National School Counseling Week as an Advocacy Opportunity

Webinar Presenter: Mindy Willard
Webinar Date: January 14, 2020

School Counseling and Transitions Coordinator
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Advocacy and Public Relations Director
publicrelations@wscaweb.org
What level do you work in?

Learning Outcomes

★ Identify high leverage program results to use for advocacy.

★ Demonstrate how students are different as a result of your counseling program to share with others.

★ Outline at least three ways to creatively advocate for your role and your program during National School Counseling Week.
It’s not about you!

It’s about the School Counseling Program!
National School Counseling Week 2019
“Scavenger Hunt”

How much do you know about the PCE Counseling Department and the School Counseling profession? Answer the questions and turn in the scavenger hunt to win a prize. Answers must be submitted by end of the day on Friday, February 7th.

1. Name the 4 pieces of the American School Counseling (ASCA) Association National Model.
   a. 
   b. 
   c. 
   d. 

2. What is the recommended ratio of school counselors to students? 1:_____

3. What percentage of school counselor’s time should be dedicated to delivering direct services to students _____% 

4. What is the username for the Counseling Twitter and Instagram account for Mrs. Webb
   Twitter: @_________________
   Instagram: @__________________

5. Name one way that having school counselors at our school impacts our students:

   ______________________________

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School Counseling Week
BINGO

<table>
<thead>
<tr>
<th>Hold a talking circle with your class.</th>
<th>Take a mindful minute during the school day by yourself. Recenter, recharge and get back to the important work refreshed. Need guidance? The this ones.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow @apexescounselor and @ASCANews on Twitter.</td>
<td>Plan and begin your time with students one day with a morning (or afternoon) meeting. Copy and use this template: If you’d like</td>
</tr>
<tr>
<td>Let’s start a Future Friday trend. Wear swag from the college you attended or your favorite university. (Bonus: Tweet a pic @apexescounselor #FutureFriday)</td>
<td>Make positive only phone calls to the parents of 2 students. Follow these steps:</td>
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The mission of Apex Elementary School comprehensive School Counseling Program is to provide intentional, evidence-based and data driven activities and interventions to ALL students. By participating in the AES comprehensive school counseling program, students will develop the essential mindsets and behaviors to lead to academic, behavioral and social-emotional success.

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THREE IN A ROW get you entered to win one of several AH-MAZING prizes.

- Personalized AES tumbler
- Recess or lunch coverage + a class storyline
- Three read-alouds to support SEL competencies
- $15 Gift card to Starbucks
- $50 donation toward your Donor’s Choose project
- Free Wednesday yoga session

Come take a peek in the counseling office anytime Friday! Drop off your Bingo Board and pick up a treat!
NSCW Week Long Celebration

Mindful Monday
- Raffle off mindfulness basket as a prize to one staff member (staff members come enter their name for the raffle in lounge)
- Mindfulness resources available in lounge

Trail to Success Tuesday
- Trail Mix for staff in lounge
- ASCA school counseling duties handout set up in lounge

Wild About Data
- Treats for staff in lounge
- Counseling Data on Display for Staff in Lounge

Time and Tortilla Thursday
- Tortilla Chips and Dip(s) for staff in lounge
- ASCA Use of Time schedule on display (so staff can see where our time is spent and time standards we are held to)

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How are students different as a result of your school counseling program? How do you know? Who do you tell?
Participation Data
(Process Data 3rd Ed.)

Who, What, When, Where?

- Number of students you’ve seen?
- Number of classes you’ve taught?
- Number of groups you’ve run?
Mindsets and Behaviors Data
(Perception Data, 3rd. Ed)

Change in Knowledge, Attitude or Skills

- Students report a decrease in anxiety
- Students know the steps to resolving a conflict
- Students learn coping skills
- Students can demonstrate being assertive
- Students can name three colleges of interest
- Students complete a resume
- Students report a belief that college is valuable

Marianne Matt
Madison, WI
mmatt@mmsd.org
Outcome Data - 
*Attendance, Discipline or Academic Achievement*

- Decrease in office referrals
- Decrease in tardies
- Increase in attendance
- Increase in GPA
- Increase in credit attainment
- Increase in Graduation rate
- Increase in Postsecondary retention

These are “high leverage” program results!!!
### Type of Data

<table>
<thead>
<tr>
<th>Participation Data</th>
<th>How Data are Collected</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Process Data)</td>
<td>Keep track of number of participants, number of sessions in a log</td>
<td>● Number of students attending an event.</td>
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<tr>
<td></td>
<td></td>
<td>● Number Junior Conferences provided</td>
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<td></td>
<td></td>
<td>● Number of lessons/small group meetings provided</td>
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<td></td>
<td></td>
<td>● Number of students who filled out a FAFSA</td>
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<tr>
<td></td>
<td></td>
<td>● Number of students who completed a college application</td>
</tr>
<tr>
<td>Mindsets and Behavior Data (Perception Data)</td>
<td>Data collected using surveys, pre/post tests, program evals, needs assessments or opinion surveys.</td>
<td>● Pre/Post tests given before/after junior conferences</td>
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<tr>
<td></td>
<td></td>
<td>● Pre/Post tests given before/after small group counseling or a lesson/seminar/activity</td>
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<td></td>
<td></td>
<td>● Assessing students attitudes, knowledge or skills</td>
</tr>
<tr>
<td>Outcome Data</td>
<td>Reports from the student information system are analyzed (grades, attendance, discipline reports, state testing results, postsecondary retention)</td>
<td>● Graduation rates from year to year</td>
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<tr>
<td></td>
<td></td>
<td>● Attendance data for identified students from one quarter to another</td>
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<td></td>
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<td>● GPA for identified students from before/after intervention</td>
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<td>● Dual Credit completions from year to year</td>
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### Poll Question

**D-A-T-A**

*(is not a 4 letter word)*

What type of data do you already collect on your school counseling program?

How might you expand your attitudes, knowledge or skills around data?
Poll - What type of data is this?

Advocacy!

The Role of the School Counselor

Tanya Kirschman
Highland Elementary
Billings, Montana
School Board Presentations

Pendergast School District School Board Presentation - 2015
- Counselor Introductions
- Role of the School Counselor
- ASCA National Model
- College and Career Programming

Franklin School District School Board Presentation - 2017
- ASCA National Model
- Program Goals and Results
- Academic and Career Planning K-12
- Social/Emotional Learning K-12

Role of the School Counselor Slides
WSCA Members Only
Career Days in Pendergast School District

- Careers on Wheels
  - K-4 students
- Career Days
  - K-8 students
- Guest Speakers
  - 5th-8th students
- College Visits
  - 7th and 8th grade field trips to ASU and UA College of Medicine

Comprehensive School Counseling Programs

<table>
<thead>
<tr>
<th>Academic Development</th>
<th>Social/Emotional Development</th>
<th>Career Development</th>
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<tbody>
<tr>
<td>Dual Credit Opportunities</td>
<td>Bullying/Harassment</td>
<td>Academic and Career Planning</td>
</tr>
<tr>
<td>Transcript Reviews</td>
<td>Grief and Loss</td>
<td>Career Awareness</td>
</tr>
<tr>
<td>Tutoring Referrals</td>
<td>Suicide Prevention</td>
<td>Resume Writing/Interviewing</td>
</tr>
<tr>
<td>Organization/Time Management</td>
<td>Trauma Informed Care</td>
<td>Financial Aid/FAFSA</td>
</tr>
<tr>
<td>Course Selection</td>
<td>Substance Abuse Prevention</td>
<td>Internships/Apprenticeships</td>
</tr>
<tr>
<td>Motivation</td>
<td>Self Regulation</td>
<td>College Visits</td>
</tr>
<tr>
<td>Test Anxiety</td>
<td>Conflict Management</td>
<td>College/Career Fairs</td>
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School Counseling Program Goals 2016-2017

High School Goal
By June 9, 2017 the percent of 9th grade students failing one or more classes will decrease from 8.5% to 5.5%.

Goal Explanation
In 2013-14, 17.9% of freshmen failed at least one class. 2014-15 reports indicated that 12.25% of ninth graders have failed at least one class and in the 2015-2016 school year that number improved to 8.5% of 9th grade students. Our goal is to reduce that number even more in the 2016-2017 school year to no more than 5.5%.

What type of data is this?

Intentional Guidance: Academic Interventions

Programs & Activities*
- Grades Check Lunch Workshops
- Academic-Focused Small Groups
- 8th Grade 7 Habits Summer Workshop
- School Counseling Intern Mentoring
- Study Skills Support
- Parent Contact & Meetings
- Progress Monitoring
- Lunch Tutoring

“One thing I learned during the group is to never give up and just keep trying no matter what”

*Additionally, ALL students received instruction on how to check their grades online
Recruitment & Support

WE PROUDLY BRING YOU
MN SCHOOL COUNSELORS OF COLOR AFFINITY GROUP
To develop the well being of school counselors of color in order to support all students!
FIRST MEET AND GREET JUNE 2019
Sign up for event updates:

Goals

• Create affinity and support for colleagues of color in school counseling
• Recruit and retain people of color in school counseling
• Collaborate on proactive ways to help white colleagues support school counselors and students of color

Derek Francis
Minneapolis, MN Derek.francis@mpls.412.mn.us

Armise Roberson MPS Intern (UW River Falls)
Derek Francis MPS Manager of Counseling Services

Meet and Greet MN Counselors of Color Internship and Interview Prep — March
MSCA Annual Conference Get Together — April
Ongoing counselor support and recruitment with local colleges
National School Counseling Week Video

Mean Girls Mathletes

NSCW Celebration Checklist

- Save the Dates (February 3-7, 2020)
- Review ASCA NSCW Toolkit
- Select ASCA Resources to share with stakeholders
- Food...food and maybe a few snacks!
- Photo Challenge #NSCW2020
- Social Media #NSCW 2020
- Share Programming
- Include Data (Outcome Data!)
- Present to Stakeholders (admin, teachers, parents, students school board)
- CELEBRATE!
Resources and References

- OPINION: The need for more black school counselors, and four ways to get better information about HBCUs
- Schools Need More Black Male Counselors
- The Crimson Counselor
- Counselor Up
- WSCA - National School Counseling Week Ideas
- Canva
- ASCA U Specialist Trainings

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@mindywillard17