A brief Overview of Concept Mapping (November 2019)

Concept Mapping provides “a structured [brainstorming] process, focused on a topic of interest, involving input from multiple participants, that produces an interpretable [picture] of their ideas…and how these [ideas] are interrelated.”  (Trochim, 1989)

Our selection of this methodology was based on priorities of:

- Using a well researched structured/systematic methodology,
- Using a participatory, democratic process, to collect outcomes in the voices of participants
- To be sure all voices are heard, including partners, collaborators, faculty, students, community residents, etc
- Addressing and managing the complexity of R2G community projects, and
- Being multi-purpose – able to use it to understand the past, and plan for the future, and to both separately address each community’s challenges and successes, yet maintain a cohesive whole of one R2G New York

We are doing two Concept Mapping projects:

1. A Rust2Green Student Outcomes Project and
2. A Rust2Green Community Outcomes Project.

For each project there are three activities - you may be invited to one, two, or all three activities for one or both projects:

1. Activity 1 will be to brainstorm (online) all the student outcomes and all the community outcomes.
2. Activity 2 is scheduled for January 2020, and will be to sort the final list of outcomes into meaningful groups of outcomes and name them.
3. Activity 3 will be to rate each outcome on three different scales of importance and priority ratings—looking both evaluatively at the past, and with organized planning and stakeholder input forging into the future.

Final results will be compiled and analyzed in April and shared in May.

For more information - you may wish to see:

- [CM Methodology](#)
- [Concept Mapping Resource Guide](#)