Community Asset Mapping and Mobilizing Communities

for:
The Idaho Governor’s 6th Annual Roundtable
Coeur d’Alene, Idaho
June 6, 2005
Asset-Based Community Development

- Asset-based community development is a concept pioneered by John P. Kretzman & John L. McKnight.
- ABCD – A 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

**Traditional Path 1**

Basis: Needs
Goal: Institutional Change
Conversation: Problems & Concerns
Change Agent: Power
View of Individual: Consumer, Client

Needs based on community

“Problems”
Unemployment, gangs, truancy, broken families, housing shortage, crime, child abuse, illiteracy, welfare, lead poisoning, dropouts, etc.

**Alternative Path 2**

Basis: Assets
Goal: Building Communities
Conversation: Gifts & Dreams
Change Agent: Relationships
View of Individual: Producer, Owner

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:
  1. the assets of individuals;
  2. the assets of associations;
  3. the assets of institutions;
  4. economic linkages and business assets;
  5. the natural resources
  6. 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.
A Process

- Organize a table of people
  - Represents a cross section of community
- Table of People identify:
  - Focus on mobilizing community (holistic model).
  - Focus on specific issue

- Table of people identify citizens to organize and collect assets
Possible Models:

1. Individual Assets- Students from school collect, disseminate

2. Associational Assets- Table of people take first cut at identifying these assets

3. Institutional Assets- Table of people take lead

4. Economic Assets- Local bankers and business leaders take first cut at identifying.
Possible Models (cont.):

5. Natural Resources- Identify residents to start asset inventory process

6. Place assets in public places through out community

7. Call “Town Hall Meeting”

8. Citizens add to assets
   a) Organize around asset sets to create new opportunities and maintain positive aspects of community

9. Community citizens are mobilized to take action
# Individual Skills/Assets Inventory

**Inventory Tool 1A**

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Date</th>
</tr>
</thead>
</table>

## Health
- Caring for the Elderly
- Caring for the Mentally Ill
- Caring for the Sick
- Caring for Disabled People
- EMT or Emergency First Aid
- Nursing Experience
- Nutrition
- Exercise

## Office
- Typing (wpm___)
- Taking Phone Messages
- Writing Business Letters
- Receiving Phone Orders
- Operating Switchboard
- Bookkeeping
- Computer Information Entry
- Computer Word Processing
- Other ____________

## Construction & Repair
- Painting
- Plumbing
- Electrical
- Carpentry
- Brick and Masonry
- Wall Papering
- Furniture Repairs
- Locksmith or Lock Repairs
- Building Garages
- Drywalling and Taping
- Cabinetmaking
- Welding and Soldering
- Concrete Work
- Heating & Cooling Systems
- Flooring & Carpeting
- Roofing
- Other ____________

## Food
- Catering
- Preparing for Many People
- Serving to Many People
- Operating Commercial Equip.
- Baking
- Meat Cutting & Preparation
- Bartending

## Transportation
- Driving a Car
- Driving a Van
- Driving a Bus
- Driving a Tractor-Trailer
- Driving a Commercial Truck
- Operating Farm Equipment
- Driving Emergency Vehicles
- Supervision
- Writing Reports
- Filling out Forms
- Working with a Budget
- Recording of Activities
- Writing Proposals or Grants
- Planning Projects
- Supervising Projects
- Other
## Individual Skills/Assets Inventory

### Inventory Tool 1A

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
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</tr>
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</table>

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- ✓ Caring for the Mentally Ill
- ✓ Caring for the Sick
- ✓ Caring for Disabled People
- ✓ EMT or Emergency First Aid
- ✓ Nursing Experience
- ✓ Nutrition
- ✓ Exercise

### Office
- ✓ Typing (wpm ____)
- ✓ Taking Phone Messages
- ✓ Writing Business Letters
- ✓ Receiving Phone Orders
- ✓ Operating Switchboard
- ✓ Bookkeeping
- ✓ Computer Information Entry
- ✓ Computer Word Processing
- ✓ Other ____________

### Child Care
- ✓ Infant Care (0-1 yr.)
- ✓ Child Care (1-6 yrs.)
- ✓ Adolescent Care (7-13 yrs.)
- ✓ Taking Kids on Field Trips
- ✓ Preschool Care

### Construction & Repair
- ✓ Painting
- ✓ Plumbing
- ✓ Electrical
- ✓ Carpentry
- ✓ Brick and Masonry
- ✓ Wall Papering
- ✓ Furniture Repairs
- ✓ Locksmith or Lock Repairs
- ✓ Building Garages
- ✓ Drywalling and Taping
- ✓ Cabinetmaking
- ✓ Welding and Soldering
- ✓ Concrete Work
- ✓ Heating & Cooling Systems
- ✓ Flooring & Carpeting
- ✓ Roofing
- ✓ Other ____________

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- ✓ Working with a Budget
- ✓ Recording of Activities
- ✓ Writing Proposals or Grants
- ✓ Planning Projects
- ✓ Supervising Projects
- ✓ Other
- ✓ Other ____________

### Maintenance
- ✓ Floor Cleaning/Refinishing
- ✓ Carpet Cleaning
- ✓ Household Cleaning
- ✓ Lawn Mowing and Yard Work
- ✓ Gardening
- ✓ Tree & Shrubbery Care
- ✓ Other ____________
Individual Skills Inventory - Tool 1A (page 2)

Equipment & Machinery
- Radio, TV, VCR Repair
- Small Appliance Repair
- Auto/Van Repair
- Truck/Bus Repair
- Farm Equipment Repair
- Operating a Forklift
- Household Equipment Repair
- Washer/Dryer Repair
- Operating a Crane
- Small Engine Repair
- Jewelry/Watch Repair
- Other _____________

Sales
- Cash Register Operation
- Selling Products Wholesale
- Selling Products Retail
- Selling Services
- Phone Sales or Service
- Other _____________

Arts
- Drawing or Painting
- Singing
- Playing an Instrument
- Dancing
- Acting
- Other _____________

Personal Care
- Sewing
- Knitting or Crocheting
- Hair Cutting & Styling
- Massage Therapy
- Other _____________

Security
- Guarding Property
- Armed Guard
- Crowd Control
- Alarms & Security Systems
- Firefighting
- Law Enforcement
- Other _____________

Other
- Furniture/Equipment Moving
- Sports Organizing/Coaching
- Recreation Supervision
- Community Surveys
- Committee Organizing
- Committee Chairperson
- Meeting Facilitator
- Foreign Language _____________
- Local Community Historian
- Cultural Historian
- Real Estate Appraiser
- Other _____________

Priority Skills
1. What three skills do you think you do best?
   a) __________________ b) __________________ c) __________________

2. Which of all your skills are good enough that other people would hire you to do them?
   a) __________________ b) __________________ c) __________________

3. Which skills would you most like to teach?
   a) __________________ b) __________________ c) __________________

4. Which skills would you most like to learn?
   a) __________________ b) __________________ c) __________________
### Individual Skills Inventory

#### Tool 1A (page 2)

<table>
<thead>
<tr>
<th>Equipment &amp; Machinery</th>
<th>Arts</th>
<th>Personal Care</th>
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</thead>
<tbody>
<tr>
<td>Radio, TV, VCR Repair</td>
<td>Drawing or Painting</td>
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<td>Small Appliance Repair</td>
<td>Singing</td>
<td>Knitting or Crocheting</td>
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<tr>
<td>Auto/Van Repair</td>
<td>Playing an Instrument</td>
<td>Hair Cutting &amp; Styling</td>
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<tr>
<td>Truck/Bus Repair</td>
<td>Dancing</td>
<td>Massage Therapy</td>
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<tr>
<td>Farm Equipment Repair</td>
<td>Acting</td>
<td>Other ____________</td>
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<tr>
<td>Operating a Forklift</td>
<td>Other ____________</td>
<td>Other</td>
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<tr>
<td>Household Equipment Repair</td>
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<td>Other Furniture/Equipment Moving</td>
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<tr>
<td>Washer/Dryer Repair</td>
<td>Security</td>
<td>Recreation Supervision</td>
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<td>Operating a Crane</td>
<td>Guarding Property</td>
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<td>Small Engine Repair</td>
<td>Armed Guard</td>
<td>Committee Chairperson</td>
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<td>Jewelry/Watch Repair</td>
<td>Crowd Control</td>
<td>Meeting Facilitator</td>
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<td>Other _______________</td>
<td>Alarms &amp; Security Systems</td>
<td>Community Surveys</td>
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<tr>
<td>Other _______________</td>
<td>Firefighting</td>
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<tr>
<td>Other _______________</td>
<td>Law Enforcement</td>
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#### Sales

<table>
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<td>Cash Register Operation</td>
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<td>Selling Products Wholesale</td>
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<td>Selling Products Retail</td>
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<tr>
<td>Selling Services</td>
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<tr>
<td>Phone Sales or Service</td>
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<tr>
<td>Other _______________</td>
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</table>

#### Priority Skills

1. **What three skills do you think you do best?**
   - [ ] Childcare
   - [ ] Nursing
   - [ ] Gardening
   - [ ] Baking
   - [ ] Sewing
   - [ ] Infant Care
   - [ ] Spanish
   - [ ] Carpentry
   - [ ] Community Surveys

2. **Which of all your skills are good enough that other people would hire you to do them?**
   - [ ] Nursing
   - [ ] Nutrition
   - [ ] Supervising Projects

3. **Which skills would you most like to teach?**
   - [ ] Baking
   - [ ] Sewing
   - [ ] Infant Care

4. **Which skills would you most like to learn?**
   - [ ] Spanish
   - [ ] Carpentry
   - [ ] Community Surveys
### Individual Community Skills/Assets Inventory

**Inventory Tool 1B**

| Name __________________________ | Phone ________________ | Date ______ |

For Individuals: Have you ever organized or participated in any of the following community activities? If yes, place a check mark in the box provided.

- [ ] 4-H Clubs
- [ ] Boy Scouts/Girl Scouts
- [ ] Church Fundraiser
- [ ] Bingo
- [ ] School-Parent Associations
- [ ] Sports Teams
- [ ] Camp Trips for Youth
- [ ] Field Trips
- [ ] Other Community Work

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Look at this list again. Which of these activities would you be willing to participate in as part of Building Your Community? List the top three and any others.

1. __________________________
2. __________________________
3. __________________________

Others: __________________________
_____________________________
_____________________________
Individual Community Skills/Assets Inventory
Inventory Tool 1B

Name ___________________________ Phone ___________________________
Martha Clifford 444-123-4444

Date _______ 3-9-04 _______

For Individuals: Have you ever organized or participated in any of the following community activities? If yes, place a check mark in the box provided.

☐ 4-H Clubs
☐ Boy Scouts/Girl Scouts
☐ Church Fundraiser
☐ Bingo
☐ School-Parent Associations
☐ Sports Teams
☐ Camp Trips for Youth
☐ Field Trips
☐ Other Community Work
  I have taught parenting skills to teen moms
  Volunteer for Meals on Wheels
  Volunteer at the Food Bank

☐ Political Campaigns
☐ Neighborhood/Block Clubs
☐ Community Groups
☐ Yard/Rummage Sales
☐ Community Gardens
☐ Neighborhood Associations
☐ Recreation Clubs
☐ Arts Organizations
☐ Other Clubs or Organizations

Look at this list again. Which of these activities would you be willing to participate in as part of Building Your Community? List the top three and any others.

1. Teaching parenting skills
2. Community Gardens
3. Yard/Rummage Sales
Others: __________________________
______________________________
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<th>Phone</th>
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<td>Skills</td>
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</tr>
<tr>
<td>Martha Clifford</td>
<td>444-1234</td>
<td>healthcare, childcare, horticulture, nutrition, Organizing Committees</td>
</tr>
<tr>
<td>Leopold Bloom</td>
<td>444-1234</td>
<td>architecture, historian, antiques, speaks fluent Spanish</td>
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<tr>
<td>Jim McMaster</td>
<td>444-1234</td>
<td>natural resource conservation, works well with youth, environmental background</td>
</tr>
<tr>
<td>Mai Vu</td>
<td>444-1234</td>
<td>speaks &amp; reads 5 languages, preparing food for large groups, organizing festivals</td>
</tr>
<tr>
<td>John Conmee</td>
<td>444-1234</td>
<td>conflict resolution, mediation, disaster preparation, counseling, grant-writing</td>
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</tbody>
</table>
### Associational Assets Inventory

**Inventory Tool 2**

<table>
<thead>
<tr>
<th>Community</th>
<th>Date</th>
<th>Page ___ of ___</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Association</td>
<td>Contact Person</td>
<td>Phone Number</td>
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</table>

**Examples**

Business Associations: Chamber of Commerce, neighborhood business associations, trade groups,
Charitable Groups/Drives: Red Cross, Cancer Society, United Way, Diabetes Association, ...
Youth Groups: 4-H Clubs, Future Farmers, Girl Scouts, Boy Scouts, YMCA, YWCA, ...
Civic Events: art fair, health fair, 4th of July, town festival, ...
# Associational Assets Inventory

**Inventory Tool 2**

<table>
<thead>
<tr>
<th>Community</th>
<th>Craneville</th>
<th>Date</th>
<th>3-9-04</th>
<th>Page 1 of 1</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Name of Association</th>
<th>Contact Person</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamber of Commerce</td>
<td>Greta Conroy</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>4-H</td>
<td>Molly Bloom</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>FFA</td>
<td>Freddy Malins</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>United Way</td>
<td>Andre Riviere</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>County Health Fair</td>
<td>Michael Furey</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>M.A.D.D.</td>
<td>Polly Mooney</td>
<td>444-123-4444</td>
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<td>Farmer’s Market</td>
<td>Gabriel Conroy</td>
<td>444-123-4444</td>
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<td>Literacy Council</td>
<td>James Duffy</td>
<td>444-123-4444</td>
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<tr>
<td>Red Cross</td>
<td>Nora Barnacle</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>County Fair</td>
<td>Stephen Dedalus</td>
<td>444-123-4444</td>
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<tr>
<td>Historic Preservation Assoc.</td>
<td>Leopold Bloom</td>
<td>444-123-4444</td>
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<tr>
<td>Craneville Tourism</td>
<td>Humphrey Earwicker</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>VFW</td>
<td>Buck Mulligan</td>
<td>444-123-4444</td>
</tr>
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Business Associations: Chamber of Commerce, neighborhood business associations, trade groups, Charitable Groups/Drives: Red Cross, Cancer Society, United Way, Diabetes Association, ...
Youth Groups: 4-H Clubs, Future Farmers, Girl Scouts, Boy Scouts, YMCA, YWCA, ...
Civic Events: art fair, health fair, 4th of July, town festival, ...
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<thead>
<tr>
<th>Name of Institution</th>
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</table>

**Examples**
- Health Care: hospitals, health clinics, dentists, ...
- Educational: public schools, private schools, ...
- Political: county government, state government, human service agencies, ...
- Other: law enforcement, fire and rescue, churches, temples, synagogues, ...
<table>
<thead>
<tr>
<th>Name of Institution</th>
<th>Contact Person</th>
<th>Phone Number</th>
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</thead>
<tbody>
<tr>
<td>Eligius Montessori School</td>
<td>Lizzie Twigg</td>
<td>444-123-4444</td>
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<td>St. Sithney Hospital</td>
<td>Jack Power</td>
<td>444-123-4444</td>
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<tr>
<td>Craneville Police Dept</td>
<td>Cyril Sergeant</td>
<td>444-123-4444</td>
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<td>St. Anthony Church</td>
<td>Father John Conmee</td>
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<td>Craneville Mayor’s Office</td>
<td>Mayor Lydia Douce</td>
<td>444-123-4444</td>
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<tr>
<td>Bibiana nursing home</td>
<td>Sister Mary Driscoll</td>
<td>444-123-4444</td>
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<tr>
<td>Bella Cohen Middle School</td>
<td>Rueben Dodd</td>
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<tr>
<td>Lenehan Dentistry</td>
<td>Martin Lenehan</td>
<td>444-444-1234</td>
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<tr>
<td>Purefoy Veterinary</td>
<td>Dave Purefoy</td>
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</tr>
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</table>

**Examples**

Health Care: hospitals, health clinics, dentists, ...
Educational: public schools, private schools, ...
Political: county government, state government, human service agencies, ...
Other: law enforcement, fire and rescue, churches, temples, synagogues, ...
### Natural Resources/Assets Inventory
#### Inventory Tool 4

<table>
<thead>
<tr>
<th>Community</th>
<th>Date</th>
<th>Page</th>
</tr>
</thead>
</table>

#### Cultural Resources
- Prehistoric Indian Pot
- An arrowhead
- A Pueblo Ruin
- An Indian Campsite
- A Victorian House
- Historic mining town
- Other _____________

#### Forestry
- Forests
- Prairie
- Shrublands
- Crops
- Vineyards
- Ranches
- Farms
- Wildflowers
- Rose gardens
- Greenhouses
- Herbariums
- Arboretum
- Endangered Species
- Vegetables/Truck Farms
- Fruits/Orchards
- Wild berries/nuts
- Mushrooms
- Turf production
- Timber production
- Plants
- Agroforestry
- Erosion
- Types of soil
- Conservation tillage
- Agriculture Ecology
- Fossil Resource Potential
- Other _____________

#### Land and Mineral Resources
- Coal
- Oil
- Other Minerals
- Gemstones
- Sand/Gravel deposits
- Dunes
- Cliffs
- Caves
- Canyons
- Hills
- Floodplains
- Buttes/plateaus
- Lava flows
- Salt/mud flats
- Rock
- Sinkholes
- Thermal Energy
- Wind Energy
- Solar Energy
- Mountains
- State Soil
- Prime Farmland
- Clay
- Salt
- Fossils
- Other _____________

#### Water Resources
- Wetlands
- Coastlines
- Lakes
- Streams
- Rivers
- Ponds
- Drinking Water
- Bogs or Fens
- Water Falls
- Tides
- Estuaries
- Hot Springs
- Aquifers
- Glaciers
- Irrigation canal
- A Dam
- Other _____________
## Cultural Resources
- Prehistoric Indian Pot
- An arrowhead
- A Pueblo Ruin
- An Indian Campsite
- A Victorian House
- Historic mining town
- Other

## Forestry
- Forests
- Prairie
- Shrublands
- Crops
- Vineyards
- Ranchos
- Farms
- Wildflowers
- Rose gardens
- Greenhouses
- Herbariums
- Arboretum
- Endangered Species
- Vegetables/Truck Farms
- Fruits/Orchards
- Wild berries/nuts
- Mushrooms
- Turf production
- Timber production
- Plants
- Agroforestry
- Erosion
- Types of soil
- Conservation tillage
- Agriculture Ecology
- Fossil Resource Potential
- Other

## Land and Mineral Resources
- Coal
- Oil
- Other Minerals
- Gemstones
- Sand/Gravel deposits
- Dunes
- Cliffs
- Caves
- Canyons
- Hills
- Floodplains
- Buttes/plateaus
- Lava flows
- Salt/mud flats
- Rock
- Sinkholes
- Thermal Energy
- Wind Energy
- Solar Energy
- Mountains
- State Soil
- Prime Farmland
- Clay
- Salt
- Fossils
Other

Animal Resources
- Insects
- Song Birds
- Waterfowl
- Shorebirds
- Owls, Hawks, Eagles
- Game Birds
- Prairie Dog Colonies
- American Bison
- Fur-bearing mammals
- Reptiles
- Amphibians
- Fish
- Marine life (urchins, anemones, coral, etc.)
- Farm/Ranch Animals
- Fish Hatcheries
- Big Game Animals
- Endangered Species

Recreation Resources
- Hunting
- Fishing
- Birdwatching
- Canoeing
- Surfing
- Water Skiing
- Snow Skiing
- Spelunking (caving)
- Hiking
- Rock/fossil collecting
- Astronomy
- Refuges

Examples:
- Ecological, historical, archeological, prehistoric, campsites, old homesteads, trees, trails
Animal Resources
- Insects
- Song Birds
- Waterfowl
- Shorebirds
- Owls, Hawks, Eagles
- Game Birds
- Prairie Dog Colonies
- American Bison
- Furbearing mammals
- Reptiles
- Amphibians
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- Marine life (urchins, anemones, coral, etc.)
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Recreation Resources
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- Spelunking (caving)
- Hiking
- Rock/fossil collecting
- Astronomy
- Refuges

Examples:
- ecological, historical, archeological, prehistoric, campsites, old homesteads, trees, trails
<table>
<thead>
<tr>
<th>Name of Business</th>
<th>Type of Business</th>
<th>Contact Person</th>
<th>Phone Number</th>
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<tbody>
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</table>

**Examples**

- **Manufacturing:** farm equipment, irrigation, electrical, tools, food processing, ...
- **Agriculture:** machinery and equipment, livestock, grain and other crops, pesticides, seed & fertilizer, ...
- **Retail:** hardware, groceries, clothing, drug store, florist, ...
- **Other:** meat packing, cafes and restaurants, country clubs, motels, auto and truck repair, ...
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<thead>
<tr>
<th>Name of Business</th>
<th>Type of Business</th>
<th>Contact Person</th>
<th>Phone Number</th>
</tr>
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<tbody>
<tr>
<td>Bloom Hair Salon</td>
<td>Beauty Parlor</td>
<td>Marley Bloom</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>Pho Tau Mai</td>
<td>Restaurant</td>
<td>Mai Vu</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>Piggly Wiggly</td>
<td>Grocery Store</td>
<td>Larry Deely</td>
<td>444-123-4444</td>
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<tr>
<td>Skagway</td>
<td>Discount Store</td>
<td>Darwin Smith</td>
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<td>Jim’s Fly Fishing</td>
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<td>Jim McMaster</td>
<td>444-123-4444</td>
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<tr>
<td>Merry Manor</td>
<td>Daycare Center</td>
<td>Cindy Lopez</td>
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<tr>
<td>Tres Hermanas</td>
<td>Café</td>
<td>Marcella Gonzalez</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>Strawberry Inn</td>
<td>Bed &amp; Breakfast</td>
<td>Agatha Carruthers</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>Bluebeard Antiques</td>
<td>Antique Shop</td>
<td>Alistair Grimly</td>
<td>444-123-4444</td>
</tr>
<tr>
<td>Mooney Art Gallery</td>
<td>Art Gallery</td>
<td>Sunshine Mooney</td>
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<tr>
<td>Ammo &amp; Stuff</td>
<td>Gun Store</td>
<td>Gunner Johansen</td>
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<tr>
<td>Big Cow Dairy</td>
<td>Dairy Processing</td>
<td>Joseph Briggs</td>
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</tr>
<tr>
<td>Zoey’s Dance Studio</td>
<td>Dance Lessons</td>
<td>Zoey Coleman</td>
<td>444-123-4444</td>
</tr>
</tbody>
</table>

**Examples**

- **Manufacturing:** farm equipment, irrigation, electrical, tools, food processing, ...
- **Agriculture:** machinery and equipment, livestock, grain and other crops, pesticides, seed & fertilizer, ...
- **Retail:** hardware, groceries, clothing, drug store, florist, ...
- **Other:** meat packing, cafes and restaurants, country clubs, motels, auto and truck repair, ...
# Local Business Linkages Inventory

**Inventory Tool 5B**

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<th>Date</th>
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<td><strong>Name of Business</strong></td>
<td><strong>Proportion of Workers Hired Locally</strong></td>
<td><strong>Proportion of Non-Labor Supplies and Input Purchased Locally</strong></td>
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<td>Proportion of Workers Hired Locally</td>
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<tr>
<td>Bloom Hair Salon</td>
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<td>Piggly Wiggly</td>
<td>80%</td>
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<tr>
<td>Pho Tau Mai</td>
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<td>20%</td>
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<td>Piggly Wiggly</td>
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<tr>
<td>Tres Hermanas</td>
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<td>Skagway</td>
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<td>Jim's Fly Fishing Tours</td>
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<td>Merry Manor</td>
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<td>Strawberry House Inn</td>
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<td>Ammo &amp; Things</td>
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<td>Bluebeard Antiques</td>
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<td>Big Cow Dairy</td>
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Local Economic Linkage Inventory ✔
Inventory Tool 5C

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<th>Community</th>
<th>Date</th>
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<th>Type of Goods/Services Purchased by Individuals, Associations and Institutions</th>
<th>% Purchased Outside the Community</th>
<th>% Purchased Inside the Community</th>
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<td>Type of Goods/Services</td>
<td>% Purchased Outside the Community</td>
<td>% Purchased Inside the Community</td>
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<td>Seeds, Fertilizer &amp; bedding plants</td>
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# Previous Efforts Assets Inventory

**Inventory Tool 6**

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<th>Date</th>
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<table>
<thead>
<tr>
<th>Previous Effort/Activity</th>
<th>Resulting Information/Action</th>
<th>Who was Involved &amp; When</th>
</tr>
</thead>
<tbody>
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</table>

**Examples**
- Community planning
- Community economic development
- Program and service development
- Community visioning
- Other community development/involvement activities
<table>
<thead>
<tr>
<th>Previous Effort/Activity</th>
<th>Resulting Information/Action</th>
<th>Who was Involved &amp; When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rehabilitate old part of downtown</td>
<td>A few building restored</td>
<td>Agatha Carruthers &amp; Leopold Bloom</td>
</tr>
<tr>
<td>Clean up the Bend River</td>
<td>River was clean for a few months... Jim's Flyfishing, Middle School students</td>
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</tr>
<tr>
<td>Youth activity project</td>
<td>Nothing...</td>
<td>Mayor's Office, Police dept</td>
</tr>
<tr>
<td>Create a Sr. Citizen center</td>
<td>Successful. Center is downtown</td>
<td>Craneville Council on Aging</td>
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<tr>
<td>Prevent building of Super Skagway</td>
<td>Failed</td>
<td>Craneville Small Business Assoc</td>
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<tr>
<td>Save the spotted owl campaign</td>
<td>Still working to save owls</td>
<td>Sunshine Mooney &amp; High School nature club</td>
</tr>
<tr>
<td>Citizen anti-drug task force</td>
<td>Volunteer force cleans up meth labs</td>
<td>Police dept Mayor's office</td>
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<tr>
<td>Craneville Tourism Project</td>
<td>Now have a city festival</td>
<td>Craneville Tourism Committee</td>
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<tr>
<td>Medical provider Recruiting Campaign</td>
<td>Still organizing</td>
<td>Craneville Council on Aging</td>
</tr>
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</table>

Examples
- community planning, community economic development, program and service development, community visioning, and other community development/involvement activities...
A community commits to action activities, identifying leadership for each area to maintain and for each area of growth opportunities.

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<thead>
<tr>
<th>Areas to Maintain</th>
<th>Leadership Responsible</th>
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<table>
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<tr>
<th>Growth Opportunities</th>
<th>Leadership Responsible</th>
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## Community Action Activities Inventory

### Evaluation of Success ✓

**Action Tool 7B**

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<th>Date</th>
<th>Page ___ of ___</th>
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</table>

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>Who was Responsible</th>
<th>When it Took Place</th>
<th>Difference Made</th>
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**Examples**

- County Fairs, Downtown Beautification, Fix up/clean up day
When asset inventories are completed, the assets can be “mapped” to show asset areas and/or groups. The following example is a map of asset areas for individuals, associations, and institutions. Names of businesses, schools, youth groups, etc. could be listed on large community asset maps; or there can be several various maps with many lists.
ABCD: OUTCOMES

(Catalyst which causes relationships to develop)

ASSET MAPPING

(Individual self-interest, relationships undeveloped)

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

= COMMUNITY ACTION
One of the strengths of asset based community development is its ability to serve as a catalyst to relationship building. As people begin to identify what they can bring to the community in the form of their own strengths and gifts, and others learn about it, relationship building occurs and connections are made.

As stated in the material, *relationship is the change agent when ABCD is used.* Relationship building strengthens community, and as people get to know one another in this context they are more likely to work together for positive community change. The diagram above (left) represents community members before the change agent of ABCD is introduced; people are not connected to each other. Once the model is introduced and applied, relationship development begins. The arrows in the second diagram represent connections and networks that have formed as a result of the introduction of the ABCD model. Connections are now made where there were none before, and the community is strengthened by it. Positive community action is one of the outcomes of applying the model.
Contact Information

John C. Allen, Ph.D.
Director, Western Rural Development Center
Professor, Dept. of Sociology, Social Work and Anthropology
Utah State University
8335 Old Main Hill
Logan, UT 84322-8335
(435) 797-9732
(435) 797-9733 (fax)
johna@ext.usu.edu
http://extension.usu.edu/wrdc