

The Power & Flexibility of CCAMP® Community Connection Asset Mobilization Process®



Be Strategic and Intentional about building assets in youth, adults and families, where they live, work and play. CCAMP creates ‘circles of support’ that move community building FROM a crisis management experience TO a sustained wellness initiative for community inclusion, re-integration, prevention, recovery, disabilities, juvenile diversion, school or church-community partnerships and much more.

CCAMP utilizes Two integrated Websites: A Public Site and a Management Site. The CCAMP system engages organizations and individuals equally well in the asset building / wellness process. Many communities choose to begin using CCAMP by strategically engaging their Coalition Members through the Public Website creating *natural (organic) social support networks—in the community—for high risk populations*.

Branding your CCAMP System: Through 3rd Party Branding, your Public and Management Sites blend in and support your existing website. **Note:** An advanced ‘Control Panel’ gives you great control over your sites’ content & functions. **Read:** [Branding Your CCAMP Websites](http://www.thecommunityconnection.org) at www.thecommunityconnection.org.

PART 1. PUBLIC WEBSITE: What CCAMP’s Public Site offers

➤ ENGAGES & SUSTAINS YOUR COMMUNITY COALITION—from all sectors:



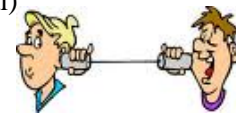
- Organizations create profiles online that include goods, services and opportunities
- Creates a dynamic *Community Resource Bank* with GEO-MAPPING capacity for *Wrap-around services*
- Builds and strengthens your Community Coalition through vibrant resource exchange
- Creates and sustains a Strategic Prevention Framework that can *Map, Manage and Mobilize* community capacities (The 3M Approach®)

➤ ORGANIZES YOUR RESOURCES AS A COMMUNITY RESOURCE BANK:

- Children, youth, parents and professionals may search community resources 24/7
- Lets you establish your list of critical community resources as *Quick Links*
- Top Ten Searches are always posted (automatically updated in real time)

➤ COMMUNICATION TECHNOLOGY CONNECTS & INFORMS THE COMMUNITY:

- Community members and organizations may *subscribe* to your initiative online
- Subscribers receive your community news/blogs instantly in their emails
- Subscribers may respond to your blogs or announcements (optional)
- Archive community responses by topic strands (optional)
- Activate a community dialogue on critical topics
- Instantly explore the community “pulse” on critical issues



➤ CREATES AND SUSTAINS FINANCIAL SPONSORSHIP:



- Community, Corporate groups, and Non-profits alike may actively sponsor your initiative by placing their logos and information on your Public CCAMP homepage
- Receive monthly revenues from Sponsoring groups
- Establish and sustain community mini-grants

➤ CCAMP COLLECTS DATA ON COMMUNITY INDICATORS—(activities and results):



- Organizations declare which indicators they support, their activities and results
- Indicators = 40 Developmental Assets OR Risk & Protective Factors OR Others
- All data on indicators is available to the general public in multiple formats 24/7
- Create Educational Forums on Supporting the Assets—or other indicators—led by Corporate CEO’s and other ‘Asset Champions’ in your community

PART 2. MANAGEMENT WEBSITE: *What CCAMP's Management Site offers*

➤ FULLY INTEGRATED MANAGEMENT & PUBLIC SITES:



- All Organization data is reviewed for approval on the Management Site (by the Local CCAMP Administrator group) before being listed on the Public Site.
- Organization data may be viewed in multiple reports with GEO-MAPPING for planning and assessment regarding resource allocation, gaps in services, etc.
- Organization resources are available to all participating CCAMP Partner Groups
- This site fully supports **Wrap Around Services** for individuals.
- Clinical Counselors, Case Managers, Teachers and Parent Groups may use the management site to build '**Circles of Support**' around their clients or high-risk youth and adults, creating **natural (organic) social support networks** where people live, work and play.

➤ COMMUNITY CONVERSATIONS:



- Conversations for relationship building among individuals are the foundation of CCAMP
- The CCAMP System provides "Conversation Guides"—paper surveys with instructions to engage community members who are naturally motivated to improve their quality of life.
- Conversations take place *within established membership groups* like classrooms, churches, youth groups, recovery, neighborhood, and community centers—for all participating CCAMP Partner Groups.
- Conversations are about strengths (assets), Sparks®, hopes & dreams AND what individuals believe they NEED or can SHARE to develop their strengths or achieve their dream.

➤ STRATEGIC SURVEY TEMPLATES FOR ASSET MOBILIZATION:

- All surveys are intended to build relationships, connect neighbors and create a vibrant culture of '*people helping people*' where they live, work and play.
- Asset Survey—save time and modify existing templates.
- Community Health Survey—modifiable
- Community Garden/Food Survey—modifiable
- Construct your own community building survey--modifiable

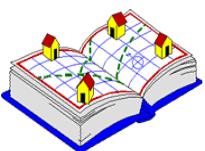


➤ CONFIDENTIALITY & PRIVACY IS RESPECTED & FLEXIBLE with 5 ACCESS LEVELS:



- CCAMP's management site is like an *apartment building*. Multiple groups can house and manage their data on individuals within a 'Project' like an apartment for \$250 annually.
- All data on individuals is kept confidential and private by assigning individuals to a Project (apartment) inside CCAMP—with their membership specific to that Project.
- The local CCAMP Administrator is like the superintendent of the building.
- Project managers hold the key to their apartment housing their data. Each membership group as a project has its own key but may share the data in their apartment when appropriate, by giving temporary membership in their project (i.e., the key to their apartment) to selected individuals of another project for mutually beneficial problem solving.
- **5 Access levels:** Administrator, Project Manager, Data Coordinator, Readers & Volunteer.
- **Administrators, Funders and Evaluators** may 'observe' all *local license activity* online and export data as necessary for planning and evaluation purposes

➤ PLANNING, ASSESSMENT & SPATIAL ANALYSIS OF DATA—with GEO-MAPPING:



- All data in CCAMP's management site is fully integrated and can be layered on geo-maps.
- CCAMP reports out on Individuals, Organizations and Volunteers in hundreds of ways.
- CCAMP's powerful **Matching Systems** match '**people with people**' based on **assets, needs, common interests, 1:1 or 1:group**.

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- Additionally, CCAMP matches individuals or groups to organization resources (i.e., space, materials, internships, job shadowing, and other experiences and opportunities).
- All data may be dynamically layered on Geo-maps for enhanced spatial analysis & planning.

➤ FULL VOLUNTEER MANAGEMENT SYSTEM (Optional)



- The CCAMP System creates greater connection based on people's strengths and needs generating a great deal of *Peer Helping* where people live, work and play.
- CCAMP's Volunteer module keeps track of all services rendered and services received.
- Volunteer data may be reported on by Project, Services rendered, Services received, and cross-tabbed with Gender, Age and Race to meet *Federal Guidelines for Peer Services*.
- Additionally, reports include longitudinal tracking of service hours and their monetary value.

➤ COMMUNITY INDICATORS REFLECT QUALITY OF LIFE (QOL):



- Data on Community Indicators is collected through the Public Site.
- Data on Indicators are managed in the *Impact section* of the Management Site.
- *Community Indicator Sets* include a) the 40 Developmental Assets, b) Risk & Protective Factors and c) other Indicators you may be using.
- Organizations select the Indicators they support and declare their activities and results obtained supporting each chosen Indicator.
- Indicator reports allow for planning, assessment, education, celebration, etc.
- All indicator activities and results are made available to the general community through the Public Website by category, indicator, organization, etc.
- Indicator data may be used to establish strategic *Community Education Forums* sponsored by Corporate Asset Champions to educate organizations about the 40 Developmental Assets, Asset Building, or to celebrate achievements, generate funding, engage parents, and much more.

➤ SUSTAINED PARTICIPATION—CAPACITY BUILDING—LEADERSHIP DEVELOPMENT:



- Once a *Partner Organization* sponsors CCAMP for its members (\$250 annually), all its members can utilize CCAMP's surveys and management site for free.
- Members of a CCAMP Partner Group (i.e., church, school or neighborhood) may initiate an asset mapping project within their organization to support *Peer Services*.
- **Advanced, flexible communication systems** are built into most reports by phone, email and/or mail merge (by exporting data)—saving on time, staff and money.
- Partner Organizations may agree for a specified time, to share their data with other CCAMP Partners for mutually beneficial problem solving.
- **Youth and Adults become social entrepreneurs** by creating social and support activities based on the assets and needs of their member group—to improve quality of life.

For more information on CCAMP, its handbook, prices, branding, etc. please contact:

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Sample Public Sites:	Notes:
http://wicomicofamilyconnection.org http://hvdirectconnect.org	Visit these sites to see how flexible CCAMP can be in meeting the needs of the local community.