

# COMMUNITY ASSET MAPPING

■ **Asset:** a quality, condition, or entity that serves as an advantage, support, resource, or source of strength

■ **Mapping:** to make a survey of

■ Learning about what your community has to offer

■ A shift from *needs*-based (deficit) to *asset*-based (capacity building)

## □ Define your community

- What are the boundaries of your community?
- What are the major demographic characteristics of your community?
- What – *event, feature, product* – is your community known for?

## □ Identify People as Assets

- Knowledge and skills, talents, interests, experience
- Resources they own
- Relationships and connections

## □ Identify Places as Assets

- Public, private, and nonprofit entities
  - Institutions
  - Organizations
  - Businesses

### ○ Institutions

- Schools, school district
- Colleges and universities
- Government agencies (local, state, federal)
- Libraries
- Parks and recreational facilities
- Churches, church groups

### ○ Organizations

- Service clubs
- Business organizations
- Charitable groups
- Political organizations
- Community celebrations committees
- Neighborhood groups
- Sports leagues
- Youth clubs

### ○ Businesses

- Local media
- Health and fitness clubs
- Healthcare facilities
- Small & large businesses
- Corporations
- Entrepreneurs
- Public entities (i.e. BLM, U.S. Forest Service)

Adapted from: Community Asset Mapping Workbook,  
Northwest Regional Education Laboratory  
[http://www.nwrel.org/ruraled/publications/com\\_mapping.pdf](http://www.nwrel.org/ruraled/publications/com_mapping.pdf)