



The following document was contributed to the Toolkit by ABCD Faculty Member Dan Duncan.

Asset Mapping Eight Steps to Increase and Support Resident Engagement

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Asset Mapping

Eight Steps to Increase and Support Resident Engagement

The goal of this tool goes beyond engaging residents as advisors for institutional action. The ultimate measurable goal is to increase the number of residents who are actively involved in the lives of the children in their neighborhood.

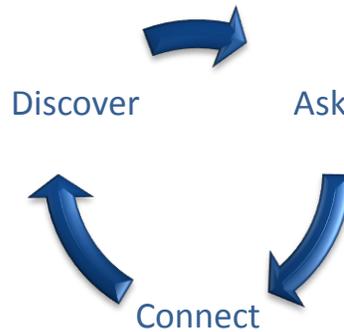
This tool is based on the principles and techniques of Asset Based Community Development:

- A belief that everyone has gifts, something to contribute to common good of the neighborhood. To build a strong community we need residents to become engaged and share their gifts
- Everyone cares about something and their passions are their motivation to act.
- We have to be very purposeful in implementing the three steps of resident engagement.
 - Use learning conversations to discover the gifts and passions of the residents
 - Ask people to get involved, and share their gifts around the issues they care about.
 - Connect people with the same passions to act collectively for the common good.
- The goal is to have more residents become involved by sharing their gifts, based on their passions. Not to just attend meetings.

To Increase Community Engagement

1. Commit the staff resources for community organizing activities
2. Identify a resident leadership team to guide the work in the identified neighborhood.
3. Support the resident leadership team to go through the Resident Engagement Asset Mapping process and develop a plan for action.

Resident Engagement/Asset Mapping Process



The following outlines the 8 key steps the Resident Leadership team should implement to develop greater community engagement by residents in an identified neighborhood.

1. **Identify the initial neighborhood boundaries** – Ask the resident leadership team to identify the boundaries of the neighborhood they want to be responsible for.
2. **Prepare an initial asset map of the neighborhood** – Tape a large piece of paper on the wall and have the team draw the boundaries, streets, and assets of their neighborhood. (Note: this first map will typically just map the institutional assets of the neighborhood, parks, schools, businesses, agencies etc. The next 3 steps will add the assets of the residents themselves).
3. **Create a gifts survey to identify the gifts and passions of the residents in the neighborhood** – Create a short interview survey that can be used to identify residents, their address, and the gifts (skills, knowledge and abilities) they are willing to share and their passions (the issues they care about so much that they are willing to get involved if asked).
4. **Interview people they know and people they know to identify resident gifts and passions.** Never interview anyone you do not know. This step will generate a significant number of completed surveys without anyone having to interview someone they do not know.
 - a. Have the Resident Leadership Team interview each other.
 - b. Ask the Team to interview 5-10 of their friends who live in the neighborhood.

- c. Ask the people they interview to interview 5-10 of their friends that live in the neighborhood

Note: A 10 member resident leadership team can generate more than 100 completed surveys in a very short time.

5. Add the residents to the asset map. – Map the residents using the following three step process

- Group the surveys by what people care about – that is their motivation for action.
- Assign a different colored sticky dots to each passion (i.e. Kids/Red, Seniors/Blue, Safety/Yellow, Animals/Green, etc.)
- Write the residents name on the sticky dot and place it on the map where they live.

Hint: you might want to ask your local governmental planning body to provide the team a large map with streets and addresses so make it easier to map the residents' actual addresses. This is an example of low-cost asset an institution could contribute to help increase community engagement

6. Connect residents that live close together with the same passions and ask them to come together to share their gifts to accomplish something related to their passion. The goal is always to increase the number of people that are sharing their gifts to increase their community's well-being and the easiest way to do that is to create small groups of residents working together around something they all care about.

7. Continually ask people to bring more residents into the action. We need to be continually working to increase the number of residents engaged. Everyone should always be on the look-out on how they can help **identify** the gifts and passions of other residents they know and ask them to get involved.

8. Recognize and Celebrate successes. – To sustain and grow engagement and action we need to always take time to recognize and celebrate our successes. Keep it fun!