

# Salinas Youth Development Mapping Project

## Introduction to Social Networks

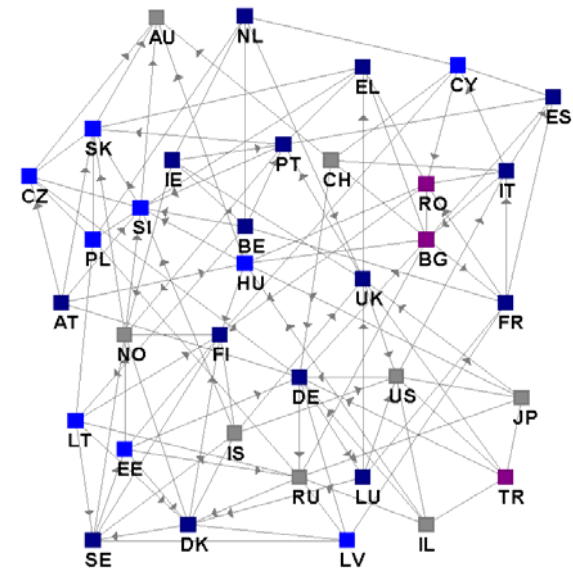
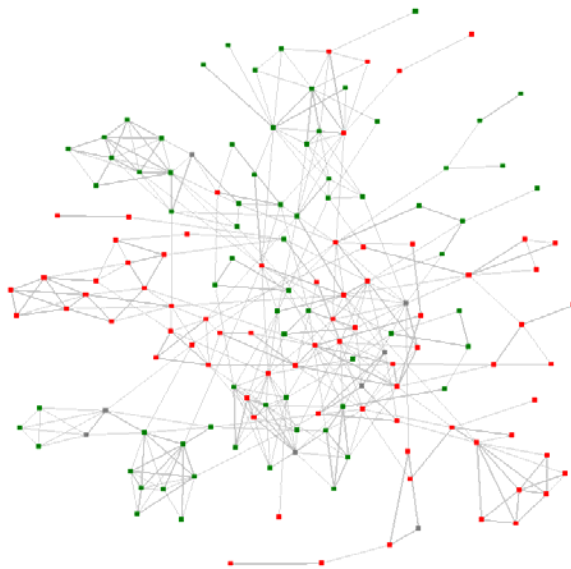
December 10, 2007



# What is a Social Network Map?

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- A social network map shows the connections that exist between people and organizations (nodes)
- Network maps are a way of making visible and understanding relationships that are often otherwise invisible
- The maps can show important features of the network that can be acted upon to leverage the network to produce better outcomes in the community



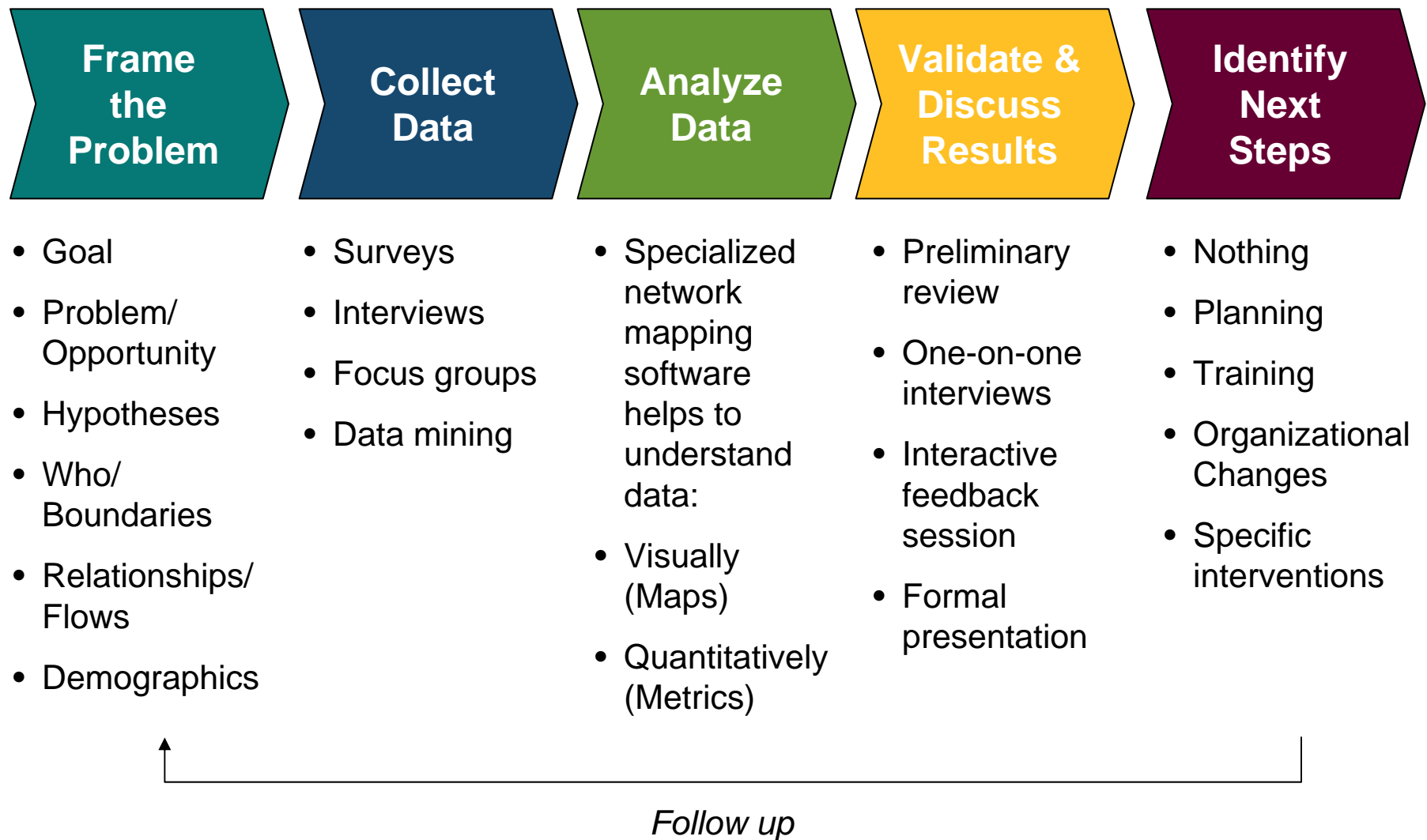
## Why Do Network Mapping?

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- Discover networks and network connections that otherwise remain hidden
- Find weak connections, isolated nodes, or bottlenecks within the network
- Find people or organizations that could potentially strengthen the network if they are made a more formal part of the network
- Identify potential resources and key intervention points for creating community change



# How Is Network Mapping Done?



# Mapping the Network of Youth Development Providers in Salinas

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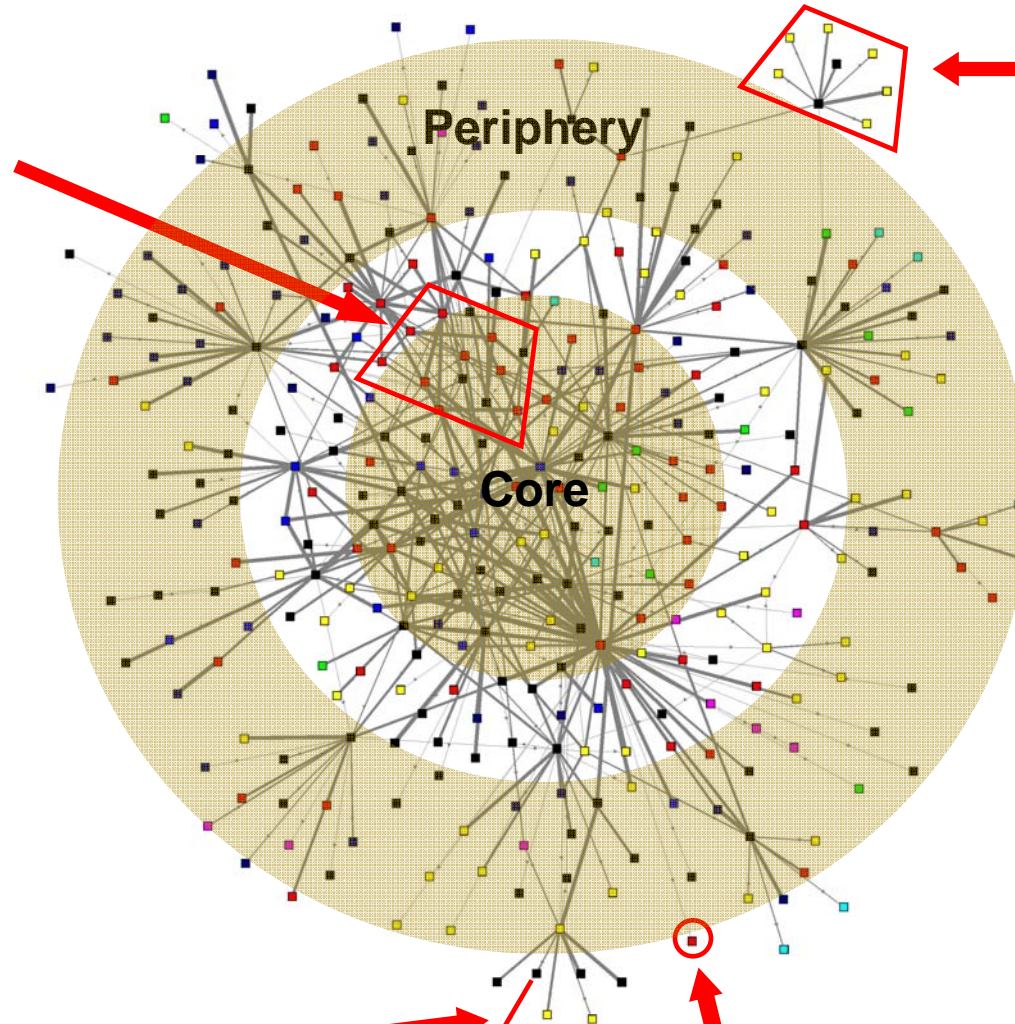
The Packard Foundation is partnering with Community Foundation for Monterey County to map the network of youth development providers in the city of Salinas. The network maps will be used as a platform for conversations about how to strengthen the youth development sector. By mapping the current network, we hope to reflect connections between organizations as a way to:

- Build awareness of the connections (or lack of connections) between different organizations (after school programs, sports leagues, arts groups, gang prevention programs, job training efforts, parents groups, etc.) and in doing so, build awareness of who is working this area
- Generate a dialogue among community members about the importance of strengthening networks
- Identify potential limitations to information flow and to joint-action
- Identify opportunities for increasing capacity of the sector by increasing connectivity



# What are important elements of network maps?

Cluster of nodes of the same type show a pocket of close relationships between a set of individuals



Hub and spoke network shows reliance on a single individual as the center of a group

Links connect two nodes (thickness shows strength of relationship)

Node