

Worksheet 8.3

Key Leader Survey

This survey asks about your familiarity with the Developmental Assets model and asset-building activity in your community. The model is designed to mobilize various sectors of the community to support positive youth development. One main way this happens is through an asset-building initiative, in which people from a community collaborate to incorporate the Developmental Assets and asset building into the community's culture and practices.

1. How familiar are you with the Developmental Assets model? (Circle the answer that best describes your personal opinion.)

Not at all familiar	A little familiar	Somewhat familiar	Very familiar
1	2	3	4

Personal Level (Circle the answer that best describes your personal opinion.)

Personal-Level Items	Not true	Slightly true	Moderately true	Very true
Personal Awareness of Assets				
2. I am aware of asset-building activity in my community.	1	2	3	4
3. I know which asset-building initiatives serve my community.	1	2	3	4
4. I can name the different types of services offered by asset-building initiatives in my community	1	2	3	4
Personal Interest in Assets				
5. I am interested in learning more about asset-building activities.	1	2	3	4
6. I am interested in learning more about the time and energy commitments that asset-building activities would require.	1	2	3	4
7. I am concerned about whether my community has sufficient asset-building activities.	1	2	3	4
Personal Level of Involvement in Asset-Building Work				
8. I spend time collaborating with others in asset-building activities.	1	2	3	4
9. I am involved with the asset-building activities in my community.	1	2	3	4
10. I am interested in becoming actively involved in promoting assets in my community.	1	2	3	4
11. I know about efforts in my community to promote assets.	1	2	3	4

	Decreased a lot	Decreased a little	Not changed	Increased a little	Increased a lot
Personal Level of Involvement in Asset-Building Work—Change in the past 12 months	1	2	3	4	5
<i>In the past 12 months:</i>					
12. My involvement in asset-building activities has . . .	1	2	3	4	5
13. My awareness of asset-building activities has . . .	1	2	3	4	5
14. My interest in asset-building activities has . . .	1	2	3	4	5

Organizational Level (Circle the answer that best describes your organization)

	Not true	Slightly true	Moderately true	Very true
Organizational Involvement in Assets				
15. My organization is involved in asset-building activities in our community.	1	2	3	4
16. Members of my organization are assigned to collaborate with others concerning the use of the asset model.	1	2	3	4
17. My organization has policies that incorporate the asset model.	1	2	3	4
18. As part of its mission, my organization is concerned with promoting the asset model in our community.	1	2	3	4
19. Members of my organization are currently learning what asset-building activities exist in our community.	1	2	3	4
20. My organization is interested in information about the time and energy commitments that asset-building activities would require.	1	2	3	4
Organizational Awareness of Assets				
21. In general, staff in my organization know whether asset-building activities serve our community or not.	1	2	3	4
22. In general, staff in my organization can name the different types of services offered through asset-building activities in our community.	1	2	3	4

23. In general, staff in my organization are aware of asset-building activities in our community.	1	2	3	4		
Collaboration in Asset-Building Activities — Change in the past 12 months. In the past 12 months:	Decreased a lot	Decreased a little	Not changed	Increased a little	Increased a lot	Don't know enough to judge
24. Our organization's involvement in asset-building activities with other organizations in our community has...	1	2	3	4	5	
25. Our organization's exchange of information with other organizations concerning the promotion of the assets model has...	1	2	3	4	5	
26. Our organization's referrals to or from other organizations concerning the promotion of the asset model have...	1	2	3	4	5	
27. Our organization's sharing of resources (e.g., equipment, supplies) with other organizations concerning the promotion of the asset model has...	1	2	3	4	5	
28. Our organization's cosponsorship of events with other organizations concerning the promotion of the asset model has...	1	2	3	4	5	
29. Our organization's coordination of services with other organizations concerning the promotion of the asset model has...	1	2	3	4	5	
30. Our organization's undertaking of joint projects with other organizations concerning the promotion of the asset model has...	1	2	3	4	5	
31. Our organization's participation in media coverage concerning the promotion of the asset model has...	1	2	3	4	5	

Demographic Questions

Gender—Which one describes your sex?

- Male
- Female

Race/ethnicity—Which one best describes you?

- African American or Black
- American Indian, Native American, or Indigenous
- Asian or Asian American
- Pacific Islander
- White
- Hispanic or Latino/Latina
- Other: _____

Occupation—Which one best describes your occupation?

- Executive, director, service manager
- Professional
- Technical
- Sales
- Administrative support
- Service
- Industrial
- Homemaker
- Unemployed
- Other: _____

Age, in years _____

What is the highest level of education that you have completed?

- 8th grade or less
- Some high school
- High school graduate
- Vocational school beyond high school
- Some college
- College graduate
- Some graduate school
- Graduate degree

Which best describes your organization?

- Private business (for profit)
- Governmental agency
- Nonprofit private social service agency
- Religious organization
- School-related
- Community-based
- Other: _____

Length of time in current position, in years: _____