Asset Mapping:
Every Community has a story
Why community assets?

- Engage with residents
- Positive story of the community
- Highlight community strengths
- Recognize gaps
- Discuss opportunities
- Help mobilize a community
Community Assets

Community assets are anything that improves a community. Assets are what we want to keep in our community, the things we want to build upon. Assets are what we want to sustain for future generations.

Assets can be physical, concrete things, like a historic building or 100 year old tree. Assets can also be intangible things, like the work of local volunteer groups that raise funds for the school or food bank.

Assets can only be identified by community members themselves. Asset mapping is an inventory of all the good things about your community.
Asset Mapping

- Local Assets are the Building Block to Communities
- Uncovers talents and skills (resources) found in the community
- Internally focused—relies on community, not outsiders
- Create your own story of your community
- **Snapshot process, Not a full inventory**
Mapping information about the community BY THE COMMUNITY to tell their story
<table>
<thead>
<tr>
<th>Asset</th>
<th>Both Process and Product</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Process</strong></td>
</tr>
<tr>
<td></td>
<td>Interaction</td>
</tr>
<tr>
<td></td>
<td>Discussion</td>
</tr>
<tr>
<td></td>
<td>Sharing of talents</td>
</tr>
<tr>
<td></td>
<td>resources</td>
</tr>
<tr>
<td></td>
<td>Begin initiatives</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Recognize a gap/weakness</td>
</tr>
<tr>
<td></td>
<td>Willing to invest in</td>
</tr>
<tr>
<td></td>
<td>themselves</td>
</tr>
</tbody>
</table>
Community Assets: Snapshot, three-step process

**Step 1: Community Workshop**
- Bubble maps
- In-person workshop

**Step 2: Online Asset survey**
- Expand on bubble maps
- Survey opens (4-5 weeks)

**Step 3: Data analysis of assets**
- Compile results
- Group themes
Asset Mapping
Step One
• Who are our local businesses?
• What opportunities do we have for partnering with local businesses?
• Do we have local credit unions?
• What resources do we have to grow more local business?
Asset Mapping
Step Two
8-10 mins to complete
• Widely advertised
• Paper copy provided to Extension Offices
• Media shares links
Asset Mapping
Step Three
Snapshot of Assets

- Bubble Maps
- Community Conversations
- Survey data
- Broaden Engagement
- Identify themes
- Frequency
Mining-dependent counties, 2015 edition

Mining-dependent counties are those where 13 percent or more of the county’s average annual labor and proprietors' earnings were derived from mining, or 8 percent or more of jobs were in mining, as measured by 2010-12 Bureau of Economic Analysis, Local Area Personal Income and Employment data. Note that county boundaries are drawn for the mining-dependent counties only. Map revised May 2017; see errata for details.

Community Asset Survey:
Community Participation

Next Steps:

https://www.surveymonkey.com/r/B8T6K7Y