

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

- a. List the names of groups, organizations or associations in your community that support 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.

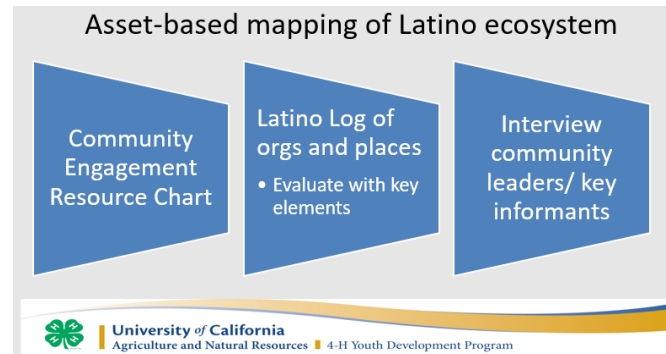
- a. Tap these sources of information
 - i. Existing knowledge
 - ii. Flyers, local coalitions, initiatives, meetings and/or events
 - iii. Guidestar database (now part of Candid) (do one-word searches)
 - iv. 211 – call option - (do One- or three-word search)
 - v. Internet search – e.g., youth support 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). [Engaging Latino Communities from the Ground Up: Three Tools](#). *Journal of Extension*. 55:4.

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