



Welcome from Forward Community Investments!

- We want to hear from you! Please answer polls and feel free to ask questions using the chat box.
- The recording and presentation will be made available to all registrants on our website following today's presentation. We will send a follow up message to everyone with this link.



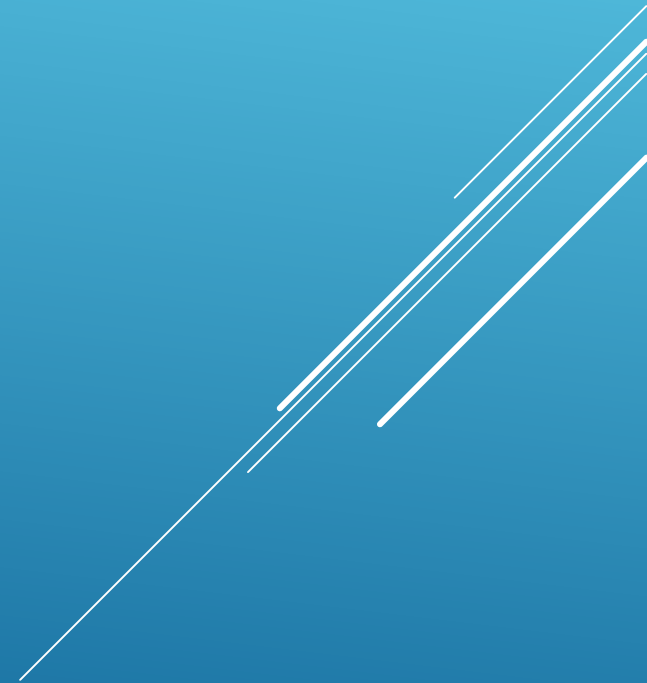
Samira Salem
Director, FCI's Community
Development Services

Generous support provided by:

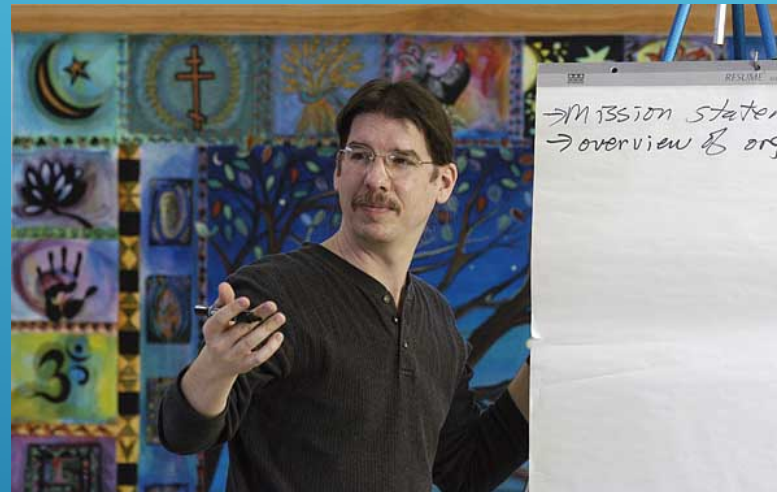


Thank you for joining the webinar

- ▶ **Ask a Question** via the Chat box.
- ▶ Share “Ahas” on Twitter **@forwardci**
- ▶ **Technical assistance** via Chat box or email britneys@forwardci.org



COMMUNITY DEVELOPMENT: BEYOND NEEDS AND ASSETS



Randy Stoecker
Professor,
University of Wisconsin-Madison
Department of Community and Environmental
Sociology



FORWARD
community investments

WOMEN OF COLOR LEADING CHANGE



Annahid Dashtgard (Upper Left)

Sagashus T. Levingston (Upper Right)

Sabrina "Heymiss Progress" Madison (Lower Left)

Vanessa McDowell (Lower Right)

April 27, 2017, Noon-1pm CT

We'll send a **registration link** when we share the recording of this webinar.

Can't make it? Go ahead and register we'll send you a link to the webinar recording



THANK YOU!

FOR MORE INFORMATION PLEASE VISIT

WWW.FORWARDCI.ORG

Generous support provided by:



Community Development: Beyond Needs and Assets

Randy Stoecker

Group check-in (1)

I know about needs assessments (either through education or experience)



Group check-in (2)

I know about asset mapping (either through education or experience)



Group check-in (3)

I think needs assessments are cooler than asset maps



Group check-in (4)

I think asset maps are cooler than needs assessments



Needs vs. asset approaches

- Needs-based approaches
 - Identify weaknesses, gaps
 - Can be system- or individual-based
 - Use an individual unit of analysis
 - Employ surveying as primary method
- Asset-based approaches
 - Identifies strengths, “gifts”
 - Can be system- or individual-based
 - Uses an individual unit of analysis
 - Employ asset “mapping” as primary method



Critiques of needs and assets approaches

- Asset-based critique of needs approaches
 - Defines people as having deficits
 - Individualizes problems
 - Uses damaged-centered analysis
 - Degenerates into victim-blaming
 - Issue-based critique of assets approaches
 - Individualizes assets
 - Externalizes assets
 - Misrepresents needs as deficits
 - Degenerates into victim-blaming
 - Ignores oppressive/exploitative/exclusionary systems
- 

Issue work as power work

- Two goals of issue work
 - Win on the issue
 - Build the power of the group
 - Knowledge power
 - Systemic power



Group check-in (5)

I have been trained in community organizing by one or more of the following groups or their affiliate:

- ACORN
- IAF
- DART
- PICO
- NPA
- Midwest Academy
- Gamaliel



How to find and work on issues

- Issue collection
 - Door-knocking and house meetings
 - Constituency leadership groups
- From problems to issues
 - From isolation to community
 - From victim-blaming to system-explaining
- Cutting issues – POW!
 - Precise
 - Organizable
 - Winnable



Resources

- Joan Minieri and Paul Getsos. *Tools for Radical Democracy*. John Wiley and Sons, 2007.
- Lee Staples. *Roots to Power: A Manual for Grassroots Organizing*, 2nd Edition. Praeger, 2004.
- Rinku Sen. *Stir It Up: Lessons in Community Organizing and Advocacy*. John Wiley and Sons, 2003.