



Overview

- Background
- What is Asset Mapping
- Resources Identified
- Lessons Learned



Background

- City of Tampa-USF Partnership
- USF Collaborative for Children, Families and Communities Working Group
- Community Partners
- Service Learning
- Asset Mapping



City of Tampa-USF Partnership

Summer 2003

- Tampa Mayor Pam Iorio asked USF to join with the City to “improve” East Tampa
- USF President Judy Genshaft determined that “USF should be involved in a way that is meaningful and highly visible.”
- USF Collaborative for Children, Families and Communities, East Tampa Initiative Meeting
- 22 August 2003, Community Plunge (“Student Beautification Effort”)



USF Collaborative for Children, Families and Communities Working Group

- Teaching Faculty
 - Service Learning
 - Other courses
- Researchers
 - USF Collaborative research projects
 - Neighborhood research projects
- Other
 - Students
 - Partnering Agencies



Service Learning & Research

- On-site classroom experience
- 12 service learning courses funded (\$1,000) to date
 - College of Architecture and Community Design
 - College of Arts and Sciences
 - College of Education
 - College of Public Health
 - Louis de la Parte Florida Mental Health Institution*
- Other: Leveraging Ourselves
 - NSF HOPE VI Research
 - Data management project



Community Partners

- Corporation to Develop Communities (CDC) of Tampa, Inc.
 - East Tampa (NOW)
- City of Tampa
 - East Tampa Community Revitalization Partnership
- City-County Planning Commission
- Hillsborough County
- Others
 - School District of Hillsborough County
 - Churches



Definition

Asset Mapping

The process of cataloging
the resources of a community.

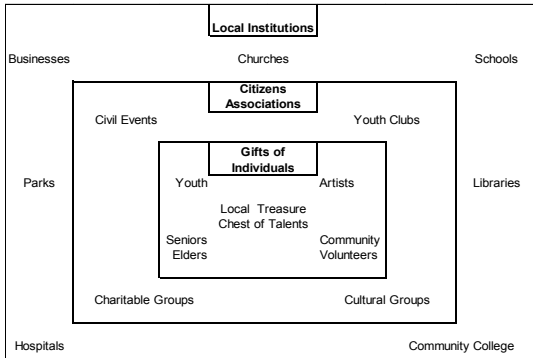
Asset Mapping Pioneers:
John Kretzmann and John McKnight
(Asset-Based Community Development (ABCD) Institute
<http://www.northwestern.edu/jpr/abcd.html>)

Resources

- Individual
- Association
- Institutional
- Economic



How These Assets Fit Together



Source: *Vitalizing Communities Facilitator Guide*, 1999, J. Allen, S. Cordes, and J. Hart, p. 23

“How to”

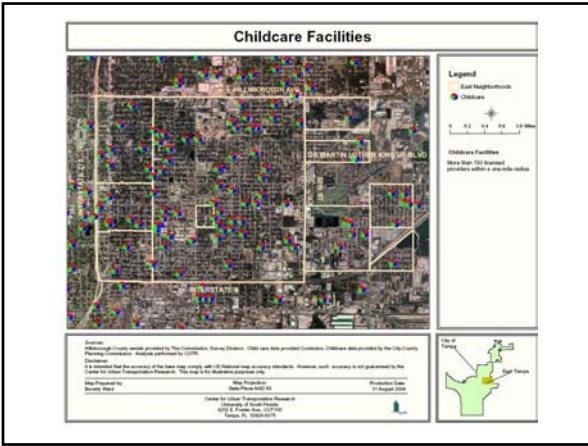
- Step 1: Define your community (study area).
- Step 2: Define what you want to do with the information collected.
- Step 3: Select what assets you want to identify
- Step 4: Identify if an asset mapping activity has been done previously in your community (e.g. previous assessments).
- Step 5: Develop plan to collect the information.
- Step 6: Map the assets of the community.
- Step 7: Evaluate your process and results.

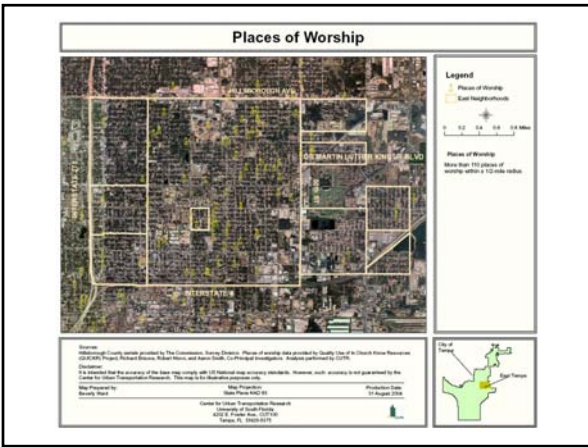


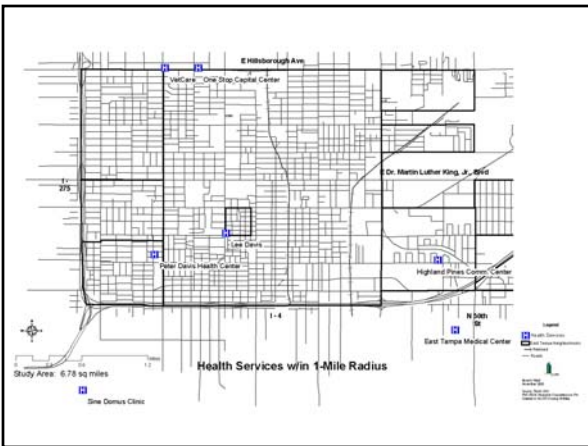
Assets Mapped

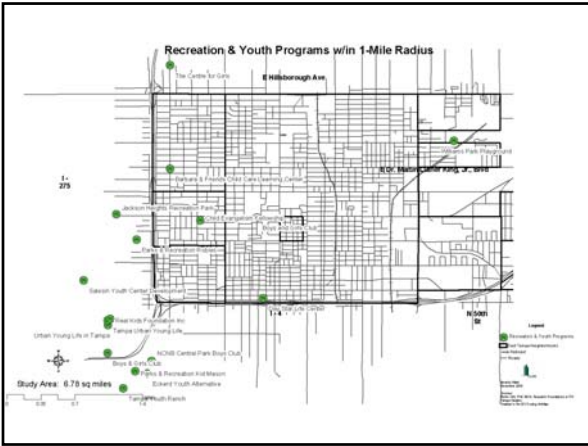
- Individual
 - A Database of email addresses
 - A Database of workshop participants
- Association
 - A Databases from workshops
- Institutional
 - A Focus of project management & service learning projects
- Economic
 - A Databases generated from above

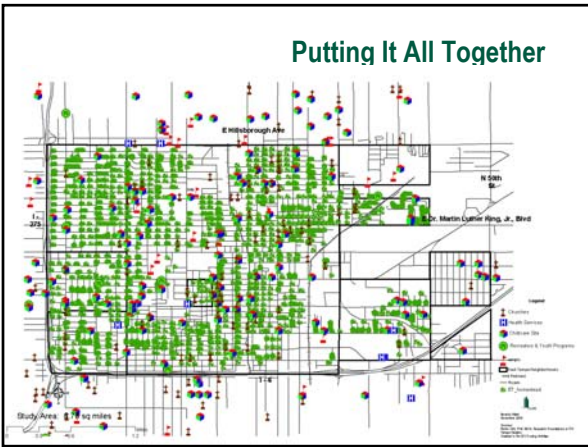












- Maps and databas
 - Posted to website
 - Copies to commu
 - Central database
 - East Tampa
 - USF Community-
 - Community atlas
- “Road” shows
 - University
 - East Tampa



East Tampa
Health Resource Guide

Developed in Partnership with:
USF Collaborative for Children, Families and Communities
East Tampa Community Revitalization Partnership
Cooperation to Develop Communities of Tampa, Inc.
East Tampa NOW




Lessons Learned

- Improve your "community," first
 - ▲ Understand the commitment
 - ▲ Know your assets
 - Be honest about resources, e.g., time, fiscal, staff, students, faculty, etc.
 - ▲ Internally, agree on and develop an approach
- Let the community lead
 - ▲ "Experts," e.g., instructors, researchers, consultants, and students go into the community when invited by the community
 - ▲ Take the time to develop a relationship with the community
 - "Who said our community was broken?"
- Keep identifying assets; use to:
 - ▲ Visualize/evaluate performance
 - ▲ Develop long-term goals
 - ▲ Identify projects and funding sources
 - ▲ Develop proposals
- Technology transfer for other communities