**Essential Question***What are the advantages of employing an asset-based approach to development and how does this differ from traditional models of development?*

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| Learning Objectives:   1. Learn the main tenants of Asset Based Community Development (ABCD). 2. Identify and apply their own individual assets. 3. Understand the difference between asset based and deficit based work. 4. Envision how ABCD related to philanthropic work. | 21st Century Skills Alignment:   1. Communication and Collaboration 2. Critical Thinking and Problem Solving 3. Creativity and Innovation 4. Initiative and Self-Direction 5. Social and Cross-Cultural Skills 6. Information Literacy |
| Materials Needed:   1. 14” printer paper for each student 2. Asset Map Example (See Appendix) 3. Markers 4. [ABCD powerpoint](https://docs.google.com/a/u.northwestern.edu/presentation/d/1CyKIVTDZeuVAcKEECH_aG3JEqpSWvavUqHV9zgb1DVI/edit?usp=sharing) | C3 Framework Alignment:   1. Participation and Deliberation: Applying Civic Virtues and Democratic Principles (p. 33) 2. Change, Continuity, and Context (p. 46) 3. Developing claims and using evidence (p. 55) |
| Resources:   1. www.abcdinstitute.org | Service Learning Standards  Partnerships:   1. Reflection 2. Diversity 3. Youth Voice 4. Partnerships 5. Duration and Intensity |

**Schedule Overview:**

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| Time | Task |
| 2 | Opening Activity - Deficit Thinking |
| 15 | Asset Map Creation |
| 5 | Applying Your Assets |
| 20 | ABCD Powerpoint + Activity |

Total Time: 42 minutes

**Detailed Content:**

1. Opening Activity - Deficit Thinking

* Ask the students: *What comes to mind when you think of a poor community?* 
  + Teacher should write this question on the board and then write down responses to this question on the board as well. This activity should be done as a large group.

2. Asset Map Creation

* *Today we are going to do an activity that will identify your personal assets.*
* Create an Individual Asset Map
  + Pass out 1 sheet of paper to each student and have them hold it longways
  + *Step 1 - Write your name in the middle of the paper*
  + *Step 2 - Think about four communities which you are a part of and participate in each week. Write the names of these communities on each of the 4 corners of their paper (one community for each corner).*
    - *Examples could be your friend group, sports team, after school club, religious community, etc.*
  + *Step 3 - Draw 4 lines. Each one connecting a community in the corner with your name in the middle*
  + *Step 4 - On the top of the line stretching from one of the communities to your name write, what the community gives to them. Have them repeat this process until all 4 communities have an asset written above their line and connecting to their name*
    - *Example: the community is “church youth group” so above the line connecting it to the name, I would write “spiritual/ emotional support” because this is an asset which the community gives to me.*
  + *Step 5 - Next, below the same line, write what value or asset you add to each community. Repeat 4 times until all the space below each line is filled* 
    - *Example: for the community “church youth group” below the line I would write “leadership skills” because I am on an exec board in the group.*
* *Once you are finished, please set your maps to the side for a few moments.*

3. Applying Your Assets Activity

* *I want you all to imagine that now you are that poor community that you all described at the beginning of class.*
* *Discuss how your assets could be used to address some of the issues in this community. Members of your community are unsure if the high schoolers can solve these problems without outside help. But, the students (you all) must try your best to meet all the needs with your assets alone.* 
  + Write their responses on the board. We would like for this activity to be done as a large group, but if students are not being talkative split them into groups and then have them share out.

4. ABCD Powerpoint + Activity

* Teacher should open the powerpoint. The powerpoint is copied below. Everything that is written in *italics* is information that will help the teacher as they go through the powerpoint. Teacher shouldn’t feel pressure to read the italicized info word for word, but they should familiarize themselves with it.

**Slide 1:** Title Page

**Slide 2:** *So what is asset based community development?*

*Asset Based Community Development is a strategy for sustainable community-driven development...ABCD builds on the assets that are already found in the community and mobilizes individuals, associations, and institutions to come together to build on their assets-not concentrate on their needs.*

*The United Nations defines community development as “a process where community members come together to take collective action and generate solutions to common problems.”*

**Slide 3:** ABCD: A 3 step process

*Step 1: Finding the assets*

*While this step seems very simple it is very time-consuming - especially for people like you and I who have not been socialized to think in terms of strengths.*

*Step 2: Connecting the assets*

*An example: say there is a community that is fairly impoverished and has a lot of old, ugly buildings but there is no money available at the moment to tear them down and rebuild them. However, there are several youth in the community who love art. By connecting these 2 assets (1 being physical and 1 individual) you could have the youth create beautiful murals on the sides of the buildings.*

*Step 3: Envision a future for the community*

*This step is about looking to see what these connections could create and setting goals for the community.*

**Slide 4:** 6 Types of Assets- An Overview

1. *Individuals*
2. Associations
3. Institutions
4. Physical Assets
5. Culture
6. Economic

*We will now explore each of these types of assets in more depth.*

**Slide 5:** Individuals

*This type of asset includes the talents and skills of the people in the community. Identifying people’s gifts is crucial to community development work. This is the type of asset that you were just using in our previous activity.*

**Slide 6:** Interviewing Activity

Interviewing Activity

* *Now, we are going to practice asset mining, like a community developer. These are some of the common questions asked by a community developer who is trying to solve issues from the community within. Partner up with the person next to you and share your asset maps.*
  + *What organizations or groups are you a member of? (clubs, religious orgs, athletic groups, etc)*
  + *What unique skills/ talents do you have?*
  + *What do people tell you that you are good at? (teacher, friends, family, coaches, etc)*

**Slide 7:** 6 Types of Assets- An Overview

1. Individuals
2. *Associations*
3. *Institutions*
4. *Physical Assets*
5. Culture
6. *Economic*

Break the class into 4 groups and give each group 1 notecard. These notecards should have the definition of either associations, institutions, physical assets or economic assets and 2-3 examples of what would fall under each one.

Here’s what should be written on the notecards:

Economic Assets

* Defined as: the consumer spending power in a community AND local business assets
* Examples:
  + The income earned by members of your community
  + Other items of value (i.e. clothing, TVs, furniture, etc.) owned by people in the community

Physical Assets

* Defined as: property/things that can be owned
* Examples:
  + Forests
  + Vacant lots
  + Parks/recreation centers
  + Industrial areas

Associations/Organizational Assets

* Defined as: relationship networks; people who voluntarily come together around a common interest
* Examples:
  + Clubs
  + Community Centers
  + Religious organizations
  + Athletic groups

Institutions

* Defined as: paid groups of people who are generally professionals
* Examples:
  + schools/universities
  + Libraries
  + Police stations/fire departments
  + Churches
  + Hospitals and clinics

**Slide 8:**

*Imagine that your community is struggling with a high homeless population.*

*How could you use your assigned asset to address this issue? (Be creative!)*

Hint: Think about how homelessness is also connected to issues of housing, food insecurity, employment, education, etc

*Part 2 of Activity- Have students* *discuss in their their groups how they can use their assigned asset to solve the community problem. Then bring the group back together and discuss how each group planned to solve the issue.*

**Slide 9:**

Real Examples of Assets Helping the Community

*Association and Institution*

* *Institution- Chicago businessman Ron Kaplan created a start-up venture called CITYPAK which are backpacks for the homeless that are waterproof and include straps for wrist and ankles to prevent against theft.*
* *Association- Chicago Coalition for the Homeless then distributed 2,000 of the backpacks free of charge to their clients*

*Physical*

* *Missouri Superintendent addressed student homelessness by partnering with a non-profit to renovate a 90 year old dilapidated building into a “Hope House.”*

*Economic*

* *DMK Burger Bar's 365 Days of Giving program teams up with a different local non-profit organization every month*
* *All proceeds from certain milkshakes are donated to raise funds in one of four different areas - hunger, wellness, children or the earth.*

*Explain how each asset is represented through the example.*

**Slide 10:** Culture

Stories & Heritage

*In each community, there are stories and successes of how that community has thrived. These stories give the community character, significant, and may serve to motivate people in the community.*

**Slide 11:** Asset Based vs. Deficit Based Work

Deficit Based

*“An approach that tends to focus on needs and problems in people or helping people avoid risks associated with negative outcomes. These risk-based interventions do not sustain change”* (Skodol, 2010)

*Deficit Based workers focus on questions such as:*

* *What is broken?*
* *What are the needs?*
* *What is wrong?*

*This type of approach is both frustrating and ineffective. People and organizations that engage in this type of work must keep going back to fix the same problem because their approach does not allow for sustainable change.*

Asset Based

*“When existing groups of people in the community--rather than professionals--drive change and enhancement [...] the internal assets of the community are the priority and when existing resources (build upon the effectiveness and power of the community) can be multiplied and sustained”* (Kretzmann & McKnight, 1993).

*Asset based workers focus on questions such as:*

* What is working in the community?
* What is right?
* What is strong?

**Slide 12:** Community Building vs. Social Service

*Another way of looking at the differences between asset based and deficit based work is to compare the community building model (which is more closely aligned with ABCD) and the social service model (which is more closely aligned with deficit-based work). Each one of these models attempts to address needs in the community, but they do so in very different ways.*

*One critique of the social service model is that it creates mutual dependency - the “needy” are dependent upon the “helpers” just as much as the “helpers” are dependent upon the existence of neediness. After all, the “helpers” would have no jobs if there were not enough “needy” people (i.e. clients) that required their services.*

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| **Community Building Model** | **Social Service Model** |
| Focused on Assets | Focused on needs |
| Builds from opportunities | Responds to problems |
| Investment orientation | Charity orientation |
| Emphasis on Associations | Emphasis on Agencies |
| Focus on communities | Focus on individuals |
| Goal is empowerment | Goal is service |
| Power comes from the relationships | Power comes from credentials |
| People are the answer | Programs are the answer |
| People are citizens | People are clients |

**Slide 13:** How knowledge of ABCD can be helpful to the philanthropists

*This desire to make a difference is translated into issues of sustainability when it comes to donating money. Philanthropists, in order to ensure that their money makes a difference, want to give to organizations that promote sustainable change in any given community. Remember, this is one thing that distinguishes philanthropy with charity. People who give to charity likely still desire to make a difference, however, they are not always looking to have lasting impact.*

*Sustainability is a key concern in the arena of philanthropy. Organizations that practice elements of the ABCD philosophy are more likely to be doing work that contributes to sustainable change.*

*Indicators:*

* *Does not promote mutual dependency*
* *Lots of community involvement - community members may even be leaders in the organization*
* *Is not considered an “outsider” by the community it serves.*
* *Can you think of any others?*

**Slide 14**: Final Quotation

*We leave you with this final quote by Angela Blanchard:*

“You can’t build on broken.”