# Worksheet 3: Campus and Community Assets

Work with your well-being committee to create a list of potential assets in your campus community and beyond. It’s important to take stock of the strengths of your campus community, not just its needs.

These assets are important in three ways:

* As inputs and context for your well-being initiative/goals
* As factors related to successful implementation of your well-being initiative

Use the list below to help guide your brainstorm of campus community strengths.

**Individuals**

* Skills, talents, and experience of campus and community members
* Individual businesses

**Campus Departments and Organizations**

* Health Promotion
* Academic departments for collaborative projects
* Library
* Health center
* Counseling center
* Human resources department
* Campus recreation
* Student organizations
* Volunteer center
* Institutional advancement/fundraising department

**Private and Nonprofit Organizations**

* Business associations
* Citizen associations
* Cultural organizations
* Communications organizations
* Faith-based organizations
* Institutions of higher education
* Hospitals
* Social services agencies
* Fitness centers
* American Red Cross
* American Cancer Society
* Diabetes Association
* Planned Parenthood

**Public Institutions and Services**

* Public schools
* Police and fire departments
* Public libraries
* Parks and recreation
* Health department

**Physical Resources**

* Vacant land
* Commercial and industrial structures
* Housing (apartments with fitness centers)
* Energy and waste resources
* Billboards and community bulletin boards
* Community meeting spaces, parks and trails

**Informal Organizations and “Intangibles”**

* Neighborhood associations and other social groups near campus
* Community reputation
* Campus and community pride
* Sense of history
* Town and gown relationships
* Current community development initiatives, planning efforts, and areas of emphasis

**Adapted from material in the public domain:**U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. (n.d.). Healthy People 2020 Program Planning Tools. Retrieved June 2012, from http://www.healthypeople.gov.

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