Rural Community Asset Mapping

December 10, 2018

Implementing innovation in rural districts and schools requires an initial investment of time to learn about the rural setting and to be intentional about building sincere relationships with key stakeholders and community members. This document shares rural asset and community data resources that implementation teams can use to guide and inform their stakeholder engagement and community capacity-building efforts.

Asset Mapping Primers and Tools

MAPPING THE ASSETS OF YOUR COMMUNITY: A KEY COMPONENT FOR BUILDING LOCAL CAPACITY

http://srdc.msstate.edu/trainings/educurricula/asset_mapping/

In addition to describing an asset mapping procedure, this Southern Rural Development Center resource offers a strategy for uncovering the pool of individuals who are best suited to assume greater community leadership responsibilities.

DISCOVERING COMMUNITY POWER: A GUIDE TO MOBILIZING LOCAL ASSETS AND YOUR ORGANIZATION'S CAPACITY

https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-ABCD-capacity%20bldg.pdf

With funding from the W.K. Kellogg Foundation, the Asset-Based Community Development (ABCD) Institute developed this resource to help rural education program developers and implementation teams strengthen their innovations by: (1) connecting with and investing in community assets, and (2) building on those connections to enhance future funding pursuits.

ASSESS NEEDS AND RESOURCES

http://www.countyhealthrankings.org/take-action-improve-health/action-center/assess-needs-resources

County Health Rankings & Roadmaps, a Robert Wood Johnson Foundation program, offers a curated list of asset mapping and data collection exercises and tools, such as:

- *Listening to the Community's Input: A Guide to Primary Data Collection*, which provides guidance on when and how to use key informant interviews, focus groups, community surveys, community forums, and observation.

Six community assessment tools

The six assessment methods presented here aren't exclusive. You can combine or adapt them to best suit your club's resources and the preferences of the people you wish to engage with.

- Community meeting
- Focus group
- Survey
- Asset inventory
- Interview
- Community mapping

- *Community Assessment Tools: A Resource for Rotary Projects*, which offers guidance on employing different types of community assessment tools.

- *Using Focus Groups to Shape Your Agenda and Build a Base*, a case study of United Way of Southeast Louisiana's use of child care center focus groups to inform its advocacy for child care facility licensing standards and a quality rating system.

MAPPING COMMUNITY ASSETS WORKBOOK

https://resources.depaul.edu/abcd-institute/resources/Documents/DorfmanMappingCommunity AssetsWorkBook.pdf

Two decades since its publication, this resource developed by the Northwest Regional Educational Laboratory is a timeless primer on the process of identifying and understanding the value and strengths of a community's individuals, organizations, social and political institutions, local economy, and physical infrastructure.
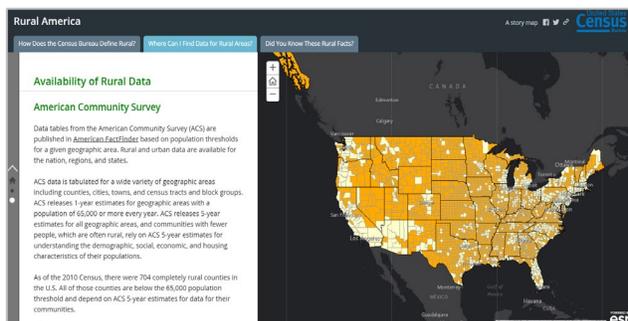
BRAINSTORM: COMMUNITY ASSETS

https://www.healthypeople.gov/sites/default/files/BrainstormCommunity.pdf

This U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion, resource provides a list of potential assets in a community to be considered when engaging in asset mapping.

Rural Data Sources, Tools, and Publications

UNITED STATES CENSUS BUREAU

- **Interactive Maps**

  https://www.census.gov/geography/interactive-maps.html

  The Census Bureau offers a number of interactive mapping tools, including *Rural America: A Story Map*.

- **American Community Survey (ACS) Data Tables and Tools**

  https://www.census.gov/acs/www/data/data-tables-and-tools/

AMERICAN COMMUNITY SURVEY (ACS) DATA TABLES AND TOOLS

https://www.census.gov/acs/www/data/data-tables-and-tools/

ACS offers a number of tools such as Narrative Profiles, a feature that generates custom, text-based reports that address 15 different topic areas (e.g., education, employment, poverty, disability, population, housing costs) and provides full-color graphics and charts to illustrate select social, economic, housing, and demographic estimates for the selected geographic area.

NATIONAL CENTER FOR EDUCATION STATISTICS (NCES)

https://nces.ed.gov/pubsearch/index.asp?HasSearched=1&searchcat2=subjectindex&L1=311&L2=0

NCES produces datasets, products, and publications related to rural education, such as:

- *Student Access to Digital Learning Resources Outside of the Classroom*

- *Postsecondary Education Expectations and Attainment of Rural and Nonrural Students*

- *Reshaping Rural Schools in the Northwest Region: Lessons from Federal School Improvement Grant Implementation*

- *Decision Points and Considerations for Identifying Rural Districts that have Closed Student Achievement Gaps*

CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

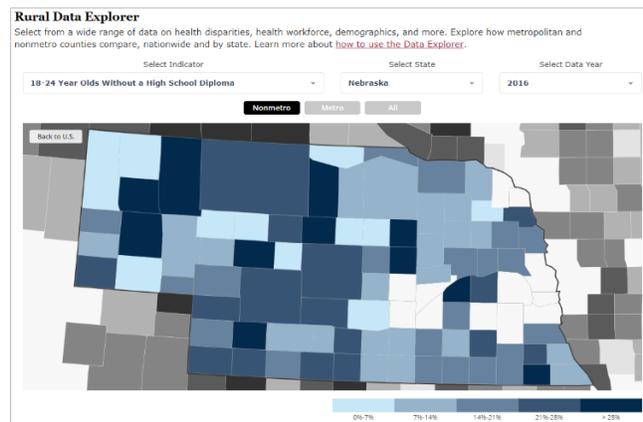*https://www.cdc.gov/ruralhealth/index.html*

This resource provides data and information on a range of health topics impacting rural communities, such as vaccination coverage and mental, behavioral, and developmental disorders among children.

RURAL HEALTH INFORMATION HUB (RHIhub) RURAL DATA VISUALIZATIONS

https://www.ruralhealthinfo.org/visualizations

RHIhub offers a suite of interactive maps and a chart gallery to explore a wide range of data on rural communities (e.g., health disparities, demographics) and compare rural and urban counties at the national and state levels.

HOUSING ASSISTANCE COUNCIL (HAC)

- **USDA Rural Housing Data**

  http://www.ruralhome.org/sct-information/usda-housing-program-data

  HAC presents regular information and data on USDA's rural housing loan and grant obligation activity.

- **The Rural Data Portal**

  http://www.ruraldataportal.org/

  Developed by HAC, this interactive tool provides data on the social, economic, and housing characteristics of communities in the United States derived from various public use data sets, such as the 2010 Census of Population and Housing, the ACS, and the Home Mortgage Disclosure Act.

UNITED STATES DEPARTMENT OF AGRICULTURE (USDA)

- **Data for Rural Analysis**

  https://www.ers.usda.gov/topics/rural-economy-population/rural-classifications/data-for-rural-analysis.aspx

  The USDA's Economic Research Service produces and maintains a number of data sets that are used by policymakers and researchers to identify, describe, and analyze data on rural and urban areas using measures of rurality such as the Rural-Urban Continuum Codes, which classify counties based on criteria like population size, adjacency to a metropolitan area, and commuting flows. This resource can be used to determine a community's rural status, degree of rurality, and eligibility for various federal programs and to describe a community's socioeconomic conditions with county-level data.

- **Rural Education at a Glance, 2017 Edition**

  https://www.ers.usda.gov/publications/pub-details/?pubid=83077

  This report highlights trends in educational attainment among rural Americans and the relationship between educational attainment and economic prosperity for rural people and places. Educational attainment is growing in rural America. However, gains in educational attainment vary across demographic groups. Low education in rural areas is closely related to high poverty and unemployment rates.

COUNTY HEALTH RANKINGS AND ROADMAPS

http://www.countyhealthrankings.org/explore-health-rankings

This Robert Wood Johnson Foundation resource offers county-level data, including:

- Annual *Rankings Reports*
- An online *Use the Data* guide
- *Rankings Data and Documentation*