Welcome to today’s Infopeople Webinar!

Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by Creative Commons 4.0 Non-commercial Share Alike license. Any use of this material should credit the funding source.
Presenter

Tonya Kennon
Director
Riverside Public Library
Agenda

• What is ABCD?
• Asset Mapping vs. Needs Assessments
• ABCD in Libraries
• Examples
• Tools for Community Engagement
• Questions & Answers
ABCD

- A strategy for sustainable community-driven development.
- A belief that everyone has gifts to contribute.
- Builds on assets already found in the community and mobilizes individuals, associations, and institutions to come together to build on those assets instead of concentrating on their needs.
Whatever the question, community is the answer.
- Margaret Wheatley
Needs Map

Asset-Based Community Development Institute (ABCD), Jody Kretzmann and Brian McKnight
## Why Asset Mapping Matters

<table>
<thead>
<tr>
<th>Asset Based Approach</th>
<th>Needs Based Approach</th>
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<tbody>
<tr>
<td>Focus on assets</td>
<td>Focus on needs</td>
</tr>
<tr>
<td>Builds on opportunities</td>
<td>Responds to problems</td>
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<tr>
<td>Investment oriented</td>
<td>Charity oriented</td>
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<tr>
<td>Emphasis on associations</td>
<td>Emphasis on agencies</td>
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<tr>
<td>Focus on community</td>
<td>Focus on individuals</td>
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<tr>
<td>Goal is empowerment</td>
<td>Goal is service</td>
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<td>Power comes from relationships</td>
<td>Power comes from credentials</td>
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<tr>
<td>People are the answer</td>
<td>Programs are the answer</td>
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<tr>
<td>People are citizens</td>
<td>People are clients</td>
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http://www.nurturedevelopment.org
Intentional Bumping

My Neighborhood is inspiring (almost anywhere parade) #ILOVERIVERSIDE

Meet Your Neighbors Here

My Neighborhood is great with our Library #ILOVERIVERSIDE
Intentional Bumping

CHALK THE WALKS!

August 16, 2016

Creativity is Contagious, Pass it on
Think outside the box

Learn the rules like a pro, so you can break them like an artist. You can’t use up creativity. The more you use it, the more you have.

Creativity is never gone out of style. Never give up. Never surrender.
Intentional Bumping

“Never miss an opportunity to show your love.”

Be kind. We are all fighting battles no one can see!
What could your library do to encourage better bumping?
<table>
<thead>
<tr>
<th>Undesirable Labels</th>
<th>Designer Labels</th>
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<tbody>
<tr>
<td>Homeless</td>
<td>Artistic</td>
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<tr>
<td>Old</td>
<td>Wise</td>
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<td>Pregnant Teen</td>
<td>Mentor</td>
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<td>Disabled</td>
<td>Advocate</td>
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Untapped Resources

• Customers or citizens?

Photo Credit: Flickr Creative Commons, http://bit.ly/2bSG4N0
Untapped Resources

Are there individuals using your library who you think of more as customers than citizens? What could you do to help them, other individuals and the library to focus more on their gifts?
ABCD in Action

- Citizen-led visioning to create unique action plans in all 26 neighborhoods in 26 months
- Ongoing effort to identify and celebrate neighborhood strengths and empower neighborhoods to reach their full potential
ABCD in Action
ABCD in Action

- 10 months of engagement
- 1 day of celebration
ABCD in Action
ABCD in Action
How can your library help the community identify and build on its cultural and historical assets?
Community-Driven Planning

The Formula

• Invite
• Engage
• Rest
• Adapt
• Repeat
Using these principles, how can your library better utilize your community’s assets?