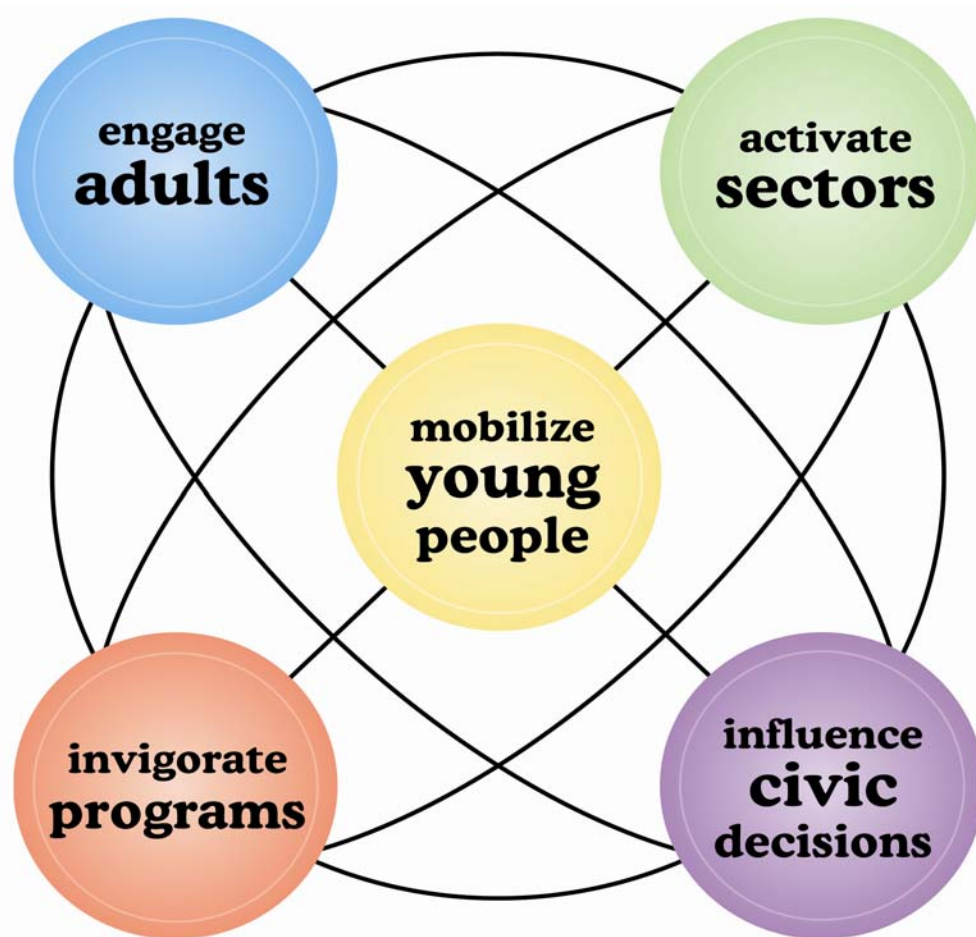




CCAMP HC-HY PILOT
In Cooperation with the Search Institute®
(Reference Exhibit HC-HY1)

**CCAMP SUPPORTS THE *FIVE ACTION STRATEGIES*
OF SEARCH INSTITUTE®
FOR TRANSFORMING COMMUNITIES AND SOCIETY**



Introduction: *Community Connection Asset Mapping Process*® (CCAMP®), the resource mobilization system of the Connecticut Assets Network (CAN), is designed to advance the organization and utilization of local resources. CCAMP's performance matches the goals of Search Institute's Five Action Strategies, their strategic framework for increasing 40 Developmental Assets®. The CAN/Search Institute partnership is based on the premise that using CCAMP to advance positive youth and community development is relevant to the outcomes expected in HC-HY initiatives.

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The Five Action Strategies and CCAMP

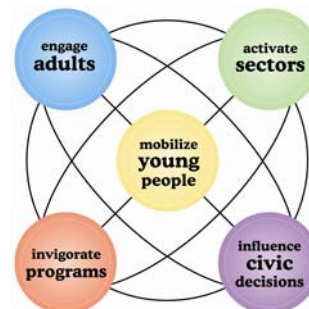
The Five Action Strategies of Search Institute are as follows: to engage adults, mobilize sectors, influence civic decisions, invigorate programs and mobilize young people. Some of the benefits of using the CCAMP System in HC-HY initiatives are noted below.

ENGAGE ADULTS *Engage adults from all walks of life to develop sustained, strength-building relationships with children and adolescents, both within families and in neighborhoods.*

- A project team of youth and adults works with asset mapping surveys to first, modify them to reflect the community culture, and then to intentionally and systematically capture the needs and the human and tangible resources that already exist in the community.
- Team members (youth with adults) use surveys as conversation guides for discovering and supporting thriving behaviors in youth and community.
- Team members organize survey results with CCAMP's powerful, internet-based resource bank, creatively reviewing data to develop all five action strategies.
- Parents, pastors, teachers, PTO's, youth workers, etc., learn how to use individual surveys to generate conversations about what youth need to overcome obstacles to achieve their goals and dreams.
- Individuals can seek the support of others to achieve mutual goals. E.g., teachers and parents can work together to create a dynamic school climate that generates energy because the focus is on what participants have stated they love to do.
- Teachers and students can better target community service projects.
- Schools and Faith communities can better engage adults based on what they love to do.

MOBILIZE YOUNG PEOPLE *Mobilize young people to use their power as asset builders and change agents.*

- Using CCAMP, youth serve as primary planners for intentionally and systematically mapping the target community, sector, block, school, grade level, classroom, etc., to support jobs, recreation, community service, civic opportunities, etc.
- Youth generate *community level action research* (data that generates action for mutually beneficial problem solving and community building).
- Youth analyze data, reflecting on needs, gaps in services and resources.
- Youth facilitate connections of resources to needs, people to people, co-create projects with adults, build social capital, etc.
- Youth assess how the 40 Developmental Assets are/might be supported by the missions and activities of community organizations (faith communities, businesses, volunteer groups, associations, etc.).
- Youth work with adults, using CCAMP's advanced geo-mapping technology to generate reports for evaluation of data and planning in the community.

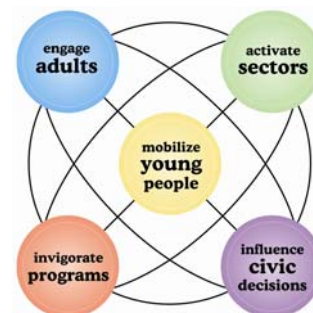


ACTIVATE SECTORS *Activate all sectors of the community—such as schools, congregations, youth, businesses, human services, and health-care organizations—to create an asset-building culture and to contribute fully to young people’s healthy development.*

- *On-Line Data Entry* for city-wide organizations makes asset mapping a significant marketing tool to promote positive youth and community development in every sector.
- *HC-HY initiatives* can now track when and how organizations and their programs support each of the 40 Developmental Assets[®] through CCAMP’s new “Impacting Quality of Life” section. Systematically gather dynamic stories filled with asset building strategies displayed in hundreds of reports for educational demonstrations, annual reports, story telling, strategic planning, assessment, and much more.
- Asset mapping of organizations in various sectors of the community promotes increased volunteering, new board members for youth serving agencies, additional funding, increased access to mentors, opportunities for internships, job shadowing, etc.
- Community Collaboratives can build and strengthen their capacity for networking and sharing of resources, programs, services, etc. by mapping existing members while seeking out new groups in other sectors. Information about their needs, and the resources they bring to the table, can then be made available to all members of the collaborative.
- Coalitions and collaboratives can utilize CCAMP’s data, powerful reporting features and geo-mapping technology to analyze gaps in services and community resources, enhancing their capacity for strategic planning.
- HC-HY initiatives can partner with Municipalities to share their geo-mapping resources in support of economic development and improved quality of life for children, youth and families.

INVIGORATE PROGRAMS *Invigorate, expand, and enhance programs to become more asset rich and to be available to and accessed by all children and youth.*

- CCAMP’s online survey system documents needs and resources on three levels: 1) organization wide, 2) programmatically and 3) at the individual, staff or volunteer level.
- HC-HY initiatives can map the resources in the community for better access to developmental, educational and social supports resulting in greater support for thriving behaviors.
- Asset mapping and reporting can be tailored to identify and utilize local expertise, skills and resources for individual, staff, coalition and collaborative training and action.
- Programs can be the catalyst for generating mutually beneficial natural social support networks through asset mapping in partnership with schools, neighborhood associations and other community groups.
- Libraries serve as resource centers when they partner with local neighborhoods in mapping their needs as well as their human and tangible resources. Neighborhood teams can use the new data for planning and action for mutual benefit (e.g., “action research”).
- Groups/programs engage in learning communities to share how the CCAMP System supports their asset building work, building capacity for surveying, having conversations about assets, reporting, geo-



mapping, planning, analyzing, recruiting, etc.

INFLUENCE CIVIC DECISIONS *Influence decision makers and opinion leaders to leverage financial, media, and policy resources in support of this positive transformation of communities and society.*

- Action research by youth and adult asset mapping groups is a powerful tool for leveraging financial, media, and policy resources, illustrating the needs of the people and the “in-kind services” and resources existing in the community.
- Libraries, schools, neighborhood associations, neighborhood revitalization zones (NRZ’s) and faith communities can organize their own action research through asset mapping to influence decision makers and opinion leaders, in support of the positive transformation of communities and society.
- Community decision makers, community foundations and opinion leaders play roles in supporting youth working with adults to assess and plan to ensure the 40 Developmental Assets are being supported by the missions and activities of faith communities, businesses, human services, volunteer groups, associations, etc. this moves a community from asset building that is incidental to asset building that is intentional and planned.
- Coalitions and collaboratives use CCAMP to produce data, powerful reports and geo-maps to further analyze gaps in both services and community resources. They leverage resources to increase capacity for dynamic and effective strategic planning.



For more information on CCAMP and/or the CAN/Search Institute HC-HY Pilot please contact:

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