

# Mapping Community Assets

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## Community and Economic Development Team

4-H Roundup  
College Station, TX  
June 2011



Improving Lives. Improving Texas.



# Mapping Assets

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“Asset mapping is a process of learning what resources are available in your community”<sup>3</sup>

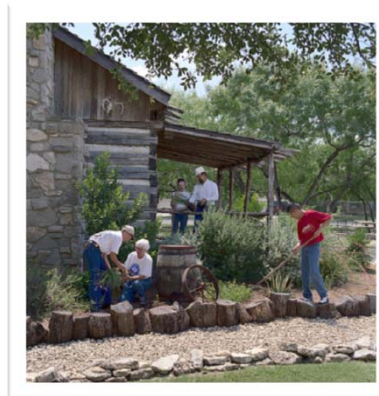
## The Process

- Mobilizes citizens and forms community relationships.
- Helps communities solve problems and create activities for themselves.
- Helps communities identify and mobilize local resources to reach community goals.
- Focuses on local strengths and capacities, and
- Evolves continually and simultaneously with a community’s goals and accomplishments.

# Mapping Assets

Asset mapping is based on understanding and inventorying community capital.

Community Capital is defined as “any asset in the community that has the potential to produce even more assets”.






# Identifying Assets

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**Human Capital:** Skills, education, health

**Cultural Capital:** Language, rituals, traditional, crops, dress



**Natural Capital:** Air, soils, water (quality and quantity), landscape, biodiversity

**Financial Capital:** Income, wealth, security, credit, investment

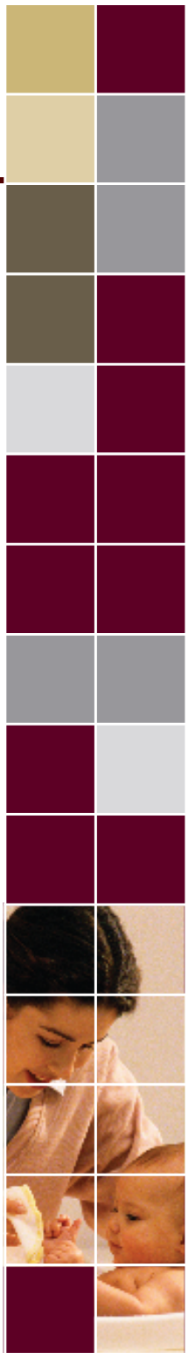
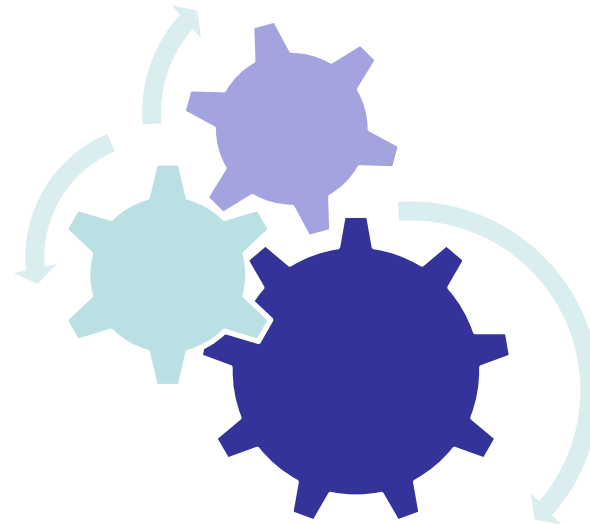
**Built Capital:** Water Systems, sewers, utilities, health systems

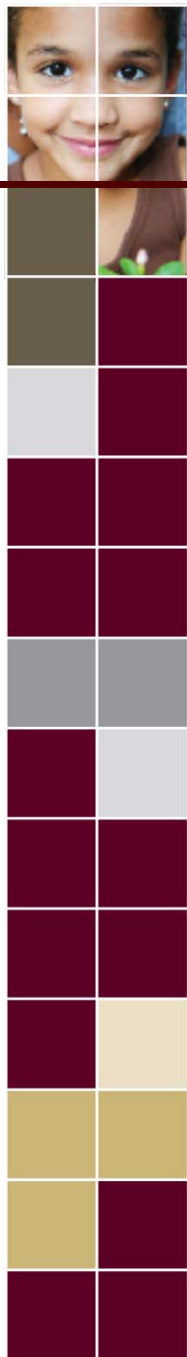
**Political Capital:** Inclusion, voice, power

**Social Capital:** Leadership, groups, bridging networks, bonding networks, trust, reciprocity

# Creating Synergy

- The process works best when capacities are mapped and synergized dynamically so that they multiply their impact.





# Example of Mapping Assets

Inventories can be compiled using brainstorming, directories, photographs, maps, surveys, and interviews.

- One Example of How it Works  
**The Newspaper/ Media Outlet Problem**



# Technology & Mapping Assets

- GIS and GPS – great tools for Mapping Assets

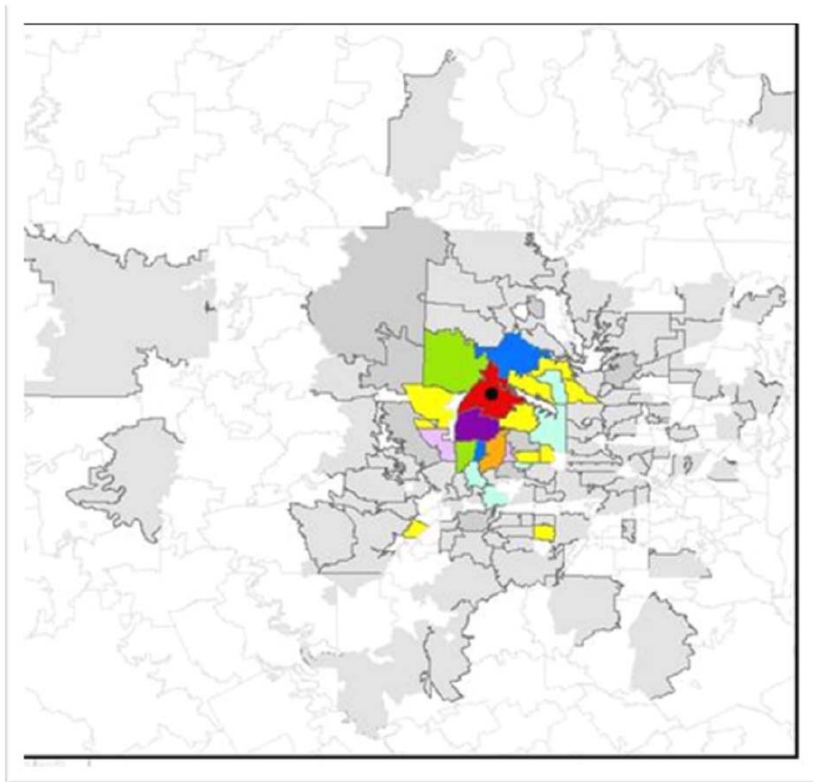
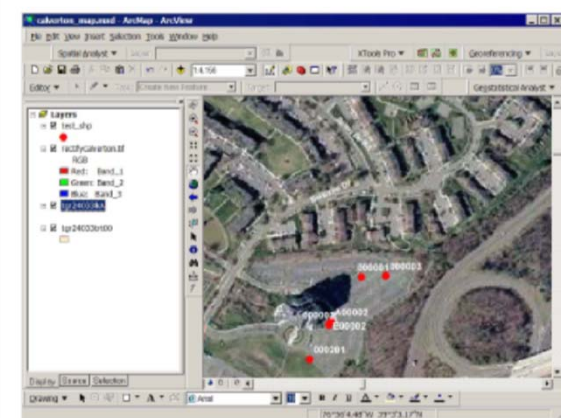


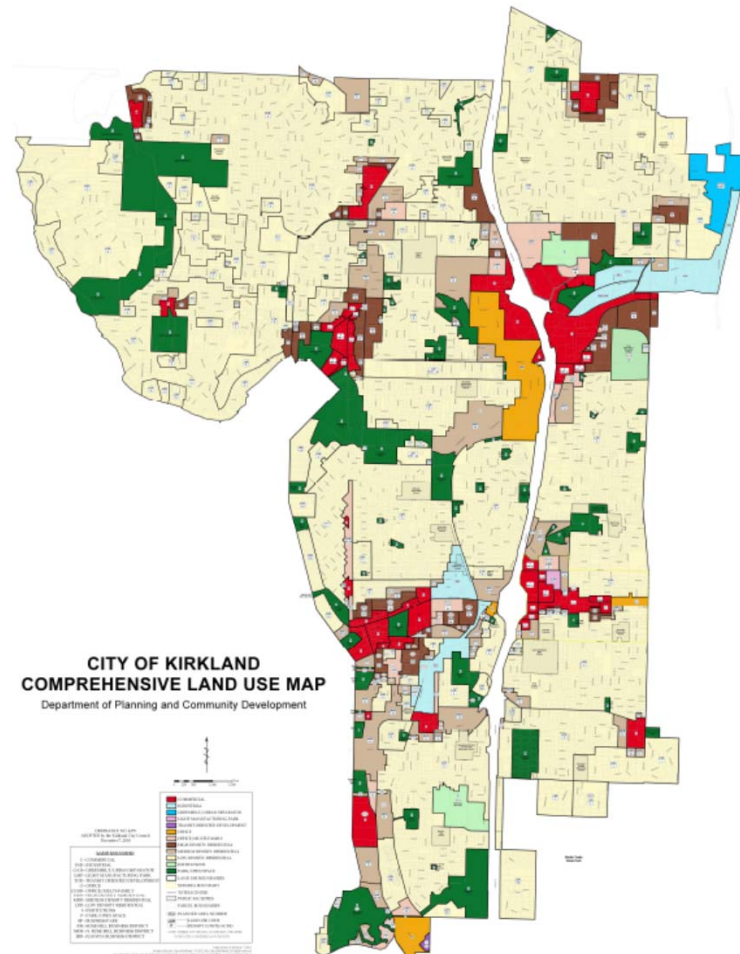
FIGURE 9. THE DATA IN ARCMAP





# Mapping Synergies

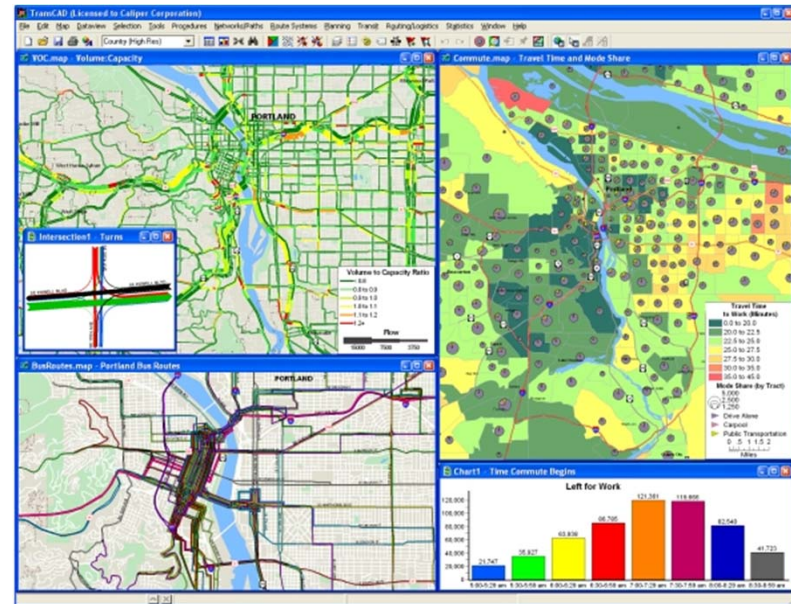
- GIS and GPS – great tools for identifying synergies





# Mapping Synergies

- GIS and GPS – great tools for identifying synergies



<http://www.caliper.com/tcovu.htm>



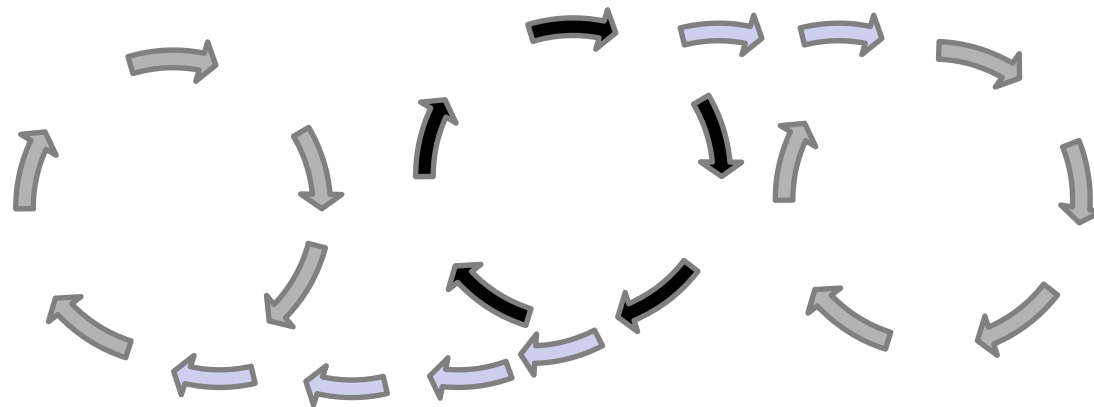
# Why Mapping Assets is Important

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- Identifying community capacities can help local leaders determine which goals can be accomplished
- If such activities are environmentally, financially, and socially sustainable.

# The End is just the Beginning...

- The **key** is that community strengths are recognized, inventoried, and mobilized.
- For the process to evolve with the community and its goals, efforts have to be made to consistently update asset maps continually build relationships among identified social capacities .





# What Communities Can Do---

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## Break Out Sessions

- a) Using GIS (ESRI) AGLS 301
- b) GPS AGLS 125
- c) Google Maps AGLS 129

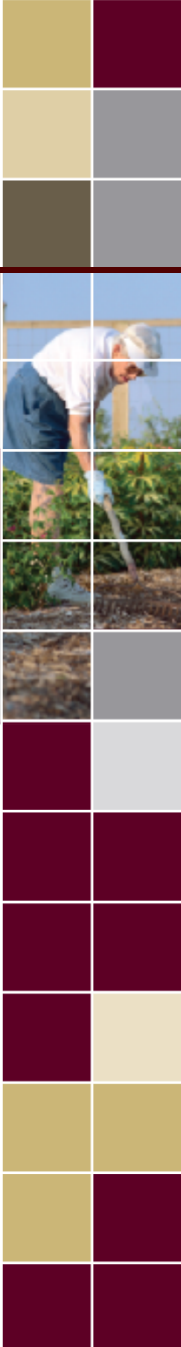


# Presentation References

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## References

1. Kretzmann, J., and McKnight, J. (1993). Building Communities from the Inside Out: a path toward finding and mobilizing a community's assets. Institute for Policy Research, Northwestern University.
2. Ayre, D., Clough, G., Norris, T., and Good, D. (2002). Trendbenders: Building Healthy and Vital Communities. Health Research and Educational Trust, Chicago, IL.
3. Green, G. and Haines, A. (2002). Asset building and community development. Sage Publications, CA.
4. Asset Mapping. Taken from: <http://extension.missouri.edu/about/fy00-03/assetmapping.htm>
5. Goreham, G., Tweeten, K., Taylor, C., and Fier, B. (2009). Beginning Again North Dakota: An asset-based development program for rural communities using a community capitals framework. NDSU Extension Service.
6. Theodori, G. (2007). Preparing for the Future: a guide to community planning. The Southern Rural Development Center.



# How you can map in your community...

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Engage in a local asset mapping process relevant to a current goal.

Communities can inventory and build on previously unidentified or overlooked strengths of their local citizens.

Communities can identify what existing community assets can be connected to multiply their impact by creating new efforts with unique approaches.

**One Day 4H**

**Identifying Opportunities/Resources for developing job skills**

**District Leadership Lab Activity**

**Publish your project at [ruralcommunities.tamu.edu](http://ruralcommunities.tamu.edu)**