Asset Based Community Development (ABCD) and Community Organizing
9:00 a.m. to 2:30 p.m. November 15, 2016

9:00 Welcome
9:15 Learning Objectives
   Agreements and Agenda
9:30 Introductions
9:45 The ABCD Model

10:15 BREAK

10:30 Discovering Assets Tool: Learning Conversations

11:15 LUNCH

11:30 More Discovering Assets Tools: Capacity inventory, Associations and
   House Meetings
11:45 Asset Mapping Tools
12:15 Introduction to Action Planning

1:00 BREAK

1:15 Work on action plans in teams
2:30 Adjourn

Handouts:
Hand Head Heart .................................................................................. 2
Individual Capacity Inventory .................................................................. 3
1:1 Learning Conversations ................................................................. 4
Learning Conversation Meeting Notes ................................................. 5
Associational Interview ......................................................................... 6
House Meeting ...................................................................................... 7
Sample House Meeting Agenda ......................................................... 8
Six Types of Assets to Connect ............................................................ 9
Types of Asset Mapping ....................................................................... 10
Sample Community Asset Map ............................................................ 11
Our Community Asset Map ................................................................. 12
Three Questions .................................................................................. 13
Master List of Associations .................................................................. 14
Community Building vs. Social Service ............................................... 17
Strategies for Institutions .................................................................... 18
ABCD Community Organizing Characteristics .................................... 19
Action Planning Template ..................................................................... 20
HAND HEAD HEART

My name is:

And here are some of my gifts:

Please list 1-2 things in each category

Gifts of the head (things I know something about, and would enjoy talking about, or teaching others about, e.g., music, dance, art, languages, math, cooking, agriculture, etc.).

Gifts of the hands (things I know how to do and enjoy doing, e.g., carpentry, sports [be specific], gardening, cooking, soccer, etc.).

Gifts of the heart (things I care deeply about, e.g., protection of the environment, civic life, children, fairness, faith, etc.).
INDIVIDUAL CAPACITY INVENTORY

INTRODUCTION
My name is ______________________
What is your name?

Basically, we believe that everyone has talents and gifts that can be used to benefit the community. I'd like to spend a few minutes talking to you about your gifts and skills.

Before we get started, let me give you a small gift (can be a simple magnet with emergency numbers, or other small useful item)

GIFTS
Gifts are abilities that we are born with. We may develop them, but no one has to teach them to us.
1. What positive qualities do people say you have?
2. Who are the people in your life that you give to? How do you give to them?
3. When was the last time you shared with someone else? What was it?
4. What do you give that makes you feel good?

SKILLS
Sometimes we have talents that we’ve acquired in everyday life such as cooking and fixing things.
1. What do you enjoy doing?
2. If you could start a business, what would it be?
3. What do you like to do that people would pay you to do? What could you teach others
4. Have you ever made anything? Have you ever fixed anything?

DREAMS
Before you go, I want to take a minute and hear about your dreams—those goals you hope to accomplish.

1. What are your dreams?
2. If you could snap your fingers and be doing anything, what would it be?

CLOSING
Thank you
Who else should I talk to?
Next Steps

Before you go, can I get your full name?
Address?
Age?
Best contact information?
1:1 LEARNING CONVERSATIONS

CREDENTIAL

WARM UP TALK

MOTIVATION TO ACT
• Gifts/talents to contribute
• Dreams to realize
• Concerns/needs to address

WILL THEY PARTICIPATE?

WHO ELSE DO THEY KNOW?

KEY—
1. Is the person motivated enough to act on her/his “self-interest”?
2. Where do you “plug them in?” Create opportunity
3. Distinguish “opinion” from “motivation to act”
LEARNING CONVERSATION
MEETING NOTES--SAMPLE

Name: Date:
Address:
Phone:
E-mail:
Occupation:
Interviewer:
Who suggested this contact?

1. Gifts, capacities, skills to contribute?

2. Issues and concerns to work on?

3. What about [insert our issue or neighborhood here]—do you have concerns? And what should we do that you would work on?

4. Strong relationships with others (individuals, associations, or institutions)

5. Possible roles in organization (board, issues, other)

6. Contacts for us to see? (name and phone)
ASSOCIATIONAL INTERVIEW

IDENTIFY - address, telephone, contact person

MEETINGS - time, date, place, open or by invitation

LEADERS - who are they?

STATED MISSION - the primary reason you meet

WHAT ELSE DO YOU DO
  • For others and yourself?
  • For others primarily?

WHAT MIGHT YOU DO IN THE FUTURE?

ARE YOU INTERESTED IN WORKING ON “X”? (our theme or issue)

YES - NEXT STEPS?
  • Involve your membership?
  • What could you contribute?

YES and NO
  • What other local associations are you connected to/know about?
HOUSE MEETING (ALSO KNOWN AS NEIGHBORCIRCLES)

Place Matters!

Civic life begins at our doorsteps by finding ways to encourage genuine neighbor-to-neighbor connections.

Conversation Matters!

NeighborCircles is a way of creating safe, supportive and intimate environments for people to share more of themselves than they are likely – or used to - sharing with others. This sharing can have the immense power to break down cultural, political and religious barriers, and uncover genuinely innovative ideas…. we trust that if we can create an environment where great conversation takes place, all kinds of civic engagement, collective power and new thinking can emerge, and the natural instincts for caring, generosity, tolerance and trust can arise.

Structure (and the lack of it) Matters!

Conversations should prioritize investing in relationships over relying on structure. Letting form to follow function frees the group to build effectiveness out of relationships, stay focused on the job at hand, and integrate the things they do as a community into their personal lives in a more organic way. Practicing a style of facilitative leadership which is informal, provisional (roles change as time and context changes), and which focuses on helping to connect people to information and each other.

Fun Matters!

It is a simple idea, but a time-tested and powerful one.
SAMPLE HOUSE MEETING AGENDA

(As the facilitator, plan to arrive 30-45 minutes ahead of time to assist the host with set up. Make sure there is a contact sheet for participants to fill out)

I. Introduce yourself, your coalition and purpose of the meeting.
   (You are here to facilitate discussion, discover assets and connect people and their interests, not make a presentation)

II. Ask each person to introduce themselves with their name, where they live, what are their hopes for the meeting and a "relationship building question"

III. Hand, Head, Heart exercise

IV. Either
   a. Deeper Individual Capacity Inventory
      OR
   b. Presentation of Coalition goals for disaster preparedness

V. Invitation to participate in project and/or host a house meeting

VI. Discuss future meetings

VII. Evaluate the meeting (each person shares)
   a. What are two-three things I learned
   b. What is one thing I am going to do because of this meeting
   c. If there is another meeting I would like to discuss…or do…or make sure we take time to……

VIII. Thank host
SIX TYPES OF ASSETS TO CONNECT

1. Talents and skills of our people

2. Associations, and our network of relationships

3. Institutions and professional entities

4. Physical assets
   - Land, Property, Buildings, Equipment

5. Culture/Stores

6. Economic assets
   - Productive work of individuals, consumer spending power, local business assets
TYPES OF ASSET MAPPING

Individual Asset Inventories:
- Gifts, talents, dreams, hopes, fears

Associational Mapping:
- Associations you know
- Associations you don’t know
- What do they currently do?
- What have they talked about doing but haven’t done yet?
- What might they do if they were asked?

Institutional Mapping:
- Gifts of employees & volunteers
- Physical space & Equipment
- How money is spent - supplies, services, hiring, etc.
- Current relationship with community

Physical Space Mapping:
- What is in the neighborhood - parks, schools, libraries, community centers, hospitals and clinics, apartments, single family homes, neighborhood businesses, bike and walking paths, green spaces, vacant lots...
- What happens where - block club activity, recreation/sports, crime, senior activities, youth activities, clean-ups, code problems, housing type, etc.

Neighborhood Economy Mapping:
- How money flows in (and out) of the neighborhood
- Neighborhood business development
A Sample Community Asset Map

**Institutions**
- Schools
- Universities
- Community Colleges
- Police Departments
- Hospitals
- Libraries
- Social Service Agencies
- Non-Profits
- Museums
- Fire Departments
- Foundations

**Individuals**
- Gifts, Skills, Capacities, Knowledge and Traits of Youth
- Older Adults
- Artists
- Welfare Recipients
- People with Disabilities
- Students
- Parents
- Entrepreneurs
- Activists
- Veterans

**Physical Space**
- Gardens
- Parks
- Playgrounds
- Parking Lots
- Bike Paths
- Walking Paths
- Forests/Forest Preserves
- Picnic Areas
- Campsites
- Fishing Spots

**Local Economy**
- For-Profit Businesses
- Consumer Expenditures
- Merchants
- Chamber of Commerce
- Business Associations
- Banks
- Credit Unions
- Foundations
- Institutional-Purchasing
- Power and Personnel
- Barter and Exchange
- CDCs
- Corporations/Branches

**Associations**
- Animal Care Groups
- Anti Crime Groups
- Black Clubs
- Business Organizations
- Charitable Groups
- Civic Events Groups
- Cultural Groups
- Education Groups
- Elderly Groups
- Environmental Groups
- Family Support Groups
- Health Advocacy and Fitness Groups
- Heritage Groups
- Hobby and Collectors Groups
- Men’s Groups
- Mentoring Groups
- Mutual Support Groups
- Neighborhood Improvement Groups
- Political Organizations
- Recreation Groups
- Religious Groups
- Service Clubs
- Social Groups
- Union Groups
- Veteran’s Groups
- Women’s Groups
- Youth Groups

**Stories**
- Of background and personal history
- Of what you like to do and contribute
- Of existing and ongoing skills and capacities
- Of successful community development
- Of economic growth
- Of addressing racism
- Of including those who are marginalized
- Of recognizing the value of everyone
- Of a time when you or your group felt appreciated and valued
- Of a time the community is & was at its best
- Of cultural traditions — especially those that bring people together
THREE QUESTIONS

1. What can we do ourselves?

2. What can we do with a little help from the outside?

3. What do we need someone else to do?
MASTER LIST OF ASSOCIATIONS
<table>
<thead>
<tr>
<th>Addiction Prevention and Recovery Groups</th>
<th>Hobby and Collectors Groups</th>
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<tbody>
<tr>
<td>o Drug Ministry/ Testimonial Group for Addicts</td>
<td>o Coin Collector Association</td>
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<td>o Campaign for a Drug-Free Neighborhood</td>
<td>o Stamp Collector Association</td>
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<td>o High School Substance Abuse Committee</td>
<td>o Arts and Crafts Club</td>
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<td>o Garden Club of Neighbors</td>
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<td>o Sewing Club</td>
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<td>o Antique Collectors</td>
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<td><strong>Advisory Community Support Groups (Friends of...)</strong></td>
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<td>o Friends of the Library</td>
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<td>o Neighborhood Park Advisory Council</td>
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<td>o Hospital Advisory Group</td>
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<td><strong>Animal Care Groups</strong></td>
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<td>o Cat Owner’s Association</td>
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<td><strong>Anti Crime Groups</strong></td>
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<td>o Children’s Safe Haven Neighborhood Group</td>
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<td>o Police Neighborhood Watch</td>
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<td>o Senior Safety Group</td>
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<td><strong>Block Clubs</strong></td>
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<td>o Condominium Owner’s Association</td>
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<td>o Building Council</td>
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<td>o Tenant Club</td>
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<td><strong>Business Organizations/ Support Groups</strong></td>
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<td>o Economic Development Council</td>
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<td><strong>Charitable Groups and Drives</strong></td>
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<td>o Local Hospital Auxiliary</td>
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<td>o Big Brothers, Big Sisters</td>
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<td>o Rights of Passage Organizations</td>
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<td>o Disease Support Groups</td>
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<td>o Parent-to-Parent Groups</td>
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<td>o Family-to-Family Groups</td>
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<td>o Moms Clubs</td>
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<td><strong>Neighborhood Improvement Groups</strong></td>
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<td>o The Neighborhood Garden Club</td>
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<td>o Council of Books Club</td>
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<td>o Neighborhood Anti-Crime Council</td>
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<td>o Neighborhood Clean-Up Council</td>
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<td>o Republican Clubs</td>
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<td>Civic Events Groups</td>
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<td>o Local Parade Planning Committee</td>
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<td>o Arts and Crafts Fair</td>
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<td>o July 4th Carnival Committee</td>
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<td>o Health Fair Committee</td>
<td>o Body Builders Club</td>
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<td>Cultural Groups</td>
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<td>o Community Choir</td>
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<td>o Historical Society</td>
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<td>Disability/Special Needs Groups</td>
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<td>o Special Olympics Planning Committee</td>
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<td>o Local American Lung Association</td>
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<td>o Local Americans with Disabilities Association</td>
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<td>o Local Muscular Dystrophy Association</td>
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<td>o Local Book Club</td>
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<td>o Parent Teach Association</td>
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<td>o Literacy Councils</td>
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<td>o Tutoring Groups</td>
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<td>o Dance Club</td>
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<td>o ZUMBA!</td>
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<td>Social Cause/Advocacy/ Issue Groups</td>
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<td>o Get Out the Vote Council</td>
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<td>o Peace Club</td>
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<td>o Hunger Organization</td>
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<td>o Vigil Against Violence</td>
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<td>o Community Action Council</td>
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<td>o Social Outreach Ministry</td>
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<td>o Soup Kitchen Group</td>
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</tbody>
</table>
### Family Support Groups
- Teen Parent Organization
- Foster Parents’ Support Group
- Parent Alliance Group
- Black Empowerment Group
- Norwegian Society
- Neighborhood Historical Society
- African American Heritage Association
- MENCHA

### Health Advocacy and Fitness Groups
- Weight Watchers
- TOPS
- Traffic Safety Organization
- Child Injury Prevention Group
- Yoga Club
- YMCA/YWCA Fitness Groups
- Anti-Violence Group
- Senior Fitness Club

### Union Groups
- Labor Councils
- Trades Unions (Plumbers, Carpenters, etc.)

### Veteran’s Groups
- Veterans of Foreign Wars
- Women’s Veterans Organizations

### Women’s Groups
- Sororal Organizations
- Women’s Sports Groups
- Women’s Auxiliary
- Mother’s Board
- Eastern Star

### Youth Groups
- After School Group
- 4-H
- Girl and Boy Scouts
- Junior Achievement
- Boys and Girls Clubs
- Explorers Clubs
- Teen Leadership Club
How is the community building model different from the social service model?

In subtle, but very important ways...

<table>
<thead>
<tr>
<th>COMMUNITY BUILDING MODEL</th>
<th>SOCIAL SERVICE MODEL</th>
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<tbody>
<tr>
<td>Focus on <strong>ASSETS</strong></td>
<td>Focus on <strong>NEEDS</strong></td>
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<tr>
<td>Builds from <strong>OPPORTUNITIES</strong></td>
<td>Responds to <strong>PROBLEMS</strong></td>
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<td><strong>Investment</strong> Orientation</td>
<td><strong>CHARITY</strong> Orientation</td>
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<td>Emphasis on <strong>ASSOCIATION</strong></td>
<td>Emphasis on <strong>AGENCIES</strong></td>
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<tr>
<td>Focus on <strong>COMMUNITY</strong></td>
<td>Focus on <strong>INDIVIDUALS</strong></td>
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<td>Goal is <strong>EMPOWERMENT</strong></td>
<td>Goal is <strong>SERVICE</strong></td>
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<tr>
<td>Power comes from <strong>RELATIONSHIPS</strong></td>
<td>Power comes from <strong>CREDENTIALS</strong></td>
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<tr>
<td><strong>PEOPLE</strong> are the answer</td>
<td><strong>PROGRAMS</strong> are the answer</td>
</tr>
<tr>
<td>People are <strong>CITIZENS</strong></td>
<td>People are <strong>CLIENTS</strong></td>
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</tbody>
</table>
STRATEGIES FOR INSTITUTIONS

What can agencies and institutions do to build stronger citizens’ groups and stronger communities? How to lead by “stepping back”?

CHAMPIONS FOR CHANGE- staff can work to get citizens power and resources.

SMALL GRANTS- to activate citizenship through small amounts of funding to citizen groups.

SELF INVENTORIES- what does our agency have to offer to strengthen local citizens? (Outside our service mission)

ASSOCIATION MAPPING- find and connect local associations and congregations.

OTHER ASSET MAPPING- discover what assets we have in our community to address issues.

CONVENE INSTITUTIONS- organize institutions to support citizens’ action— as citizens’ groups want.

AUTHORIZE CITIZENS TO ACT- agencies can use expertise and clout to encourage citizens’ action.

SUPPORT CITIZEN ORGANIZING- invest in and support the development of citizen groups and citizen centered community partnerships.

ECONOMIC POWER—buy, hire, train in ways that strengthen the local economy.
ABCD COMMUNITY ORGANIZING CHARACTERISTICS

*Resources are inside and outside the community*

**Neighborhood/Town Based**

**Residents build power through relationships**

**Cooperative before Challenging**

*Residents are main producer of outcomes*

**Broad Participation**

EVERY MEMBER OF OUR COMMUNITY HAS GIFTS TO OFFER—NOT JUST THE ‘LEADERS’

**All of each person—anger, dreams, and gifts**

*Inclusive—there is no one we don’t need*

We plan with, not for
## Action Plan Template

<table>
<thead>
<tr>
<th>Goal #</th>
<th>SMART Goal – what do we want to be different because we acted. (Specific, Measurable, Aggressive yet Achievable, Relevant, Time bound)</th>
<th>Assets Available – individuals, associations, institutions, economic, physical spaces and places, cultural traditions, community stories, networks</th>
<th>Key Activities (how are we going to connect and activate these assets)</th>
<th>When, Who (what are the important dates we want to complete activities by and who is in charge of making sure an activity happens)</th>
<th>Key External Partners? (Who are they and what do we need from them?)</th>
<th>Other Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Que quiere que sea diferente por qué actuó? Especifico, Medible, Agresivo pero Alcanzable, Pertinente, Tiempo</td>
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Brainstorming – SMART Goals

What do you want to be different because you acted?

(*Specific, Measurable, Aggressive yet Achievable, Relevant, Time Bound*)

List them – no wrong answer

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GOAL SETTING WHEEL

Which area(s) do you want to improve the most?

☐ ☐ ☐ ☐ ☐ ☐ ☐
**Visualization** is the technique of focusing on positive mental or visual images in order to be motivated to achieve your goals.

**WHAT DOES MY PRIORITY GOAL LOOK LIKE?**

Picture your goal. What is it? What does it look like? Draw it/Write it!

**WHY IS THE GOAL IMPORTANT TO ME OR MY COMMUNITY?**

1. 
2. 
3. 

**WHAT 1) ASSETS, 2) RESOURCES and 3) NETWORKS WILL BE NEEDED to ACHIEVE GOAL?**

1. 
2. 
3. 

**WHAT WILL BE DIFFERENT?**

How will you know if your team is making progress on the goal or if you achieved it?

1. 
2. 
3. 
Our Goal: ___________________________________________________
_____________________________________________________________
We will start on my goal on: _______ and Achieved by: ________, 20__
We will measure progress by: ___________________________________
_____________________________________________________________
_____________________________________________________________
We will be support each other and be accountable because: __________
_____________________________________________________________
We: ____________________________, commit to working on the
following tasks in order to achieve goal:

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### Next Steps

**Other things to consider**

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<th>Complete?</th>
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<td>Additional assets available – (individuals, associations, Institutions, Economic, physical spaces, cultural traditions, community stories, etc.)</td>
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**Celebrating Wins**

**Major Tasks Completed:**

**Lessons Learned:**

**Proudest Achievements:**
SESSION 1: ASSET BASED COMMUNITY DEVELOPMENT: BUILDING COMMUNITIES FROM THE INSIDE-OUT
EXERCISE

Gifts of …

The Hand – Things I can do, make, fix, create

The Head – Things I know something about or am interested in learning

The Heart – my passions, cares, concerns
THE DILEMMA . . .

People and Communities have deficiencies & needs

Individuals and Communities have skills and talents
NEIGHBORHOODS NEEDS MAP

Unemployment

Broken Families

Child Abuse

Crime

Gang

Welfare Recipients

Lead Poisoning

Slum Housing

Graffiti

Mental Disability

Illiteracy

Dropouts
CONSEQUENCES OF THE NEEDS MAP FOR LOCAL RESIDENTS

• “We are deficient”

• Our local relationships are damaged

• Most money comes into our community for programs – often narrowly defined

• We place focus on leaders who magnify deficiencies

• We reward failure and foster dependency on systems

• Our community has a poor self-image

• We experience hopelessness
COMMUNITY ASSETS MAP

Building Communities From the Inside Out: A Path Toward Finding and Mobilizing a Community’s Assets, Kretzmann, John P. and McKnight, John L.
COMMUNITY ASSETS MAP

Local INSTITUTIONS

- Business
- Churches/Houses of Worship
- Income
- Parks
- Hospitals

Citizens’ Associations

- Youth
- Artists
- Labeled People
- Older Adults

Gifts of INDIVIDUALS

- Community Colleges
- Libraries
- Block Clubs
- Schools
SIX TYPES OF ASSETS TO CONNECT

1. Talents and skills of our people
2. Associations and our network of relationships
3. Institutions and professional entities
4. Physical assets
   • Land, Property, Buildings, Equipment
5. Culture/Stories
6. Economic assets
   • Productive work of individuals, Consumer spending power, local business assets
A SAMPLE COMMUNITY ASSET MAP

Individuals
- Gifts, Skills, Capacities, Knowledge and Traits of Youth
- Older Adults
- Artists
- Welfare Recipients
- People with Disabilities
- Students
- Parents
- Entrepreneurs
- Activists
- Veterans

Physical Space
- Gardens
- Parks
- Playgrounds
- Parking Lots
- Bike Paths
- Walking Paths
- Forests/Forest Preserves
- Picnic Areas
- Campsites

Local Economy
- For-Profit Businesses
- Consumer Expenditures
- Merchants
- Chamber of Commerce
- Business Associations
- Banks
- Credit Unions
- Foundations
- Institutional-Purchasing
- Power and Personnel Exchange
- CDCs
- Corporations and Branches

Associations
- Animal Care Groups
- Anti Crime Groups
- Block Clubs
- Business Organizations
- Charitable Groups
- Civic Events Groups
- Cultural Groups
- Education Groups
- Elderly Groups
- Environmental Groups
- Family Support Groups
- Health Advocacy and Fitness Groups

Institutions
- Schools
- Universities
- Community Colleges
- Police Departments
- Hospitals
- Libraries
- Social Service Agencies
- Non Profits
- Museums
- Fire Departments
- Foundations

Stories
- Of background and personal history
- Of what you like to do and contribute
- Of successful community development
- Of economic growth
- Of addressing racism
- Of including those who are marginalized
- Of recognizing the value of everyone
- Of a time when you or your group felt appreciated and valued
- Of a time the community was at its best
DISCOVERING AND CONNECTING COMMUNITY ASSETS

• Learning Conversations
• Individual Capacity Inventories
• Associational Interviews
• House Meetings
RESIDENT POWER LADDER

Residents...
In Control
As Participants
As Information Sources
As Recipients
CITIZEN POWER PROGRESSION

PRODUCER
... VISION
... OUTCOMES

ADVOCATE

ADVISOR

VICTIM
PERCEPTION SHIFT
YOUNG MEN AND WOMEN
ACCORDING TO THEIR ASSETS

Problem → Problem Solver

Client → Change Maker

Recipient → Co-Participant

At risk population to be dealt with → Leadership asset to be cultivated

Tomorrow’s Leaders → Part of today’s Leadership team

Adult in the making → A citizen today
**How is the Community Building Model Different from the Social Service Model?**

*In subtle, but very important ways…*

<table>
<thead>
<tr>
<th>Community Building Model</th>
<th>Social Service Model</th>
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<tbody>
<tr>
<td>Focus on <strong>ASSETS</strong></td>
<td>Focus on <strong>NEEDS</strong></td>
</tr>
<tr>
<td>Builds from <strong>OPPORTUNITIES</strong></td>
<td>Responds to <strong>PROBLEMS</strong></td>
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<td><strong>INVESTMENT</strong> Orientation</td>
<td><strong>CHARITY</strong> Orientation</td>
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<td>Emphasis on <strong>ASSOCIATIONS</strong></td>
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<td>Focus on <strong>INDIVIDUALS</strong></td>
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<td>Goal is <strong>EMPOWERMENT</strong></td>
<td>Goal is <strong>SERVICE</strong></td>
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<td>Power comes from <strong>RELATIONSHIPS</strong></td>
<td>Power comes from <strong>CREDENTIALS</strong></td>
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<td><strong>PEOPLE</strong> are the answer</td>
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• Ron Dwyer-Voss
• Pacific Community Solutions, Inc.
• ron@pacificcommunitysolutions.com
• 916-203-4051
SESSION 2: ACTION PLANNING

HANDS ... HEAD ... HEART ...

FRESNO ~ TRANSFORMING LIVES AND COMMUNITIES
WHAT IS AN ACTION PLAN?

An Action Plan is a map that helps your team identify

- Action steps
- Person responsible and back-up
- Assets and resources needed
- Realistic timetable that leads to the highest likelihood for affected individuals to take action and drive community change.
CROWN HEIGHTS NEIGHBORHOOD GROUP

- Parents
- Crown Heights Neighborhood Group
- Successful Youth = School Transportation
- City of Oceanside Resource Center
- Oceanside Unified School District
- Community Housingworks
- Students

![Image of students boarding a school bus]
CROWN HEIGHTS’S SUCCESSFUL YOUTH

- **Vision** – All Crown Heights youth will be successful.
- **S.M.A.R.T. Goal** – restoring safe and reliable school transportation for students of the Crown Heights neighborhood by the next school year.
- **Why** – attending school increases chances of success.
- **Who are allies** – parent, students, neighborhood group, city, school district and for impact organizations.
- **Assets & Resources** – ID maker, badges, system to track, receipt books, bank account, policies and procedures, place to meet, bus and driver …
- **What** – a handful of residents coming together to act by researching, door knocking, 1:1s, mobilizing, organizing, using network, presenting goal, working with partnership opportunity, and taking action.
- **When - Timeline** – initial ramp-up launch was in 4 weeks and maintained for 11 years.
LET’S SING TO “MACHO MACHO MAN”
BY THE VILLAGE PEOPLE

Action, Action, Plan

I want to work on my action plan.

Action, Action, Plan

We want to work on our action plan.

Action, Action, Plan

We will LEAD in THE ACTION PLAN!!! …
GROUP EXERCISE

1. Select a facilitator
2. Note taker
3. Identify one thing that you want to act on that will make a difference in your community
   - **Brainstorm – no bad ideas**
     - Individuals write their ideas in a list
     - All share
     - Table groups ideas and organizes in priority (all are important but some may need to work on small wins first, most important, or some may come before others).
   - **With top selected idea/project/goal and as a team**
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