

MAEA CONFERENCE 2023

RESOURCE MAPPING IN YOUR COMMUNITY

MAKING LOCAL RESOURCES AND STATEWIDE DATABASES WORK FOR YOU AND YOUR STUDENTS!





OVERVIEW

Statewide databases

What are they?

Tips and Tricks

Facilitating Student Access

Mapping local resources

Where to start

Where to look

How to distribute the information

Explore mapping resources in your community!

STATEWIDE DATABASES

STATEWIDE DATABASE

211

- **PRO:** Interact in multiple ways:
 - <https://211maine.org/>
 - Call 211 to speak to a call center operator (language interpretation can be requested)
 - Text your zip code to 211 to chat with a call center operator
 - Email info@211maine.org
 - Interpreter services!
- **CON:** search results are not always accurate
 - Two search options that turn up different results based on how you enter the search information

The screenshot shows the 211 Maine website. At the top left is the 211 Maine logo. To the right are navigation links: COVID-19 UPDATES, ABOUT, SERVICE CATEGORIES, and JOIN US. The main heading is "What do you need help with?". Below this is a sub-heading: "Find services in your area by selecting an area of need or by search also dial 211 or text your zip code to 898-211." The search interface is divided into two columns. The left column is titled "Select a need below:" and contains three dropdown menus: "SELECT AN AREA OF NEED", "SELECT THE SITUATION", and "Town or Zip Code" with a magnifying glass icon. Below these is a blue button labeled "LOCATE SERVICES". The right column is titled "Search by key" and contains a dropdown menu "Select an opti", a text input field "Town or Zip C", and a blue button labeled "LOCATE SE". In the center, between the two columns, is the word "OR". At the bottom of the page, there is a dark blue button with a question mark icon and the text "Need help using this tool?".

STATEWIDE DATABASE

MAINEHEALTH FINDHELP

- **PRO:** site navigation <https://mainehealth.findhelp.com/>
- **PRO:** crowdsourcing capability for resource mapping
- **CON:** some for-profit resources
- **CON:** dependent on crowdsourcing for resource, so some areas of Maine may be sparsely mapped

The screenshot displays the MaineHealth FindHelp website interface. At the top, there is a search bar and navigation icons for FOOD, HOUSING, and GOODS. The current search results are for "springvale, me (04083) / food / emergency food (5)". A "Personal Filters" dropdown menu is visible. The main content area features a map with a red location pin and a "Map" button. To the right of the map, there are controls for zooming and a person icon. Below the map, a notice reads: "Notice out-of-date information or see a program you work for? Click **Suggest** to share an update or claim your program listing to get access to free tools and data." On the right side, two program listings are shown. The first is "End 68 Hours Of Hunger" by End 68 Hours Of Hunger, reviewed on 03/12/2023, with a "Featured" badge. Its main services are "emergency food" and it serves "children, students". The second listing is "Supportive Services for Cancer" by Maribo Cares, also reviewed on 03/12/2023. Its main services include "emergency food, support & se" and it serves "all ages, treatment phases, car".

STATEWIDE DATABASE

PORTLAND OF OPPORTUNITY

- **PRO:** “How do I...?” Guides are applicable across the state
- **PRO:** TRANSLATIONS!!!!
- **PRO:** excellent collection of local resources
- **CON:** localized resources may not be applicable across the state

The screenshot shows a web browser window with the URL portlandofopportunity.com/how-do-i-in-portland-maine. The browser's address bar and tabs are visible at the top. The website has a blue header with navigation links: ABOUT, STRATEGIC PRIORITIES, and RESOURCE. Below the header is a white navigation menu with links: HOW DO I..., EMPLOYE..., RACIAL D..., CULTURA..., and WE SPEAK... The main content area features the logo for 'PORTLAND of Opportunity' and the title 'How Do I ... In Portland, Maine?'. The text below the title reads: 'Portland is a dynamic and vibrant city with so much to offer. If you are looking for resources, chances are it exists, but you may not know how to access it or where to start. "How Do I ... In Portland, Maine?" seeks to direct New Mainers towards essential resources, as well as to help them learn more about the resources available in Portland for themselves or to help others.'

STATEWIDE DATABASE

MAINE EQUAL JUSTICE

- **PRO:** Well-organized
- **PRO:** TRANSLATIONS!
- **PRO:** Printer-friendly flyers
- **CON:** Limited to benefits/
government resources



About Us

Help is available!

Help for Immigrants

Education

Food Security

Health Care

Housing and Utilities

Making Ends Meet

Unemployment Ins

Other Supports



CAP AGENCY

- **PRO:** Local CAP agencies have knowledge of local resources!
 - And often they offer the resources that your students need!
- **CON:** They are busy, so sometimes response times can vary
- CAP Agencies in Maine (via MaineHousing)

EXPLORE STATEWIDE DATABASES: 10 MINUTES

Choose one of the databases:

- **211 Maine**
- **MaineHealth FindHelp**
- **PortlLand of Opportunity**
- **Maine Equal Justice**
- **Your local Community Action Agency**

Be ready to share something you like and wish could be better about the database you chose, or a new resource you didn't know about before!

MAPPING LOCAL RESOURCES

THE YORK COUNTY RESOURCE MAP: AN INCOMPLETE HISTORY

Sanford Resource Map

- [2014 Google Doc](#)
- [2017 Google Doc](#)
- [2017-18 Google Doc](#)
- [2020 Google Doc](#)

York County Resource Map

- [2021 Google Site with Maps](#)
- [Biddeford Resource Map](#) (now maintained by Tim Boston from Biddeford General Assistance)



Google Docs



Google Sites



Google
Sheets



Google Maps

EXPLORE THE YORK COUNTY RESOURCE MAP **10 MINUTES**

Be ready to share what pros and cons you notice about the following:

1. Accessibility (device experience, language, visual/auditory accessibility options, etc.)
2. Organization
3. Site features
4. Variety of resources

Additionally:

1. What would you like to incorporate in your own resource map?
2. How would you address the “cons” of the York County map?

**START WITH WHAT'S NEEDED
OR
PICK A CATEGORY OF BASIC NEEDS**

WHERE TO LOOK

- Faith partners
- Local food pantries, including a Backpack Program in your school district
- Other organizations/agencies that are supporting basic needs:
 - Housing Authorities
 - CAP Agencies
 - Community groups
 - Salvation Army
- Service provider networking opportunities
- Google Maps
- Your own knowledge or that of your adult education colleagues!

HOW TO MAP

- Google Doc

- **PRO:** flexible formatting, table of contents feature
- **CON:** not easily searchable (unless you use the “Find” feature)
- **CON:** can also get messy quickly
- **CON:** need to adjust sharing permissions before document can be shared

- Google Sheet

- **PRO:** using tabs within the same Sheet can make categories easy
- **CON:** if you want to add a search feature, you need to have some coding skills
- **CON:** need to adjust sharing permissions before document can be shared

- Google Site

- Google products are the most easily shared (everyone gets the most updated version every time they access), but use the apps that work best for you!
- If you can, partner with someone from another agency to share the workload!

TIPS AND TRICKS

- **This is a marathon, not a sprint. Pick away at this project when you can.**
- **Include:**
 - **Resource name and location/contact information**
 - **Short description of resource, including any eligibility criteria or restrictions**
 - **A direct contact if you can get one**
 - **A section for notes that don't fall into the above categories**
- **Connect at least annually with your resources to make sure they are up to date**
 - **This is also an outreach opportunity to get student referrals!**

**BE FLEXIBLE AND COMFORTABLE WITH THE FACT
THAT THIS WILL ALWAYS BE WORK IN PROGRESS!**

RESOURCE MAP DISTRIBUTION

- Link it on your website and in your email signature
- QR code:
 - On print materials: brochure, rack cards, business cards, etc.
 - On digital materials: website, email signature, presentations, etc.
- PDF, spreadsheet, or hard copies
 - This can require frequent re-printing or re-exporting and uploading.
- Curated resource lists emailed or distributed to students

EXPLORE YOUR LOCAL RESOURCES 10 MINUTES

Make a plan for resource map implementation!

- 1. Tweak the resource lists you already have, or try a new modality of presenting the information**
- 2. Google resources in your community and start a list**
- 3. Send an email to a resource master in your area, or a resource you already know of to gather more information**
- 4. Connect with your colleagues here about how you would like to implement or improve your resource maps!**

FINAL THOUGHT:

THE FLIPSIDE OF RESOURCE MAPPING: RESOURCE ADVOCACY

When you know what's out there, you know where the gaps are!

**QUESTIONS?
FEEDBACK?
AH-HA MOMENT?**

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THANK YOU!