ASSET-BASED COMMUNITY DEVELOPMENT

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This is just an introduction!

- This program is informational...
- The goal is to illustrate how to think about your community in a different way.
Take a moment and write...

What is the FaceBook status of your community?
Thinking about your community…

Empty

Full
ABCD thinking strategy:

Build upon assets

The glass IS half full!
What is asset-based community development?

Basically...

- Asset-based community development is a strategy that identifies and builds upon a community’s existing assets that can be leveraged to prosper the community.

- “Community building starts with the process of locating the assets, skills and capacities of the residents, citizens associations, and local institutions”
  (Kretzmann and McKnight, 1996)
Why do we care about asset based community development?

- Since several state-level organizations have adopted this approach, it is important that Extension personnel know about the framework for this approach and the potential usefulness of it in their own communities.
□ This is not about turning a blind eye to deficiencies...

□ It’s about using the resources you have to address deficiencies
How do we categorize assets?

- Categorizing assets can be done in several different ways.
- We are going to focus on FIVE asset categories per Green and Haines’ book, Asset building and community development (2002).
Be thinking about the five categories

- You will be using the **five** asset categories in an activity
- Be thinking of your community and your assets
Five asset categories

1. Human capital
2. Social capital
3. Physical capital
4. Environmental capital
5. Financial capital
Human capital defined
Human capital assets

- Name one personal talent or skill you have to offer your community
- Write it down
- Open discussion
Social capital defined
Social capital assets

- Name an organization in your community for which the following statement is true: “The whole is more than the sum of its parts?
- Write it down
- Open discussion
Physical capital defined
Physical capital assets

- Identify one built physical asset in your community
- Write it down
- Open discussion
Environmental capital defined
Environmental capital assets

- Name one natural or environmental asset in your community
- Write it down
- Open discussion
Financial capital defined

http://okpolicy.org/issues/asset-development
Name one financial institution in your community. Can you also name an alternative credit institution?

Write it down

Open discussion
Asset quilting

- You’ve just identified five types of community assets
- Put it all together using the asset quilt
Your community asset quilt

social

environmental

human

financial

physical
Next steps …

If this is useful to you, what kinds of follow up do we need to provide?
Thank you!