



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



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The School Counselor's Role in Community Engagement

Webinar Presenter: Kirsten Perry
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Learning Outcomes

After attending this webinar you should be able to:

- Explain the school counselors' role in developing community engagement opportunities for students and families.
- Identify ways to utilize community partners to strengthen your school counseling programs.
- Explain how school counselors help school communities, students, staff and families connect to internal and external resources or supports.



What is Community Engagement?

Community engagement happens when educators, families and communities partner to promote social-emotional learning, academic success and college-career preparation for all students.

Community engagement happens when educators, families and communities work together on a shared goal highlighting engagement, trust and collaboration.



Community Engagement



ASCA Model Themes

- Leadership
- Advocacy
- Collaboration
- Systemic Change



School Counselors as Leaders

- ✧ *Leadership is a process whereby an individual influences a group of individuals to achieve a common goal.*
- ✧ *School counselors work to build linkages with important stakeholders (e.g. parents, administrators, teachers, community organizations and community leaders).*



Leadership & Intentional Planning

- Create a mission/vision
- Review school data to identify needs
- Develop SMART goals in alignment with school leadership goals
- Develop an implementation plan
- Develop an annual agreement with administration



Lawndale Community Academy: School Counseling Goals SY17-18

- **Goal #1** Increase Student Attendance from 93.9 to 95% by the End of the School Year
- **Goal #2** Increase student safety from Very Weak to Neutral on the 5 Essentials Report by the End of the School Year
- **Goal #3** Increase Parental Engagement from Weak to Neutral on the 5Essentials Report by the End of the School Year
- **Goal #4** Increase Students On-Track In Middle School from 39.2% to 45% by the End of the School Year



School Counselors as Collaborators

School counselors work with stakeholders both inside and outside of the school as part of a comprehensive school counseling program.

School counselors can access a vast array of support for student development that cannot be achieved by an individual, or the school, alone.



Community Partnerships

Get to know the community in which you serve and identify potential community partnerships that support your schools mission/vision/goals.

- Social-emotional supports
- Career-development supports
- Academic supports



Community Partnerships 5-8





Community Partnerships: K-4



Community Partnerships: PK





Internal/External Resources

- Develop internal resources
 - What supports can be provided inside of the school?
- Develop relationships with external resources
 - What resources are available for students/families outside of the school?



Community Resources





Community Resources



Parent Engagement

- Create opportunities for parents to gain knowledge of school goals and student outcomes
- Create opportunities for parents to engage with their child's education and school positively
- Create opportunities for parents to develop awareness of community resources



Parent Engagement



Parent Engagement





Parent Engagement



Fundraising

- Identify businesses/community partners with a common interest or shared goal that may be willing to invest
- Create internal and external fundraisers to support program goals
- Utilize tools like Donor's Choose or GoFundMe to support program goals



Fundraising



Fundraising





Fundraising



School Teams

- Build effective teams within the school to support students academic, personal-social and college-career needs.
- Develop working relationships with community members to tap into resources that might not be available at the school
- Build a sense of community between the school and the larger community



Staff-Community Collaboration



Staff-Student Collaboration





School Counselors as Advocates

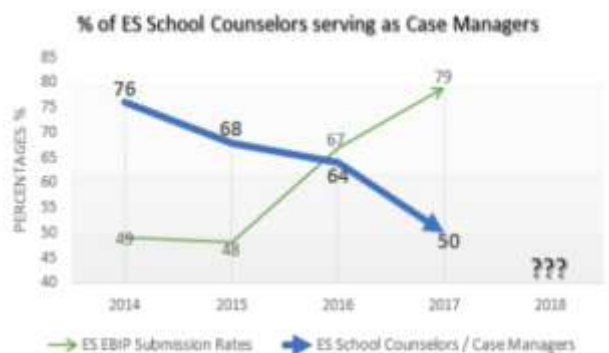
School counselors, staff, parents and community members collaborate to address a problem and devise an advocacy plan so that all students can be successful regardless of their circumstance.

School counselors advocate for equity & access in education at the school, district, state and federal level.



Change in Chicago Public Schools

This graph shows the significant changes happening in elementary school counseling throughout the Chicago Public School district.





School Counselors & Systemic Change

Systemic change occurs when inequitable policies, procedures and attitudes are changed promoting equity and access to educational opportunities for all students.

Systemic barriers can be school-based, district-based, or at the state or federal level. Change happens through the sustained involvement of all critical players.

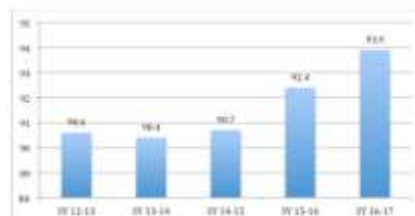


School Counselors & Systemic Change

School counselors implement data-driven school counseling plans that aim to impact student achievement.

School counselors connect students with resources to ensure success.

School-Wide Attendance Outcome Data





Systemic Change at Lawndale Community Academy

Student Discipline Outcome Results Data:



My Voice My School Survey Outcome Data:



Questions???

