

Building and Sustaining Meaningful Community- Campus Partnerships

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Objectives

community-higher education partnerships – tools for continuous improvement

- Solidify understanding of asset-based community development as a foundation for partnerships
- Solidify understanding of principles of partnership
- Use the above as tools to analyze challenging situations
- *with the ultimate goal of improving and enhancing community-higher education partnerships*

Overview of session

- Review Asset-Based Community Development (ABCD) as a core foundation for partnerships
- Review CCPH Principles of Partnership
- Review and discuss challenges to authentic partnerships
- Wrap-up – lessons and final comments

Asset Based Community Development

A Modest Introduction



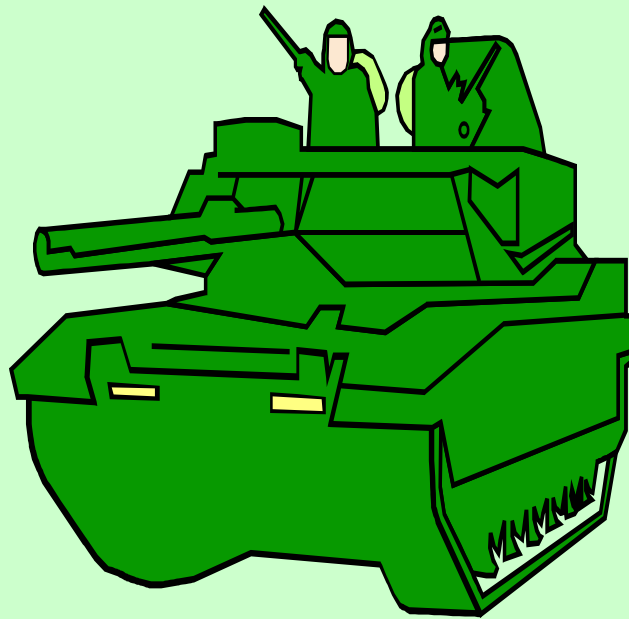
Why A B C D?

- Opportunities disparity (for marginalized populations and communities)
 - Inconsistent and shrinking funds/resources
 - Shrinking political will
 - Victim-blaming
 - Unsuccessful social policies
 - Communities and their residents are disempowered

Why A B C D?

- Consistent with “democratic” principles
 - Empowerment
 - Social justice
 - Citizenship
- Allows engagement with diverse communities
- Supported by practice

My first lesson in Mapping Assets



Traditional development vs ABCD

- Needs, deficiencies, problems
- Negative mental map
- **Client** mentality
- Resources go to social service agencies
- Undermines local leadership
- Dependency
- Separates community
- Outside in
- Capacities, assets, dreams, strengths
- Optimistic mental map
- **Citizen** participation
- Minimizes bureaucracy, resources to community
- Builds local leadership and confidence
- Empowerment
- Builds connections
- Inside out

What's wrong with the old way?

- Deficiencies – define the entire picture
- Problems become discrete units – not interlocking pieces
- People become clients – “them” vs “us”
- Resources (\$\$) goes to agencies, not to the community
- Programs target individual needs, not community needs
- Gives message that solutions come from outside
- Individuals don't connect with each other
- Deepens the cycle of dependency

What's good about A B C D?

- Begins with what the community/individuals have
- Can begin/be sustained without funding, grants
- Builds leadership
- Builds internal connections – no “them” vs “us”
- Builds connections between community and the outside
- Issues and solutions defined holistically – as they are experienced
- Self-sufficiency/empowerment can be built

Outside in – solutions come from outside,
self-definition – broken, dependent on
agencies

Inside out - solutions from inside,
community fabric is built, self-definition -
resourceful

Asset-based perspective – Determinants of health

McKnight & Kretzmann

- Individual behavior
 - Social support
 - Physical environment
 - Economic status
 - Health system
- Individual behavior
 - Social support
 - Physical environment
 - Economic status
 - Health system

Hear the difference

- ◇ "Our purpose is not to help people. Our purpose is to build a different kind of neighborhood for us all."
- ◇ "Everything we do is intentional. It all serves to build reciprocal, supportive relationships."
- ◇ "We are committed to building a stronger, more diverse community, a community that extends hospitality and welcomes the contribution of everyone. A strong community is where everyone contributes: young, old, disabled or otherwise. Participation creates a happier, healthier, more productive community."
- ◇ "Building relationships is what it's all about. The networking, the one-on-one relationships – that's what builds inclusive neighborhoods for everybody."

From Rans, SA, Green, M Hidden Treasures: Building Community Connections by Engaging the gifts..
2005 ABCD Institute

Principles of A B C D

- Asset-based
- Full participation/full contribution
 - Everyone is important
 - Mobilize all gifts, all creativity
- Relationship-driven
 - Builds capacity, creative solutions
- Internally focused - local solutions
 - More successful
 - More efficient use of resources
- Creates citizen space

Categories of Assets

- Individuals
 - Skills, talents, capacities
 - Dreams, visions
- Associations
 - Families,
- Institutions
 - Businesses, schools, libraries, police, fire, non-profits
- Physical environment
 - Greenspaces, transportation
- Local economy

ABCD – building blocks

- **Primary** associations, organizations, local businesses
 - Located in the community
 - Controlled by the community
- **Secondary** public institutions, social service agencies, parks
 - Located in the community – *but*
 - Controlled from outside
- **Potential** public capital, philanthropic organizations
 - Located outside the community
 - Controlled from outside

A B C D Processes

- Map of community's assets
- Individuals mobilize, contribute gifts, talents
- Internal connections
 - Develop a vision, "common good"
 - Define and solve problems
 - Multiple pathways for leadership
- External connections
 - Reinforce internal strengths
 - Appropriate to community's vision

A B C D and Service Learning

- Core principles of social justice and equity
- Respect for the community and its individuals
- Paradigm shift – missionary mentality
- Paradigm shift – community-driven vs research-driven, funder-driven
- Conceptual framework/tools to understand communities

Teaching A B C D

- Teach the core principles of ABCD
- Mapping exercise
 - Community of origin
 - Current community
 - Project community
- Simulations
- Key informant interviews
- Through the eyes of...
- Community walks

What do students learn from asset-based approach?

- Appreciate strengths of individuals, how they keep themselves healthy
- Understand community resources and how they provide for citizens' well-being
- Understand how community residents perceive their health and define their concerns

Institutionalization of service-learning will depend on the “transformation of a set of elitist, self-referential academic assumptions”

Zlotkowski, E. 1995

Principles of Partnership

(handout from Dick)

Challenges to Community-Higher Education Partnerships

- Game-plan-

- Learning the Hard Way*

- Divide into groups of 3-4
 - Discuss each example of “what’s not working”
 - Use Principles of ABCD and Principles of Partnership as guides (where useful) to understand challenges and potential solutions

Challenges to Community-Higher Education Partnerships

- Wrap-up
 - What are the lessons learned
 - Are the Principles of Partnership and ABCD useful in understanding problems and finding solutions?
 - Are there additional general lessons and principles that should be added?
 - Any “take-home” points to highlight? (*Ah-hah’s*)