

## MAPPING THE SECTORS OF INVOLVEMENT

### OVERVIEW

This activity is designed to produce a picture of the people and organizations involved in community work and the type and level of their involvement.

### OBJECTIVES

- To identify the primary sectors in which the people and groups in the community are part
- To examine the level of involvement of people and groups in our work
- To inform direction of building relations and involvement

### TIME REQUIRED

About an hour

### SET UP

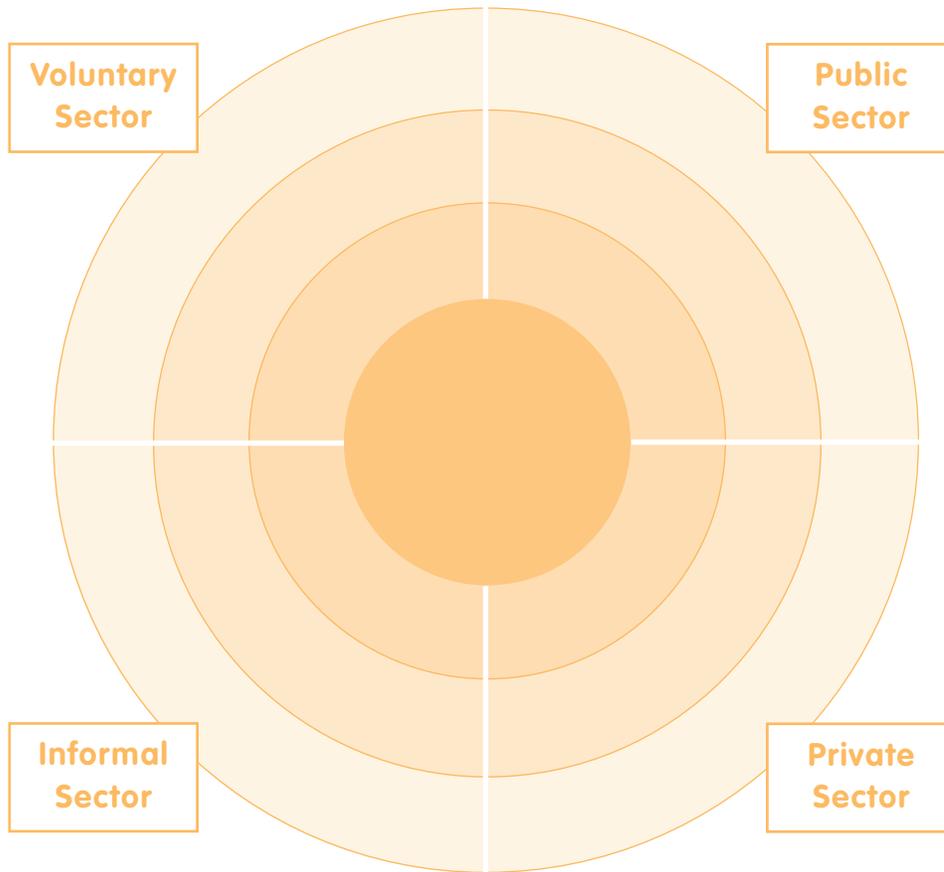
You will need a “sticky wall” for this activity, which is a large piece of nylon coated with adhesive spray. Sticky wall kits are available through the Institute of Cultural Affairs, at [www.ica-usa.org](http://www.ica-usa.org). You will need to divide the sticky wall with pieces of tape into labeled sections that represent the sectors of the community that are identified in step 1.

WHAT	TIME	HOW	MATERIALS
<b>Step 1: Setting the context</b>	15 min.	<p>Say to the group, “Looking at human resources is a complex task. This activity was designed to provide a simple way of examining the people and groups in the community and how they can be resources to our work.”</p> <p>Ask the group to quickly brainstorm some of the organizations and groups in their community and log these on flip chart paper. Urge the group to think diversely—not just of organizations or groups that have buildings attached to them.</p> <p>Next, introduce the sectors of involvement framework. Talk about each of the sectors on Handout 2F. Briefly discuss the unique strengths and challenges that each sector brings. Discuss the areas where the different sectors overlap with each other.</p> <p>Go back to the flip chart and think about where some of the organizations fit in. Ask the group whether any sectors might be missing. This step is important as a way to check if those listed are indeed the “right sectors” to look at. Some communities have identified or split the 4-sector framework, creating up to 7 sectors that best captured what was going on in their communities.</p>	<p>Flip chart paper</p> <p>Handout 2F</p>

*continued on page 59*

WHAT	TIME	HOW	MATERIALS
		Explain to the group “For the next 10 minutes, we are going to focus on the organizations and individuals that exist in each sector and examine our group’s relationship with them. This will help us develop a clear picture of how we should move forward in building involvement in our work. At the end of this activity, we will have a plan for identifying all the key people to _____ (fill in task—e.g., “invite to our event”).	
<b>Step 2: Brainstorming</b>	10 min.	Give each participant a stack of sticky notes. Ask everyone to think of at least one person or organization in each sector and write it on a note.  If you want to highlight the young people you are connecting with, ask people to write names of youth on a different color sticky note.	Sticky notes
<b>Step 3: Filling in the resource map</b>	15 min.	Ask each person to go up to the front of the room and stick his or her sticky notes in the part of the sticky wall where they fit. After all the cards are posted, read each section one by one. After you read each section, ask people to write on sticky notes any additional people or organizations they think should be included.  Introduce the levels of the circle using Handout 2G—from core team in the inner circle to the potential supporters in the outer circle. Ask the group to then look at all the sticky notes and organize them on the wall that way—with close-in people in the center of the wall and less involved people on the outside parts of the wall.	Sticky wall set up as indicated above  Handout 2G
<b>Step 3 adaptation (optional)</b>	25 min.	Ask them to think about what is important about that person. Use Handout 2G to describe roles that people play.  Ask them to go back to their sticky notes and write LEVER, SYMBOL, DOER, or OTHER on the note.  Once these are up, ask additional questions to examine which type there are most of, in which sectors, and look at implications for the group’s work.	Sticky notes  Handout 2G
<b>Step 4: Reflection</b>	10 min.	Ask a series of discussion questions: <ul style="list-style-type: none"> <li>■ Which sectors are most full?</li> <li>■ In which sectors are there gaps?</li> <li>■ Where are youth most/least represented?</li> <li>■ How could some of the people who are only informed could be made into direct supporters?</li> <li>■ What could you do to get better representation in the various sectors?</li> </ul>	
<b>Step 5: Planning</b>	15 min.	Make a plan for contacting and connecting with the people whom you identified. Assign teams to sectors or to individual people and organizations. Make sure that your plan is documented.	

## THE RESOURCE MAP



### Here is a description of each sector:

**Private Sector:** In this sector are groups and organizations that are created and supported by private citizens, usually for economic gain. Typically these are businesses in your community; however, they may also include newspapers, radio stations, and other media.

**Public Sector:** In this sector are groups and organizations that are supported by the public (i.e., local, state, or federal government). These include schools, libraries, local government, Cooperative Extension, and other social services agencies.

**Voluntary Sector:** In this sector are the groups and organizations that are run on a voluntary basis, including nonprofit groups, such as Boys and Girls Clubs, and religious groups.

**Informal Sector:** In this sector are the groups that are not directly affiliated with an organization or government: softball teams, card clubs, women's groups, clans, kinship groups, and some community associations.

## TYPES OF INVOLVEMENT AND ROLES IN THE RESOURCE MAP

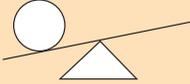
### Types of Involvement

**Core team members**—people and organizations that participate in your key group of people and who regularly attend meetings.

**Team’s direct supporters**—people and organizations who don’t come to all the meetings (or even most of them!) but who would support the team by contributing to special events or influencing other community members.

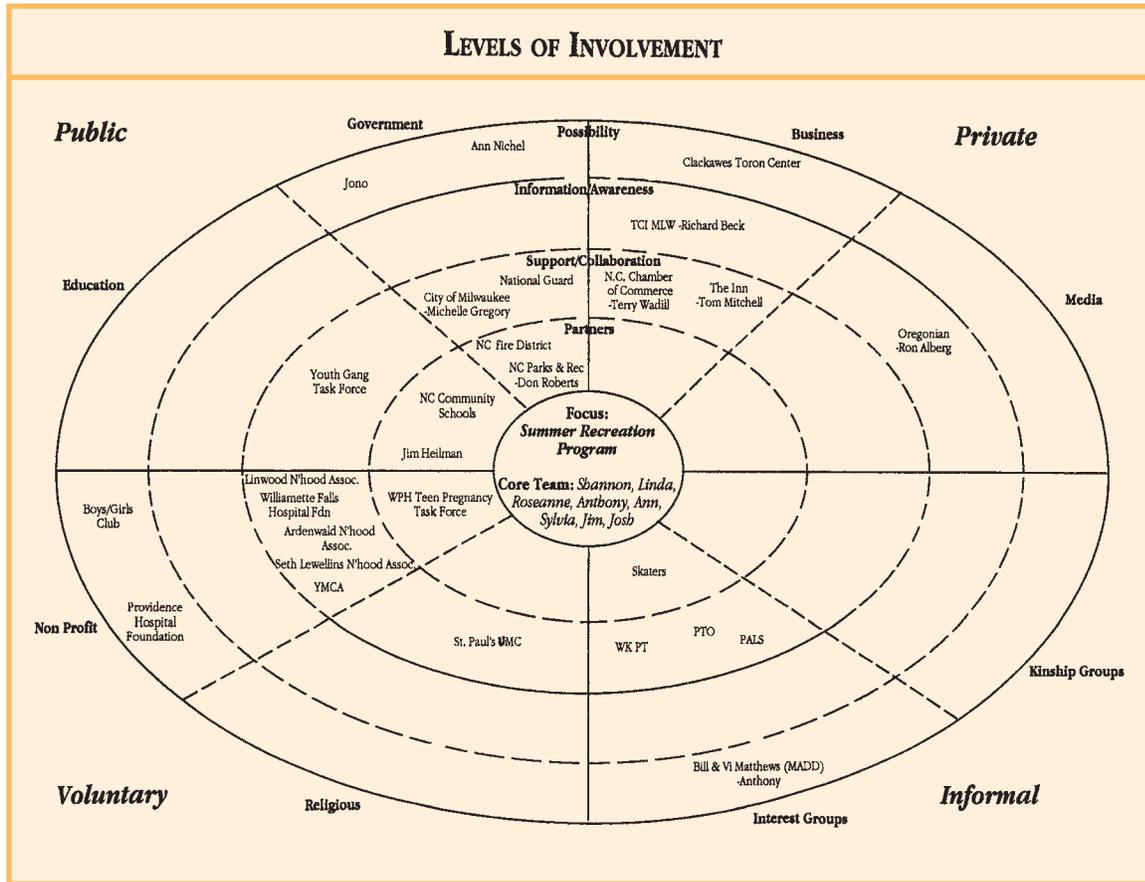
**Informed of team’s work**—people and organizations who haven’t supported the team in any way yet but who know about what the team is doing and planning and could be brought in as supporters.

### Roles and Relations

LEVER		If this person or group is involved, we will get access to other people or resources or get other people to come.
SYMBOL		If this person or group is involved, it will send a special message to others.
DOER		This person or group will jump right in and help us get the work done.

## DOCUMENTING THE RESOURCE MAP

Below is an example of a completed resource map from a community group. Note how full some of the sectors are and how empty others are.



## USING AND REUSING THE RESOURCE MAP

The last step of creating a resource map activity is to make a plan for contacting and connecting with the people and organizations in the various sectors. Doing that last step puts the resource map into action and can help organize your efforts to gain support for your work. This should not be the final step, however. Some additional ways of using and reusing your resource map are as follows:

- If you created a resource map as a way to recruit people to a specific activity, then you might want to think about making a new resource map for other upcoming activities. If your resource map was created as a way to look at the people and organizations that are generally connected to your group, then you might want to make a new resource map for a specific activity.
- If you created your resource map during the building readiness phase, then you can use it during later phases to see how far you have come in involving people from various sectors and getting some of your potential supporters to become real supporters or team members. Reflecting on the differences and similarities between the old and new versions of your resource maps will help you identify areas where you are having progress or getting stuck.