

# Asset Mapping Workbook

for Graduate  
Enrichment Initiatives

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**Asset Mapping Workbook for Graduate Enrichment Initiatives  
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# Asset Mapping Workbook for Graduate Enrichment Initiatives

## The Purpose

Asset mapping is a process of identifying the priorities and assets of a college/school/unit to engage faculty and administrators in securing funding to enrich graduate programs through curriculum innovation (CI), training grant (TG) and professional development (PD) funding. This exercise can serve a number of purposes:

1. Deepen understanding of key areas of strength and key contributors, both internal and external partnerships, to enrich graduate programs
2. Identify new and/or under-utilized resources
3. Provide a foundation for strategic planning and implementation
4. Be an organizational and motivational tool to provide focus on creating a stronger quality of experience for graduate students and postdocs

The **Asset Mapping Workbook for Graduate Enrichment Initiatives** is designed to easily guide administrators and faculty through a process to identify their unit(s)' priorities, strengths and resources that will lead to successfully executing a funding proposal to support a specific CI, TG, or PD initiative.

## The Process

The workbook is structured into three sessions. Each session is designed to guide teams through identifying priorities and assets, creating a plan, preparing and submitting funding proposals and, finally, evaluating the process and the benefits to enhancing graduate programs.

*For a full description of each session see page 10.*

### **Session 1: Assessment and Planning**

Session One will be a self-directed exercise through a series of questions to pinpoint a specific priority and the assets available to carry out the plan. The unit will assemble a core group to complete the asset mapping exercise and determine the priority and assets related to advancing your graduate programs by developing CI, TG or PD funding proposals. The Graduate College's Office of Strategic Graduate Enrichment will work with each unit by identifying 1.) A CI, TG or PD priority, 2.) their strongest assets and, 3.) the elements of a plan that needs to come together to develop a successful proposal.

Session Two and Three will be a series of meetings with the Office of Strategic Graduate Enrichment to collaborate on the development of the proposal, as well as the evaluation of the overall results of the collaborations.

### **Session 2: Implementation**

This session will involve the unit developing the actual funding proposal for submission. The decisions the team makes will be driven by identifying the funding opportunities that will best match the priority and assets identified in Session One. The Office of Strategic Graduate Enrichment will collaborate with the unit and its strategic partners in preparing the proposal as well as provide support and consultation for pre- and post-award management.

### **Session 3: Evaluate**

Session Three will bring the unit's leadership and the Graduate College Office of Strategic Graduate Enrichment together to evaluate the successes, failures and challenges of the process, as well as to examine the overall benefits to its graduate programs.

## Assessment and Planning

### Section 1: Priorities

1. **What priorities have you identified for supporting graduate students in the areas of CI, TG and PD for 2019?**
  - a.
  
  
  
  
  
  
  
  - b.
  
2. **What do you project your priorities will be in the next two years?**
  - a.
  
  
  
  
  
  
  
  - b.
  
3. **Is there a demand for more access to curriculum innovations, training and professional development opportunities for graduate students and postdocs? Describe.**
  
  
  
  
  
  
  
4. **Would getting funding for CI, TG and PD create any “spill-over” effects on other high priority initiatives in your unit(s)? Describe.**

**From Question 1, what will be your top (#1) priority to complete and execute as a CI, TG or PD initiative in one year?**

## Section 2: Assets

### 1. What assets does your unit(s) have available to increase the funding support for curriculum innovation, training grants and professional development?

	Yes	No
People with time, interests and skills to support these enrichment initiatives?		
Junior faculty that could write and execute these grants with faculty support?		
Proven track record for receiving grant funding (current and past)?		
Incentives to produce grants?		
Research advancement support team?		
Access to graduate student organizations for feedback and support?		
Overall percentage of postdocs in your program(s)		%
Overall percentage of graduate students in your program(s):		%

### 2. Who are the key players who can advance your initiatives in the three focus areas with the Graduate College?

a. Faculty

b. Unit administration

**3. What alliances do you have that could be leveraged for supporting CI, TG and PD to further enrich graduate programs?**

a. Interdisciplinary

b. Industry

c. Other

## **Section 3: Planning**

**Based on the decisions made from Sections 1 and 2:**

**Your priority is:**

**Your top assets are:**

**1.**

**2.**

**Discuss the following questions and use the table to begin the development of a plan.**

- a. Describe what actions are needed to execute a CI, TG or PD priority in year one.
- b. Determine the percentage of support devoted to developing a CI, TG or PD priority in year one.
- c. Identify potential funding sources where a proposal can be submitted in year one.
- d. Develop a metric(s) or benchmark(s) to measure the effectiveness of the plan

<b>Action</b>	<b>Assets</b>	<b>Potential Funding Sources</b>	<b>Metric(s) Benchmark(s)</b>



## Plan Outline: Priority

### I. Actions to Take (list guiding actions, not details.)

- 1.
- 2.
- 3.

### II. Asset Utilization

- 1.
- 2.
- 3.

### III. Funding Sources

- 1.
- 2.
- 3.

### IV. Metric(s) and Benchmark(s)

- 1.
- 2.
- 3.

## Section 4: Integrative Summary

Create a brief summary of how your discoveries from this exercise integrate into the development of an action plan to enrich your graduate programs now and into the future (75 words or less).

### Section 5: Development and Execution Roadmap

Through a series of three meetings facilitated by the Graduate College's Strategic Graduate Enrichment manager, key participants from the unit's administration and one to two key faculty (those who will be strong advocates to grow your graduate programs) will work together to design, strategize, and execute the plan.

#### **Session 1 Meeting: Asset Mapping Review and Planning (1 to 1½ hours)**

This first meeting will discuss the results of the mapping exercise and define the action plan. The objective of the meeting will be to accomplish the following:

1. Assign a priority to plan and execute a CI, TG, or PD initiative in one year
2. Discuss the unit's assets for supporting the CI, TG, or PD initiative
3. Identify and select funding opportunities
  - a. Select the types of funding sources that best matches the unit's priority and assets
4. Determine:
  - a. Resource assignments to fully execute the plan
  - b. Collaborations needed to strengthen priority
  - c. Roles of responsibilities for leadership
  - d. Timelines to execute plan
  - e. Milestones and metrics for evaluating progress and the process

*The Strategic Graduate Enrichment manager will follow-up within three weeks to allow the unit leaders time to meet with the internal teams to set in motion the details of the agreed upon plan.*

### **Session 2 Meeting: Prepping for Implementation (1½ to 2 hours)**

This meeting will focus on developing the funding proposal outline and meeting with collaborators and other support partners to determine roles and responsibilities. The objective of the meeting will be to accomplish the following based on the agreed upon plan:

1. Review selected FOA/RFA so that all parties are in agreement of the requirements
2. Discuss concerns and possible challenges
3. Assign roles and tasks for developing the proposal
4. Draft outline of the proposal sections

*The Strategic Graduate Enrichment manager will follow-up in a four to eight week period to allow time for the unit to develop the proposal, including writing/review, collaborating with other units/industry/OKED, resource availability, etc. as determined by the requirements of the FOA/RFA and then submit to funding sponsor.*

### **Session 3 Meeting: Evaluation (1 to 1½ hours)**

The final meeting will involve evaluating the successes, failures, challenges of developing, preparing and submitting the proposal with the unit's lead administrators and key faculty from the first meeting.

1. Discuss and determine in terms of successes, failures, challenges:
  - a. Process
  - b. Support from outside resources
  - c. Interdisciplinary collaborations
  - d. ROI
  - e. Metrics to determine value
  - f. Outcome of funding submission (if known)
  - g. Industry interactions (if applicable)
2. Discuss ideas to incorporate the three focus areas into
  - a. Annual strategic planning
  - b. Innovative growth initiatives for graduate student programs
  - c. Support objectives for increasing college/school's rankings





