

ASSETS MAP: POSSIBLE COMPONENTS

An asset map can include all or any portion of the ideas presented below, depending on the needs of the school or school district. Map, collect, and discuss your findings.

Geographic representation (may look more like a map)

- Geographic features (i.e., rivers, mountains, etc.)
- Demographic (i.e., population density areas)
- Features (i.e., highways, businesses)
- Other

Broad categories (create lists)

- Resources (services, businesses, faith groups, clubs)
- Attributes (geographic, people power, etc.)
- Opportunities (coming soon, could be, and what ifs)
- Needs/concerns (problems, gaps, etc.)
- Other

Social capital resources (list or matrix—name, service/product, consumer population)

- Health and human services organizations
- Public and private
- Cultural groups (library, museum, etc.)
- Foundations
- Faith-based organizations
- Service clubs
- Social and fraternal groups
- Schools
- Recreation programs
- Businesses
- Manufacturers, retailers, large and small
- Other

School district (may be lists and graphs)

- Assets
- Concerns
- Demographics
- Population of municipalities in district
- Racial/cultural breakdown
- Predominate languages
- Student proficiency level/test scores
- Community support
- Other

How can this information garner community support for your school?