

Asset Mapping

Listening often reveals resources that are easy to overlook when partnership planning begins with a search for formal arts organizations. Use the Asset Map to document the people, organizations, spaces, expertise, equipment, relationships, and other resources that could contribute to the access challenge identified through listening.

Consider assets from multiple community sectors and note both their potential contribution and the conditions that affect their use. An asset may be valuable because it can fill an identified access gap, connect partners to additional networks, travel between communities, support digital participation, or strengthen local capacity over time.

Do not assume that every asset should become a partnership. The purpose of the map is to reveal possibilities. Use the final prompt, “Highest potential revealed by the map,” to identify which assets warrant further conversation during Partnership Design.

As you conduct your Listening Guide, community assets should begin to reveal themselves. Take note of community assets as potential partnerships.

- Look beyond formal arts organizations: include artists, alumni, craftspeople, churches, libraries, festivals, radio, extension services, parks, colleges, businesses, transportation providers, and digital creators.
- Identify dormant assets: unused instruments, stages, buses during off-hours, empty storefronts, recording equipment, meeting spaces, or expertise not yet connected to schools.
- Mark assets that can travel, assets that require students to travel, and assets that can be shared digitally.

Potential Sectors



Asset Mapping



Highest Potential Revealed By The Map