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
PCHS School Counselors

2016-2017 Accomplishments

Overall Number of Contacts
Responsive Services

504 Case Management
ACT Scores

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<tbody>
<tr>
<td>Number of Graduates</td>
<td>207</td>
<td>235</td>
<td>226</td>
<td>224</td>
<td>221</td>
<td>248</td>
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<td>Percent of Graduates Taking the ACT</td>
<td>70.5</td>
<td>71.5</td>
<td>78.8</td>
<td>75.5</td>
<td>73.3</td>
<td>74.0</td>
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<tr>
<td>Composite ACT Score</td>
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<td>21.9</td>
<td>22.0</td>
<td>22.4</td>
<td>22.8</td>
<td>21.7</td>
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AP Exams - 172 students/ 252 exams
2016-2017 Improvements
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Strategic Plan
Program Manual
Counselor Evaluation
SC - SSW Collaboration

2017-2018 Improvements
---
Resource Manual
Small Group expansion
Curriculum development and alignment
PPOS & PPS
Work Calendar & office coverage
Strategic Plan development

Counseling Newsletter
Advisory Council & Enrollment/Transition
Caseload & Responsibility Division
SOS
IIR
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 Agreements
- 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, it’s 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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