Community Asset Mapping: The Foundation for Improving Communities

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Utah State University

for the
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Coeur d’Alene, Idaho
<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rural</th>
<th>Urban</th>
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<tbody>
<tr>
<td>Community Interaction</td>
<td>Mandatory</td>
<td>Voluntary</td>
</tr>
<tr>
<td>Roles</td>
<td>Ascribed</td>
<td>Achieved</td>
</tr>
<tr>
<td>Sanctions</td>
<td>Particularistic</td>
<td>Universalistic</td>
</tr>
<tr>
<td>Orientation</td>
<td>Group</td>
<td>Individual</td>
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<tr>
<td>Leadership</td>
<td>Traditional</td>
<td>Rational</td>
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<tr>
<td>Role Expectations</td>
<td>Fit Individual</td>
<td>Individual Fits Role</td>
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<tr>
<td>Norms</td>
<td>Informal</td>
<td>Formal</td>
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<tr>
<td>Relations</td>
<td>Primary</td>
<td>Secondary</td>
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<tr>
<td>Goals</td>
<td>May Not Justify Means</td>
<td>Justify Means</td>
</tr>
<tr>
<td>Authority</td>
<td>Traditional</td>
<td>Rational</td>
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</tbody>
</table>
Asset Based Community Development: The Theoretical Support

“The impetus for action within a community evolves from the relationships between individuals within a geographic setting”

(Kauffman, Harold, “Toward an Interactional Conception of Community.” Social Forces, 1959)

When the field of interaction is strengthened & focused within the community setting, public good functions develop & the community is in a position to better manage their resources.
Asset Based Community Development: The Theoretical Support

“The substance of community is social interaction.”


A) Community is an emergent phenomena.
B) Two types of fields of interaction exist within a community.
   1) Social field-within social fields individuals pursue self interest.
   2) Community field-cuts across social fields-the actions in this field serve to coordinate other functions.
“Social Capital (includes) those features of social organization which facilitate cooperation for mutual benefit enhancing a community’s ability to benefit from investments and physical and human capital”


The concept of Social Capital links to shared visions and mobilization.
Figure 1: Relationship Between Individual Interest, Social Fields, Community Fields & the Development of Social Capital

- Locality-based Collective Action
- Networks, Norms, Trust, Reciprocity
- Community Field
- Density of Acquaintanceship
- Individual Self Interest
- Social Field
- Social Field
County A Population Change

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
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<tbody>
<tr>
<td>1990</td>
<td>4,108</td>
</tr>
<tr>
<td>1991</td>
<td>4,079</td>
</tr>
<tr>
<td>1992</td>
<td>4,045</td>
</tr>
<tr>
<td>1993</td>
<td>4,176</td>
</tr>
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<td>1994</td>
<td>4,084</td>
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<td>1995</td>
<td>4,148</td>
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<td>1996</td>
<td>4,043</td>
</tr>
<tr>
<td>1997</td>
<td>4,026</td>
</tr>
<tr>
<td>1998</td>
<td>4,082</td>
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Before Personally

After Personally
Before Professionally

After Professionally

[Graphs showing network connections before and after]
Network Cliques Time 1
Network Cliques Time 2
## Projects Funded

<table>
<thead>
<tr>
<th>Year</th>
<th>Project</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>Reap</td>
<td>$1,000.00</td>
</tr>
<tr>
<td></td>
<td>Task force</td>
<td></td>
</tr>
<tr>
<td></td>
<td>livestock</td>
<td>$750.00</td>
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<tr>
<td></td>
<td>crops</td>
<td>$750.00</td>
</tr>
<tr>
<td></td>
<td>education/technology</td>
<td>$750.00</td>
</tr>
<tr>
<td>1997</td>
<td>Bio-Stimulant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wheat Particle Board</td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td>4-H Kids to D.C.</td>
<td>$1,650.00</td>
</tr>
<tr>
<td></td>
<td>Young Farmers Banquet Speaker</td>
<td>$500.00</td>
</tr>
<tr>
<td></td>
<td>Hay Coop</td>
<td>$5,000.00</td>
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<tr>
<td></td>
<td>Legumes in CRP to enhance grazing</td>
<td>$1,500.00-4,500.00</td>
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<tr>
<td></td>
<td>Student Internship</td>
<td>$250.00</td>
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<tr>
<td></td>
<td>Leadership Town A</td>
<td>$500.00</td>
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<tr>
<td></td>
<td>Board Members to Covey Training</td>
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</table>
### Projects Funded.....continued

<table>
<thead>
<tr>
<th>1999</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearing houses for excess Alfalfa</td>
<td>$500.00</td>
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<tr>
<td>Dairy Coalition</td>
<td>$5,000.00</td>
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<tr>
<td>Hay Coop</td>
<td>$45,000.00</td>
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<tr>
<td>U.S. Ag Alliance</td>
<td>$300.00</td>
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<tr>
<td>Town A Library</td>
<td>$1,000.00</td>
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<tr>
<td>Farmers Day Golf</td>
<td>$100.00</td>
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</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prairie Rhythms Project</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Community Garden</td>
<td>$3,000.00</td>
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<tr>
<td>Women’s Marketing</td>
<td>$2,500.00</td>
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<tr>
<td>PolyPay Sheep Alliance</td>
<td>$20,000.00</td>
</tr>
</tbody>
</table>
Presumed Relationship Between Networks & Decision Making

Density of Relationships

Individual  Collective

Action
Asset-Based Community Development

A - ASSET
B - BASED
C - COMMUNITY
D - DEVELOPMENT
Asset-Based Community Development

- Asset-based community development (ABCD) is a concept pioneered by John P. Kretzman & John L. McKnight.
- ABCD - very different philosophical base from more “traditional” approach to community development.
- Foundation for the “traditional” approach is identifying a community’s needs, deficiencies & problems.
- Foundation for ABCD is an exciting journey of discovering a community’s capacities & assets.
- There are other differences between the traditional & the ABCD approach.
## Asset-Based Community Development

<table>
<thead>
<tr>
<th>Basis:</th>
<th>Traditional Path 1</th>
<th>Alternative Path 2</th>
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</thead>
<tbody>
<tr>
<td>Goal:</td>
<td>Needs</td>
<td>Assets</td>
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<tr>
<td></td>
<td>Institutional Change</td>
<td>Building Communities</td>
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<tr>
<td></td>
<td>Problems &amp; Concerns</td>
<td>Gifts &amp; Dreams</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>Relationships</td>
</tr>
<tr>
<td></td>
<td>Consumer, Client</td>
<td>Producer, Owner</td>
</tr>
</tbody>
</table>

### View of Individual:

- Needs based on community
  - "Problems"
  - Unemployment, gangs, truancy, broken families, housing shortage, crime, child abuse, illiteracy, welfare, dropouts, etc.

- Assets based on community
  - "Treasures"
  - Youth, elderly, artists, churches, schools, businesses, parks, libraries, cultural groups, community colleges, clubs, hospitals, farms, ranches, etc.
Asset-Based Community Development

- The ABCD approach sees the community as a “treasure chest” to be built upon. Resources from outside the community (e.g., external grants) should be used only as a last resort in order to fill “gaps.”

- Asset mapping and asset mobilization are very different concepts.

- Asset mapping is an inventory of the community’s treasure chest. In the process of this inventorying, important relationships are developed. However, asset mapping is NOT an action step.
Asset-Based Community Development

- Asset mobilization IS an action step. Mobilizing assets for collective action requires organizing and harnessing the relationships that exist within the community.

- There are at least six important categories of assets within any community: the assets of individuals, the assets of associations, the assets of institutions, economic linkages and business assets, the natural resources and previous processes and plans for community and economic development.

- A holistic ABCD approach is inclusive and includes all five categories of assets. This is ideal; however, in some cases, the community may not be able or willing to undertake such a comprehensive approach.
Natural Resources

Institutions

Associations

Individuals
- Youth
- Artists
- Local Treasure
- Chest of Talents
- Seniors
- Elders
- Community Volunteers
- Families

Charitable Groups

Cultural Groups

Community College

Youth Clubs

Businesses

Schools

Forests

Lakes

Parks

Plants

Crops

Hospitals

Churches

Community

Artists

Oil

Water

Insects

Local Treasure

Chest of Talents

Seniors

Elders

Community Volunteers

Families

Youth Clubs

Lakes

Parks

Plants

Crops

Hospitals

Churches

Community

Artists

Oil

Water

Insects
Outcomes:
Asset-Based Community Development

ASSET MAPPING

(Catalyst which causes relationships to develop)

(Individual self-interest, relationships undeveloped)

ASSET MAPPING

(Relationships form is based on networks, trust, norms)

= COMMUNITY ACTION
Assets + Community = Development Initiatives

- Greene County, Tennessee
  - Livestock Cooperative
- Trinity County, California
  - Trinity Kids First Collaboration
  - Hyampom University
- Arthur, Nebraska
  - Wolf Den Grocery Store
Policy Implications:

- Asset-Based funding opportunities
- Entrepreneurial support
- Venture capital structures for small entities
Contact Information

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