

Options for Categorizing Your Assets

This worksheet is designed to help your Guiding Coalition think about the many assets or strengths of your community. The important thing in asset mapping is to simply gather the information, document it, and determine who the primary contacts are in a manner that is meaningful to you. The Maximize [My Community] Journey™ suggests a simple system of Seven Quality of Life Core Aspects of community to consider as you discuss and answer the questions within the Introduction to Your Community CollaborACTION Story (Community Profile) and six chapters of (1) Leadership, (2) Strategy, (3) Residents and Other Stakeholders, (4) Measurement, Analysis, and Knowledge Management, (5) People Resources, and (6) Operations.

These seven core aspects are:

- **Natural Environment**
- **Health and Safety**
- **Educational Attainment**
- **Economic Vitality**
- **Housing**
- **Built Environment**
- **Social Connections**

Figure 1. A Community Roundtable of Diverse Perspectives and Interconnectivity



The Community Roundtable graphic (Figure 1) is intended to help you consider the assets and strengths of many different groups, sectors, and perspectives. Notice that the seven areas in the center match the Seven Quality of Life Core Aspects. This graphic, however, is only part of your story.

There are many methods to organize the information you gather. Regardless of which you choose or design on your own, you will begin to realize that many areas overlap and intersect. Don't let that stall your efforts. Just choose a spot that makes the most sense to you for your unique work and keep going. In addition to learning the The Maximize [My Community] Journey™ with the embedded Communities of Resilience & Excellence Guide questions, you may also find it helpful to gather information about all of the assets of your community whether looking at Flora & Flora's seven community capitals (Figure 2) or the expanded eight capitals of communities adapted from WealthWorks (Figure 3). Perhaps you will find it useful to view your community as a place of attachments, anchors, and amenities (Figure 4) that are available to the people who live, learn, work, and play there. Your community has a physical and emotionally felt environment that is important to acknowledge and seek to understand. All these examples are included to get your group started.

Instructions

This worksheet is just one approach guiding you through several areas of the Introduction to your Community CollaborACTION Story (Community Profile) while considering each of the Seven Quality of Life Core Aspects in communities of place (Figure 5 and Tables 1-5). It is not expected that you will have answers or information for each of the aspects for each question. Rather, the aspects are simply listed to stimulate your thinking. Document what you know about each of the areas as well as who you can contact for more information.

Then use the tables provided to map your answers. If you feel something belongs in multiple areas, go ahead and add them wherever you'd like. The notes that show up in multiple places – or you find missing – may give you an early hint about what your group could prioritize.

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Figure 2. and Figure 3.
WealthWorks.org Community Capitals as Adapted by
The Community Foundation of Northwest Missouri/Maximize NWMO (2022)



Figure 4. Example of Organizing Community Assets Based on the Strategic Objective of Maintaining and Growing Population

Attracting and Retaining Talent

Research Summary
from EntreWorks
Insights

June, 2020

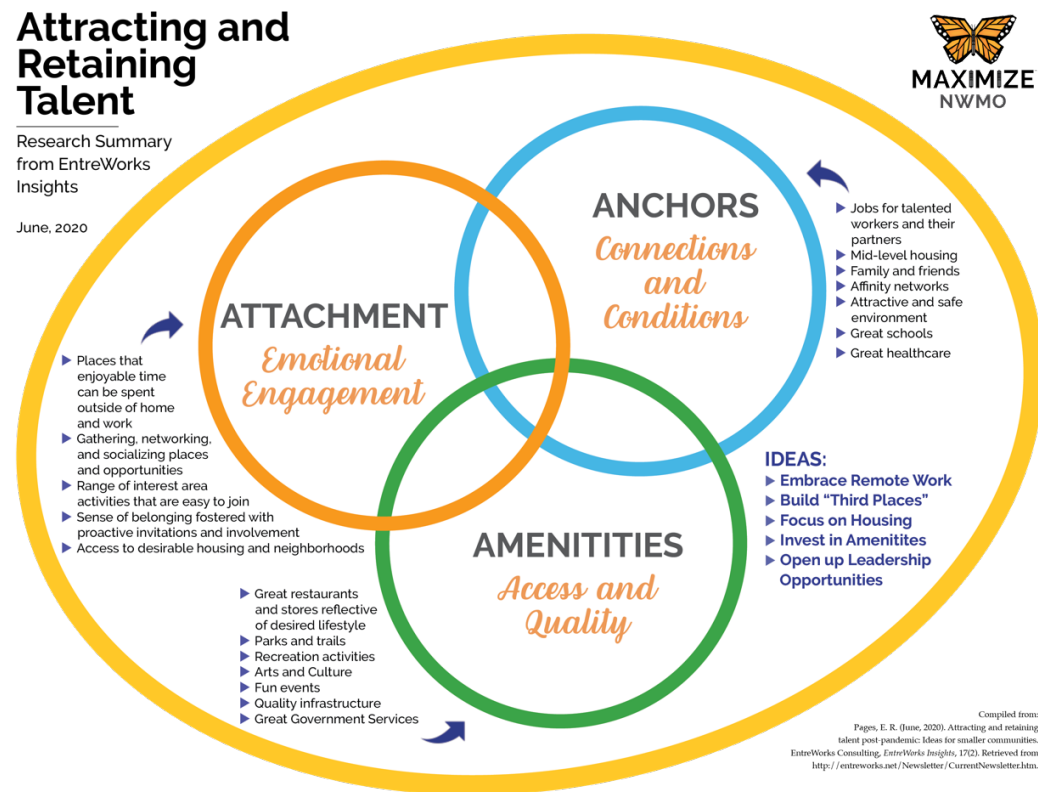


Figure 5. A Community Roundtable for Mapping Information

WHAT YOU KNOW SO FAR:

WHO TO CONTACT FOR MORE:

WHAT YOU KNOW SO FAR:

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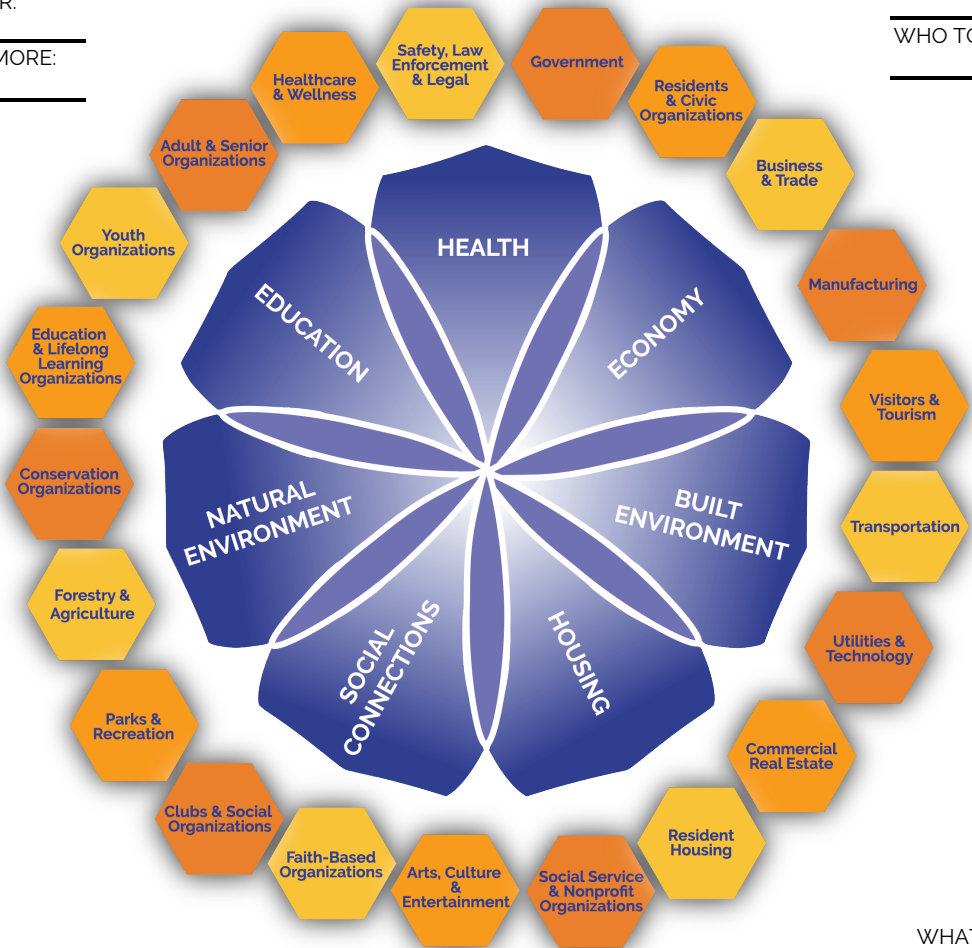
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Table 1.

COMMUNITY KEY ASSETS P.1a(2)	Description of Programs, Activities, Feature, etc.	Sector (See the outside hexagons in Figure 5 for ideas.)	Quality of Life Core Aspect(s) (Health, Economy, Built Environment, Housing, Social Connections, Natural Environment, Education)	Who is responsible/involved?	Who is served/benefits?
Key assets to resident and other stakeholders					
Why are these valuable to us? (Relative importance of these assets to your community's vitality.)					
Major facilities, infrastructure, and resources (e.g., technology, housing, transportation, workforce development resources, education resources, natural resources, etc.) and others that support your community's key assets					
Recent changes the community has experienced in its needs for these assets.					

Table 2.

RESIDENTS AND OTHER STAKEHOLDERS P.1a(3)	Health	Natural Environment	Education	Social Connections	Economy	Built Environment	Housing
Key resident groups							
Key segments of these groups, as appropriate							
Their key requirements and expectations of these key segments							
Key stakeholder groups							
Key segments of these groups, as appropriate							
Their key requirements and expectations of these key segments							

Table 3.

PEOPLE RESOURCES P.1a(4)	Health	Natural Environment	Education	Social Connections	Economy	Built Environment	Housing
Key individuals, organizations, groups, and segments involved in delivering the community's key assets							

Table 4.

REGULATORY ENVIRONMENT P.1a(5)	Health	Natural Environment	Education	Social Connections	Economy	Built Environment	Housing
Key regulations that impact the provision of the community's key assets or your Guiding Coalition's programs and services							
Key regulations that impact your Guiding Coalition							

Table 5.

STRATEGIC CONTEXT P.2b(1)		Quality of Life Core Aspect(s) (Health, Economy, Built Environment, Housing, Social Connections, Natural Environment, Education)
Key Strategic Challenges of your community		
Key Strategic Threats of your community		
Key Strategic Advantages of your community		
Key Strategic Opportunities of your community		

How do these challenges, threats, advantages, and opportunities relate to your Guiding Coalition's vision and mission?		
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