Skills for Community-Centered Libraries: Curriculum for Public Library Staff

Asset Mapping

WebJunction Webinar Series, 2021

Part 3: Asset Mapping
Facilitator Guide

Community Asset Mapping

Total Time: 30 minutes **Purpose**: • Participants will reflect on the idea that community assets are everywhere—they themselves are assets, along with other individuals, institutions, and physical resources. They'll see that such assets are found not only in affluent communities but in other places, albeit in differing ways and to varying degrees. They'll create an asset map and a game plan for how to discover more assets. **Materials**: • PowerPoint slides loaded on computer/projected on screen • Flipchart with community asset brainstorm words/phrases from groups • Participant Guides • Pens		

Slides to use	Facilitator instructions/script
Slide 22	**Presentation and Whole Group Discussion (2 minutes)** Click to next slide **SAY:** ● **Let's take a look at the Free Library of Philadelphia's definition of a community asset. Can I have a volunteer to read the definition on the slide?**

- *Community Asset: The individuals (their knowledge, skills, attitudes, talents, awareness, social connections—everything they embody), community organizations, and larger institutions that provide resources and services to your local community.*

- **Looking back at your brainstorm from the beginning of the workshop, what could you add to your discussion that expands on your initial thoughts for community assets?**

Encourage participants to discuss qualities and strengths within themselves, their libraries, teams, community members, etc., as part of the map.

- **Let's go a little further. Earlier in this workshop, you listed your personal strengths. Those are assets, too.**

- **Assets are everywhere and they're not just physical. They are not only connected to money. They are anything that helps you and your community!**

Elicit responses if participants want to share; if not, move on.

TRANSITION, SAY:
- **Now that we're on the same page about assets, let's talk about mapping them.**

Click to next slide

	Whole Group Activity—Start an Asset Map (8 minutes)
Slide 23	**SAY:** • **What is an asset map? It is an inventory of resources in your community, including individuals, organizations, and institutions. Asset maps can be created in a variety of formats.** • **We are presenting a few example formats of Asset Maps created by librarians in Philadelphia after attending these workshops.**
Slide 24	• **In the first example, a librarian from the Philadelphia's Parkway Central Library created a city-wide Google map of resources for teens. The map is color coded by the type of resources. These resources include: Education, Housing, Sports, Arts, LGBTQ, Health & Wellness, Advocacy & Civic Engagement, among others.**
Slide 25	• **In addition to the Google map, there is a corresponding spreadsheet that lists the type of asset, closest library, region of Philadelphia, address, phone number, and contact or connection.**
Slide 26	• **In the second example, a librarian from the Walnut Street West Library created a Google map of the assets closest to her neighborhood library which include parks, gardens, communities of faith, universities, hospitals, schools, nonprofits, arts organizations and**

	government agencies.
Slide 27	• **In the third example, a librarian from Greater Olney created an Asset Map PowerPoint that describes existing assets and the type of relationship.**
Slide 28	
	• **In the last example, a librarian from the Kingsessing Library also used a PowerPoint to organize the local community asset.**
Slide 29	
Slide 30	• **The assets are color coded by type and each asset has their own page with a description of the services they provide.**
	• **Our hope is that giving you a various models of how to create an asset map will allow you to replicate this process for your library.**
Slide 31	• **Turn to the 1st page in your guide. You will see a community asset flowchart. This format considers different types of resources and lists specific assets in a given library's community.**
	• **The first step is getting the assets onto paper. That's what we'll focus on today: identifying the specific community assets that are present in the community.**
Slide 32	• **Before we create our map, let's consider the types of resources that could be considered assets in your community. As we discussed, our communities are comprised of unique resources including individuals, community**

organizations, and institutions.

- **Individuals provide a wealth of knowledge, skills, time, and their commitment. These "personal" assets may include business owners, retirees, activists, teens, and children, among many others.**

- **Next are community organizations that provide support through volunteer opportunities, services, and social support. They can also provide expert knowledge and connect you with community members who you'd like to see use your library services more often.**

- **Then there are institutions: larger public and private entities that provide educational opportunities (such as universities and colleges), economic development (such as grants or programming), libraries, hospitals, large and small business, parks, etc.**

- **People who work at these institutions (some of who may live in your community, as well) can offer access and connections into resources.**

- **This map is just an example and a starting point.**

- **As we mentioned before, there are many ways and methods to map a community— some of you may have already started community assets maps in your neighborhood library, perhaps in other ways or forms.**

- **Use what works for you and share your knowledge and experience of making asset maps with your fellow participants who are just starting on this topic.**

- **Let's consider the community assets surrounding the library where we are meeting today.**

Note to Facilitator: To manage the time for this activity keep the number of individual assets to 6, community organizations to 6-8, and institutions to 6.

- **We're going to start with individuals.**

- **Does anyone know of community members in this neighborhood that could share their knowledge, skills or time?**

- **If you don't know individuals in your library community, what is a way to connect with more people to identify assets?**

- **Now let's consider community organizations that provide support to this community.**

- **What are some ways to learn more about the community organizations that you could partner with?**

- **Lastly we'll focus on Institutions.**

	• **Can anyone share about their experiences working with institutions in your library neighborhood?**
	TRANSITION, SAY:
	• **Thank you for your thoughtful responses. It's exciting to hear about all of these potential assets.**
	Individual Activity—Start an Asset Map (10 minutes)
	SAY:
	• **Turn to the 2nd page in your Participant Guide.**
	• **Let's take 10 minutes to work on an Asset Map for your neighborhood library.**
	• **First you will want to make a list of your existing and potential assets.**
	• **Remember to consider the individuals, community organizations or institutions in your neighborhood that could potentially be an asset.**
	• **If you notice a gap in your map, you might want to reach out to your community organizer, speak with other library staff in your cluster or research on the Internet. For example, there are websites that track nonprofit organizations or specific services by zip code.**

- **I will be walking around, so if you need help getting started please raise your hand.**

- **If you have a well-established asset map at your neighborhood library and would like to share your knowledge with others, please walk around and offer your assistance.**

Set timer for 10 minutes; give 1-minute warning.

SAY:

- **It's okay and expected that you didn't finish this map; today was merely an introduction of how to get this map started.**

- **Creating your initial list is just the beginning.**

- **After you create your list you will want to consider the connections among the entities.**

- **For example, are there a large number of arts organizations in your neighborhood? How could you leverage these assets to create new partnerships and programming?**

- **Next you will want to create a format for mapping your assets that is sustainable for you. Are you someone who would prefer a binder with pages for different types of assets or would you prefer files on a shared drive.**

- **Formats that have been utilized by librarians in Philadelphia have included Google maps,**

	PowerPoint, spreadsheets, list of links or a binder with resources. • **You will need to establish a system for tracking changes and share this system with your team.** • **This will be a "living document" that will continually need to be updated and expand as you meet new individual and make more contacts with businesses, organizations, and institutions in your community.** **TRANSITION, SAY:** • **Okay, great work!**
	Small Group Discussion Debrief (10 minutes) **SAY:** • **Let's debrief about this experience and discuss what you learned.** • **We are going to move around to get our energy up and talk with different people.** • **Everyone put your Trading Card in this container. I'm going to pull two cards and you'll stand up to meet your partner and complete your reflection together.** • **On the 3rd page of your guide, there are some questions to discuss. In pairs, you have 10 minutes to talk. When you're done, we'll get**

back together to share insights.

Note to facilitator, the questions they're discussing are:
1. Talk about the community assets that your library has relationships with. How did you or your library start those relationships? How are these relationships maintained and nurtured? Do you regularly communicate with you assets through email or social media?
2. Identify asset gaps in the map you created for your library. Are there certain types of assets that are not represented at all? Who could you talk to in order to learn whether your map is as complete as possible?
3. Talk about two or three new community assets you believe would help your library programming. How can you engage these assets?
4. Does your neighborhood library have a system for tracking your assets? Is your method for tracking assets in a location (ex. binder or Google doc) that all staff members can access and add to?

TRANSITION, SAY:
- **Excellent job. Let's move on to how you're going to use this information.**

Click to next slide

Community Assets: Game Plan	
Total Time: 5 minutes **Purpose**: • Participants will create a plan for finding more community assets in their library communities. This will become their Take and Turn homework, a community walk to complete before Workshop 4. They'll also engage in role-play to practice using their introductions. **Materials**: • PowerPoint slides loaded on computer/projected on screen • Participant Guides • Pens	

Slides to use	*Facilitator instructions/script*
Slide 33	**Individual Activity (10 minutes)** • **SAY:** • **Now that you know which assets you need to connect with, it's time to make a plan for action.** • **Look at the last page of your guide. May I have a volunteer to read the top of that page?** *Participant will read:* *Get to know your community for yourself!* *You're going to create a game plan for taking a walk around your neighborhood library. While you're walking, you're encouraged to introduce yourself to people and find out how they use your library. If your library is located in a rural area, consider where you could go to connect with community*

members. Perhaps you can visit a strip mall where people do their shopping or local park that families in your community frequent. Each community will look different, so think of the spaces in your community that will allow you to meet new people.

There is no outcome to your introductions other than to learn someone's name and make a personal connection with them about your library—remember that this is the first building block to creating relationships. Please talk with your supervisor about how to find the time for you to go on your community walk.

- **Now it is time to make a game plan.**

- **On the slide and on the last page, there's a short list for you to complete to help you plan your community walk.**

- **It asks you to fill in possible dates for your community walk; a possible friend/coworker who could go with you; and time you plan to spend walking around.**

- **Please talk with your supervisor about how to find the time for you to go on your community walk.**

- **Take 5 minutes to create your game plan. Feel free to talk to others or coordinate with a participant here who is from the same library.**

Set timer for 5 minutes; give 1-minute warning.

SAY:
- **Great job everyone!**

Part 3: Asset Mapping

Participant Guide

Community Assets

What's a Community Asset? What's in Your Map?

Community Asset: The individuals (their knowledge, skills, attitudes, talents, awareness, social connections—everything they embody), community organizations, and larger institutions that provide resources and services to your local community

Community Assets Map: Graphic image with lists of assets within a community.
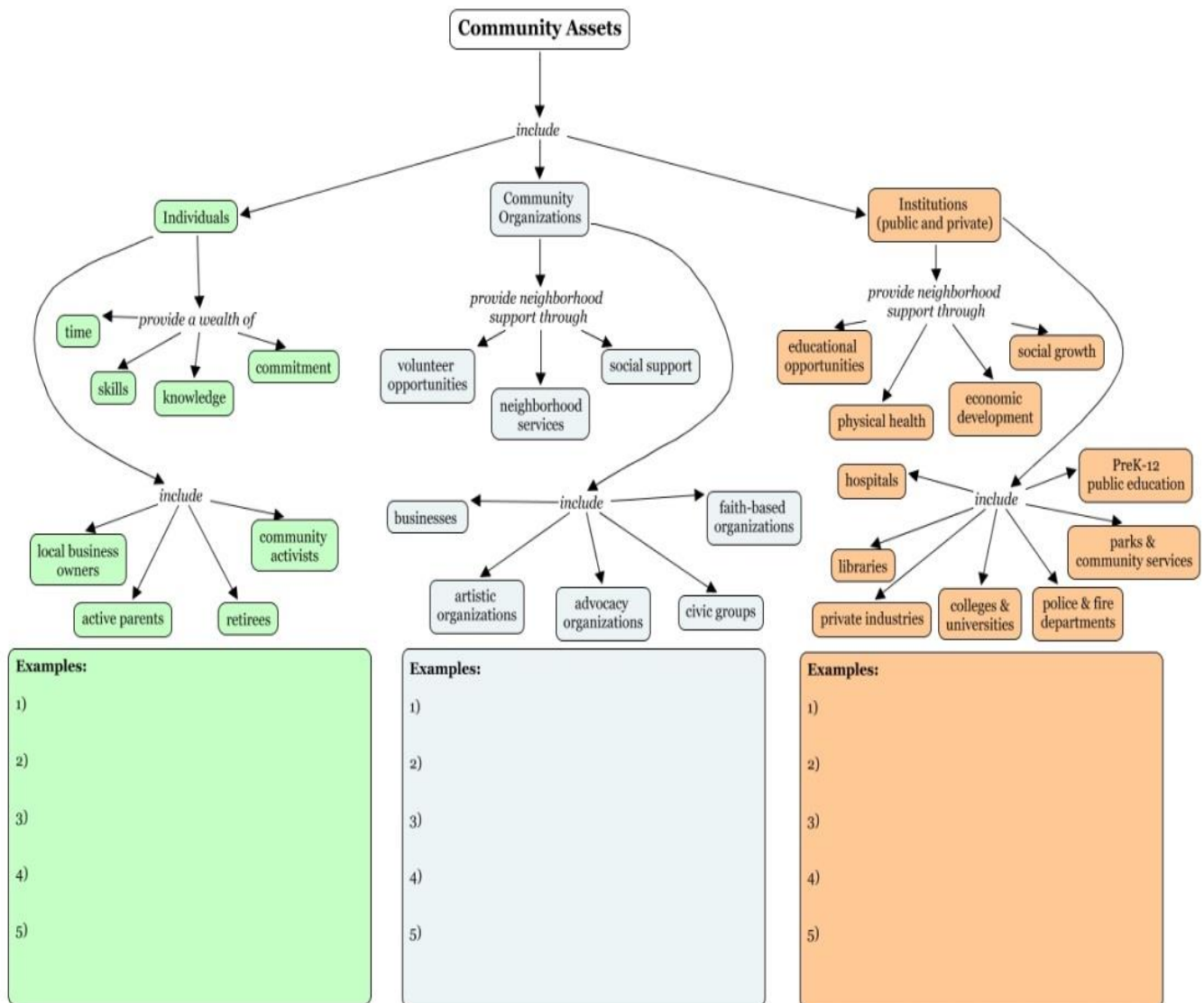
Florida Institute of Education at the University of North Florida
Neighborhood Round Table Meeting June 2011
Arlington Asset Mapping

Directions: Map your library's neighborhood assets. Consider the using the example on the previous page if this is your first time creating an asset map.

Create your map below:

Community Assets

Reflection

Directions: *Discuss the questions below with a partner.*

1. Talk about the community assets that your library has relationships with. How did you or your library start those relationships? How are these relationships maintained and nurtured? Do you regularly communicate with you assets through email or social media?

2. Identify asset gaps in the map you created for your library. Are there certain types of assets that are not represented at all? Who could you talk to in order to learn whether your map is as complete as possible?

3. Talk about two or three new community assets you believe would help your library programming. How can you engage these assets?

4. Does your neighborhood library have a system for tracking your assets? Is your method for tracking assets in a location (ex. binder or Google doc) that all staff members can access and add to?

Notes:

Community Assets: A Game Plan

People and Relationships

Get to know your community for yourself!

You're going to create a game plan for taking a walk around your neighborhood library. <u>While you're walking, you're encouraged to introduce yourself to people and find out how they use your library</u>. If your library is located in a rural area, consider where you could go to connect with community members. Perhaps you can visit a strip mall where people do their shopping or local park that families in your community frequent. Each community will look different, so think of the spaces in your community that will allow you to meet new people.

There is no outcome to your introductions other than to learn someone's name and make a personal connection with them about your library—remember that this is the first building block to creating relationships. Please talk with your supervisor about how to find the time for you to go on your community walk.

Possible dates for my community walk:

Possible friend/coworker who could come with me:

Ideas for specific community members/community assets I might engage with that would benefit our library programming:

Time I plan to spend walking:
(Be sure to block this time on your calendar if you keep one.)

    If needed, alternate plan:

Part 3: Asset Mapping PowerPoint Slides

WHAT IS AN ASSET?

- The **individuals** (their knowledge, skills, attitudes, talents, awareness, social connections—everything they embody), **community organizations**, and **larger institutions** that provide resources and services to your local community.

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WHAT IS AN ASSET MAP?

- An **inventory** of the resources that exist in your local community, including individuals, community organizations, and larger institutions.

- **Formats** could include Google maps, spreadsheet with contacts, PowerPoint with categories, list of links, binder of resources, business card binder. <u>Any format that works for you</u>!

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PHILLY TEEN RESOURCE ASSET MAP
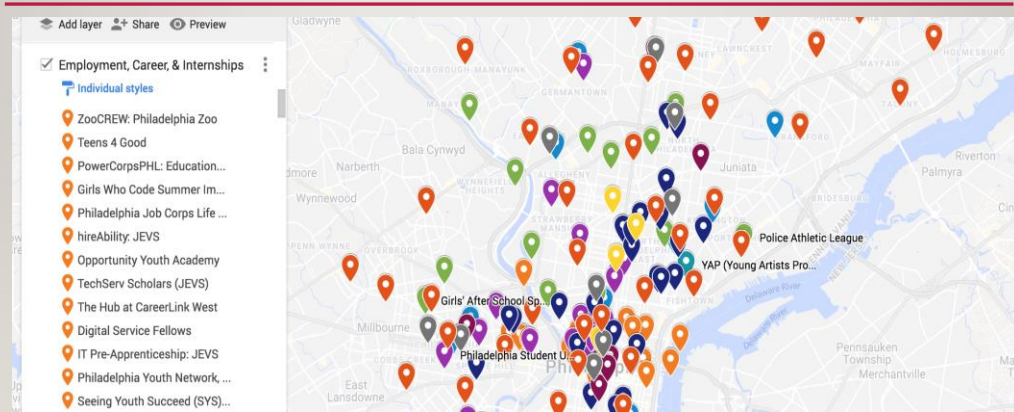
https://www.google.com/maps/d/u/1/edit?mid=1F4uE6O_iHbWXvHNESl_BuuaGC7TZaog0&ll=39.9955755119519%2C-75.18304472579848&z=12

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PHILLY TEEN RESOURCE TRACKING SHEET

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WALNUT STREET WEST LIBRARY ASSET MAP
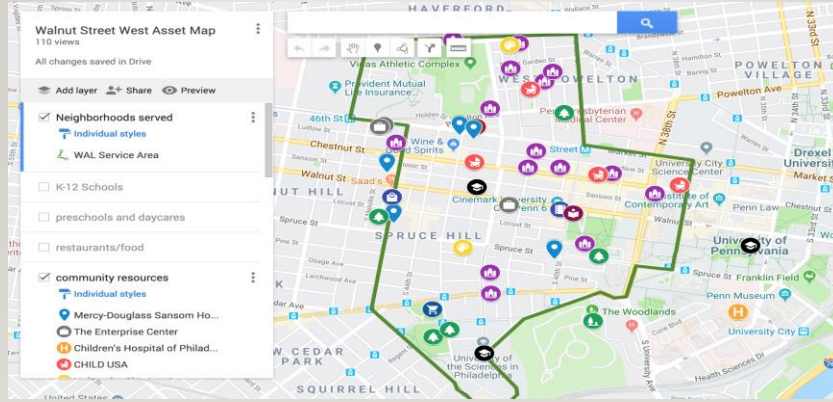
26

GREATER OLNEY ASSET MAP
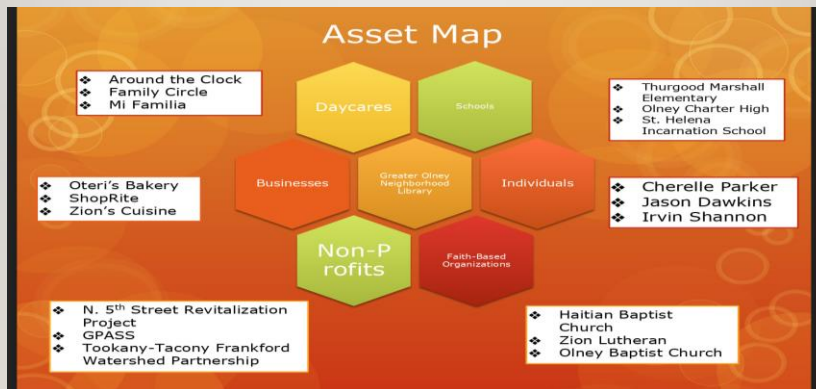
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GREATER OLNEY EDUCATION ASSETS

- Some of our longest partnerships are with institutions like schools, rather than individuals.
- Thurgood Marshall Elementary School is a frequent collaborator
- Olney High has partnered with Greater Olney on several outreach events, earning us some new volunteers and new teacher collaborators for upcoming book talks!
- St Helena is a new partner, as parochial schools tend to be on a different schedule and can be harder to connect with than school district schools already used to collaborating with the public library.

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KINGSESSING LIBRARY ASSET MAP
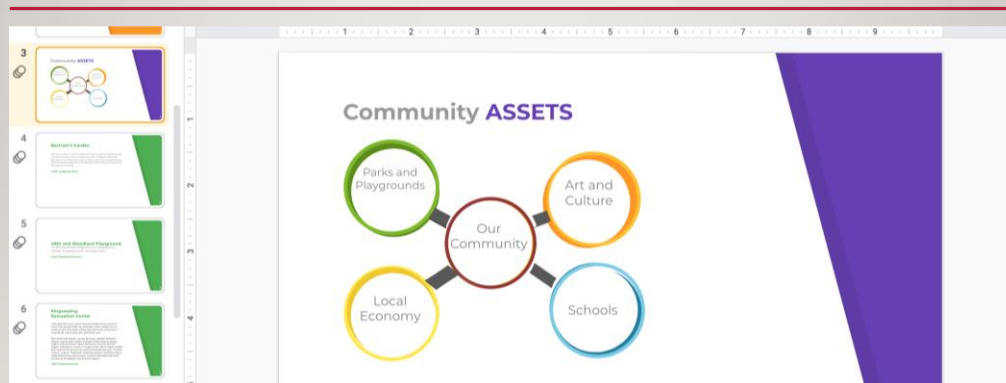
29

KINGSESSING LIBRARY RECREATION ASSET

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COMMUNITY ASSET MAP

http://happy.unfcsd.unf.edu/rid=1JHPMPB90-11CQD5K-11X/Examples%20in%20Arlington%20Asset%20Mapping%206.11.cmap

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COMMUNITY ASSETS

- **Individuals**: share their knowledge, skills or time
- **Community Organizations**: local businesses, artistic organizations, advocacy groups, civic groups or faith-based organizations
- **Institutions**: hospitals, colleges or universities, police or fire departments, local schools, private industry or parks and recreation departments

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GAME PLAN

- Possible dates for my community walk
- Possible friend/coworker who could come with me
- Ideas for community members/community assets to engage
- Time I plan to spend walking
- Alternate plan if community walk is not possible
- Time I plan to spend completing the Take and Turn chart

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