

Let's Work Together!

Leveraging Community Assets and Collaboration
for Powerful Program Impact



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Nice to Meet You!

- Who is in the room?
- Who am I?
- What are we doing today?



CENTER
FOR LEADERSHIP
IN ATHLETICS



The hats I wear...

Community
Partnerships &
Outreach at UW CLA

“Supports the success of
community-based
organizations that educate
and develop youth through
athletics.”

...how?...

CONVENE & CONNECT
DELIVER RESOURCES &
CONTENT

An Ongoing Process

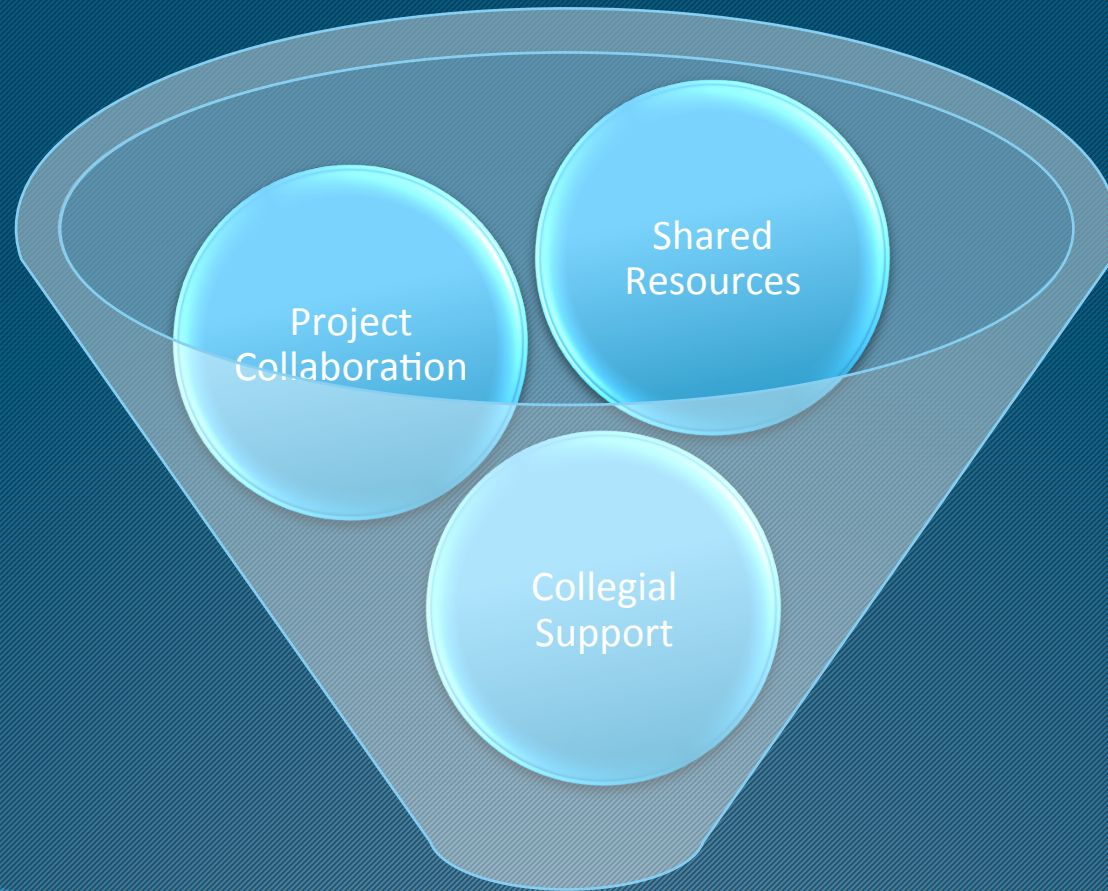
Organic & Informal



Intentional & Focused



Strong
Seattle
Youth Sport
Network



Better Experiences for Youth!

That doesn't ever work...

That's not possible....

We've never done it that way...

There's no chance of that happening....

They'd never want to work with us...

CONTEXT

...the reality in which you work...

How things are supposed to be
(rules, regulations, structure)

+

How things really happen
(on the street, in the community)

CONTEXT

...SO...

What do you need to know
about your community to be
successful?

ASSET MAPPING

Consider your program or organization. What are your assets and skills? Greatest strengths and capacities?

People, relationships, structures, transportation, related organizations, physical assets, etc.

ASSET MAPPING

What are your greatest areas of potential improvement?

Are there new connections and partnerships to be made that would be helpful in doing so?

ASSET MAPPING

Consider a strength or area of potential growth:

What is the value added to your organization if you spend energy and time to maintain or strengthen this area? Why is it important?

ASSET MAPPING

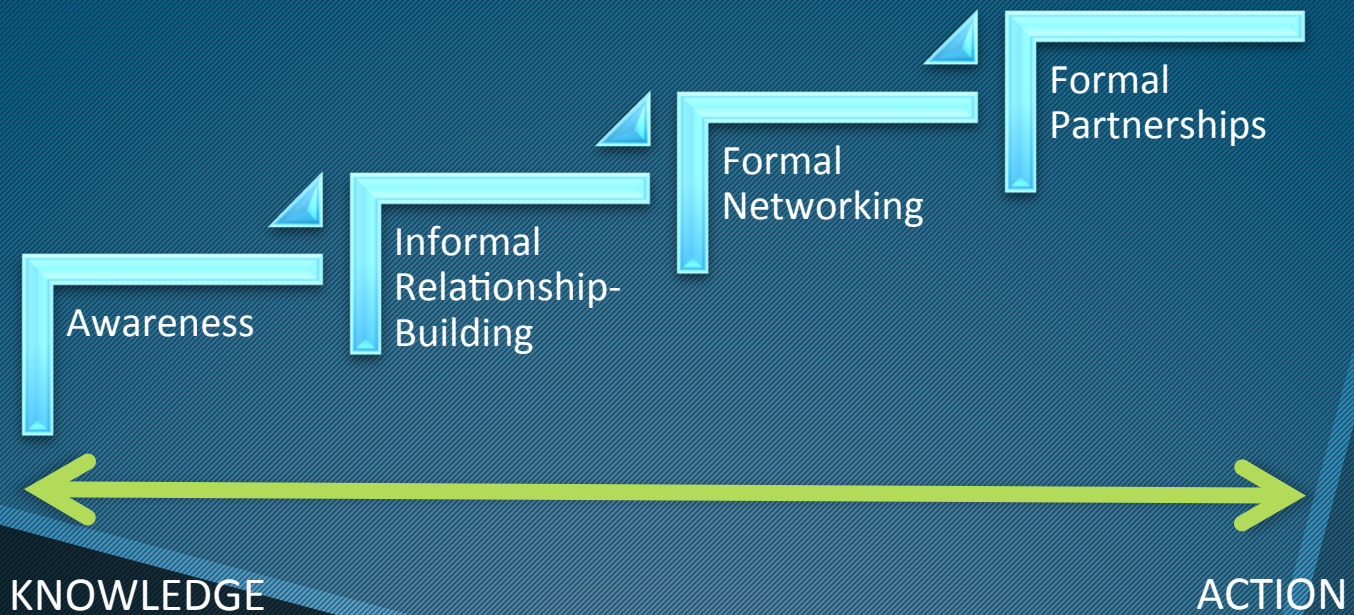
Who is critical to this work?
Who must be involved?

ASSET MAPPING

What are the challenges to making this happen and/or doing this work?

Do you have a game plan? Or do you still need to create one?

PROGRAM IMPACT!



AWARENESS

Context & Assets (and how they change over time)

Impact:
informed decision-making,
better connection to your
context

Needs:
Organizational buy-in, time, a
place to start

INFORMAL RELATIONSHIP- BUILDING

*Being available, active listening,
remembering "the players"*

Impact:
templates and best practices,
informal evaluation, a door
opener

Needs:
Organizational buy-in, time, ears
on the ground, creativity when
thinking about alignment

FORMAL NETWORKING

*Identifying key stakeholders &
content experts, finding energy
and synergy*

Impact:

Joint programming, board
members, referrals

Needs:

Ongoing commitment,
framework, moderate alignment

FORMAL PARTNERSHIPS

*Funding, program expansion, &
program design*

Impact:

To infinity and beyond!

Needs:

Clarity of goals, process,
evaluation, life cycle, leadership;
high alignment; commitment to
evaluate

QUESTIONS?

THANK YOU!

In the spirit of collaboration & connection, please keep in touch.

Hannah Olson

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