Three Tools for Asset-Based Mapping

What is Asset-Based Mapping

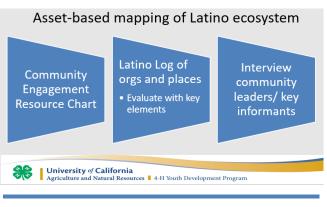
Asset-based mapping documents a community's existing resources.

Why Do Asset-Based Mapping?

Asset-based mapping helps you understand your community so that you can better incorporating community strengths and partnerships into your work for increased impact.

3 Tools to Help

1. Community Engagement Resource Chart



These three asset-based mapping tools help you understand your community to better identify and build partnerships and to increase impact

a. List the names of groups, organizations or associations in your community that support youth and youth development. Consider: Cultur

youth and youth development. Consider: Cultural settings and traditions, businesses, physical spaces, cultural heritage, institutions, individuals, associations and community festivals and events.

- b. Then ask:
 - i. What sector of your community did you complete first?
 - ii. Which sector do you know the least about?
 - iii. What will you do to learn more?

2. Log of Organizations and Places.

Map networks and organizations that serve Latino youth and families.

- a. Tap these sources of information
 - i. Existing knowledge
 - ii. Flyers, local coalitions, initiatives, meetings and/or events
 - iii. Guidestar database (now part of Candid) (do one-word searches)
 - iv. 211 call option (do One- or three-word search)
 - v. Internet search e.g., youth support programs,

3. Interview Community Leaders: Key Informant Interview

- a. Identify and select key Informants to offer an insider's view of the community
- b. Learn the past, present and future challenges and opportunities of the populations and places
- c. Build relationships
- d. How would you briefly describe the _____ population, or populations, in _____ County?
 - a. To what extent are youth first generation, second generation, multigeneration US residents?
 - b. To what extent are youth documented or undocumented, or from mixed status families?
 - c. What are the sending countries/states/regions?
 - d. What are some key interests, challenges and resources among local youth and families?

Reference: Erbstein et al. (2017). <u>Engaging Latino Communities from the Ground Up: Three Tools</u>. <u>Journal of</u> <u>Extension</u>. 55:4.

Developed with input from Fe Moncloa, Claudia Diaz Carrasco, Nancy Erbstein, Stacy Shwartz Olagundoye, Russell Hill and Mark Bell UC ANR © 2021