

Discovering Community Connections

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What We Expect to Learn

- The abundant power of our communities.
- Discovering the vast network of people, associations, institutions, businesses, and civic resources that are right under our noses.
- What are our personal, professional and organizational connections to the above?
- How knowing these things helps facilitate employment opportunities for the people we support.

Why Community Resource Mapping?

- Community Resource Mapping is a critical step in the employment process for anyone, but especially for people who experience a disability, or other impediments to employment.
- It is about knowing how abundant and powerful your community is and how each of us and our organizations interact with the resources that are present in them.
- It's understanding the basic categories of community resources, how to use them, and how to leverage your interactions with them.
- In order to be a part of the rhythm and flow of everyday community life, you must understand where and how to participate.
- Participation in everyday community life connects you with people you might not ordinarily meet.
- People are the foundation of Social Capital and valued connections.

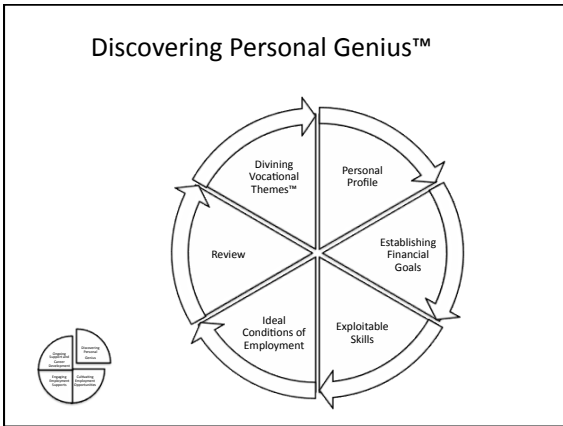
Community Resource Mapping

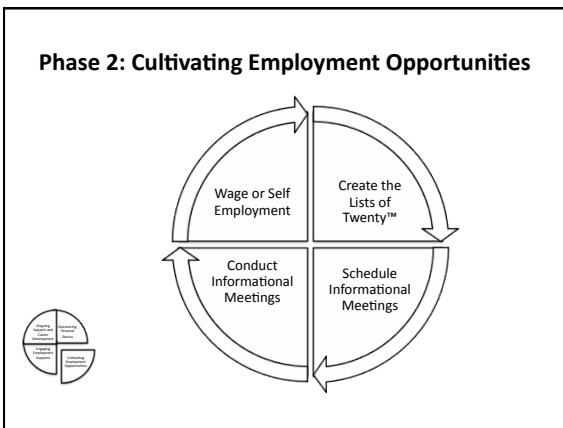
- Mapping is actually a misnomer. It's really about identifying the resources in your community and how you interact with them.
- You may never actually draw a map – just a list.
- There are five basic categories of community resources:
 - People
 - Associations
 - Institutions
 - Civic Resources
 - Businesses
- Most of us interact with most or all of these resources every day.
- Most of us take those interactions for granted.
- Once you learn about the resources and how to use them, it opens up a greater set of connections and networks.

Where does this fit in the grand scheme of things?

The Phases of Customized Employment







- ### Resource Mapping
- People
 - People are the foundation of our communities
 - People
 - Own and run businesses
 - Lead communities of faith and civic associations
 - Teach others
 - Provide many services
 - Are your neighbors
 - Are your co-workers
 - Are your friends and supporters
 - Know other people

Social Capital

Robert Putnam defines Social Capital as *“the social networks and the norms of trustworthiness and reciprocity that arise from them.”*

Social Capital

- “The goodwill and reciprocity inherent in relationships”
- Knowing others and sharing their interests, neighborhoods, cultures, ideals and values
- Social Capital is the underlayment of networking – purposeful connection to others for mutual gain

Acquaintances and Jobs

- Most people find their jobs through a personal connection
- Of those personal connections, the majority of them are “weak ties”
 - 16.7% saw their contact often (like a friend)
 - 55.6% saw their contact “occasionally”
 - 28% saw their contact “rarely”
- People are more likely to get their jobs through their acquaintances and not their friends

From: The Tipping Point, by Malcolm Gladwell

More on Acquaintances

- When it comes to finding out about new jobs, new information and new ideas, “weak ties” are more important than strong ones.
- Your friends occupy the same world as you.
- Acquaintances occupy a very different world and are more likely to know something that you don’t
- Acquaintances give us access to opportunities and worlds to which we don’t belong.

From: The Tipping Point, by Malcolm Gladwell

Who do you know?

- If you made a list of everyone you know or have known in your lifetime...
 - The list would be large
 - It would include all sorts of people (friends, family, acquaintances, etc.)
 - Do you know what they do for a living?
- If you asked people you support to make that list, it would look very different.
- The challenge is to help make those lists look more similar.

People Are Your Most Important Resource

Building a Relationship Map

Name	How I Know Them	What They Do for a Living	Contact Info

Resource Mapping

- Associations
 - Social/Recreational
 - Clubs
 - Special Events
 - Specific/Common Interests
 - Neighborhood
 - Business/Professional
 - Educational
- Are often less formal with minimal structures and paid staff
- Less bureaucratic

Associations

- What are your personal connections to associations?
 - How did you find out about them?
 - How did you get connected?
- What are your organizational connections to community associations?
- What are the connections to community associations that your job seekers and their families have?

Associations

- What are your organizational connections to community associations?
- What are the connections to community associations that your job seekers and their families have?

Where Do You Belong?

Associations	Institutions*	Civic Resources	Businesses

* Schools, churches, government entities, medical facilities, non-profits, etc.

Institutions

- Formal organizations of people who are usually paid for their work
- More structure and bureaucracy
- Are often the most visible and formal parts of a community
 - Schools
 - Churches
 - Government Entities
 - Non-profits

Institutions

- Which institutions are you personally involved in or connected to?
- Which institutions is your organization involved in or connected to?
- Which institutions are your job seekers and their families involved in or connected to?

Civic Resources

- Often closely linked with government institutions, civic resources are more specific:
 - Public transportation
 - Generic (bus lines, light rail, etc.)
 - Para-transit (portal to portal – disability related)
 - Private (cabs, Lyft, car services)
 - Bicycle friendly routes
 - Utilities
 - Infrastructure
 - Etc.

Businesses

- There are unlimited ways in the world to make a living.
- We only know a few and tend to overlook most of them.
- Without businesses there is no employment.
- Finding the real business communities is critical to success.

Civic Resources

- What civic resources are you connected with?
- What civic resources is your organization connected with?
- Job seekers and their families?
- How does one access them?

The Futility of Job Development

- ✓ We only understand a few jobs and have experience in a few types of businesses
- ✓ Job samples represent a small segment of what goes on behind the scenes
- ✓ Co-workers and supervisors can have a tremendous and unique influence on skill development and success
- ✓ Job descriptions may contain tasks irrelevant to the person's skills or interests
- ✓ There are unlimited ways to make a living in the world

Finding the Jobs Behind the Jobs

- DPG illuminates vocational themes that allow for a broad collection of possible jobs.
- Most jobs are unknown/unseen to the public
- Connect by shared interests
- CE circumvents the HR filter – connects directly to the business owner or manager
- Employers are always hiring
- Skills matter

Supply Chains

- All businesses have supply chains that run in several directions
 - Other businesses provide them with supplies and raw materials
 - How do they get their materials to other businesses and customers?
 - How do they advertise or market their business?
 - Their customers

Businesses

- Which local businesses would consider you “a regular?”
 - Barber shop/stylist
 - Restaurants
 - Doctor, dentist, other health professionals
 - Mechanic
 - Others
- What other businesses do you frequent but where you don’t have a personal relationship?

Businesses

- With which businesses does your organization do regular business?
- What about your job seekers and their families?
- We’re all customers at some time?
- Without customers, businesses do not survive, and that is leverage.

Using the Information

- For people:
 - Who do you know? (could be anyone)
 - How do you know them?
 - What do they do for a living?
- For Associations:
 - What associations do you belong to?
 - Clubs
 - Recreation
 - Social
 - Who else is there?
- For Institutions:
 - Which institutions do you interact with?
 - Who else is there?

Using the Information

- For Civic Resources:
 - Which civic resources do you regularly interact with?
 - Who else is there?
- For Businesses:
 - Which local businesses would consider you "a regular?"
 - Barber shop/stylist
 - Restaurants
 - Doctor, dentist, other health professionals
 - Mechanic
 - Others
 - What other businesses do you frequent but where you don't have a personal relationship?
- Now answer these same questions from the perspective of your agency/ organization, as well as from the perspective of the people you to whom you provide services and their families.

Informational Interviews

- The best way to learn about your community resources is to go visit them
- An informational interview is a casual way to engage business and community people in a conversation
- People are usually willing to talk about themselves, their business and their interests
- One person leads to another person, etc.....

Why Informational Interviews?

- Helps refine Themes and Lists of 20
- Reveals Skills and Tasks found in workplaces
- Reveals Ideal Conditions of Employment
- Warms up to Job Development
- Helps avoid thinking in Job Descriptions
- Casual way to create professional relationships
- Increases Social Capital for the Job Seeker

Informational Interviews

- Contacting the small business
 - Emails and dropping in
 - Phone calls
 - Preferred method
 - Keep it casual
 - Ask for manager or long-time employee
 - Ask for 15-20 minutes of his or her time
 - Ask for advice, not a job

Contact Information

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