Asset Based Approaches to Community and Economic Development

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No, no - WE just write about the world...

YOU GUYS have to go out and save the bloody thing!
What **PROBLEMS** does your community face?

1.
2.
3.
4.
5.
What do you LOVE about your community?

1.
2.
3.
4.
5.
Two Approaches to Addressing Community Issues

Chicken Little and
The Sky Is Falling

The Little Engine That Could
Two Approaches to Addressing Community Issues

Chicken Little and The Sky Is Falling

- What are the problems and needs of my community?
- What needs to change in my community?
- What are the barriers to creating change?

The Little Engine That Could

- What are the strengths and assets of my community?
- When was a time you felt your community was at its best?
- What do you value most about our community?
- What is the essence of our community that makes it unique and strong?
What is the number one asset in your community?
Survey Time!

- Fill out the survey at your table
- Total the number of skills you have
- Write the number on the bright pink piece of paper
Frameworks for Leveraging Assets in Your Community

- Defining Community
- Asset Based Community Development
- Appreciative Inquiry
- Mapping Your Community Capitals

Source: Community Capitals Framework & Sustainable Communities, Cornelia Butler Flora, Rural Studies Research Seminar, July 4, 2006, University of Guelph
Dimensions of Community

- Place
- Population
- Political System
- Economic System
- Cultural System
- Social Organization
Asset Based Community Development
“Assets are what we want to keep, build upon and sustain for future generations.”

Physical
- Buildings
- Industrial Park
- Nature Trails
- 150 Year Old Tree in Town Square

Intangible
- Community Norms
- Volunteers Beauty Main St
- Fundraise for Food Bank
- Pride of Heritage
- Political Influence
What are the five greatest assets in your community?

1.
2.
3.
4.
5.
Community “Capital”

- Any type of resource or asset capable of producing additional resources.

- When those resources or assets are invested to create new resources, they become capital.

- Community capitals represent assets in all aspects of community life.

- Capital assets can be invested, saved, or used up
Community Capitals Framework

Source: Community Capitals Framework & Sustainable Communities, Cornelia Butler Flora, Rural Studies Research Seminar, July 4, 2006, University of Guelph
Natural Capital

• Assets that abide in a location, including resources, amenities and natural beauty.
• Land, water, wildlife, recreational opportunities

• How can natural capital be used?
Built Capital

The infrastructure that supports the community

- Telecommunications
- Industrial Parks
- Main Streets
- Water and Sewer Systems
- Roads

*Built Capital projects have less success if other capitals are not invested in.*

*What are some ways that built capital dictates what kind of community and economic development happens?*
Cultural Capital

- The way people “know the world” and how to act within it.
- Our heritage, ethnicities, festivals, rituals, history, traditions
- Which voices are heard and listened to

What is included in your town’s Cultural Capital?
Human Capital

- The **health**, **self-esteem**, **skills** and **abilities** of people and the work they do
- Leadership abilities
- Labor force
  - Skills and training acquired
  - Levels of schooling completed
- Job Quality & Community Institutions
  - Health Insurance
  - Child Care
  - Housing

*What are ways we can develop human capital in our communities?*
Social Capital

• Reflects the connections among people and organizations.

• Forming groups, collaboration, developing a shared vision, taking collective action
Social Capital

What’s the difference?
Social Capital

- Bonding Social Capital = Close ties that build community cohesion, ties among individuals

- Bridging Social Capital = Weak ties that create and maintain bridges among organizations and communities.
Social Capital

- Civil Society = Associations that are separate from government and from market or profit-oriented firms. (Ex: religious groups, clubs, nonprofit organizations)

- Civic Engagement = People’s involvement in their communities

How can we increase social capital in our counties and involve more people, particularly those who have moved into the community, senior citizens and youths?
Financial Capital

The financial resources available to:

- Invest in community capacity building
- Underwrite business development
- Support civic and social entrepreneurship
- Accumulate wealth for future community development.

- Public and private funds, land, equity, investments.
- How and where we choose to spend our funds – consumption patterns.

What are some ways communities can encourage financial capital growth?
Political Capital

- The ability to influence standards, rules, regulations and their enforcement.
  - Access to power brokers

**Power** is the ability to make something happen that otherwise would not happen, or to prevent something from happening that others wish to make happen.

- **Community power** is the ability to affect the distribution of both public and private resources within the community.

*What are ways that political capital can be used to enhance community development?*
Example of Interactions

A large dairy (built) moves into a rural community (political) providing jobs and adding to the county’s tax base (financial). Water and sewer lines (built & political) are run from the nearby town to the facility. Water quality issues arose from the run-off of the facility and overflow of the sewer system (natural). Latino workers and families move into the community with educational needs (human). More money flows into the community (financial). A new restaurant opens (built). A local organization with many volunteers (social) initiates an “Old & New Settlers’ program” (cultural).
### Map Assets by Community Capital

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<thead>
<tr>
<th>Natural</th>
<th>Cultural</th>
<th>Human</th>
<th>Social</th>
<th>Political</th>
<th>Financial</th>
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Reframing Community Debates
Using Community Capitals to Develop Assets for Positive Community Change

By
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North Central Center for Rural Development
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North Central Regional Center for Rural Development
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The Community Capitals Framework (Flora, Flora, and Fay, 2004) is currently being used by a number of researchers and practitioners in their work with communities. This article is based on a workbook developed at the North Central Regional Center for Rural Development and tested with a variety of researchers and field-based specialists in Ames, Iowa in October 2004. These community-based experiences and the resulting comments and suggestions were used to refine the workbook for this issue of CD Practice. During the past six years this approach has been tested in several community settings. However, we recognize that this is a work in progress and represents an evolving approach to community interventions. We welcome feedback from those who are using this approach to help us learn from one another how best to create a dynamic praxis around the Community Capitals Framework.

In this issue of CD Practice, we present a dynamic approach to planning, strategizing, and monitoring change processes using approaches that are asset-based, framed by the Appreciative Inquiry approach to work with people and change, and situated in the Community Capitals Framework. The Community Capitals Framework is used in this issue to show the whole system and how the various capitals interact with one another. Appreciative Inquiry is used to shape the process in which we engage others in discussion, planning, implementation, and monitoring. Quite simply, the Community Capitals represent the things we have to work with. Appreciative Inquiry defines how we will work with them.

The Community Capitals approach builds on the notion that communities have assets. These assets may be inactive or may be invested to create more assets. Community assets, like many other things in our environment, tend to deteriorate when unused. Thus, a current state of equilibriums in any community setting will likely begin a slow decline...
What is the number one asset in your community?
Thank You

Questions

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