet.
- discusses conversion of data from existing databases to CCAMP system, if requested, and/or modifications to various CCAMP features and libraries.

CAN Staff and Community Group:

- discuss and determine a timeline for training and technical assistance.

*** CCAMP System Start-up Package contains:**

- Worksheet 1: *Project Administrator’s Information*
- Worksheet 2: *User Registration* to register CCAMP “users” according to CCAMP license specifications
- Worksheet 3: *Modifications to Survey Information* (modifications are optional) can be facilitated by using this worksheet. See surveys, research and publications at www.thecommunityconnection.org

II. Phase 2 – Training and Technical Assistance (customized)

Timeframe	Up to 12 months	
Training and Technical Assistance Package	Includes Four to Six Progressive Training Sessions Up to 4 hours per session	
Multiple Vehicles Involved in Each Session	Individualized Phone Conferencing	1 Hour, Pre and Post Webinar
	Webinar for group instruction and sharing	2 hours
	Related materials available on Online Community Server	Ongoing
	Phone Help Desk	During normal business hours M-F / 9-5 EST as needed.

A series of highly interactive webinars are designed as formal training modules, each with its own set of goals/learning objectives/materials. Each session provides support to the local community with:

1. Assessing Readiness and *Drivers of Success*
2. Building the Project Team
3. Developing an Asset Mapping Strategy and Team
4. Utilizing The Database Capabilities: Empowerment Through Access to Knowledge, Skills & Opportunity
5. Reports that Rock: Making Community Connections / Mobilizing your Assets
6. Local Evaluation and Planning (LEAP): Transformations and Outcome based Planning

Sessions progressively generate the active participation of:

- community/grassroots Project Team members, i.e., those individuals known to be “community connectors;”
- youth and adult asset mappers who learn to have conversations through individual surveys to engage others in talking about what helps them thrive;
- data entry coordinators and others with varying levels of management responsibility for community data (including administrators, project managers, data coordinators, readers, etc.);
- local evaluation and planning (LEAP) team members; and
- the general public through presentations, forums on mapping results and community and youth development strategies.

Sessions: Content in Detail

Session 1: Project Readiness and Drivers of Success

- Assessing your readiness—beginning with the end in mind
- Key Elements of a CCAMP initiative: 6 Drivers of Success
- Project setting, infrastructure and motivation for a CCAMP initiative
- Developing a Project Strategy focused initially on organizations, individuals or both

Session 2: Developing Your Project Team: Leadership, Orientation and Training

- Three (3) Key Questions for assembling and motivating your Design Team;
- The basics of Village Building: Why Asset Map?
- Sharing the who, what, when, where, why, and how of the initiative locally: conducting the first project team meeting;
- Call to Action through 1) Implementation, 2) Communication and Marketing, 3) Development and Sustainability, and 4) Evaluation

Session 3: Developing an Asset Mapping Strategy and Team

- Developing an Asset Mapping Strategy
- Modeling the Asset Mapping Process: Igniting Small Sparks
- Organizations: Asset Mapping On-Line
- Individuals: Asset Mapping in Pairs (1:1) or Groups
- Community Connectors: Preparing volunteers for outreach in the community

Sessions: Content in Detail (continued)

Session 4: The CCAMP Resource-bank Database: Empowerment through Access to Knowledge, Skills & Opportunities

- Organizational Mapping—online data entry and compilation
- Individual Mapping and findings—data entry and compilation
- Monitoring online input of organization data, volunteers, stories, etc.
- Ready, Set, Survey Input: Getting it right/making it useful
- The Volunteer Module – Tracking by Categories, Projects, Volunteers, hours and impact

Session 5: Reports that Rock: Making Community Connections / Mobilizing your Assets

- Creating and using Organization reports for collaboration, resource sharing, networking, etc.
- Creating and using Individual reports on needs, interests, skills, and capacities
- Creating and using Volunteer reports
- Data searching, queries, geo-mapping and layering of data
- Using communication and networking technologies to leverage assets
- Bringing your coalition/group to the next level (e.g., from networking to collaboration)

Session 6: Local Evaluation and Planning (LEAP): Transformations and Outcome based Planning

- Accessing stories of transformation to support your evaluation
- Using data to study resources and needs, gaps in services and resource allocation
- Volunteer-tracking to report ‘in-kind services’ for grant writing, etc.
- Support Sustainability: Conducting spatial and administrative level analysis of data through integrated GIS technologies
- Access to Census Data: Toward Greater Cultural Competency

III. Phase 3 - Leadership Development and Capacity Building

Learning Communities for Capacity Building (ongoing)

Time Commitment	Ongoing and voluntary 2-6 Hours per Learning Community
Vehicles May Include:	<ul style="list-style-type: none"> • Web-based community server • Webinars • On-site conferences (local, regional and national)

Phase 3 of the CCAMP experience, *Leadership Development and Capacity Building*, begins as the interactive training in Phase 2 nears completion. This phase uses a learning community style, and provides an ongoing forum for information and resource exchange for experienced CCAMP user groups who are looking to expand their understanding of the many capacities of CCAMP. Users are supported in their understanding of Village Building technologies for enhanced positive youth and community development.

Periodic strategic conversations take place in three formats:

A Community Server	Harnesses the power of 24/7 internet chat rooms, postings of reports, stories of transformation, evaluation strategies, etc. to build local capacity and support networking.
Webinars	Support holding strategic conversations on relevant topics
Learning Communities	<p>Allow face-to-face networking and sharing of unique applications of CCAMP. Learning Communities may involve:</p> <ol style="list-style-type: none"> 1. Show-and-tells about local, innovative applications of CCAMP 2. Discussions regarding CCAMP’s ability to improve the quality of life in local community sectors, (when possible) such as: <ul style="list-style-type: none"> • Libraries and neighborhood branches • People with Disabilities • People in Recovery from Addictions, Mental Illness, etc. • Youth and Youth serving organizations • Neighborhood Associations, Town and Municipal Planning Departments • Local Community Foundations • Faith Communities • Schools and School Districts, Career Centers, etc. • State Departments to better organize foster care, housing, social services, etc. • Workforce Competitiveness • Housing groups 3. Networking among similar community groups 4. CCAMP’s capacity to support Evaluation and Planning 5. Analysis of spatial and administrative level data through GIS technology, etc.



IV. Pricing for the CCAMP System

Access to the CCAMP technology is by license only:

- **First Year Fees include** License, Orientation, Training and TA: \$6,000.
- **Second year and following:** \$1,500 annually (additional charges may apply)

Fees are broken out as follows:

<i>Timeline</i>	<i>Technology License</i>	<i>Cost</i>
1. First Year (one time only)	<ul style="list-style-type: none"> • License for Online Resource-bank Database (Set up & configuration) • License includes 5 Users [Administrator and Project Manager(s)] • Access to CCAMP’s Community Server 	\$3,500
2. Annually (2 nd yr and ff.)	<ul style="list-style-type: none"> • Renewal License for Online Resource-bank Database • Access to CCAMP’s Community Server 	\$1,500
3. Annually (1 st yr and ff.)	<ul style="list-style-type: none"> • Additional users are \$250 per user or \$1,000 for each group of 5 starting from the first year and paid annually. 	\$1,000

Phase 1. Orientation and Start-up—required (up to 3 months)

<i>Timeframe</i>		<i>Cost</i>
	Up to 10 hours	
<i>Vehicle</i>	Webinar/Distance Conferencing and/or Phone and On-site Technical Assistance	Included with Phase 2

Phase 2. Training and Technical Assistance—customized (up to 9 months)

<i>Timeframe</i>		<i>Cost</i>
	Four to Six Progressive Training Sessions of up to 4 hours each	
<i>Vehicle</i>	Single Session Format: <ul style="list-style-type: none"> • Individualized Phone Conferencing (1 Hour, Pre and Post Webinar) • Webinar (2 Hours each) for instruction and sharing • Related materials available in advance of Webinar through Online Community Server • Help desk during normal business hours M-F / 9-5 EST (as needed) 	Total: \$2,500 (Includes entire format)

Phase 3. Leadership Development: Learning Communities for Capacity Building (ongoing)

<i>Timeframe</i>		<i>Cost</i>
	2-6 Hours per Learning Community (not required / voluntary)	
<i>Vehicle</i>	May include: <ul style="list-style-type: none"> • Web-based community server (N/C) • Webinar conferencing • On-site conferencing (local, regional, national) 	Learning Community experiences are priced separately when scheduled and are often discounted.

1. **Please note:** all prices are subject to change at any time, and
2. **Discounts** are available when purchasing multiple licenses.