



Center for Neighborhoods





Welcome to Week 3

- Housekeeping
- Homework
- Asset-Based Community Development
- Discovering Motivations
- Wrap-Up





Homework: Thinking About Your Neighborhood

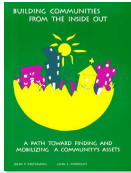
- What are the assets in your neighborhood?
- What parts of it would you want to keep or change?
- What would be your ideal neighborhood?

Asset Based Community Development (ABCD)



"Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets"

John P. Kretzmann and John L. McKnight (1993)



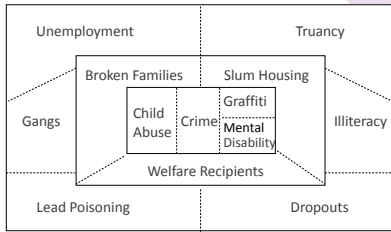
The Dilemma...



People and Communities have *deficiencies & needs*

Individuals and Communities have *assets and capacities*

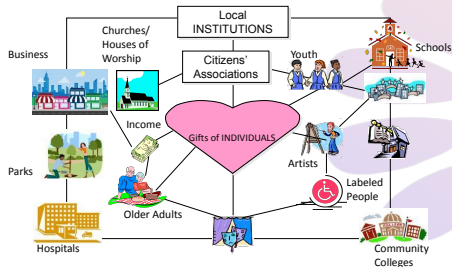
Neighborhood Needs Map



Consequences of the Needs Map for Local Residents

- "We are deficient"
- Our local relationships are damaged
- Most money comes into our community for programs – often narrowly defined
- Money can get misdirected towards professional helpers, not residents
- We place focus on leaders who magnify deficiencies
- We reward failure and foster dependency on systems
- Our community has a poor self-image
- We experience hopelessness

Community Assets Map



ABCD is...

Building on...

- the skills of local residents,
- the power of local associations, and
- the supportive functions of local institutions

ABCD draws upon existing community strengths to build stronger, more sustainable communities for the future.

It is the capacities of local people and their associations that build powerful communities...

...in fact that is all that ever does

Six Asset Areas



Individuals



Sample Personal Capacity Inventory

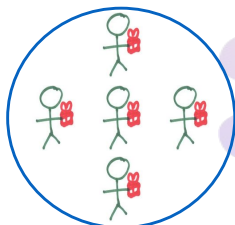
Gifts I Can Give To My Community

Gifts of the Head (Things I know something about and would enjoy talking about with others, e.g., art, history, movies, birds).

Gifts of the Hands (Things or skills I know how to do and would like to share with others, e.g., carpentry, sports, gardening, cooking).

Gifts of the Heart (Things I care deeply about, e.g., protection of the environment, civic life, children).

Associations



What are Local Voluntary Associations?

- Groups of two or more residents joined together around a common activity or interest, often sharing a common passion, care and interest.
- Might have a small paid staff, but
- Members always create the vision and engage in the work to achieve the goal.

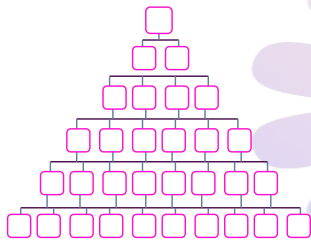
Typical Associations Within Neighborhoods

- Addiction Prevention and Recovery Groups
- Advisory Community Support Groups
- Animal Care Groups
- Anti Crime Groups
- Block Clubs
- Business Organizations/Support Groups
- Charitable Groups and Drives

Typical Associations Within Neighborhoods

- Heritage Groups
- Hobby and Collectors Groups
- Men's Groups
- Mentoring Groups
- Mutual Support Groups
- Neighborhood Improvement Groups
- Political Organizations
- Recreation Groups
- Religious Groups
- Service Clubs

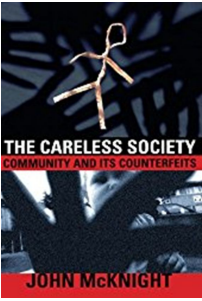
Institutions



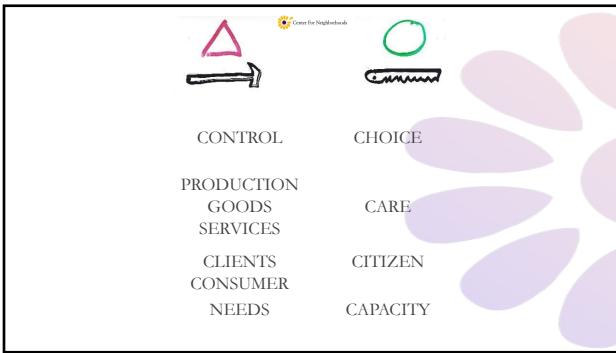
Local Institutions

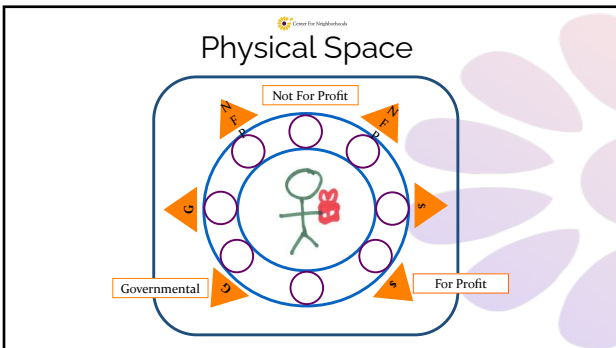
- Schools
- Libraries
- Parks
- Law Enforcement
- Colleges, Universities, Trade Schools
- Health and Human Services Agencies
- Non-Profits
- Private Business

**Institutions don't care.
People care.**



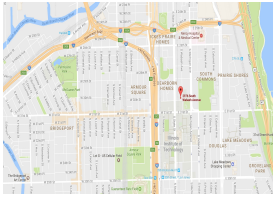
"Service systems can never be reformed so that they will produce care. Care is the consenting commitment of citizens to one another. Care cannot be produced, provided, managed, organized, administered, or commodified. Care is the only thing a system cannot produce. Every institutional effort to replace the real thing is a counterfeit."





Physical Assets of the Community

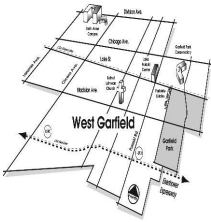
What are the assets?



- Land
- Property
- Buildings
- Businesses
- Transportation
- Organizations
- Institutions
- Churches
- Parks

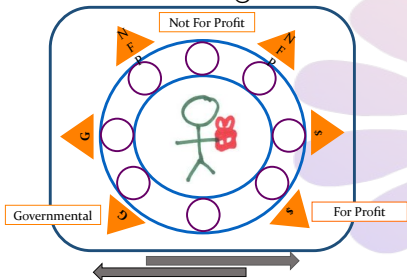
Assets - Community

(physical, social capital, economy)

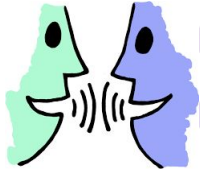


- Recognize your physical assets & economic ones
- Look with new eyes
- Bethel - abandoned school, closed down hospital, transit stop, conservatory
- Look at the assets of the economy of the community-businesses, etc.
- Build partnerships
- Keep evolving

Exchange



Culture, Stories and History



Six Community Assets

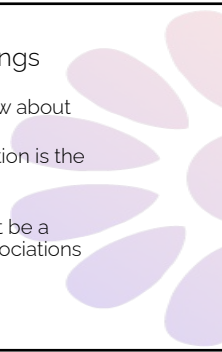
- Individuals
- Associations
- Institutions
- Physical Space
- Exchange
- Culture/Stories/History





Basic ABCD Findings

- In every story, neighbors know about the *local assets*.
- Successful neighborhood action is the result of assets that were not connected being *connected*.
- To connect assets there must be a *connector*, i.e. individuals, associations or local institutions.



Connector's Skills

- Gift centered
- Well connected
- Trusted
- Believes community is welcoming



Three Planning Questions

- As neighbors, what can we achieve by *using our own assets*?
- What can we achieve with our own assets *if we get some outside help*?
- What can't we do with our assets that *must be done by outsiders*?



Cautions Regarding ABCD

- Not every community is ready
- Need to be serious about involving everyone
- Need to be serious about TIME



Break



People Don't Care.

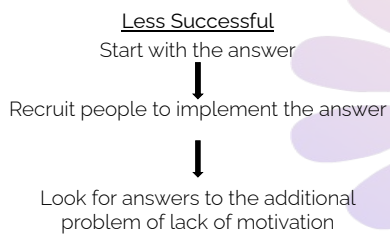


"Apathy is a sign of bad listening.
People in communities are motivated to
act. The challenge is to discover their
motivation."
- Mike Green

What Motivates People to Act?

- Concerns - What I don't want to happen
- Dreams - What I want to create
- Gifts - What gifts do I have to share

Discovering Motivation to Act



Discovering Motivation to Act

More Successful

Start with questions



Discover what people care about & what they have to offer



Make connections & build relationships

One-on-One Learning Conversations

A one-on-one is a conversation that allows you to learn about an individual's concerns, level of interest, commitment, as well as resources she or he is able to lend to the work.

Learning Conversation Goals

- Develop a stronger relationship
- Discover motivation to act
- Explore mutual interest & clarify possible action steps
- Find more prospects

One-on-One Learning Conversations

- Split in to pairs
- One person "ask," one person "respond"
- 20 minutes each, then switch roles



One-on-One Learning Conversations

- Ask probing questions
- Paraphrase
- Nonverbal cues



One-on-One Learning Conversations

- "What are you passionate about?"
- "What do you like about your community?"
- "What would you change about your community?"



One-on-One Learning Conversations

- What went well?
- What could have gone better?
- Did you find out the self-interest of the person you spoke with?
- Did you learn how she/he would be willing to get involved?

Three Challenges:

- 1.** Interview a business owner, faith leader, or institution partner about your neighborhood.
- 2.** Spend time exploring the Community Toolbox website.
- 3.** Find out which LMPD Division you live in.

Next Week:

- Assessing Your Neighborhood
- Ideal Neighborhood Exercise
- Mapping as a Tool for Change
