

Community Asset Mapping

Stakeholders

Community Asset Mapping (CAM) is a process that engages stakeholders in identifying resources and strengths within the community that can be leveraged to address concerns and examine opportunities for growth. The CAM process includes family members, residents and members of community organizations as equal partners in stakeholder groups and on the leadership team. Their work seeks to identify the community's strengths including unique geographic and cultural aspects, organization resources and individual resident's talents and skills all of which may be used to create action plans to reach the community vision.

Stakeholder Group

Before creating a leadership team, all existing community stakeholders should be involved in the process because members of the stakeholder group should represent various groups from the community. Depending on the group's focus, there may be more representatives of one or another community group. The stakeholder group will keep in touch with members of the community as well as setup up workgroups that will focus on a specific part of the CAM process. During the data gathering and planning stages, workgroups draw from the expertise of those individuals who work across the numerous community systems.

Leadership Team

The leadership team will be a smaller group than the stakeholder group and formed with stakeholder group members, yet inclusive of people from different parts of the community and perhaps different perspectives. Leadership team members will collaborate to achieve the vision and goals of the group. They will assist with the design of the data collection plan and conduct listening and listing activities such as community conversations, neighborhood walks, surveys and interviews. Leadership team members will help identify community networks and network connectors who will assist in the process.

Examples of Community Stakeholders

Institutions

- Local government
- Museums, libraries
- Law enforcement
- Educations systems (pre-school through higher education)
- Medical facilities
- Commissions

Associations

- Faith organizations
- Clubs
- Interagency councils
- Neighborhood groups
- Cultural

Individuals

- Residents
- Leaders

Physical Environment

- Natural surroundings
- Roads and bridges
- Weather

Local Economy

- Businesses
- Corporations
- Retailers
- Nonprofits