Asset-Based Community Development

- Asset-based community development (ABCD) is a concept pioneered by John P. Kretzman & John L. McKnight.
- ABCD – A very different philosophical base from more "traditional" approach to community development.
- Foundation for the “traditional” approach is identifying a community’s needs, deficiencies & problems.
- Foundation for ABCD is an exciting journey of discovering a community’s capacities & assets.
- There are other differences between the traditional & the ABCD approach.

Asset-Based Community Development

**Traditional Path 1**

- Basis: Needs
- Goal: Institutional Change
- Conversation: Problems & Concerns
- Change Agent: Power
- View of Individual: Consumer, Client

Needs based on community

“Problems”
- Unemployment, gangs, truancy, broken families, housing shortage, crime, child abuse, illiteracy, welfare, lead poisoning, dropouts, etc.

**Alternative Path 2**

- Basis: Assets
- Goal: Building Communities
- Conversation: Gifts & Dreams
- Change Agent: Relationships
- View of Individual: Producer, Owner

Assets based on community

“Treasures”
- Youth, elderly, artists, churches, schools, businesses, parks, libraries, cultural groups, community colleges, clubs, hospitals, farms, ranches, etc.
Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

Asset-Based Community Development

Asset mobilization is an action step. Mobilizing assets for collective action requires organizing and harnessing the relationships that exist within the community.

- There are at least six important categories of assets within any community:
  1. the assets of individuals;
  2. the assets of associations;
  3. the assets of institutions;
  4. economic linkages and business assets;
  5. the natural resources and
  6. previous processes and plans for community and economic development.

- A holistic ABCD approach is inclusive and includes all five categories of assets. This is ideal; however, in some cases, the community may not be able or willing to undertake such a comprehensive approach.

A Process

1. Organize a table of people
   - Represents a cross section of community
2. Table of People identify:
   a. Focus on mobilizing community (holistic model).
   b. Focus on specific issue
3. Table of people identify citizens to organize and collect assets

Possible Models:

1. Individual Assets- students from school collect, disseminate
2. Associational Assets- Table of people take first cut at identifying these assets
3. Institutional Assets- Table of people take lead
4. Economic Assets- Local bankers and business leaders take first cut at identifying.
5. Natural Resources- Identify residents to start asset inventory process
6. Place assets in public places throughout community
7. Call “Town Hall Meeting”
8. Citizens add to assets
   a) Organize around asset sets to create new opportunities and maintain positive aspects of community
9. Community citizens are mobilized to take action
### Individual Skills/Assets Inventory Tool 1A

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<tr>
<td>Taking Kids on Field Trips</td>
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#### Skills

**Health**
- Caring for the Elderly
- Caring for the Mentally Ill
- Caring for the Sick
- Caring for Disabled People
- EMT or Emergency First Aid
- Nursing Experience
- Nutrition
- Exercise
- Office
  - Typing (open) ____________
  - Taking Phone Messages
  - Writing Business Letters
  - Receiving Phone Orders
  - Operating Switchboard
  - Bookkeeping
  - Computer Information Entry
  - Word Processing
- Other ____________

**Child Care**
- Infant Care (0-1 yr)
- Infant Care (1-13 yrs)

**Other**
- Problem Solving
- Baking
- Sewing
- Infant Care
- Spanish
- Carpentry
- Community Surveys
- Other ____________

**Supervising Projects**

### Individual Skills/Assets Inventory Tool 1B

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  - Bookkeeping
  - Computer Information Entry
  - Word Processing
- Other ____________

**Child Care**
- Infant Care (0-1 yr)
- Infant Care (1-13 yrs)

**Other**
- Problem Solving
- Baking
- Sewing
- Infant Care
- Spanish
- Carpentry
- Community Surveys
- Other ____________

**Supervising Projects**

### Individual Skills Inventory Tool 1A (page 2)

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**Other**
- Problem Solving
- Baking
- Sewing
- Infant Care
- Spanish
- Carpentry
- Community Surveys
- Other ____________

**Supervising Projects**

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**Supervising Projects**

### Priority Skills

1. What three skills do you think you do best?
   - Drawing or Painting
   - Singing
   - Playing an Instrument
   - Dancing
   - Acting
   - Other ____________

2. Which of all your skills are good enough that other people would hire you to do them?
   - Drawing or Painting
   - Singing
   - Playing an Instrument
   - Dancing
   - Acting
   - Other ____________

3. Which skill would you most like to teach?
   - Drawing or Painting
   - Singing
   - Playing an Instrument
   - Dancing
   - Acting
   - Other ____________

4. Which skill would you most like to learn?
   - Drawing or Painting
   - Singing
   - Playing an Instrument
   - Dancing
   - Acting
   - Other ____________
Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

Center for Applied Rural Innovation
University of Nebraska - Lincoln

Individual Community Skills/Assets Inventory

Name: Martha Clifford
Phone: 444-123-4444
Date: 3-9-04

For Individuals: Have you ever organized or participated in any of the following community activities? If yes, please check off the box provided.

☐ 4-H Clubs
☐ Boy Scouts/Girl Scouts
☐ Church Fundraiser
☐ Bingo
☐ School-Parent Associations
☐ Sports Teams
☐ Camp Trips for Youth
☐ Field Trips
☐ Other Community Work

I have taught parenting skills
to ten moms.
Volunteer for Meals on Wheels
Volunteer at the Food Bank

Look at this list again. Which of these activities would you be willing to participate in as part of Building Your Community? List the top three and any others.

1. _______________________________________________________________________
2. _______________________________________________________________________
3. _______________________________________________________________________
Others: ___________________________________________________________________

Individual Community Skills Asset Inventory

Name: Martha Clifford
Phone: 444-123-4444
Skills: healthcare, childcare, horticulture, nutrition, Organizing Committees

Name: Leopold Bloom
Phone: 444-123-4444
Skills: architecture, historian, antiques, speaks fluent Spanish

Name: Jim McMaster
Phone: 444-123-4444
Skills: natural resource conservation, works well with youth, environmental background

Name: Mai Vu
Phone: 444-123-4444
Skills: speaks & reads 5 languages, preparing food for large groups, organizing festivals

Name: John Conmee
Phone: 444-123-4444
Skills: conflict resolution, mediation, disaster preparation, counseling, grant-writing
### Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

**Center for Applied Rural Innovation**  
University of Nebraska - Lincoln

#### Assocional Assets Inventory Tool 2

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<td>FFA</td>
<td>Freddy Malins</td>
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<tr>
<td>United Way</td>
<td>Andre Riviere</td>
<td>444-123-4444</td>
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<tr>
<td>County Health Fair</td>
<td>Michael Furey</td>
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<tr>
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<td>Polly Mooney</td>
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<td>Farmer's Market</td>
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#### Assocional Assets Inventory Tool 3

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<td>Father John Conmee</td>
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<td>Craneville Mayor's Office</td>
<td>Mayor Lydia Douce</td>
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<td>Bibiana nursing home</td>
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<td>Bella Cohen Middle School</td>
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#### Institutional Assets Inventory Tool 2

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**Examples**  
Business: associations, Chamber of Commerce, neighborhood business associations, trade groups, charitable groups/dinners, Red Cross, Cancer Society, United Way, Diabetes Association, ...  
Youth Groups: 4-H Clubs, Future Farmers, Girl Scouts, Boy Scouts, YMCA, YWCA, ...  
Civil Events: art fair, health fair, 4th of July, town festival, ...
**Vitalizing Communities: Building on Assets and Mobilizing for Collective Action**

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### Natural Resources/Assets Inventory

**Inventory Tool 4**

<table>
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<tr>
<th>Community</th>
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#### Cultural Resources
- Historic Indian Pot
- An arrowhead
- A Pueblo Ruin
- An Indian Campsite
- A Victorian House
- Historic mining town
- Other ________

#### Forestry
- Forests
- Prairie
- Shrublands
- Crops
- Vineyards
- Ranches
- Farms
- Wildflowers
- Rose gardens
- Greenhouses
- Herbariums
- Arboretum
- Endangered Species
- Vegetables/Tree Farms
- Fruit Orchards
- Wild berries/roots
- Mushrooms
- Turkey production
- Timber production
- Ponds
- Agroforestry
- Evaporation
- Types of soil
- Conservation tillage
- Agriculture ecology
- Forest Resource Potential
- Other ________

#### Land and Mineral Resources
- Coal
- Oil
- Other minerals
- Geomaterials
- Sand/Gravel deposits
- Dunes
- Cliffs
- Cavus
- Canyons
- Hills
- Floodplains
- Runoff
- Soils
- Clay
- Salt
- Other ________

#### Water Resources
- Wetlands
- Coasts
- Lakes
- Streams
- Rivers
- Ponds
- Drinking Water
- Irrigation canal
- A Dam
- Other ________

#### Recreation Resources
- Hiking
- Fishing
- Birdwatching
- Canoeing
- Surfing
- Water Skiing
- Snow Skiing
- Sledding (cross country)
- Rock/fossil collecting
- Astronomy
- Refuges
- Marine life (urchins, anemones, corals, etc.)
- Farm/Ranch Animals
- Fish Hatcheries
- Big Game Animals
- Endangered Species

#### Examples
- Ecological, historical, archeological, prehistoric, campgrounds, old homesteads, trails, roads.

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# Local Business Assets Inventory

**Inventory Tool 5**

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<td>Matty Bloom</td>
<td>444-123-4444</td>
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<tr>
<td>Pho Tau Mai</td>
<td>Restaurant</td>
<td>Mai Vu</td>
<td>444-123-4444</td>
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<tr>
<td>Piggly Wiggly</td>
<td>Grocery Store</td>
<td>Larry Deely</td>
<td>444-123-4444</td>
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<td>Skagway</td>
<td>Discount Store</td>
<td>Darwin Smith</td>
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<td>John's Fly Fishing</td>
<td>Fishing Store</td>
<td>Jim McMaster</td>
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</tr>
<tr>
<td>Merry Manor</td>
<td>Daycare Center</td>
<td>Cindy Lopez</td>
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<td>Tri's Hermannas</td>
<td>Café</td>
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<td>444-123-4444</td>
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<td>Schradley Inn</td>
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<td>Ammo &amp; Stuff</td>
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<td>Gunner Johannsen</td>
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<tr>
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<td>Dairy Processing</td>
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<td>Zoey's Dance Studio</td>
<td>Dance Lessons</td>
<td>Zoey Coleman</td>
<td>444-123-4444</td>
</tr>
</tbody>
</table>

**Examples**
- Manufacturing: farm equipment, irrigation, electrical, tools, food processing...
- Agriculture: machinery and equipment, livestock, grain and other crops, pesticides, seed & fertilizer...
- Retail: hardware, groceries, clothing, drug store, etc.,...
- Other: meal packing, cafes and restaurants, country clubs, motels, auto and truck repair,...

# Local Business Linkages Inventory

**Inventory Tool 5B**

<table>
<thead>
<tr>
<th>Community</th>
<th>Date</th>
<th>Page 1 of 1</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Name of Business</th>
<th>Proportion of Workers Hired Locally</th>
<th>Proportion of Non-Labor Supplies and Input Purchased Locally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloom Hair Salon</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Pho Tau Mai</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Piggly Wiggly</td>
<td>80%</td>
<td>10%</td>
</tr>
<tr>
<td>Skagway</td>
<td>80%</td>
<td>10%</td>
</tr>
<tr>
<td>Merry Manor</td>
<td>80%</td>
<td>10%</td>
</tr>
<tr>
<td>Strawberry House Inn</td>
<td>80%</td>
<td>10%</td>
</tr>
<tr>
<td>Ammo &amp; Things</td>
<td>80%</td>
<td>10%</td>
</tr>
<tr>
<td>Big Cow Dairy</td>
<td>80%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Examples**
- Manufacturing: farm equipment, irrigation, electrical, tools, food processing...
- Agriculture: machinery and equipment, livestock, grain and other crops, pesticides, seed & fertilizer...
- Retail: hardware, groceries, clothing, drug store, etc.,...
- Other: meal packing, cafes and restaurants, country clubs, motels, auto and truck repair,...
# Vitalizing Communities: Building on Assets and Mobilizing for Collective Action

## Local Economic Linkage Inventory

### Inventory Tool 5C

<table>
<thead>
<tr>
<th>Community</th>
<th>Date</th>
<th>Page of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craneville</td>
<td>3-9-04</td>
<td>1_1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Goods/Services Purchased by Individuals, Associations and Institutions</th>
<th>% Purchased Outside the Community</th>
<th>% Purchased Inside the Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast</td>
<td>35%</td>
<td>50%</td>
</tr>
<tr>
<td>Clothing</td>
<td>85%</td>
<td>15%</td>
</tr>
<tr>
<td>Appliances</td>
<td>50%</td>
<td>15%</td>
</tr>
<tr>
<td>Automotive parts</td>
<td>85%</td>
<td>15%</td>
</tr>
<tr>
<td>Veterinary Services</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Seeds, Fertilizer &amp; bedding plants</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Jewelry</td>
<td>85%</td>
<td>15%</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>Medical Care</td>
<td>70%</td>
<td>30%</td>
</tr>
</tbody>
</table>

## Local Economic Linkage Inventory

### Inventory Tool 6

<table>
<thead>
<tr>
<th>Community</th>
<th>Date</th>
<th>Page of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craneville</td>
<td>3-9-04</td>
<td>1_1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Previous Effort Activity</th>
<th>Resulting Information/Action</th>
<th>Who was Involved &amp; When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rebuilding old mill</td>
<td>A few buildings restored</td>
<td>Angela Christiansen &amp; Lauren Bloom</td>
</tr>
<tr>
<td>Clean up the Bend River</td>
<td>River was clean for a few months</td>
<td>John Johnson, Middle School students</td>
</tr>
<tr>
<td>Youth activity project</td>
<td>Nothing</td>
<td>Mayor's Office, Police dept</td>
</tr>
<tr>
<td>Create a S.C. Citizen center</td>
<td>Successful, Center is formed</td>
<td>Craneville Council on Aging</td>
</tr>
<tr>
<td>Preserve historic buildings</td>
<td>Failed</td>
<td>Craneville Small Business Association</td>
</tr>
<tr>
<td>Save the spotted owl campaign</td>
<td>Still working to save owls</td>
<td>Sunshine Monkeys &amp; High School nature club</td>
</tr>
<tr>
<td>Citizens and parks task force</td>
<td>Volunteer force depends on input &amp; Police department</td>
<td>Mayor's Office</td>
</tr>
<tr>
<td>Craneville Tourism Project</td>
<td>Now have a city festival</td>
<td>Craneville Tourism Committee</td>
</tr>
<tr>
<td>Medical provider Recycling Campaign</td>
<td>Still organizing</td>
<td>Craneville Council on Aging</td>
</tr>
</tbody>
</table>

**Examples:**
- Community planning
- Community economic development
- Program and service development
- Community visioning
- Other community development/involved activities

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*Vitalizing Communities: Building on Assets and Mobilizing for Collective Action*

*Center for Applied Rural Innovation*
*University of Nebraska - Lincoln*
"Community Assets Map"

When asset inventories are completed, the assets can be "mapped" to show asset areas and/or groups. The following example is a map of asset areas for individuals, associations, and institutions. Names of businesses, schools, youth groups, etc., could be listed on large community asset maps, or there can be several various maps with many lists.

**Outcomes -- Asset Based Community Development**

One of the strengths of asset-based community development is its ability to serve as a catalyst to relationship building. As people begin to identify what they can bring to the community in the form of their own strengths and gifts, and others learn about it, relationship building occurs and connections are made.

As stated in the material, relationship is the change agent when ABCD is used. Relationship building strengthens community, and as people get to know one another in this context they are more likely to work together for positive community change. The diagram above (left) represents community members before the change agent of ABCD is introduced; people are not connected to each other. Once the model is introduced and applied, relationship development begins. The arrows in the second diagram represent connections and networks that have formed as a result of the introduction of the ABCD model. Connections are now made where there were none before, and the community is strengthened by it. Positive community action is one of the outcomes of applying the model.