Everyone’s a mapmaker (including you!)

Three easy steps to mapping Chicago communities and their assets with this Interactive Tutor/Mentor Program Locator
Step 1: Go to www.tutormentorprogramlocator.net and select the type of map you want to make.

Click Interactive Map to map:
- Tutoring and/or Mentoring Programs
- Chicago Community Areas, County and Zip code Boundaries
- Elementary, Middle and High Schools
- Poverty information

Click Government Map to map:
- US Congressional Districts
- IL Senate and House Districts

Click Asset Map to map community institutions such as:
- Banks
- Hospitals
- Universities
- Churches and Synagogues
- Drug Stores
- Insurance Companies
Step 2: Select the particular layers you want to include on your map

Let’s say I’m a member of a Baptist Church thinking about starting a program in East Garfield Park. I want to make a map showing all the Baptist Churches in East Lawndale and their relationship to poverty and pre-existing Tutoring/Mentoring programs.

To make this map, all I do is click Asset Map and select Places of Worship.
Step 2 (Continued) Select the layers you want to include on your map

Using the tabs on the left side of the screen, select the layers that you wish to include on your map.

In this case I want to select “Baptist” Churches which are represented by blue crosses.

To show neighborhood, or other types of boundaries select the “Boundaries” tab.
Step 2 (Continued) Select the layers you want to include on your map.

To show Chicago Community areas, click the corresponding Tab.

Now you have a map showing Baptist Churches and all of Chicago’s Community Areas.

If you want to see these Churches in relation to poverty Data, select the Poverty tab.
Step 2 (Continued) Select the layers you want to include on your map

After selecting the poverty tab you have the option of only showing particular levels of poverty, or showing all poverty data. This map shows all data.

Now you have created a map that shows the relationship between Baptist Churches and Poverty in Chicago’s different Community Areas. But we’re only interested in East Garfield Park.

So, using the drag zoom tool, we can select an area of interest and view only that area in high detail. Just click the magnifying glass and hold down the left click on your mouse to create a box around the area of interest. Let go and the map will automatically zoom in! (Don’t worry, you can still zoom in the old fashioned way using the + and – as well)
Step 2 (Continued) Select the layers you want to include on your map

Once you’re done adding layers, your map is complete! As you can see, dragging your mouse cursor over the different layers brings up more information about the different community assets you’ve selected, in this case New Greater St. John Baptist Church.

Do you think their clergy and congregation know that there are 3 tutor/mentor programs within 5 blocks of their church? Are they working together to help local youth stay in school, out of gangs and on-track to enter careers?
Step 3: Share the map with others

Now that you've made your map, share it with others who will use it to help make a difference!

- Email a link to your custom-made map by clicking on the Create Url tab and copying the unique web Address
- Or you can make a JPEG picture of your map and share it that way

Find out how on the next page!
How to create a JPEG using Microsoft Powerpoint

Once you’ve created your map and have it up on screen, press F11 to fill the screen with your map and then press Ctrl and PrintScreen simultaneously. This makes a copy of the entire screen, including your map. Then you can open Powerpoint and paste the screenshot onto a slide.

Since Powerpoint treats the screenshot like a picture, you can edit it by double clicking on the picture and using the picture toolbar. Once you’ve cropped your map and made it the size you’re looking for, go to File, click Save As…and scroll down the list of file types to
Other ways to create a JPEG

- If you have Photoshop you can paste the screenshot into a Photoshop document and edit it there, saving it as a JPEG when you are done.
- If you don’t have Powerpoint or Photoshop, you can do the same thing using Microsoft Paint, which is included on every Windows computer.

See blog stories with maps included:
http://tutormentor.blogspot.com/search/label/maps
Why use our maps?

- Our maps make it easy to conceptualize complex information such as poverty and geopolitical boundaries like wards, congressional districts and neighborhoods.
- Our maps can streamline capacity-building and facilitate collaboration between non-profits and community assets like local businesses.
- Our maps allow many useful layers of data to be viewed simultaneously.
Case Study 1: Needs Assessment/Strategic Expansion

- Beth runs a multi-site youth tutoring program for elementary school students on the west side and is looking to expand. She could use a map showing the location of pre-existing tutoring programs and failing elementary schools, over poverty data to find underserved areas where her program could grow.

Despite having 12 failing elementary schools in this part of the Austin neighborhood there is only 1 pure academic tutoring program that serves elementary age students. Given the high level of poverty in the neighborhood there is clearly unmet need in this area that a new program could serve. She could use these maps to supplement grant applications or to convince philanthropists & community partners to support her efforts.
Case Study 2: Volunteer Recruitment

- Miguel’s mentoring program in the North side neighborhood of Uptown is suffering from a lack of mentors. Even though he has posted on VolunteerMatch, Idealist, Craigslist…etc, he still needs more volunteers to work with the many kids at his center. Using the interactive tutor/mentor program locator he made a map identifying some potential sources of volunteers: local universities, area churches, synagogues and hospitals.

Now Miguel is in a position to reach out to these institutions informing them of his volunteer positions and seeing how they might be able to work together help area kids.

For example he could now:
- See if Truman or St Augustine college have any students who could receive federal work study to volunteer or campus service groups
- Meet with members of local churches to see if they have outreach ministries that could provide volunteers
- See if he could advertise his volunteer opportunities in high traffic areas of the local hospital such as waiting rooms or entrance areas
Case Study 3: Corporate Social Responsibility

George is the Human Resources Manager for Allstate Insurance Company’s Grand Boulevard branch. Looking to build some positive public relations with the local community he mapped the neighborhood to find youth tutoring/mentoring programs where his company can get involved.

By making strategic investments in local programs committed to mentoring youth to careers, George can ensure that a competent local workforce will be able to sustain his business well into the future.

Additionally, he can help ensure low turnover of his current employees by offering incentives to volunteer their time and talents at local youth programs.

Now that’s real corporate social responsibility!
See Map Gallery and Stories

Visit this site and see how maps have been incorporated into blog articles.

Using the Program Locator you can create similar maps to illustrate your call for resources and the need for more tutoring and mentoring programs in your zip code.

http://www.tutormentorprogramlocator.net/mapgallery.html
Become a partner, investor, supporter, volunteer!

The Tutor/Mentor Connection (T/MC) was launched in 1993 and has depended on volunteers and occasional donors to build this map capacity and its other services. In July 2011 the Tutor/Mentor Institute, LLC was created to support the continued operations of the T/MC in Chicago and to help similar intermediary organizations grow in other cities. We offer “naming rights” to a benefactor/spONSOR who will invest to help us develop this capacity and make it available in more places. At the same time we offer consulting and coaching to help local groups create their own maps, using this service, to draw resources to programs operating in different high poverty neighborhoods of Chicago. Please help us find volunteers, sponsors and partners who will enable us to do this work.

Learn more of our vision for maps and visualizations.
http://mappingforjustice.blogspot.com/2011/06/mapping-actions.html
Become a General in the War On Poverty and Under-Achievement

Learn more. Share these ideas. Make your own maps. Connect With Tutor/Mentor Connection and Tutor/Mentor Institute, LLC
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