No General would go to war without a map.

However, in America’s war on poverty, poorly performing schools, crime and violence, too few of our leaders are using maps to connect resources with youth and families in the neighborhoods that have the greatest need.
Generals use Maps to Win Wars

Do you remember how Generals used maps in TV news to show troop movements during the first and second Gulf Wars?

CEOs use Maps to Win Market Share

The map at the right shows CVS stores in Chicago region (in 2009). Businesses use maps to determine where to place stores and build business.

Image from article at http://www.lorraineash.com/general.htm
In order to defeat an enemy we need to fight wherever the enemy is entrenched.

**Public Commitment**
To sustain effort and recruit troops

- How do we educate and inform the public so we can maintain support for revenue needed to support war effort?

**Feed & Equip**
Our army better than enemy

- We need to feed, cloth, arm and re-supply our troops and logistics providers for as long as war is in progress.

**Recruit & Retain**
US forces

- How to replace forces that are lost with new soldiers trained and ready to pick up from where previous left off?

**Organize & Train**
US forces

- What resources do we need to implement the plan? How to prepare them?

**Analysis**
Of enemy Strength & weaknesses

- Understand needs & plan resource allocation, e.g. strategic planning

**Logistics**
To get forces in place

- How do we distribute needed resources and troops to multiple locations where they are needed?

**Forces**
Direct engagement

**Revenue**
To support these efforts

- How do we raise money needed to pay for this entire effort?

**Forces in city is enemy**

- Tutor/Mentor Institute, LLC, Tutor/Mentor Connection, Merchandise Mart PO Box 3303, Chicago, Il. 60654 tutormentor2@earthlink.net

---

**Do any leaders use maps in war on poverty?**

**How do we create infrastructure to support this force?**
This presentation shows a few examples of how a Geographic Information System (GIS) maps can be used to help draw resources to organizations serving the same cause throughout a geographic region.

Visit the Tutor/Mentor Institute at http://www.tutormentorexchange.net to review this and other PDF essays.
OUR MISSION

Collect and share information that helps mentor-rich programs be available to more youth living in high poverty neighborhoods.

We focus on youth living in poverty because these children face greater barriers to succeeding in school and finding jobs and careers.

Throughout this presentation the names Tutor/Mentor Connection (T/MC) will be used along with Tutor/Mentor Institute, LLC. From 1993-2011 we operated as the Tutor/Mentor Connection, part of the non profit Cabrini Connections youth program in Chicago. In 2011 the Tutor/Mentor Institute, LLC was created to continue the T/MC into the next decade, seeking new forms of investment and revenue to support strategies such as this use of GIS mapping.
**Goal:**
Help inner-city youth reach Jobs/Careers.

To SUCCEED
We must recruit business leaders who will use their resources in **PULLING** Youth to Careers

To SUCCEED
We must help tutor/mentor program leaders, volunteers, schools and parents be more effective in **PUSHING** Youth to Careers

Charts like this help illustrate our vision of programs that help youth reach careers.
T/MC uses a GIS database to create maps that visually show where tutor/mentor programs are located and where more are needed.

Flags on map are poorly performing schools. Shaded areas are high poverty regions.

While the media write about poor schools, they seldom produce maps that show the relationship between poverty and poor schools. This is one of many maps created between June 2008 and April 2011 thanks to an anonymous donation of $50,000. See more at www.tutormentorprogramlocator.net
All programs have same needs:

We need these resources every day, in every neighborhood:

- volunteers
- public visibility
- operating dollars
- technology
- training/learning
- leadership

The shaded areas of this map of Chicago are the areas of most concentrated poverty.
Quarterly events such as May and November conferences intend to draw volunteers and dollars directly to all tutoring and/or mentoring programs in the Chicago region. As these repeat from year-to-year and are supported by more leaders and organizations, the impact will grow.
Maps can help any organization or group of people do better planning. A map focuses a group on the needs of every poverty area, not just high profile areas.
Maps can show where poorly performing schools are located.

These are areas where tutor/mentor programs are most needed in Chicago.
Using advanced computer technologies, T/MC can produce maps that show locations of tutor/mentor programs in different areas of the city.

This map shows tutor/mentor program locations near a Catholic Church. It was used to help a suburban church create a volunteer recruitment strategy.
This map shows Catholic Church sites in Chicago. It is not enough to have a few good programs at a few churches. The city needs a city/suburban faith partnership that leads to quality tutor/mentor programs in every poverty neighborhood.

The T/MC invites churches to send information about tutor/mentor support strategies at specific locations. We’ll create maps with flags that visually show which churches are active in helping tutor/mentor programs grow.
Maps can help programs in their planning and fund raising.

This map shows tutor/mentor programs, business, churches, hospitals, etc. in the same neighborhood. New Concepts used this in developing a neighborhood partnership and a grant proposal to fund that partnership.
This map shows hospitals in Chicago

The T/MC goal is that hospitals develop strategies that distribute prevention programs and health care mentors at tutor/mentor locations near each hospital.

A hospital can also inspire the involvement of business, faith and university groups in its service area.
This map shows hospitals near the Lawndale area of Chicago.

Since they serve the same area, these hospitals could form a ‘youth mentoring partnership’ that would provide leadership to tutor/mentor program growth in this area.
T/MC uses maps to generate public awareness

The T/MC uses its maps as part of a public awareness campaign, not just as a planning tool.

Its goal is to focus attention on where programs are needed, and to help existing programs connect with each other.
Maps can lead potential volunteers and donors to programs in areas of high youth violence

This map shows the location of a shooting in Chicago. The Chicago SunTimes did a front page story and used the photo of a celebrity to get reader attention. The T/MC created this map and put it on the web site to show these readers where they could get involved to prevent future tragedy like this.
Maps following media stories tell “The Rest of the Story.”

This map shows the location of another shooting in Chicago. If readers learn to go to T/MC sites following media coverage of a negative news story, we can turn bad news into positive actions.
Maps following media stories tell “The Rest of the Story.”

This map shows the location of another 2008 shooting in Chicago. View this and more maps in the Map Gallery at http://www.tutormentorprogramlocator.net/mapgallery.html
The T/MC seeks to build its GIS map capacity and use it to help tutor/mentor programs grow. Visit T/MC web sites to learn more.

www.tutormentorconnection.org
www.tutormentorexchange.net

http://www.tutormentorexchange.net  tutormentor2@earthlink.net
Maps can be used by leaders to show where they have helped tutor/mentor programs.

This map shows the location poverty, poorly performing schools and tutor/mentor programs in Congressman Danny Davis’ district. The T/MC would like all business and political leaders to put maps on their web sites showing where they deliver resources to help tutor/mentor programs.
Make your own map. Visit [http://www.tutormentorprogramlocator.net](http://www.tutormentorprogramlocator.net) and see how you can zoom into different sections of the Chicago region.

Http://www.tutormentorexchange.net  tutormentor2@earthlink.net
Visitors can now search a **Program Locator** Database at

http://www.tutormentorprogramlocator.net

to find information, based on searches of

a) type of program;
b) age group served;
c) time of day;
d) zip code
This helps volunteers, parents and donors find contact information for specific programs.

It helps donors, business leaders, media and policy makers understand:

a) where programs are needed;
b) level of service in any area;
c) voids in service availability.
The challenge now is

a) getting people to use this service regularly

b) getting programs to keep their data current

c) finding tech support and funding to continue to develop and operate the system
Visit T/MC web sites to see uses of maps in advocacy and collaboration.

http://www.tutormentorprogramlocator.net

www.tutormentorexchange.net

www.tutormentorconnection.org

http://mappingforjustice.blogspot.com

http://tutormentor.blogspot.com

Tutor/Mentor Institute, LLC
Merchandise Mart PO Box 3303, Chicago, IL 60654
Tutor/Mentor Connection
Tutor/Mentor Institute, LLC

Merchandise Mart PO Box 3303, Chicago, IL 60654