Building On Strengths

Asset Based Community Development Principles in Academic Libraries

Laura M. Ponikvar
Jessica R. Gund Memorial Library
Cleveland Institute of Art

ALAO Conference
November 2, 2018

- **Overview**

- **What is ABCD?**

- **How does this apply to libraries?**

- **Let's try it out!**

- **Questions and thoughts?**

Before we start…

Is anyone familiar with ABCD?

Ever participated in an asset mapping exercise?

Strengths Finder?

What is ABCD?

McKnight & Kretzmann

https://resources.depaul.edu/abcd-institute/about/founders/Pages/default.aspx

Asset-based community development (ABCD) is a methodology for the sustainable development of communities based on the strengths and potentials of the community.

Steps of ABCD

- assessing existing assets
- organizing around issues that motivate and inspire action
- determining actions with intent to move forward
- identifying + linking micro-assets to the macro-environment
- using the identified assets for development
- empowering the community

How we've used it at CIA
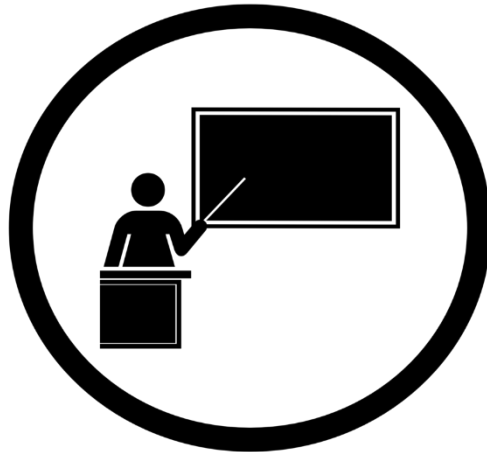
Questions?

"Communities can only be built by focusing on the strengths and capacities of the citizens who call that community home. Those who have escaped the lures of deficiency, therefore, have been drawing up a new map based on old truths, an 'Assets Map'... At the center of the map, and of the community building process, lie the 'gift' of individual residents, their knowledge, skills, resources, values, and commitments."

John Kretzmann,1997

(Two of) ABCD's tools

Personal Capacity Inventory

Community Asset Mapping
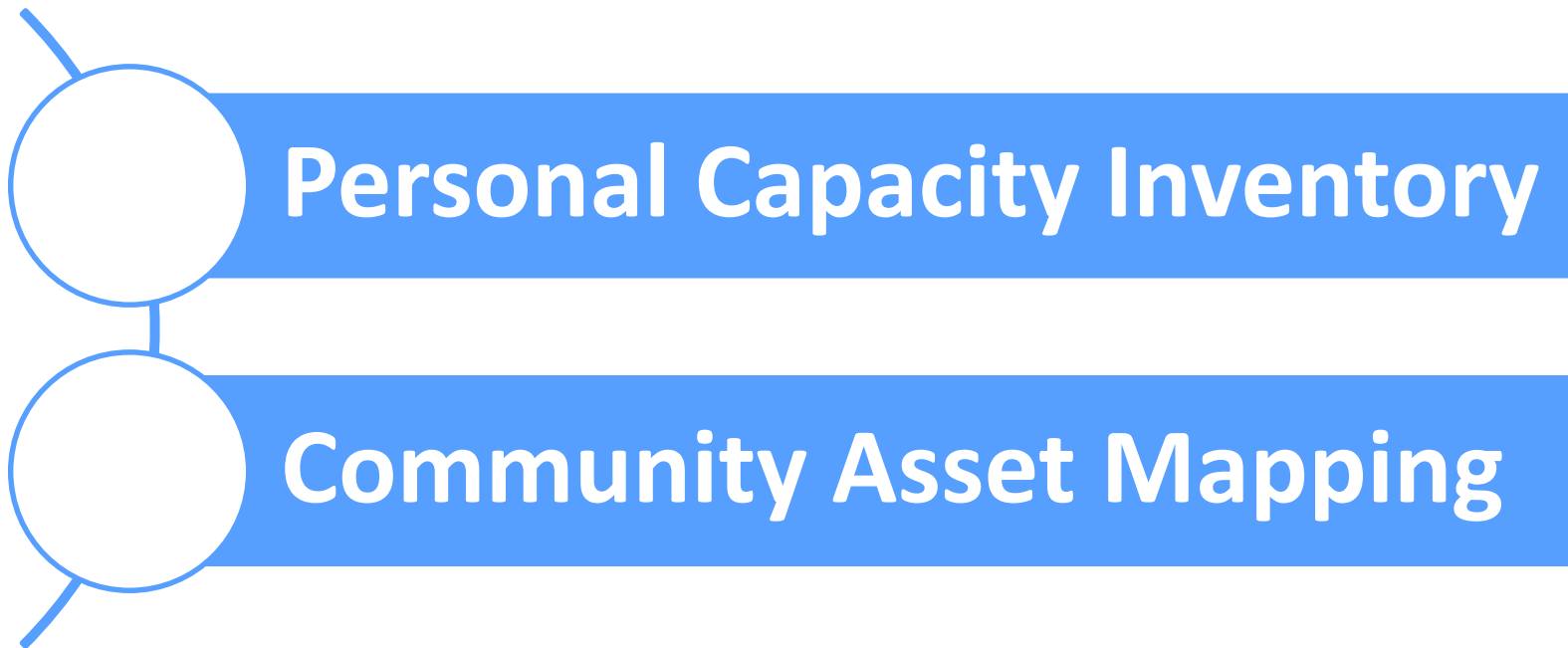
There are other tools, like time shares, but they're not as relevant to our work.

Personal Capacity Inventory
aka "Gifts of the Head, Hands & Heart"

Head
- **Knowledge**
- **Information**

Hands
- **Practical skills**
- **Talents**

Heart
- **Passion**
- **Listening**

CIA
Cleveland Institute of Art
Jessica R. Gund Memorial Library

Activity #1

Personal Capacity Inventory
aka "Gifts of the Head, Hands & Heart"

List out YOUR gifts in each category on the sheet.

What are your assets?
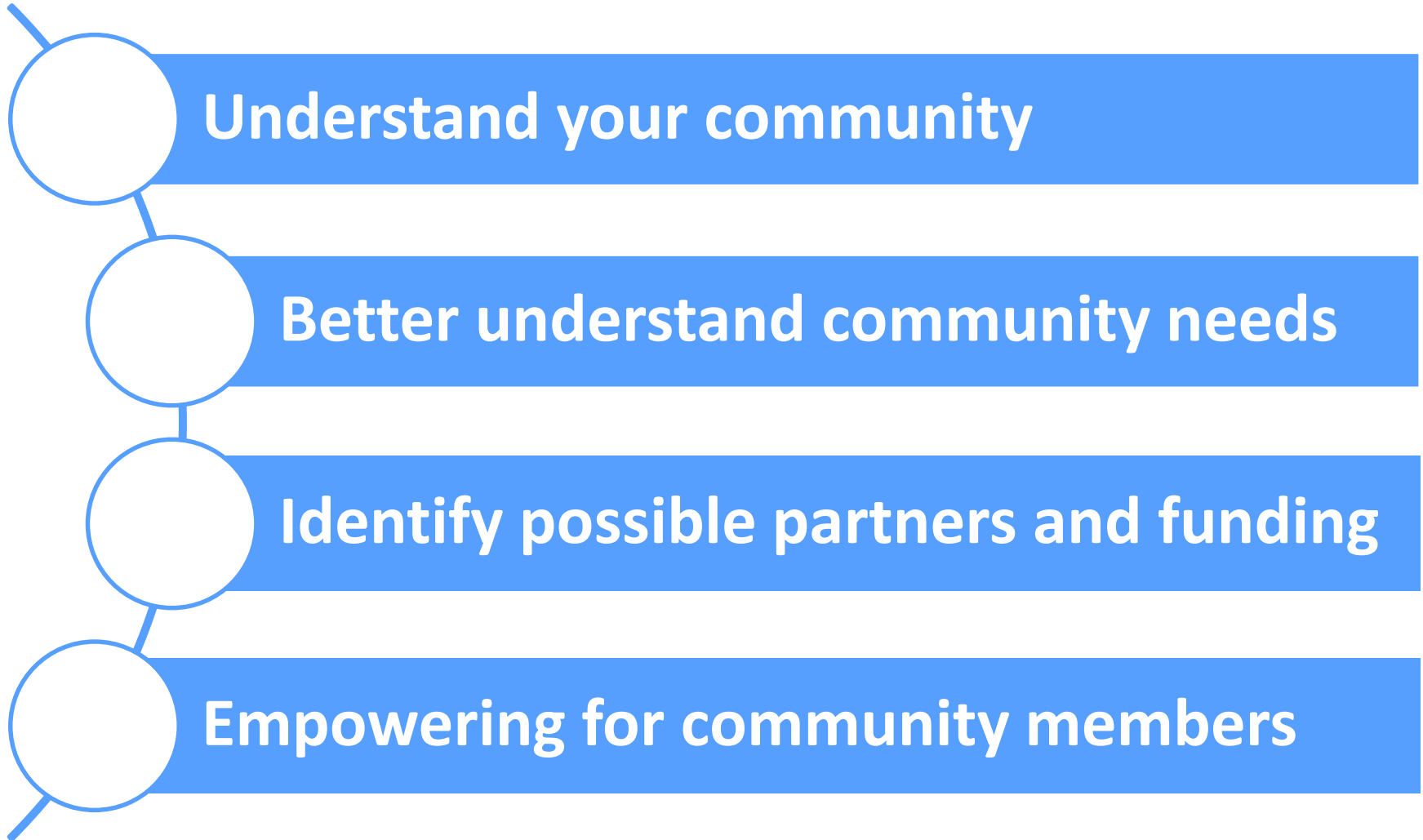
Community Assets

- People
- Physical structures or places
- Community services
- Businesses
- Institutions
- Associations

Why?

- Understand your community
- Better understand community needs
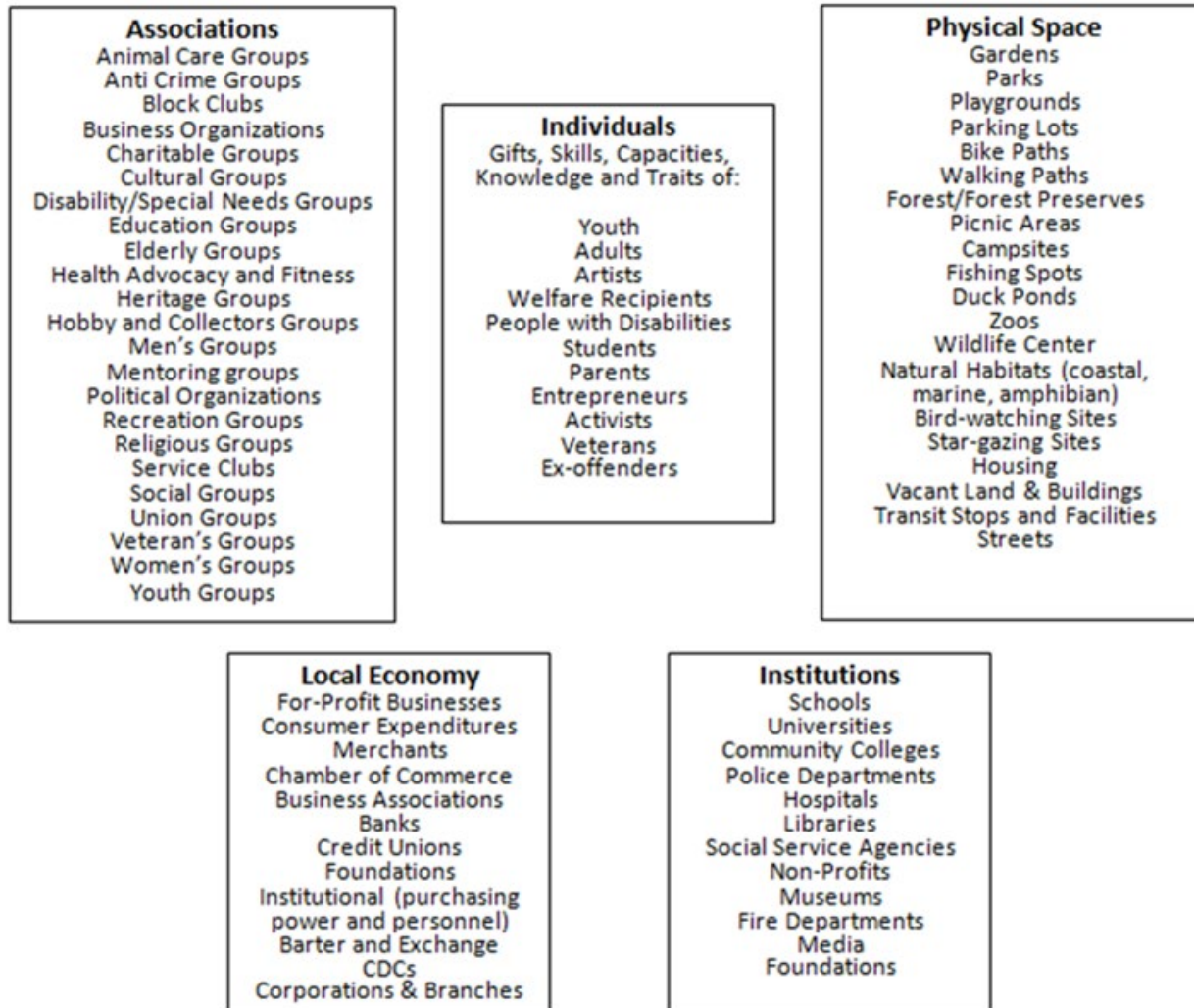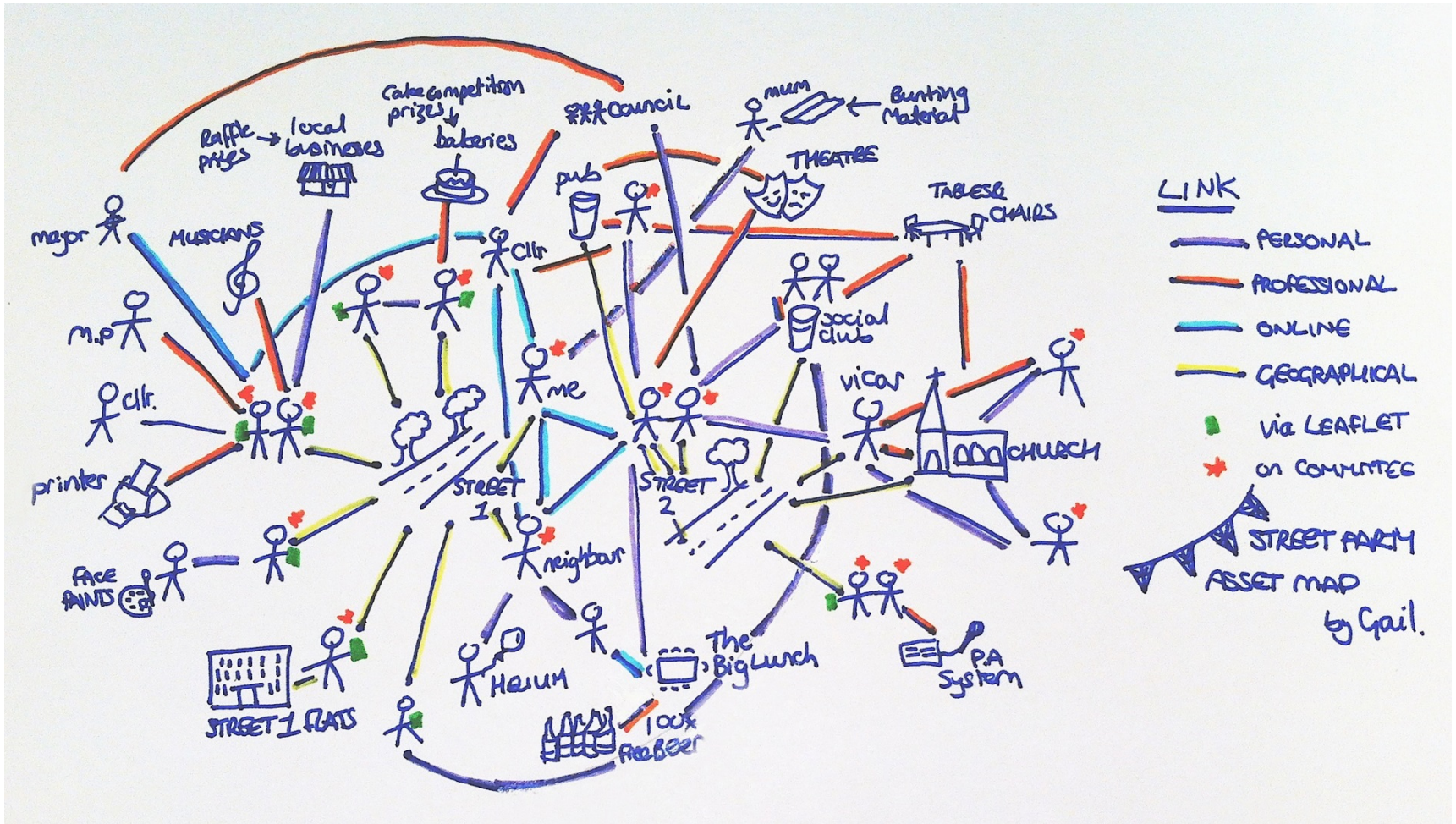- Identify possible partners and funding
- Empowering for community members

Mapping is the most common way that groups identify community assets.

Asset maps can take many forms...

Associations
Animal Care Groups
Anti Crime Groups
Block Clubs
Business Organizations
Charitable Groups
Cultural Groups
Disability/Special Needs Groups
Education Groups
Elderly Groups
Health Advocacy and Fitness
Heritage Groups
Hobby and Collectors Groups
Men's Groups
Mentoring groups
Political Organizations
Recreation Groups
Religious Groups
Service Clubs
Social Groups
Union Groups
Veteran's Groups
Women's Groups
Youth Groups

Individuals
Gifts, Skills, Capacities,
Knowledge and Traits of:

Youth
Adults
Artists
Welfare Recipients
People with Disabilities
Students
Parents
Entrepreneurs
Activists
Veterans
Ex-offenders

Physical Space
Gardens
Parks
Playgrounds
Parking Lots
Bike Paths
Walking Paths
Forest/Forest Preserves
Picnic Areas
Campsites
Fishing Spots
Duck Ponds
Zoos
Wildlife Center
Natural Habitats (coastal,
marine, amphibian)
Bird-watching Sites
Star-gazing Sites
Housing
Vacant Land & Buildings
Transit Stops and Facilities
Streets

Local Economy
For-Profit Businesses
Consumer Expenditures
Merchants
Chamber of Commerce
Business Associations
Banks
Credit Unions
Foundations
Institutional (purchasing
power and personnel)
Barter and Exchange
CDCs
Corporations & Branches

Institutions
Schools
Universities
Community Colleges
Police Departments
Hospitals
Libraries
Social Service Agencies
Non-Profits
Museums
Fire Departments
Media
Foundations

http://www.uniteforsight.org/community-development/abcd/chicago.png?h=640&w=752

Activity #2

Asset mapping as a group

How can we connect these assets to move our libraries forward?

Questions?

For more information…

Asset-Based Community Development Institute (ABCD)

https://resources.depaul.edu/abcd-institute/Pages/default.aspx

Building communities from the inside out: a path toward finding and mobilizing a community's assets. Kretzmann & McKnight. 1993.