



Welcome to today's Infopeople Webinar!

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# Asset Based Community Development (ABCD) in the Library

**An Infopeople Webinar  
September 14, 2016  
Presented by Tonya Kennon**

# Presenter



Tonya Kennon  
Director  
Riverside Public Library

# Agenda

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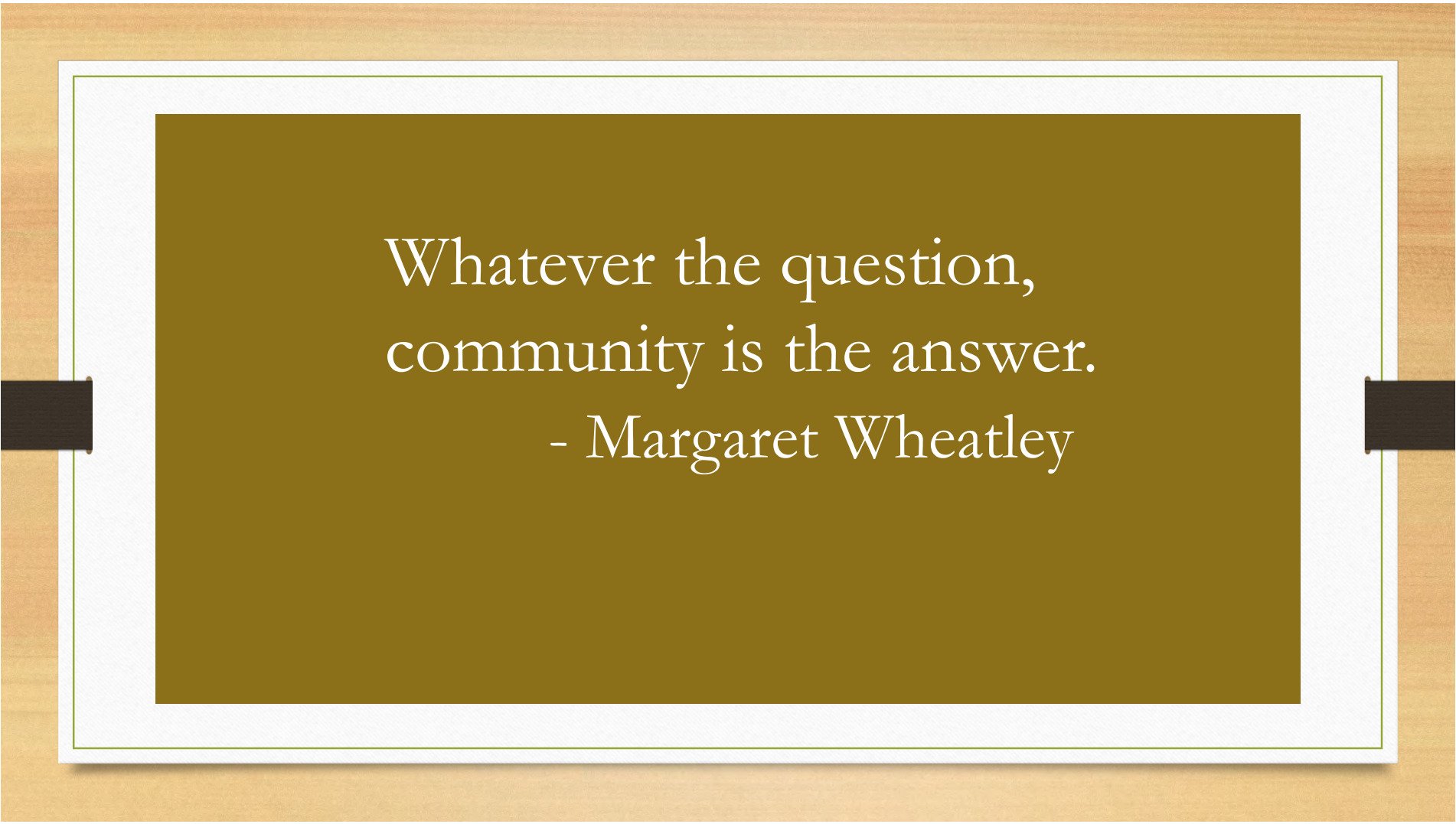
- What is ABCD?
- Asset Mapping vs. Needs Assessments
- ABCD in Libraries
- Examples
- Tools for Community Engagement
- Questions & Answers



# ABCD

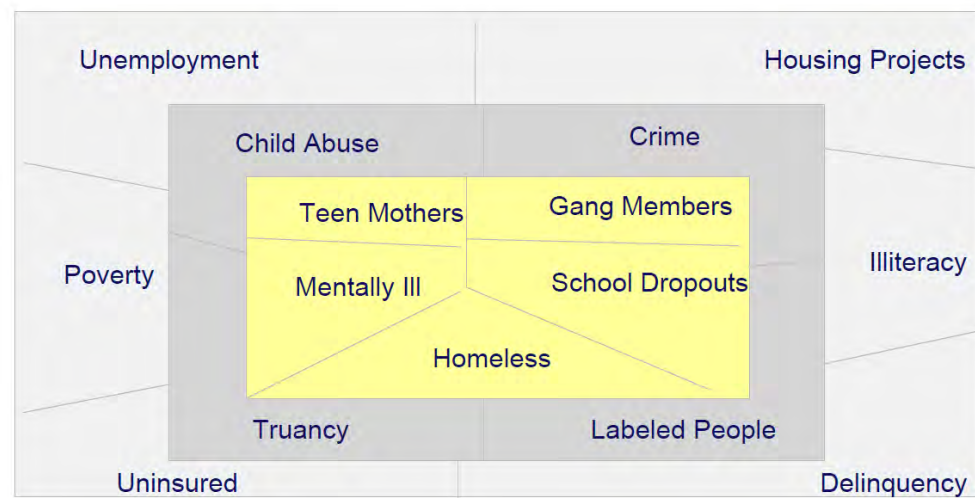
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- A strategy for sustainable community-driven development.
- A belief that everyone has gifts to contribute.
- Builds on assets already found in the community and mobilizes individuals, associations, and institutions to come together to build on those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



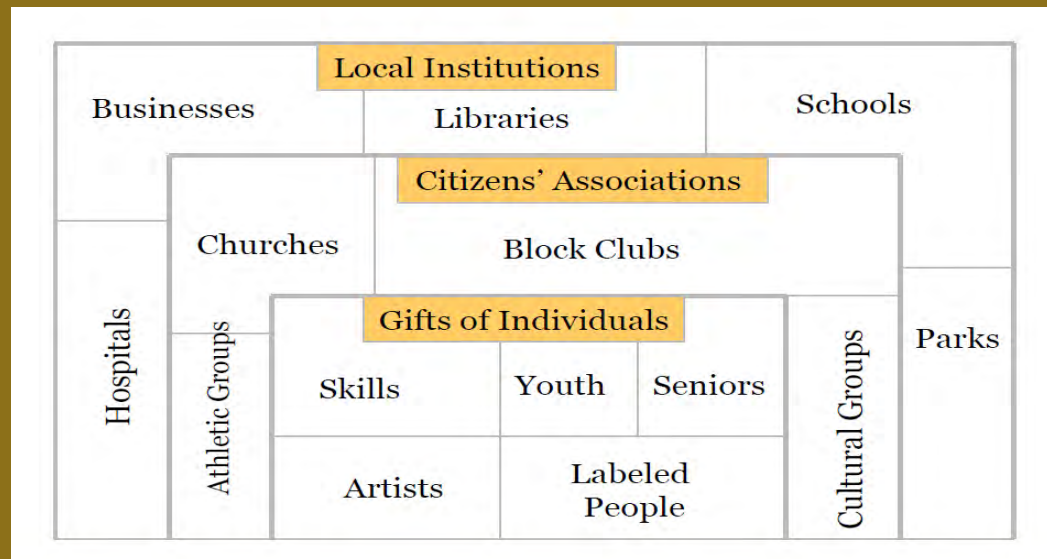
Whatever the question,  
community is the answer.  
- Margaret Wheatley

# Needs Map



Asset-Based Community Development Institute (ABCD), Jody Kretzmann and Brian McKnight

# Asset Map



Asset-Based Community Development Institute (ABCD), Jody Kretzmann and Brian McKnight



# Why Asset Mapping Matters

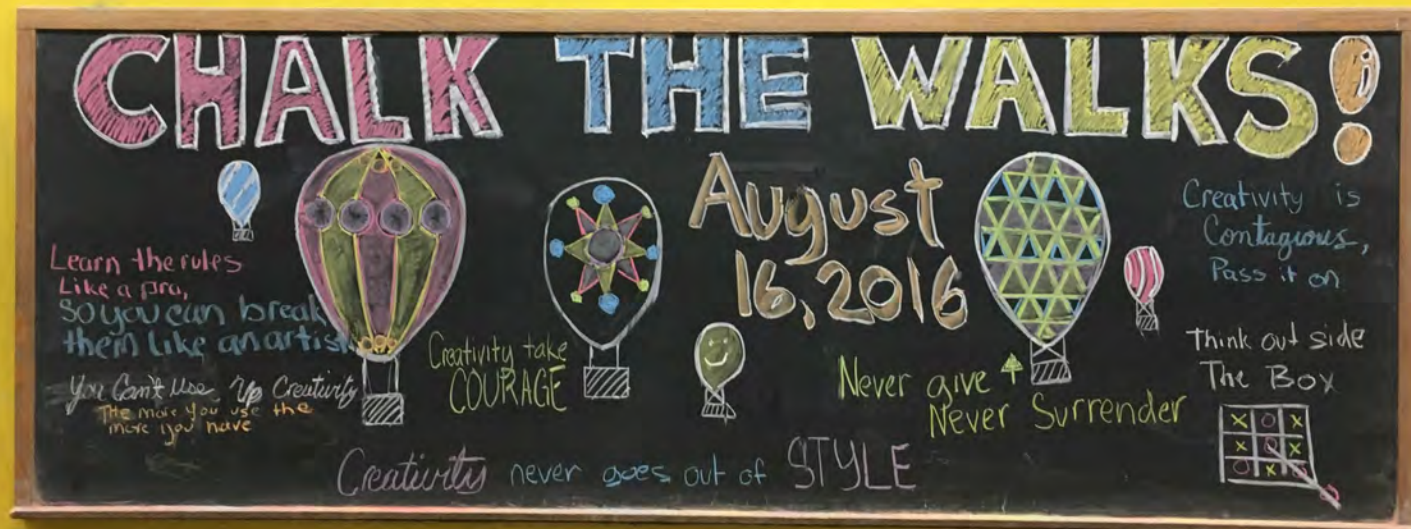
Asset Based Approach	Needs Based Approach
Focus on assets	Focus on needs
Builds on opportunities	Responds to problems
Investment oriented	Charity oriented
Emphasis on associations	Emphasis on agencies
Focus on community	Focus on individuals
Goal is empowerment	Goal is service
Power comes from relationships	Power comes from credentials
People are the answer	Programs are the answer
People are citizens	People are clients

# Intentional Bumping





# Intentional Bumping



# Intentional Bumping







What could your library do to  
encourage better bumping?

## No One Left Behind

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### Undesirable Labels

Homeless

Old

Pregnant Teen

Disabled

### Designer Labels

Artistic

Wise

Mentor

Advocate

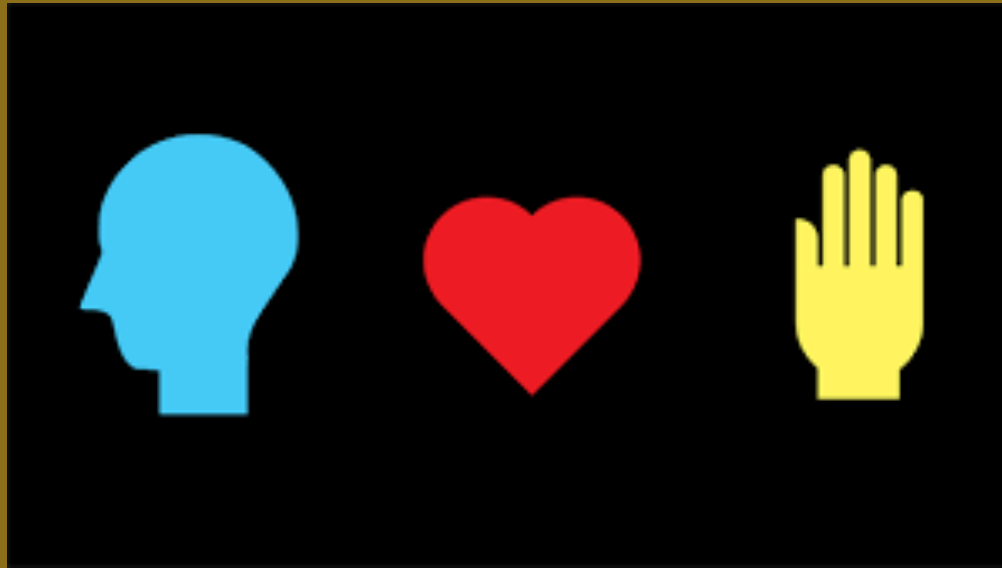
# Untapped Resources

- Customers or citizens?



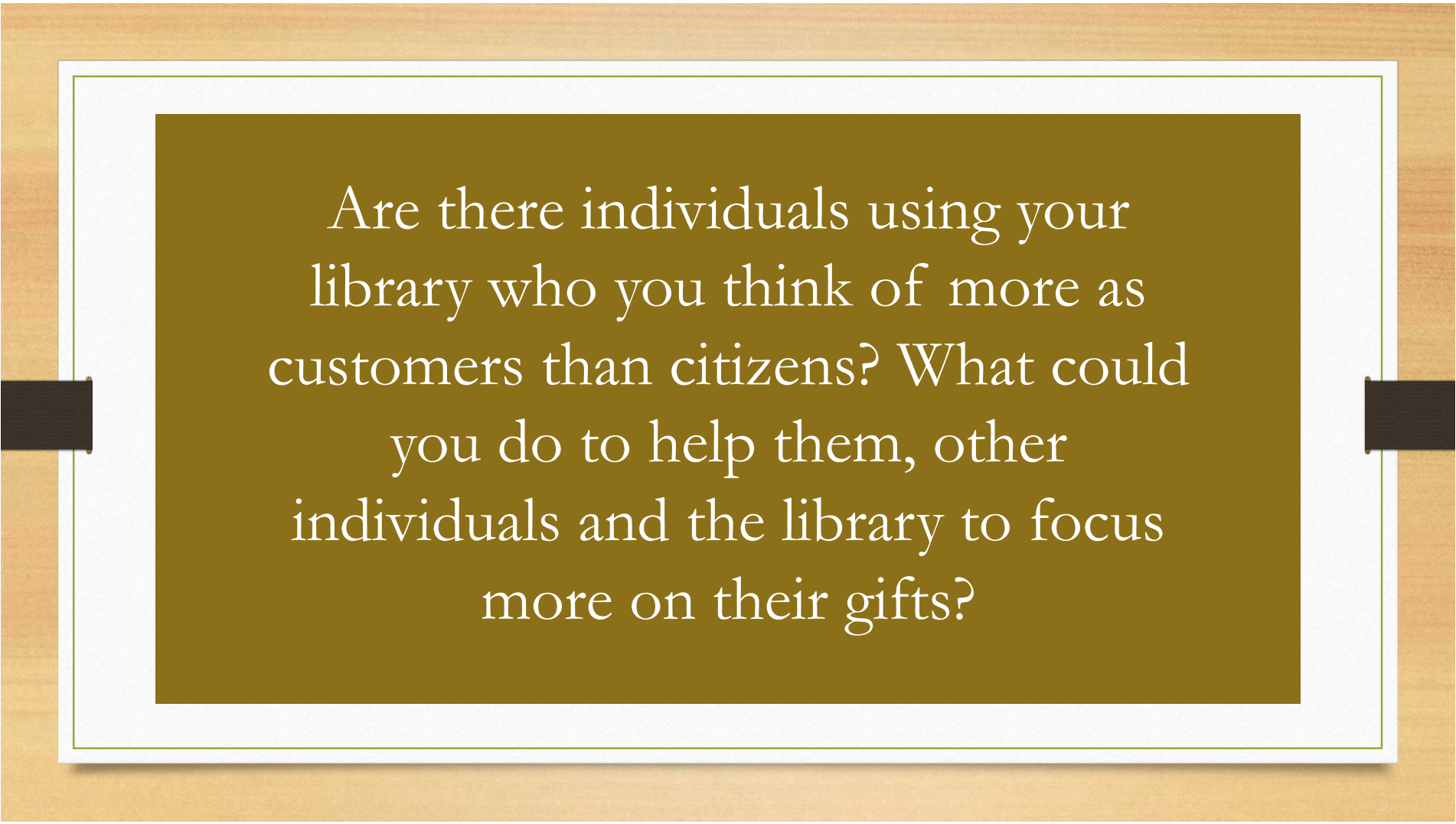
Photo Credit: Flickr Creative Commons, <http://bit.ly/2bSG4N0>

# Untapped Resources



*Head, heart and hand.* Retrieved from <http://www.aiga.org/head-heart-and-hand--modern-design-practice/>





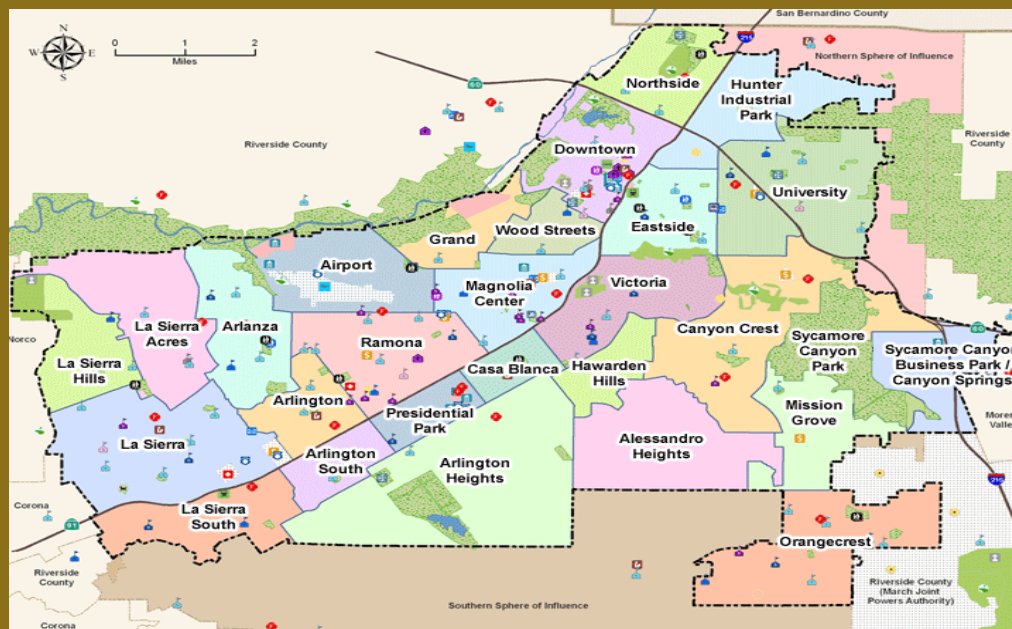
Are there individuals using your library who you think of more as customers than citizens? What could you do to help them, other individuals and the library to focus more on their gifts?

## 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





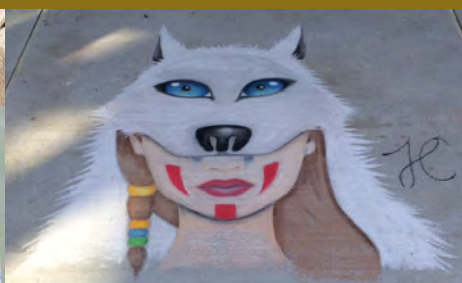
## ABCD in Action

- 10 months of engagement
- 1 day of celebration





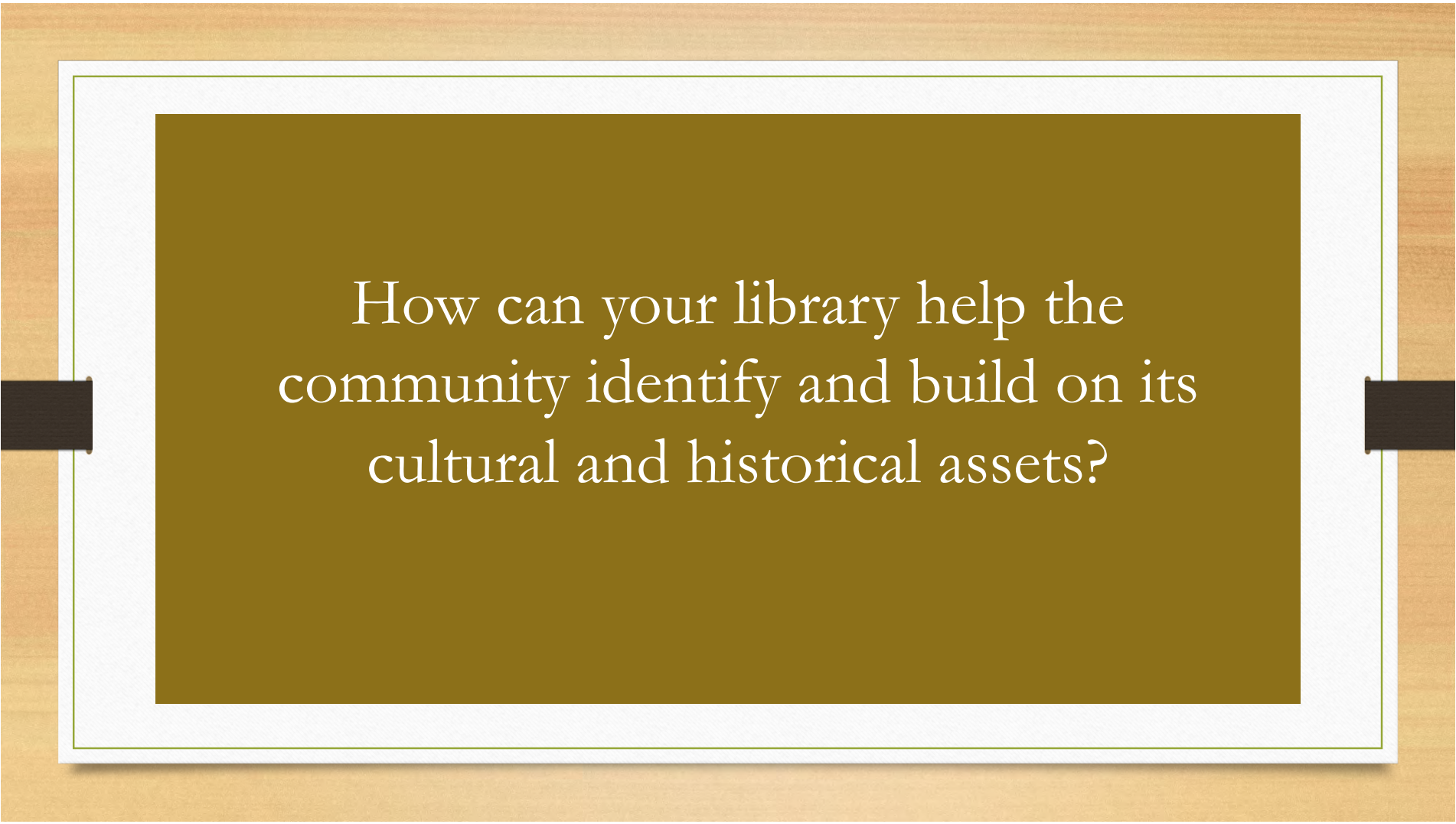
# ABCD in Action



# ABCD in Action







How can your library help the  
community identify and build on its  
cultural and historical assets?

# Community-Driven Planning



Photo Credit: Flickr Creative Commons, <http://bit.ly/2bSFtv3>

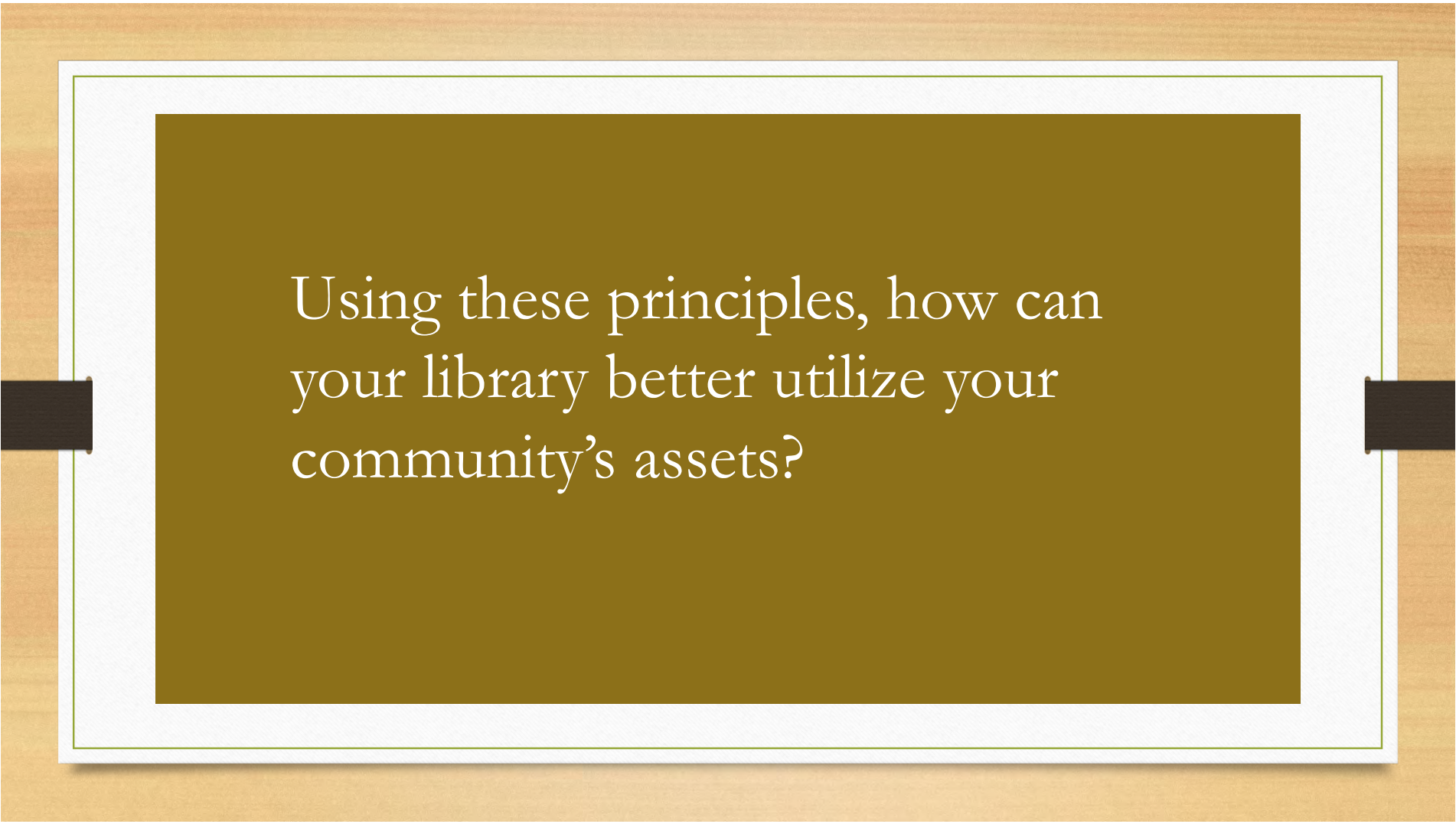


# The Formula

- Invite
- Engage
- Rest
- Adapt
- Repeat



# Community



Using these principles, how can  
your library better utilize your  
community's assets?

# Questions & Answers



*[Questions]*. Retrieved from <http://bit.ly/2bLPRH>