



BCT  
PARTNERS



Helping Change Happen

FRONTLINE  
SOLUTIONS

## Asset-Mapping and Network Analysis

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# AGENDA

- I. Theoretical Framework:  
Asset-Based Community Development
- II. Project Examples:
  - North Carolina Network of Grantmakers
  - New Hampshire Employment Program
- III. Lessons Learned and Future Directions
- IV. Mapping assets for your organization

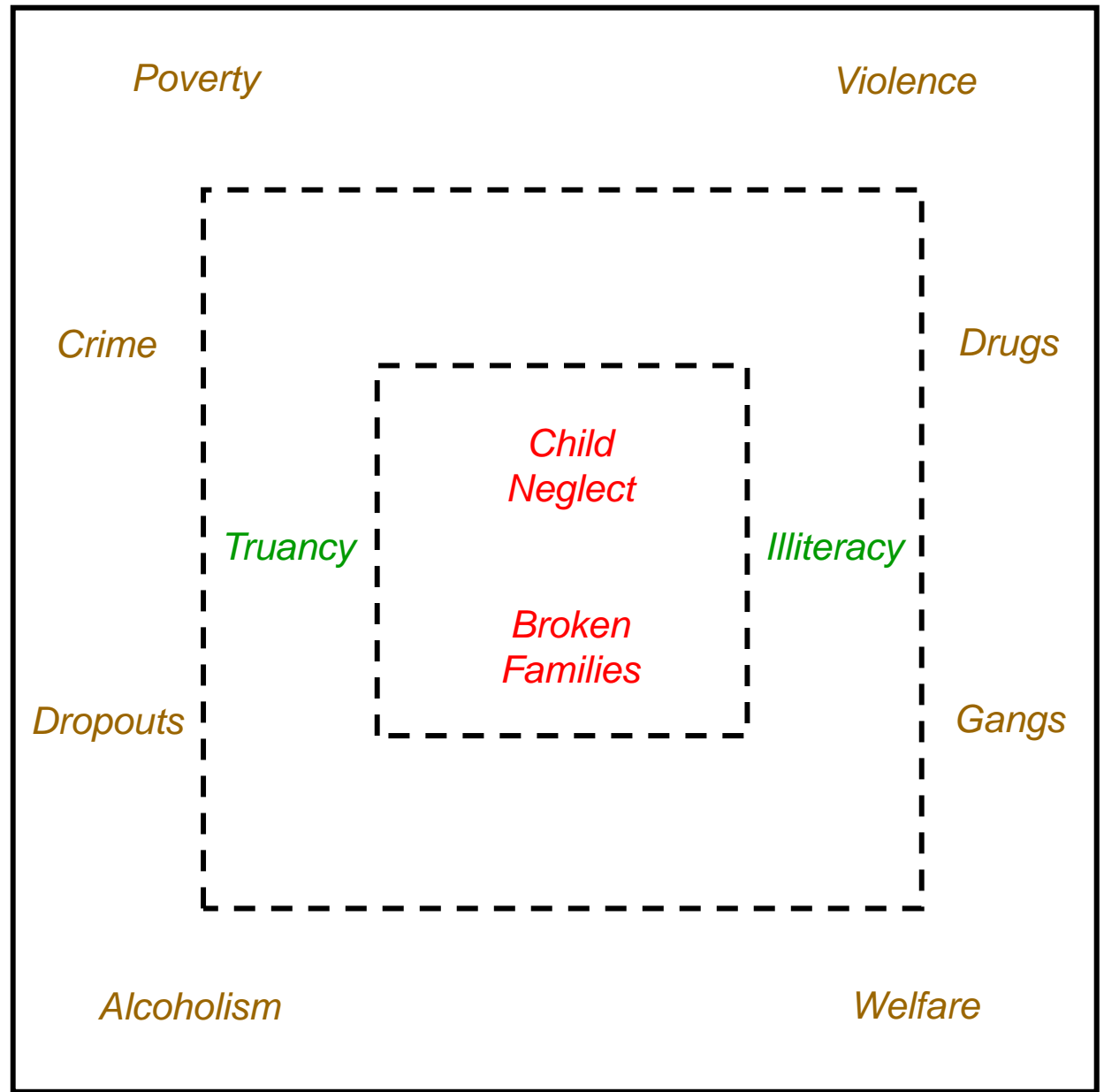


## COMMUNITY ASSET MAPPING: TWO PARADIGMS

Half-Empty  
*“Needs-Based”*  
or  
Half-Full  
*“Asset-Based”*

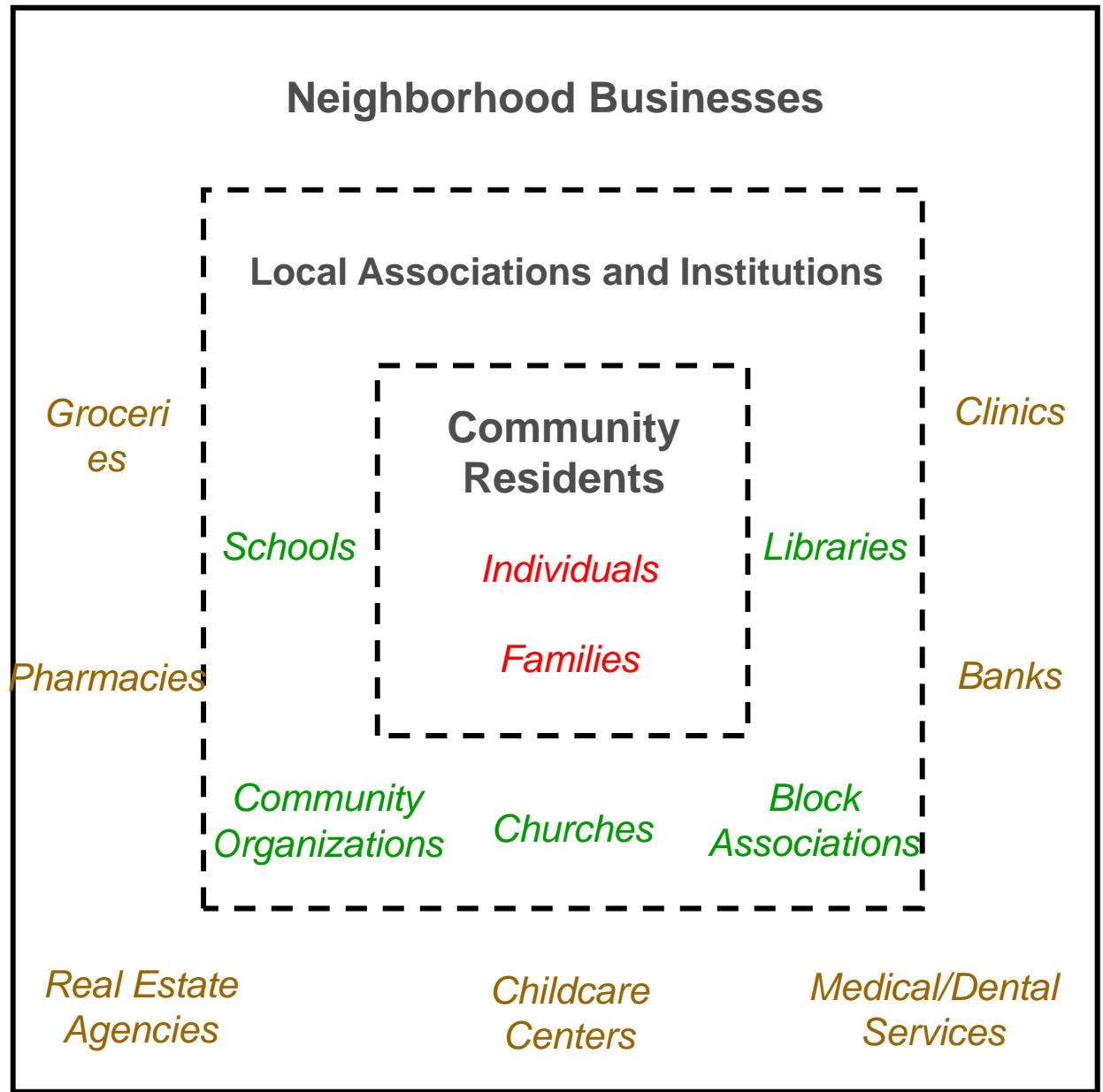


# Community Needs-Map



Kretzmann & McKnight  
(1995)

# Community Asset-Map



Kretzmann & McKnight  
(1995)



# ASSET-BASED COMMUNITY DEVELOPMENT

*“Social and economic revitalization begins with what is **already present** in the community – not only the capacities of residents as individuals, but also the existing associational, institutional, and commercial foundation.”*

– Kretzmann & McKnight  
(1995)



# ASSETS

***Developmental assets*** that allow residents to attain the skills needed to be successful in all aspects of daily life (e.g., educational institutions, early learning centers)

***Commercial assets*** that are associated with production, employment, transactions, and sales (e.g., labor force and retail establishments)

***Physical assets*** that are associated with the built environment and physical infrastructure (e.g., housing, commercial buildings, and roads)



## Assets – Continued

***Recreational assets*** that create value in a neighborhood beyond work and education (e.g., parks, open space, community gardens, and arts organizations)

***Social assets*** that establish well-functioning social interactions (e.g., community engagement, community building, community activism)

***Support Assets*** that bolster the physical and mental health of the community (e.g., counseling services, dental clinics, healthcare providers)





# BCT-FSI ASSET MAPPING METHODOLOGY

- Phase I:** Community Needs Assessment
- Phase II:** Community Asset Mapping (*Available Data*)
- Phase III:** Community Surveys and Interviews
- Phase IV:** Community Assets Profile and Gap Analysis (*IT*)
- Phase V:** Community Assets Mobilization\*

*\*Varies*



## **NORTH CAROLINA NETWORK OF GRANTMAKERS**

- NCNG is North Carolina's only forum for information-sharing and cooperation among North Carolina grantmakers.
- NCNG helps its members share knowledge, experiences and lessons learned – and provide opportunities for North Carolina foundations and corporate grantmakers to work together to improve the effectiveness and ultimate impact of grantmaking.



## NCNG PROJECT OBJECTIVES

- Create a dynamic community map or catalogue of the youth programs/services across Chapel Hill/Carrboro.
- Create a dynamic profile of each group/organization/entity to understand its individual capacity, successes, approach to evaluation, and the challenges it faces in delivering services.
- Through facilitation of a vision process, produce a document of the services that funders and community stakeholders would like to see for children and youth in Chapel Hill/Carrboro and the financial resources needed to provide those services.
- Use the analysis of the community map, organization meetings, and organizational profiles to develop a recommended plan for continued funder investment and increased nonprofit capacity.



# NORTH CAROLINA NETWORK OF GRANTMAKERS

- Phase I:**            **Community Needs Assessment**  
*NCNG + Focus Groups (3) + Demographics + Reviews*
- Phase II:**         **Community Asset Mapping (*Available Data*)**
- Phase III:**        **Community Surveys and Interviews**
- Phase IV:**        **Community Assets Profile and Gap Analysis (*IT*)**
- Phase V:**         **Community Assets Mobilization**



## PHASE I: NEEDS ASSESSMENT

- **NCNG**
- **Focus Groups**
  - *Nonprofit leaders • Community leaders • Youth*
- **Demographic Data**
  - *Census, Community Survey, National Center for Education Statistics*
- **Reviews**
  - *Best-practices literature review and funder interviews*
- **Needs Assessment Summary**



# NORTH CAROLINA NETWORK OF GRANTMAKERS

- Phase I:**            **Community Needs Assessment**  
*NCNG + Focus Groups (3) + Reviews*
- Phase II:**         **Community Asset Mapping (Available Data)**  
*Online Research*
- Phase III:**        **Community Surveys and Interviews**
- Phase IV:**        **Community Assets Profile and Gap Analysis (IT)**
- Phase V:**         **Community Assets Mobilization**



## PHASE II: ASSET MAPPING

### **Online research and referrals from key contacts:**

*All high, middle, and elementary schools*

*All Smart Start programs*

*All churches and other religious institutions*

*All parks and recreation facilities*

*All large, independently operated centers that work with young people (e.g. YMCA)*

*All justice-involved youth agencies (e.g. counselors, referral programs, etc.)*





# NORTH CAROLINA NETWORK OF GRANTMAKERS

- Phase I:**            **Community Needs Assessment**  
*NCNG + Focus Groups (3) + Reviews*
- Phase II:**        **Community Asset Mapping (Available Data)**  
*Online Research*
- Phase III:**      **Community Surveys and Interviews**  
*General Profiles and Detailed Profiles*
- Phase IV:**      **Community Assets Profile and Gap Analysis (IT)**
- Phase V:**        **Community Assets Mobilization**





## PHASE III: SURVEYS AND INTERVIEWS

- **General Profiles**
  - *NCNG Funders Group*
  - *School and nonprofit program staff*
  
- **Detailed Profiles**
  - *A smaller set of 25 organizations derived from the comprehensive list*
  - *Phone and/or in-person interviews with 1-2 key contacts; review of web and public records*



# NORTH CAROLINA NETWORK OF GRANTMAKERS

- Phase I:**            **Community Needs Assessment**  
*NCNG + Focus Groups (3) + Reviews*
- Phase II:**        **Community Asset Mapping (Available Data)**  
*Online Research*
- Phase III:**       **Community Surveys and Interviews**  
*General Profiles and Detailed Profiles*
- Phase IV:**       **Community Assets Profile and Gap Analysis (IT)**  
*Community Forum (Google Maps) + NCNG Analysis*
- Phase V:**        **Community Assets Mobilization**



## **PHASE IV: ASSETS PROFILE/GAP ANALYSIS**

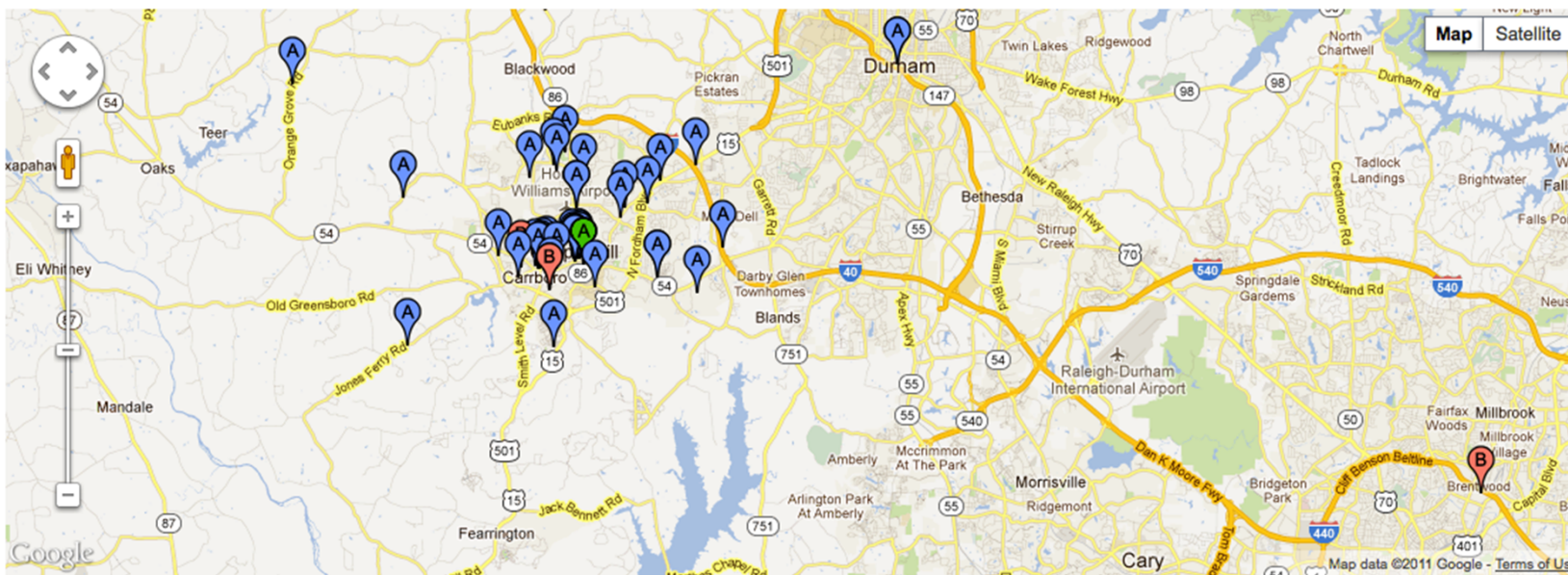
- Community forum
- Google Maps
- NCNG analysis and planning

## Youth Services Map

[Home](#) / [Youth Services](#) / [Youth Services Map](#)

The North Carolina Network of Grantmakers (NCNG) spearheaded a project in 2011 to map all programs that serve children and young adults aged 5-20 in Chapel Hill and Carrboro. One product of the project was this interactive map of youth services in the area. You can filter map results by type of organization, nature of service, population served, and number of children served. Click on individual push pins to find out quick information about local organizations.

Type of Organization	Nature of Service	Age Group	Number of Youth Served
Type of Organization	Nature of service	Age group	Number of youth served
Demographics: Black	Demographics: White	Demographics: Hispanic	Demographics: Multiracial
Demographic: Black	Demographics: White	Demographic: Hispanic/Lati	Demographic: Multiracial



- Government
- Non profit
- Other
- Religious

<http://chcyouth.org/>



# NORTH CAROLINA NETWORK OF GRANTMAKERS

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*Community Forum (Google Maps) + NCNG Analysis*
- Phase V:**        **Community Assets Mobilization**  
*Youth Service Gaps and Optimization Strategy*





## PHASE V: ASSET MOBILIZATION

- Used the analysis of the community map, organization meetings, and organizational profiles to develop a recommended plan for continued funder investment and increased nonprofit capacity in delivery of services in Chapel Hill/Carrboro.



## LESSONS LEARNED

- 1) Validate needs (*Phase I*) and validate findings (*Phase IV*)
- 2) Combine quantitative (*Phase II*) with qualitative (*Phase III*)
- 3) Community needs assessment helps guide (and focus) community asset mapping
- 4) Fit the technology to the needs
  - 1) *Custom solution using ESRI*
  - 2) *User-facing interactive map using Google*
- 5) Integrate online with offline
- 6) Leverage partnerships to reduce cost



## FUTURE DIRECTIONS

- Standardize data collection tools and interview protocols
- Create tighter integration between Google Maps and public local/regional/national data sets (both assets and demographics)
- Minimize start-up “costs” for new asset-mapping initiatives





## REFERENCE WEBSITES

- Chapel Hill/Carrboro Youth Services
  - *<http://www.chcyouth.org> (launching May 1, 2012)*
- New York City Map
  - *<http://gis.nyc.gov/doitt/nycitymap>*
- Healthy City
  - *<http://www.healthycity.org>*
- TRF Policy Map
  - *<http://www.policymap.com>*