



WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION

RESOURCE

Individual Asset Mapping Tool

What is an Asset Map?

Every person has a unique set of skills, talents, expertise, qualities, and resources that they can draw on to develop and maintain positive mental health. Asset mapping is a process used to identify the individual, community, and institutional resources that support a person's well-being. This is a **strengths-based** tool that approaches challenges as opportunities for growth and learning and shifts the focus from limitations to possibilities. Asset maps are **relationship-driven**, focusing on how individual people, community organizations, and institutions can collaborate to improve the well-being of members of their community.



This tool can be used by school staff to promote their own well-being, or with students and families to engage in individual student planning. When used to support individual student planning, the student should not only be included in the process but supported in leading the creation of their personal asset map.

Create a Personal Asset Map

Individual Assets are the personal knowledge, skills, qualities, experiences, interests, and talents that a person possesses.

To generate a list of your individual assets, consider the following questions: *What am I good at? What do I enjoy doing? What do I know a lot about? What am I passionate about? What are my best qualities?*

Now consider which of these Individual assets you can mobilize right now to address your current challenges.

List of Individual Assets	Individual Assets to Mobilize

Community Assets are cultural traditions, community networks and coalitions, shared values, and other resources that promote physical and mental well-being in the community.

To generate a list of community assets, consider the following questions: *What community-based collaborations exist, and what do they offer? What values does our community uphold? What cultural resources exist in our community? What makes our community strong?*

Now consider where you can build connections to mobilize these resources and address your current challenges.

List of Community Assets	Community Assets to Mobilize

Institutional Assets are institutions, organizations, and networks within a community that provide policies, services, and support, such as school districts, health departments, recreation departments, city and county government, healthcare providers, non-profit organizations, etc.

To generate a list of institutional assets, consider the following questions: *Who in our community provides governance and support? What organizations exist that promote the health and well-being of community members? Who is here to help when children and families are in need?*

Now consider where you can foster collaboration and draw support from institutional assets.

List of Institutional Assets	Institutional Assets to Mobilize

Now select one asset you listed in any of the boxes above. **Develop an action plan to use that asset to address your current challenges and record it below.** Be sure to include details about who will do what and when.

References

Equity Mobilizing Partnerships in Community, Women's College Hospital. 2025. "Asset Mapping." <https://www.womensacademics.ca/wp-content/uploads/2023/05/EMPaCTAssetMappingActivity.pdf>.

Institute of Educational Sciences. 2025. "Overview of Creating an Asset Map." https://ies.ed.gov/sites/default/files/rel-appalachia/document/2025/01/RELAP_3.3.1.8_03_Handout-1_Creating-an-Asset-Map.pdf.

Southern Poverty Law Center. 2012. "Unlocking your community's hidden strengths: A guidebook to community asset-mapping." <https://www.splcenter.org/20121126/unlockingyour-community%E2%80%99s-hidden-strengths-guidebook-community-assetmapping#asset%20mapping>.

UCLA Center for Health Policy Research. 2023. "Section 1: Asset mapping." https://healthpolicy.ucla.edu/sites/default/files/2023-08/tw_cba20.pdf.



Wisconsin Department of Public Instruction
Student Services Section
Liz Krubsack, School Mental Health Consultant
201 West Washington Avenue
Madison, WI 53703
(608) 264-6719
Elizabeth.krubsack@dpi.wi.gov
<https://dpi.wi.gov/sspw/mental-health>

July 2025

The Wisconsin Department of Public Instruction does not discriminate on the basis of sex, race, color, religion, creed, age, national origin, ancestry, pregnancy, marital status or parental status, sexual orientation, or ability and provides equal access to the Boy Scouts of America and other designated youth groups.