



A S C A W E B I N A R S E R I E S



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION

Refining Your Advocacy Rhetoric

Webinar Presenter: Geoff Heckman
Webinar Date: March 22, 2018



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A S C A W E B I N A R S E R I E S

Learning outcomes:

After attending this webinar you should be able to:

- Identify ways to improve program advocacy
- Tailor advocacy to specific stakeholders
- Use data to support a comprehensive program



The GRIS Speech - Is it working?

- Guidance Curriculum
- Responsive Services
- Individual Planning
- System Support



GRIS speech results

- Glazed Eyes
- Push Back
- Lack of Interest



- Your speech
- Your audience
- Your motivation
- Your outcome



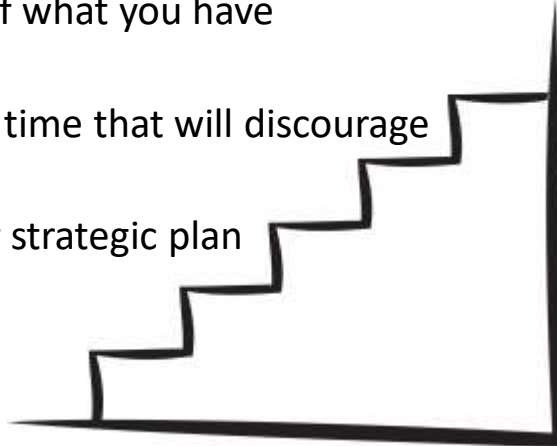
Refining Your Audience

- Connect with groups:
 - Administration Associations
 - Parent Association
 - Department of Education Directors
 - Advisory Councils



Refining Your Next Steps

- Collect evidence of what you have accomplished.
- Choose a meeting time that will discourage interruptions.
- Have & know your strategic plan



PLATTE COUNTY HIGH SCHOOL COUNSELING CENTER

Accomplishments - 15-16

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ENROLLMENT NIGHT



Appointment Scheduler

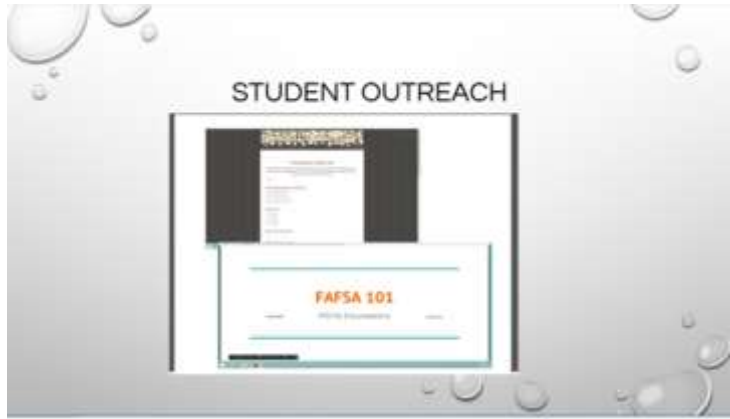
ENROLLMENT NIGHTS

Enrollment Questions w/ Staff

The image shows a central graphic with a light gray background and water droplet effects. At the top, the text "ENROLLMENT NIGHT" is centered. Below it, there is a collage of three items: a corkboard with a white card titled "Appointment Scheduler", a purple and blue flyer titled "ENROLLMENT NIGHTS", and a pink sign that says "Enrollment Questions w/ Staff".

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STUDENT OUTREACH



STUDENT OUTREACH

FAFSA 101

The image shows a central graphic with a light gray background and water droplet effects. At the top, the text "STUDENT OUTREACH" is centered. Below it, there is a collage of two items: a document titled "FAFSA 101" and another document with a header that appears to say "Financial Aid".


ASCA WEBINAR SERIES


GRADUATE ANALYSIS




ASCA WEBINAR SERIES

STRATEGIC PLANNING





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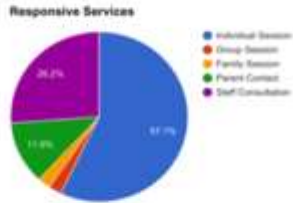
A S C A W E B I N A R S E R I E S

PCHS School Counselors

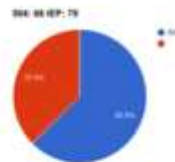
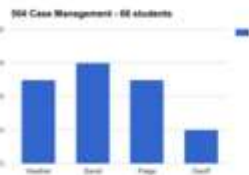
2016-2017 Accomplishments



Responsive Services



504 Case Management



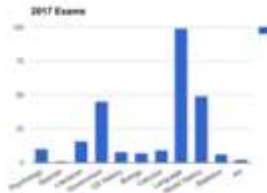
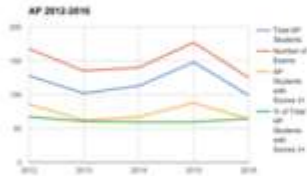


ACT Scores

ACT Scores						
	2016	2017	2018	2019	2016	2018
Number of Graduates	207	235	226	234	221	248
Percent of Graduates Taking the ACT	70.5	71.5	78.8	75.6	73.3	78.0
Composite ACT Score	22.5	21.8	22.0	22.4	22.8	21.7



AP Exams - 172 students/ 252 exams





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A S C A W E B I N A R S E R I E S

2016-2017 Improvements

- Strategic Plan
- Program Manual
- Counselor Evaluation
- SC - SSW Collaboration



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A S C A W E B I N A R S E R I E S

2017-2018 Improvements

Resource Manual	Counseling Newsletter
Small Group expansion	Advisory Council & Enrollment/Transition
Curriculum development and alignment	Caseload & Responsibility Division
PPOS & POS	SOS
Work Calendar & office coverage	IIR
Strategic Plan development	



Refining Your Audience

Connect with groups:

- Administration
- Parent Association
- Department of Education Directors
- Advisory Council



Administration Connections

- Discipline referrals
- Attendance issues
- Academic performance
- Building climate



Parent Connections



- PTA Resolutions
- Bullying & Suicide Prevention
- Building character
- Career Readiness



DoE Director Connections



- You're biggest supporters!
- Professional Development
- CTE support
- Program Evaluation and Development



Advisory Council Connections

- Community & business integration
- Program goal development
- Program growth & expansion
- Advocacy subsidiaries



Refining Your DATA

- Google Forms
- Counselor Check-In
- Time-Task Analysis
- Needs Assessment





Refining Advocacy Through Your Program

- Aligning with ASCA model or state model
- ASCA RAMP standards or state recognition standards
- Needs Assessments
- ASCA Competencies
- SMART Goals
- Annual Agreement
- Internal Improvement Review



Refining Your Rhetoric

- Make a plan
 - Practice with colleagues
 - What is your why?
- I can't do this, it's against my code of ethics Vs. I can't do this, its against my code of ethics because...
- Focus on your program goals
 - Align your work with their agenda





Refining Fear



- Everyone is open to improvement
- Offer to work as a team
- If the wall won't move, start on the footings



Refining Your Voice

- What is your voice in advocating?
- Do you know when to start?
- Do you know when to stop?





Refining Your Results

- Support for common goals
- Data to show program effectiveness
- Benefits for students
- Reduce non-guidance responsibilities



Questions?

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