

MHLS Early Literacy Cohort 2024

Community Asset Analysis Review

Community asset analysis helps us determine how best to serve our community through an understanding of who's in our community, what they're looking for and what they need, and what's available to them. As part of this program, you should look at data and connect with key individuals and groups in your community, as well as library patrons with young children to see what these people need and what's available in the community.

Helps answer questions like:

- Who's in your community?
- What services are available to young families?
- What do young families need / want?
- How can the library help meet those needs?

Next Steps

You can start to do your own community asset analysis, and build a map of your community, using the templates and resources below.

Data Sources:

- American Community Survey - Choose "place" and you'll get a census-designated place this is where most unincorporated communities and villages reside. If your community does not appear in this listing, choose "county subdivision" -cities and incorporated towns are listed here.
 - Narrative - <https://bit.ly/38WuYDO>
 - Data - <https://bit.ly/38YtgSH>
 - Quick Facts - <https://bit.ly/35XxLuF>
- Want to hone your Census Data Skills? Visit the [Census Academy](#) for tutorials.
- Kids Well-being Indicators Clearinghouse – www.nyskwic.org

Key Groups and People to Connect With:

- Schools
- Food Pantries
- Home school groups
- Facebook group pages
- Community Center
- Daycare Center
- Shelters / Domestic Violence
- Health care organizations
- WIC
- Pediatrician's offices
- Educational organizations
- Head Start Family and free clinics
- Pre-school programs, nurseries, daycare
- 4-H
- YMCA
- Boys and Girls scout troops
- School districts
- Faith based groups
- Colleges with education program
- Cultural, language-based groups or clubs Universities with LIS programs
- Early intervention program

Sample Questions for Library Patrons with Young Children

- Background what it feels like
 - What it's like living in [your community]?
 - How long have you and your family lived here?
 - What it's like for families with young children?
- What's available now
 - What community resources do you rely on?
 - Are there any businesses that are important to you and your family?
 - What kinds of community organizations or businesses are missing?
- What about the library
 - How familiar are you with the kinds of services we provide to children from birth to Kindergarten?
 - Are there any other services you'd like to see in the library?
 - What could the library do in general to improve your and your children's lives in our Community?
- Project Outcome - <https://www.projectoutcome.org/>
 - [Early Literacy Survey](#)
 - As a result of participating in the Early Childhood Literacy program...
 - You learned something that you can share with your children
 - You feel more confident to help your children learn
 - You will spend more time interacting with your children (reading, singing, talking, writing, playing)
 - You are more aware of resources and services provided by the library
 - What did you like most about the program?
 - What could the library do to improve your children's enjoyment of reading?

Templates and Samples for Presenting Your Community Asset Analysis

- [Community Map Template](#)
- [Sample Community Map](#)
- [Sample Report](#)
- [Sample Internal Survey](#)