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

I. Discovering Personal Genius
II. Cultivating Employment Opportunities
III. Engaging Employment Supports
IV. Ongoing Support and Career Development
Discovering Personal Genius™

Phase 2: Cultivating Employment Opportunities

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

<table>
<thead>
<tr>
<th>Name</th>
<th>How I Know Them</th>
<th>What They Do for a Living</th>
<th>Contact Info</th>
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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?
Where Do You Belong?

<table>
<thead>
<tr>
<th>Associations</th>
<th>Institutions*</th>
<th>Civic Resources</th>
<th>Businesses</th>
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* 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, 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

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