

# **SCHOOL COUNSELOR ADVOCACY**

**You are great advocates for your students; how about  
for yourself and your position?**

**Colorado School Counselor Grant**

**Tuesday, October 17. 2018 9:20 – 9:50**

**Dr. Joyce V. Brown**

**“Chaos Happens: Seize the Moment to Lead and  
ADVOCATE The Important Role and Function of School  
Counselors**



# Tell Your Story

# **Advocating For Students AND Advocating For Ourselves**

**This is a conversation about the important role of counselor leadership  
that results in SCHOOL COUNSELOR ADVOCACY.**

# **School Counselors Are BUSY.....**



# Which Is Most Important?

Leadership

Advocacy

Collaboration

Systemic  
Change

We Are The Helping  
Profession

BUT

We Must Also Help  
Ourselves

# What We Know

Nationwide, public school counselors are **overworked and under-resourced**. The impact-or lack thereof-that school counselors have on students is easiest to understand in the high school context, where students face an increasingly dizzying array of choices about what comes next after high school.

**MORE  
SECURITY  
GUARDS  
THAN  
SCHOOL  
COUNSELORS**

# Do Others Know What We Are Able To Do?

The average student-to-school-counselor ratio is 482-to-1-nearly double the 250-to-1 ratio recommended by the American School Counselor Association.

Why don't others know who school counselors are and what they are able to do?

## **HOW DID WE GET HERE?**

Paradigm shift in the profession of school counseling

Knowledge gap with administrators of the role of a school counselor and how to effectively utilize to impact student achievement

Lack of evaluation data to provide targeted supports



# 100 Years

## Role Confusion

Who Do You Say You Are?

- Counselor
- School Counselor
- College Counselor
- Career Counselor
- Generalist
- Mental Health

# This Is Our Story

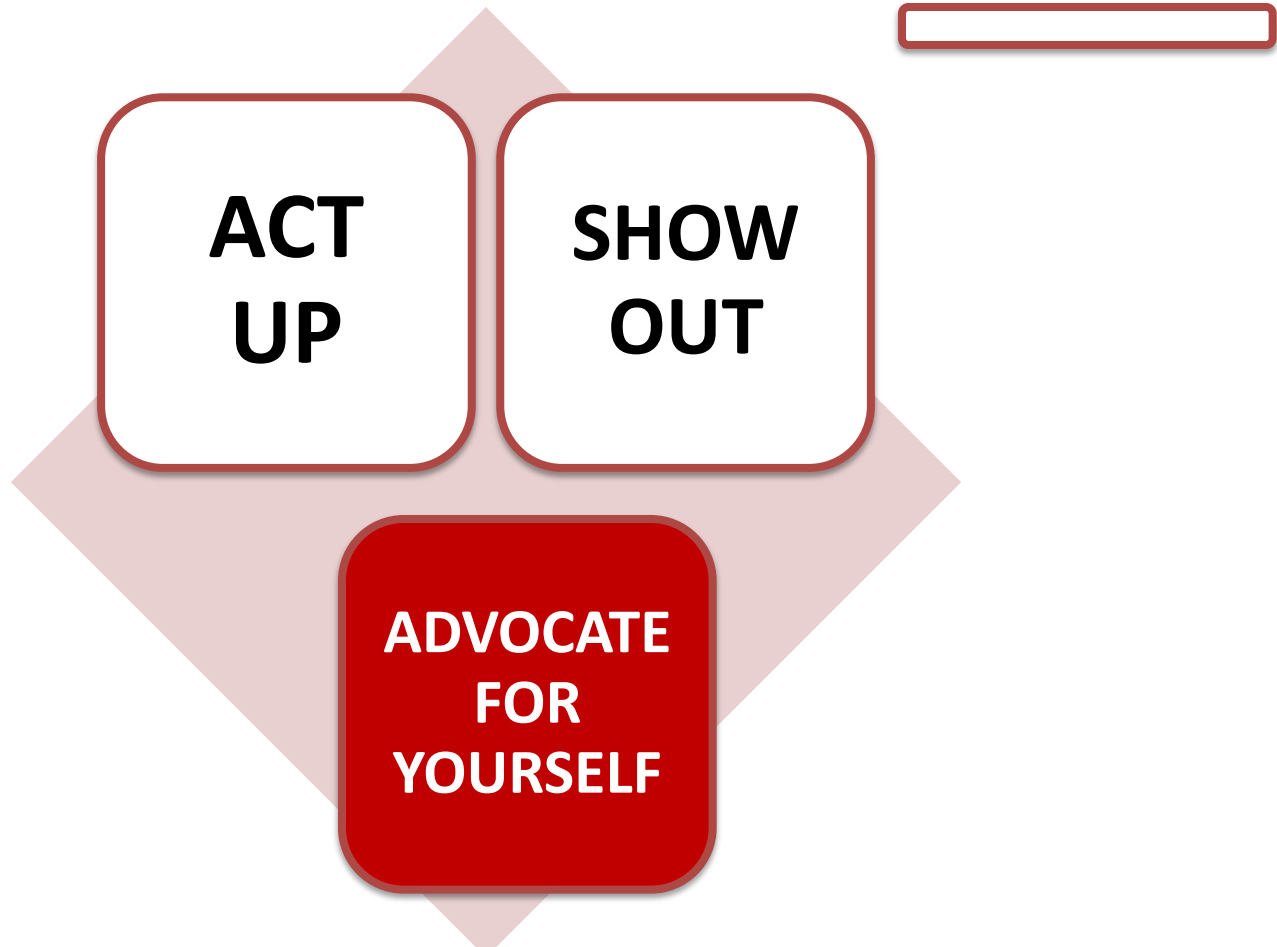
There are a lot of people **working on College and Career Readiness** in Schools and **THE SCHOOL COUNSELOR** is often on the PERIPHERY.

**School Counselors  
Too!**

The demands of twenty-first century education dictate a **new role for school counselors.**

Schools need professional school counselors who are adept at **creating systems** for change and **at building relationships** within the school community.

# IF YOU BELIEVE.....



**BELIEFS DRIVE BEHAVIORS**

# ACT UP!

## DEFINITION

Behave in a way that is not normal in order to UNLEASH Power.

**UNLEASH THE POWER OF  
SCHOOL COUNSELING**

## REFLECTION:

When have you acted up?

# SHOW OUT

## DEFINITION

1. Be Visible.
2. Do something to get attention.

## Reflection

When is the last time you **showed out** as a school counselor.

Sticky Tab

# REFLECTION

## ACT UP SHOW OUT COUNSELING



# Redefining The Role and Function Of School Counselors

## **LEADERSHIP**

No one should work  
in your building with  
kids assigned to  
your caseload  
**without you!**

**ACT UP/SHOW OUT**  
Workforce & College  
Counseling

**School  
Counselor  
ADVOCACY**

# ADVOCACY

Lets Be Clear About Speaking Up For Ourselves

## **Advocate**

A person who publicly supports or recommends a particular cause or policy  
(Equitable Student Outcomes)

## **Advocate**

One who pleads or defends the cause of another.  
I am a school counselor advocate.



# ADVOCACY IS A NOUN

A noun is the name of a person place or thing.

## DEFINITION

1. Speaking on behalf of a cause or thing.
2. Our thing is the profession of school counseling

- Plead For Ourselves
- Do Not Take NO FOR AN ANSWER!
- FIGHT FOR DOING WORK THAT MATTERS



College and Career Readiness  
NOT  
Other Duties As Assigned  
Lead With Data and A School  
Counselor Calendar

# Self-Advocacy Agenda



Highlighting  
Our Past

Embracing and  
Celebrating  
Opportunities

Defining Our  
Future

60s

70s

80s

90s

2000+

# Why Self Advocacy Is Important

- School Counseling Does Not Look The Same
- More Security Guards Than SC
- Bad Counselor Stories

We Advocate For Others,  
But Struggle To Tell Our  
Story

# Vision

100 Years

1. Change The Conversation
2. Shift Behavior
3. Fight For Prominence
4. Highlight The Good Work Of School Counselor

**We Work To Position Students For  
Postsecondary Success**

**Academic /Personal Social/Career**

# Public Perceptions – Barriers To School Counselor Leadership

**Large  
Caseloads**

**High  
Poverty**

**Dealing With  
Mental Health  
Issues**

**Lack Of  
Principal  
Support**

**Not  
Enough  
Hours In  
The Day**

**Budget  
Cuts**

**Horrific Events  
Happening To  
Students**

# Implications

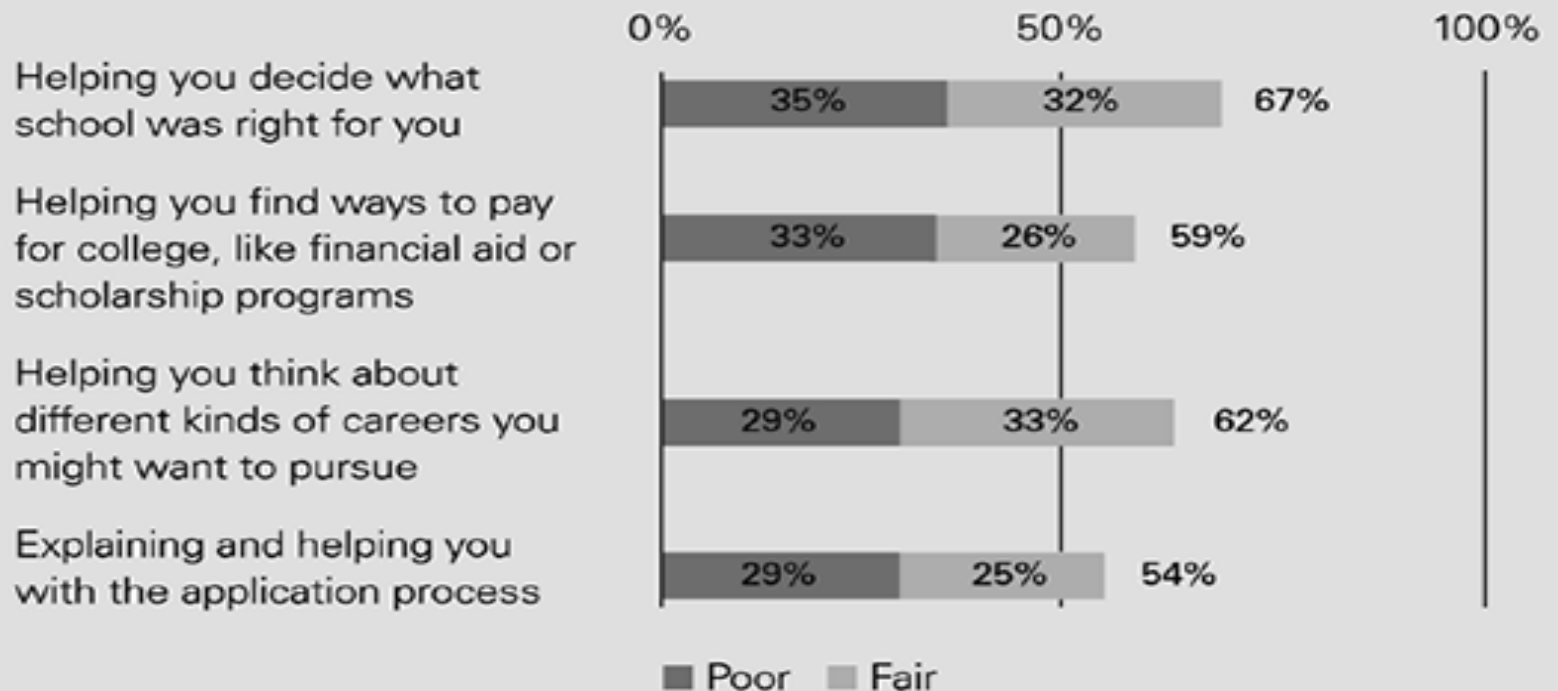
## We Must Address This Perception

Act Up  
Show  
Out

K - 12

How would you rate your high school counselors  
in the following areas?

*Percentage of Students Giving This Response*



*This question was asked of young adults ages 22–30 who had some postsecondary experience.*

# Tell It – School Counselor Advocacy Tools

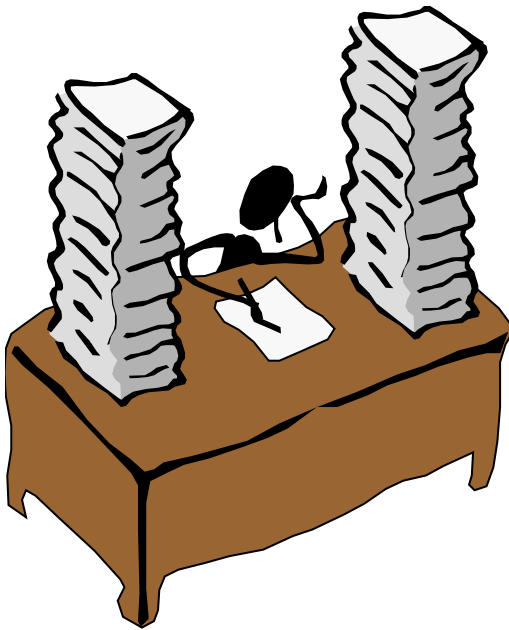
- Tweet
- Text
- Face Book
- U Tube
- Newsletter
- Flyer
- Website



**ADVOCACY  
FOR US!**

# Where do you begin?

Everyone is really busy....



Don't Forget To Tell Your Story

Communicate How  
You DO WORK THAT  
MATTERS!

1. High school graduation rates.
2. College going rates
3. Retention rates and build a culture that supports postsecondary completion.



# **Fight To Monitor This Data**

**Course Pass/Failure Rate**

**Retention Rates**

**Attendance Rates**

**Suspension/Discipline  
Rates**

**Special Ed Placement**

**College Enrollment**

**Standardized Test Scores**

**PSAT Participation**

**FAFSA Completion**

**Graduation Rates**

**Scholarships Awarded**

**Freshman Pass/Fail Rates**

**Drop Out Rates**

**Learning Plans**

**Extracurricular Involvement**

**Parent Involvement**

**Course Taking Patterns**

**AP Enrollment**

**On Track Graduation Rates**

**College and Career Readiness Indicators  
Counselors Track These Metrics!**

# ADVOCATE FOR:



# Counselor Advocacy Tools



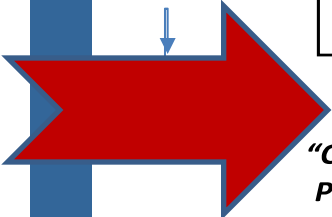
## Prominence and Presence

Yearly Calendar  
Weekly Calendar  
Brochures  
Mission Statement  
Counseling Team Pic With  
Degrees (MS)  
Face Cards  
Business Cards  
Parent Advisory Council  
Business Advisory Council

Check In

How Many Do You  
Have

# SCHOOL COUNSELOR FACE CARD

The New Wendell Phillips Academy								
Southside School of Choice								
Academics	Personal/Social							
	<p>Hello Wildcats, My name is Dr. Green. I am the senior class coordinator as well as the counselor for the following SLC's/ Homerooms:</p> <table><tr><td>Sophomores</td><td>371,372</td></tr><tr><td>Juniors</td><td>202,205,271</td></tr><tr><td>Seniors</td><td>102, 106</td></tr></table>	Sophomores	371,372	Juniors	202,205,271	Seniors	102, 106	
Sophomores	371,372							
Juniors	202,205,271							
Seniors	102, 106							
	<p>My office is located in the counseling suite (RM 108 ). I am also available via email or phone at :</p> <p>773-535-1614 / <a href="mailto:vabeasley-green@cps.edu">vabeasley-green@cps.edu</a></p> <p>Remember, students may come to the counseling office during lunch periods or with a pass from your teacher. Before and after school times are by appointment only. "NO QUESTION IS TOO BIG OR TOO SMALL."</p>							
College	Career							

# NATIONAL ADVOCATE

MICHELLE OBAMA



Our BIG TABLE MOMENT

**GREAT LEADERS DON'T  
SET OUT TO BE A  
LEADER...THEY SET OUT  
TO MAKE A DIFFERENCE.  
ITS NEVER ABOUT THE  
ROLE-ALWAYS ABOUT  
THE GOAL.**

**All Students College and Career Ready**