



YouthBuild USA

Community Asset Mapping

A Topic in Brief of the Sector Strategy How-to Guide

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Overview of Topic in Brief

The heart of sector strategies are the partners involved and the expertise and resources they provide. This brief provides an overview of how YouthBuild programs can use community asset mapping to inform career pathway implementation, support YouthBuild participants with career success, and deepen engagement with partners. Community asset mapping is an effective strength-based approach to identify and learn about a region's valuable assets. Identifying assets in a local workforce development ecosystem, whether it be services, resources, or partners, can lead to new collaborations and uncover solutions to tackle barriers to employment that YouthBuild participants face.

When to Use a Community Asset Map

A community asset map can be useful during the **Plan & Evaluate** stage when YouthBuild programs evaluate a local area's labor market and industries. A community asset map can also serve as a useful reference for key resources and partners to include during the **Design & Implement** stage.

Uses of a Community Asset Map

YouthBuild programs can use community mapping in the following ways:



Broaden community-based partnerships to access resources and services for participants



Support participants with employment barriers



Assess strengths and opportunities that may inform career pathway implementation

Sector Strategy Alignment Checkpoint



Career Pathway Development Stages

Plan & Evaluate
Design & Implement
Build & Evolve



The ETA Sector Strategy Implementation Framework

Industry Engagement
Sector-Based Service Delivery



YouthBuild Program Reflection

1. How does your program leverage the assets of the community and YouthBuild network?
2. What assets can support YouthBuild programs, YouthBuild participants, and partners?

Additional Uses of Community Asset Mapping

YouthBuild participants and partners can also engage in developing or using a community asset map to ensure their needs are supported. Additional ways to use community asset maps with participants and employer partners include:

 YouthBuild Participants	 Employer Partners
Understand how and where to access resources needed to engage in work	Support YouthBuild participants with accessing resources needed to work
Further develop leadership skills in helping design community maps	Work with programs on tackling inequity and social justice issues in the workforce system

Tips for Community Asset Mapping

- 1 Identify your mapping area using labor market information and YouthBuild participant's needs.
- 2 Categorize your program's assets and resources. Examples could include your program model, partnerships, alumni network, staff, and students.
- 3 Engage in conversations with YouthBuild participants and existing partners about their unique assets and their role in the community.
- 4 Leverage research and existing partners to inventory community assets. Use templates in this brief to define and categorize types of resources.
- 5 Once community and organizational strengths are mapped out, determine how to build on assets and uncover solutions.
- 6 Enter resources and contacts in your internal database as you engage with resources and assets in your community.

Identifying Asset Resources

Organizations or individuals provide resources to address the community's needs. When identifying resources needed in a workforce system, consider resources that support career pathway development, provide career and support services, respond to the needs of participants and programs, and address systemic injustices that create barriers to employment. Common barriers to employment include the need for documentation or criminal history status; high costs associated with educational attainment; and access to transportation, childcare, trauma-informed care, and reliable and affordable housing.

YouthBuild Program Tip Community Asset Maps as an Education Tool

Use community asset maps to engage key stakeholders in transparent conversations about barriers to employment that YouthBuild participants face and discuss resources and solutions. YouthBuild programs should also consider leveraging the expertise and resources of YouthBuild graduates and advocates to help educate others about barriers.

Examples of Asset Resources for YouthBuild Participants

 Support Services	
Connectivity (Internet Access)	Transportation Accessibility
Childcare	Housing
Health & Wellness	Financial

 Career Support	
Mentoring	Career Exploration & Planning
Social Capital & Job Network	Earn and Learn Opportunities
Job Readiness	Technical Skills Development

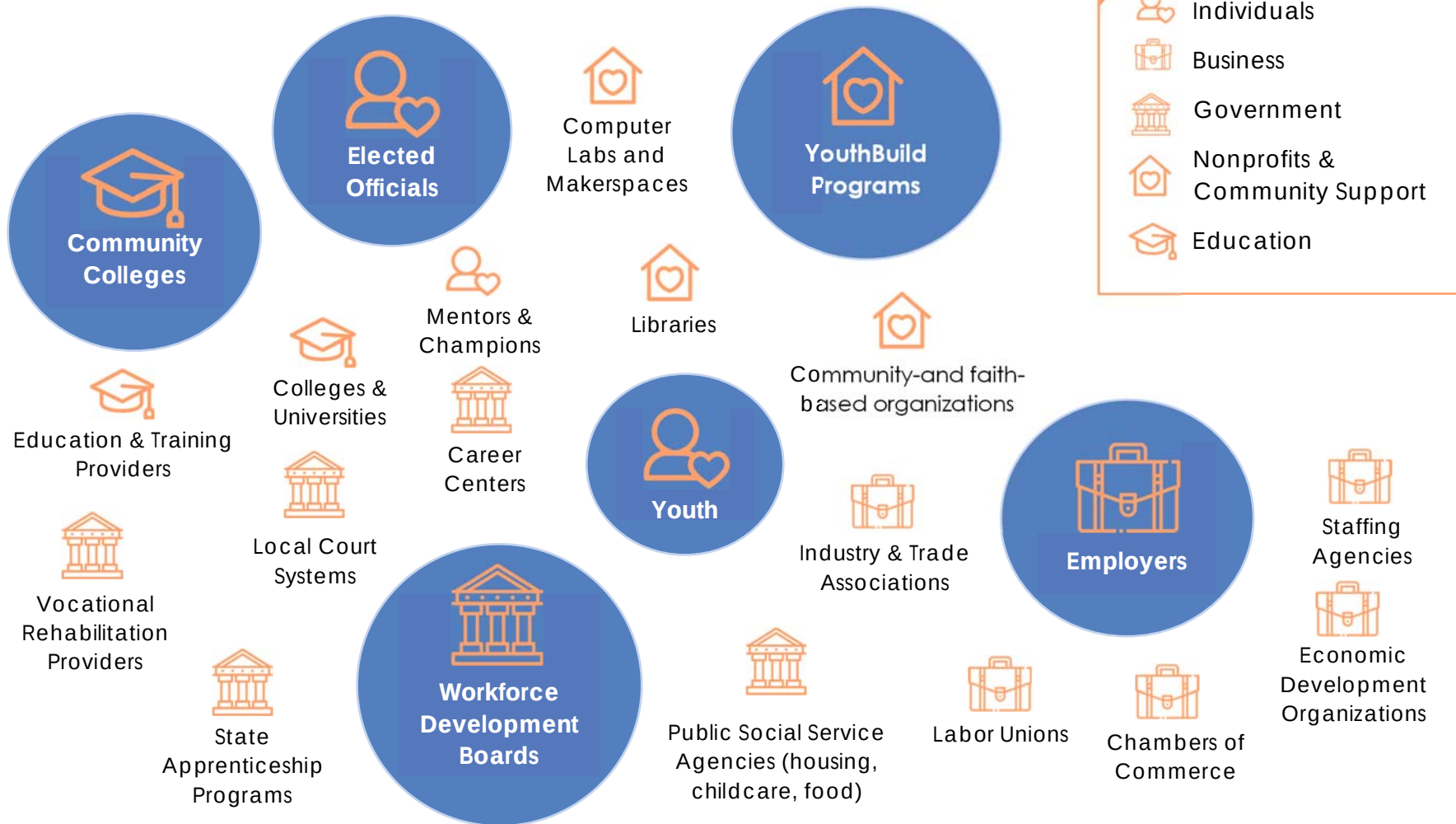
Examples of Asset Resources by Partner Type for YouthBuild Programs

 Partners	
Funding	Education & Credentialing
Jobs Training & Placement	Expertise & Research
Networking	Advocacy

Resources for participants will vary on a case-to-case basis depending on an individual's circumstances and lived experiences. For example, YouthBuild participants involved in the court system or participants with disabilities, may need resources contextualized to their needs.

Identifying Partner Assets

It takes a village to convene a sector strategy and build workforce systems. Partner assets in a workforce system should support participants with accessing resources and opportunities needed for career success. Partner assets may include: Individuals, Business, Government, Nonprofits and Community Support, and Education.



Community Asset Mapping Plug and Play Resources

Use the resources below to contextualize to your community.

Each community collaboration will reflect unique economic, demographic, cultural, and political assets. YouthBuild programs can use the **Community Asset Mapping Templates** below as a guide when mapping and identifying supports and resources unique to your area. For further information, consult the tips below to create a personalized community asset map for designing a career pathway.

YouthBuild Program Tips Using the Community Asset Templates

When determining assets to engage, consider assets closely aligned with your program's goals and values. Consider the following questions:

1. What assets will help YouthBuild participants obtain jobs with family-sustaining wages and opportunities for career progression?
2. What assets will support YouthBuild participants' well-being?
3. What qualities and values of individuals or organizations will have a positive impact on YouthBuild participants?
4. How are these assets addressing inequalities and injustices in systems?
5. Is this asset accessible to all individuals?
6. Will this asset increase opportunities for participants to receive additional training, skill development, and connections?



Community Asset Mapping Template

Individuals Assets

Types of Assets	Examples	Your Community Assets
Advocacy & Policy Influence	Elected officials, City council members	
Mentorship	Business professionals, YouthBuild alumni, entrepreneurs	
Leadership	YouthBuild participants, activists	
Peer to Peer Training	YouthBuild alumni, YouthBuild participants	



Community Asset Mapping Template

Business Assets

Type of Asset	Examples	Your Community Assets
Labor Market Information & Research	Economic development organizations, chambers of commerce, industry associations	
Job Training and Training Facilities	Small and medium-sized businesses, large enterprises	
Social Capital & Employer Engagement	Chambers of commerce, economic development organizations, industry and trade associations, member-based organizations	
Funding	Private businesses, public companies, corporate citizenship programs, corporate foundations, corporate giving	
Job and Work Experience Placement	Employers, American Job Centers, Career OneStop Centers, staffing agencies	
Curricula & Job Training Input	Economic development organizations, industry and trade associations, local employers	



Community Asset Mapping Template

Government Assets

Type of Asset	Examples	Your Community Assets
Economic Incentives	Opportunity Zone Program and Promise Zones , Work Opportunity Tax Credit	
Social Services	Agencies that provide food assistance, subsidized childcare, housing, mental health care, substance abuse	
Policy Influence	Local and state government, city council members	
Labor Market Insight and Research	Workforce Development Boards, Local Economic Development Office	
Funding	Workforce Development Boards (WIOA), Employment and Training Administration, state employment programs	
Job Training & Earn and Learn Experiences	Vocational Rehabilitation Departments, State Office of Apprenticeship	



Community Asset Mapping Template

Education Assets

Type of Asset	Examples	Your Community Assets
Industry-Recognized Credentials, Licenses, Degrees	Community colleges, 4-year colleges and universities, nondegree education and training providers	
Design Programs and Curricula	Community colleges, education, and training providers	
Training Facilities	Community colleges, education, and training providers	



Community Asset Mapping Template

Nonprofits & Community Support

Types of Assets	Examples	Your Community Assets
Job Readiness and Training	YouthBuild program, workforce development organizations	
Funding	Philanthropic organizations, large nonprofits (United Way)	
Support Services	Nonprofits that provide shelter, affordable housing, or human services	
Policy and Advocacy	Nonprofits, local policy associations, centers, and groups	
Education & Learning	Makerspaces, museums, incubators, art centers, computer labs, green spaces	
Collaboration	Co-working spaces, incubators, community centers	