



ASSET MAPPING EXPLORING RESOURCES

Identify your communities strengths, available resources, and the areas where assets can be re-purposed.

Human Capital

Who is on your team and what can they do? Consider how your team's talents and knowledge base can fill gaps or create new pathways for engagement.

Institutional Supports

Identify the programs, services, and resources provided by surrounding entities. In addition to checking the websites of local institutions, be sure to check-out their social media accounts as well.

Cultural Capital

What makes your community tick? How do your students stay connected? What are the cultural tools and devices that frame the world that your students live in? How can you use this knowledge to engage and motivate students?

Needs

Knowing our assets helps us understand our actual needs. It can also motivate us to innovate. How can your current assets be adjusted to fill the areas of greatest need?

**We can do more
when we know
more!**



Human Capital

Who is on your team and what can they do? Consider how your team's talents and knowledge base can fill gaps or create new pathways for engagement.

Who is on your team? List your team members here.

List your team's strengths, interests, and passions here.

Institutional Supports

Identify the programs, services, and resources provided by surrounding entities. In addition to checking the websites of local institutions, be sure to check-out their social media accounts as well.

Identify the assets in your community.

How can these assets improve your program's impact?

Cultural Capital

What makes your community tick? How do your students stay connected? What are the cultural tools and devices that frame the world that your students live in? How can you use this knowledge to engage and motivate students?

List the social media tools, technology, communication habits, and devices that your students and families use to stay connected.

How can your program leverage these tools to improve engagement?

Needs

Knowing our assets helps us understand our actual needs. It can also motivate us to innovate. How can your current assets be adjusted to fill the areas of greatest need?

What are your programmatic needs? List your biggest challenges to student (or family) engagement.

How can the assets, listed in previous sections, meet your needs?