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

National School Counseling Week as an Advocacy Opportunity

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

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MADISON METROPOLITAN SCHOOL DISTRICT
Madison, Wisconsin

School Counseling and Transitions Coordinator
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Advocacy and Public Relations Director
publicrelations@wscaweb.org

AMERICAN SCHOOL COUNSELOR ASSOCIATION

ASCA WEBINAR SERIES

What level do you work in?

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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.

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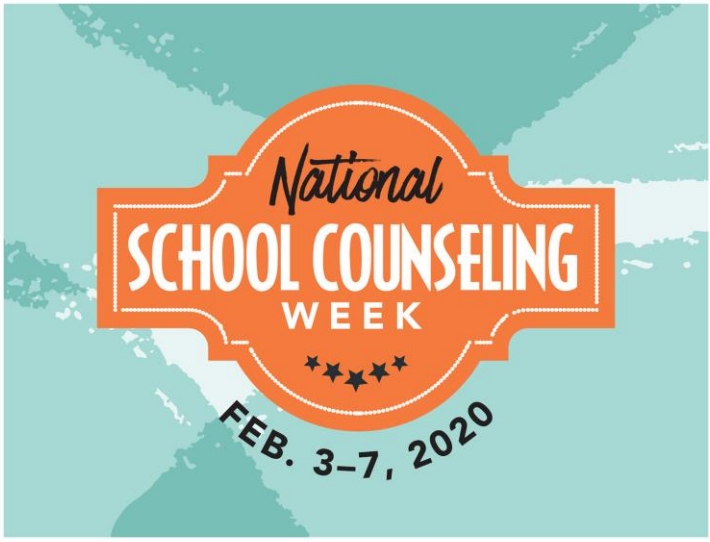

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BLM
BLACK LIVES MATTER AT SCHOOLS

February 3-7, 2020

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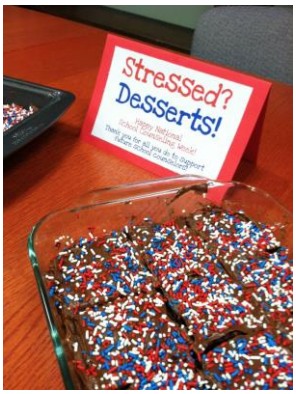

#NSCW2019

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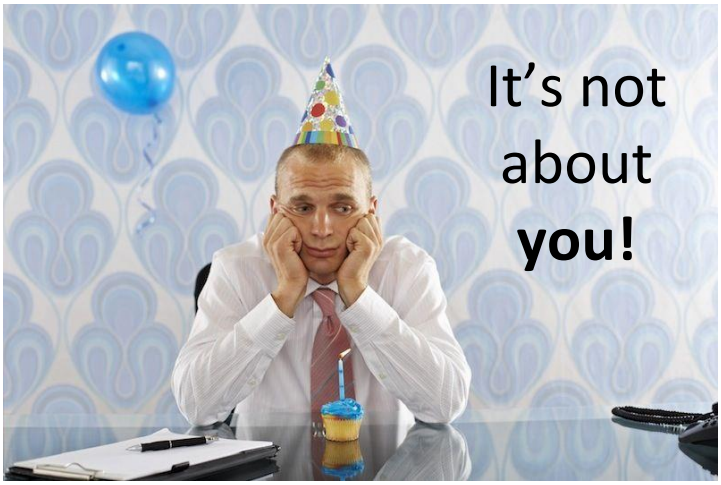
~~National School Counselor Week~~



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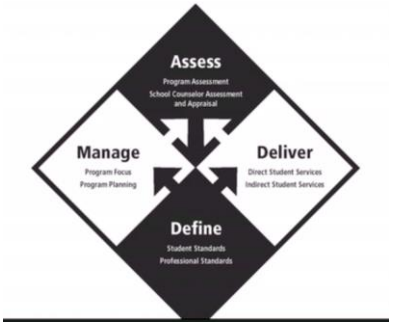
It's about the School Counseling Program!



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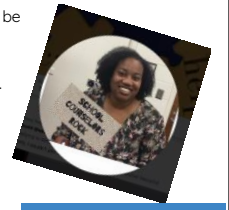
National School Counseling Week 2019
"Scavenger Hunt"

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: _____

Nicohl Shelton Webb
@counselorPCE

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

Hold a talking circle with your class.	Take a mindful minute during the school day by yourself. Recenter, recharge and get back to the important work refreshed. Need guidance? Try this one.	Plan and begin your time with students one day with a morning (or afternoon) meeting! Copy and use this template if you'd like.
Follow @apexescounselor and @ASCAtweets on Twitter.	Think of 1-3 children who you think desire a closer relationship with you; **Invite them to have lunch with you**. Play a game or just chat.	Make positive-**only** phone calls to the parents of 2 students. Follow these steps.
Let's start a **Future Friday** trend. Wear swag from the college you attended or your fave university. (Bonus: Tweet a pic @apexescounselor #FutureFriday)	Choose one specific SEL competency. Explicitly teach it to your students.	Come take a peek in the counseling office anytime Friday! Drop off your Bingo Board and pick up a treat!

Created by Caroline Cockman

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.

THREE IN A ROW gets you entered to win one of several AH-MAZING prizes:

- **Personalized AES tumbler**
- **Recess or Lunch coverage + a class storytime**
- **Three read-alouds to support SEL competencies**
- **$15 Gift card to Starbucks**
- **$50 donation toward your Donor's Choose project**
- **Free Wednesday yoga session**
- **Calm Down Kit** - all the things you need to make a calm down corner in your class

GET ALL NINE and be entered in the drawing **TWICE!**

Tweet as you play! @apexescounselor
@apexescougars #schoolcounselor

Rebecca Atkins
@counselorup

Counselor Up

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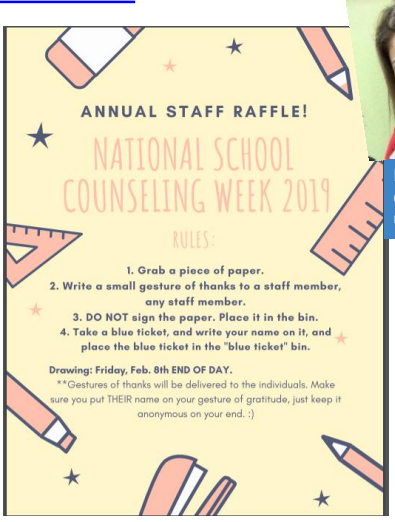
NSCW Week Long Celebration



Radmila Knezevic
Oak Creek, WI
r.knezevic@ocfsd.org

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NSCW Week Long Celebration

Radmila Knezevic
Oak Creek, WI
r.knezevic@ocfsd.org

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)

Type Your Response

How are students different as a result of your school counseling program? How do you know? Who do you tell?

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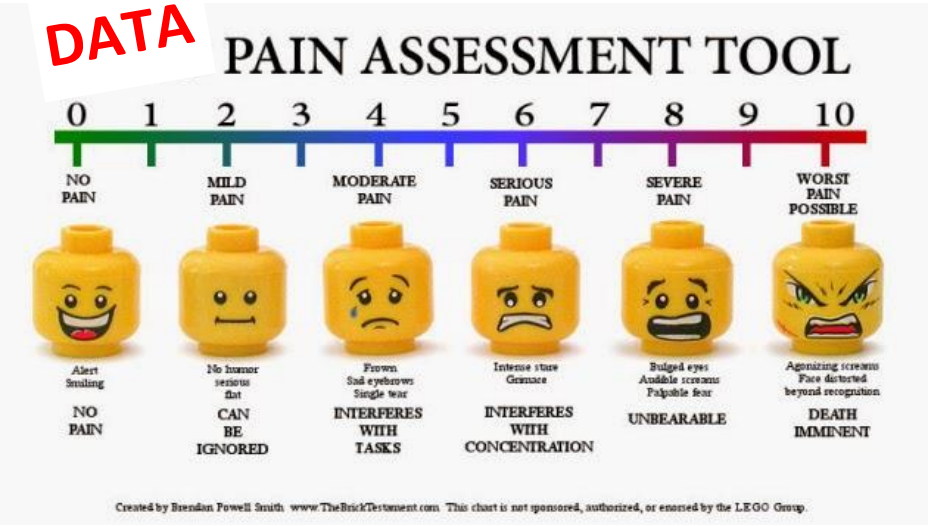
Poll Question



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?

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October 2016

Individual Counseling Sessions
66 Total Sessions

Conflict Resolution (29.23%) Anger (1.54%) Family Issues (10.77%) Grief and Loss (7.69%) Self-Esteem, Anxiety, D.. (33.85%) Academic (15.38%) Other (1.54%)

Small Group Counseling Sessions
17 Total Sessions

Conflict Resolution (5.88%) Lunch Bunch (41.18%) Middle School (52.94%)

24 Parent Meetings

23 Parent Calls

42 Parent E-mails

26 Classroom Lessons

1 Family Session

Laura G. Smestad

The School Counselor Life Blog

School Counseling by Numbers

708
Students who received school counseling prevention services every three weeks during 14-15.

28
Classrooms that received counseling lessons every three weeks.

304
Students were seen individually or in small groups.

193
Females received Responsive Services by the School Counselor

111
Males received Responsive Services by the School Counselor

225
Classroom lessons were provided to students during the 14-15 school year.

10,125
Minutes were spent in classrooms with K-8 students

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

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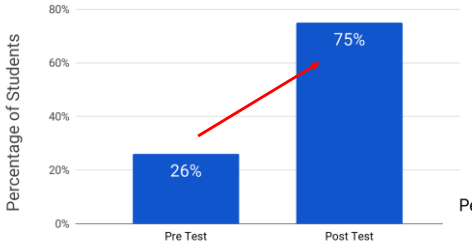
Students reporting "much knowledge" of Financial Aid



Marianne Matt

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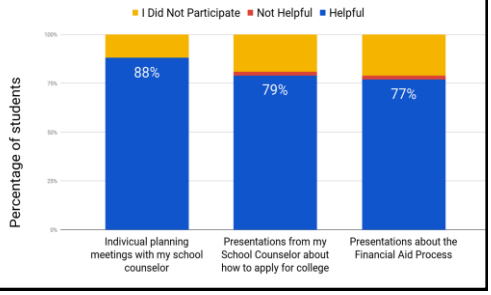
Perceived Helpfulness of Postsecondary Programming



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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

This is RAMP Ready Data!

These are "high leverage" program results!!!

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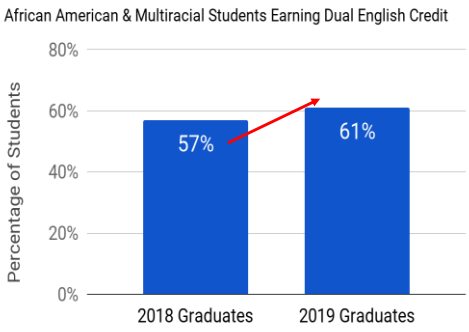
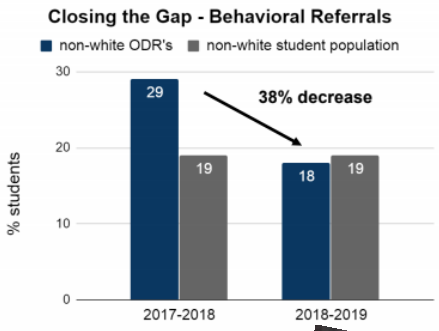
National SCHOOL COUNSELING WEEK FEB. 3-7, 2020

BLM BLACK LIVES MATTER AT SCHOOLS





Kelly Curtis

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

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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?

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Tanya Kirschman
Highland Elementary
Billings, Montana

Poll - What type of data is this?

What do School Counselors do? They provide CHIPS!

Classroom lessons focused on social/emotional development, academic achievement and career awareness

Help in identifying and addressing student issues, needs and struggles

Individual and group counseling to teach specific coping skills and strategies

Partner with stakeholders to collect data and adjust programming

Support and refer struggling families to community resources

HAPPY NATIONAL SCHOOL COUNSELING WEEK

Please take a bag of chips as my thank you for your support of our school's counseling program! Here's an example of what you've helped to accomplish at Highland*:

217 classroom lessons
69 small group counseling sessions

34 students receiving regularly-scheduled individual counseling
118 student referrals by self, teacher, parent, principal

* 2016-2017 school year data

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Advocacy!

The Role of the School Counselor

What do School Counselors do? They provide SODAS!

HAPPY National School Counseling Week

Strategies and coping skills instruction for students through individual and group counseling

Open doors for collaboration with teachers/families/administrators/community to enhance student success

Data analysis to identify student issues and needs, as well as evaluating program effectiveness

Academic, social/emotional and career awareness skills taught through classroom lessons

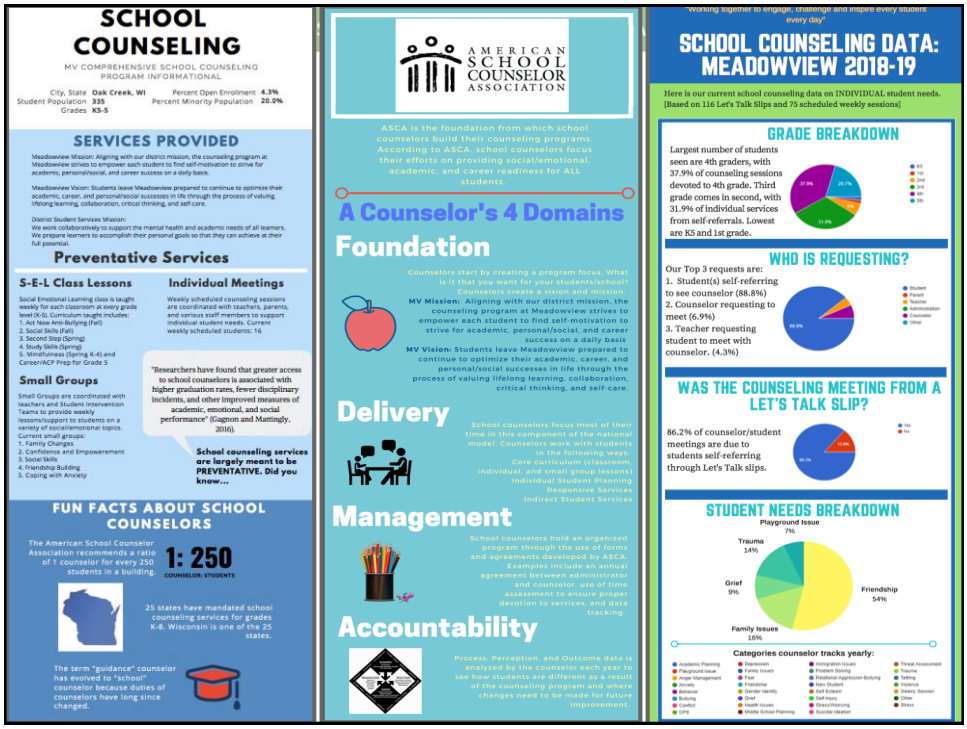
Support and referrals for families to community resources

Please take a can of soda as my thank you for your support of our school's counseling program! Here's an example of what you've helped to accomplish at Highland*:

240 classroom lessons
69 small group counseling sessions

21 students receiving regularly-scheduled individual counseling
117 students referred by self, teacher, parent, principal

* 2017-2018 school year data


SCHOOL COUNSELING
MV COMPREHENSIVE SCHOOL COUNSELING PROGRAM INFORMATIONAL
SERVICES PROVIDED
Preventative Services
S-E-L Class Lessons
Individual Meetings
Small Groups
"Researchers have found that greater access to school counselors is associated with higher graduation rates, fewer disciplinary incidents, and other improved measures of academic, emotional, and social performance" (Gagnon and Mattingly, 2016).
School counseling services are largely meant to be PREVENTATIVE. Did you know...
FUN FACTS ABOUT SCHOOL COUNSELORS
1: 250
25 states have mandated school counseling services for grades K-8. Wisconsin is one of the 25 states.
The term "guidance" counselor has evolved to "school" counselor because duties of counselors have long since changed.
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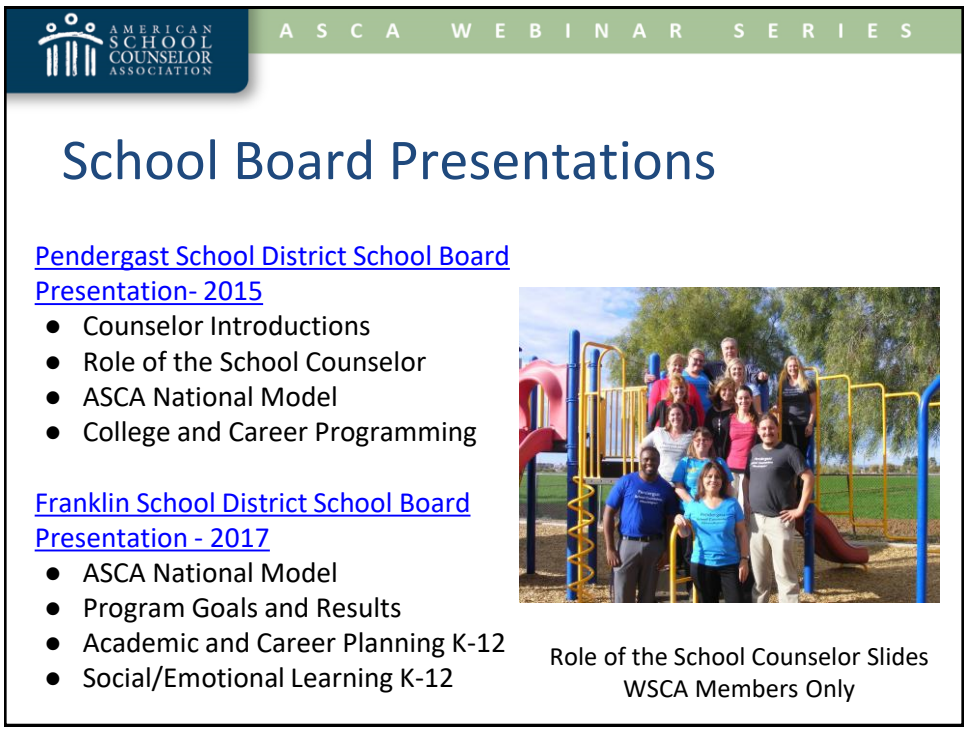
ASCA is the foundation from which school counselors build their counseling programs. According to ASCA, school counselors focus their efforts on providing social/emotional, academic, and career readiness for ALL students.
A Counselor's 4 Domains
Foundation
Delivery
Management
Accountability
SCHOOL COUNSELING DATA: MEADOWVIEW 2018-19
Here is our current school counseling data on INDIVIDUAL student needs. [Based on 116 Let's Talk Slips and 75 scheduled weekly sessions]
GRADE BREAKDOWN
Largest number of students seen are 4th graders, with 37.9% of counseling sessions devoted to 4th grade. Third grade comes in second, with 31.9% of individual services from self-referrals. Lowest are K5 and 1st grade.
WHO IS REQUESTING?
Our Top 3 requests are:
1. Student(s) self-referring to see counselor (88.8%)
2. Counselor requesting to meet (6.9%)
3. Teacher requesting student to meet with counselor. (4.3%)
WAS THE COUNSELING MEETING FROM A LET'S TALK SLIP?
86.2% of counselor/student meetings are due to students self-referring through Let's Talk slips.
STUDENT NEEDS BREAKDOWN
Playground Issue 7%
Trauma 14%
Grief 9%
Friendship 54%
Family Issues 16%
Categories counselor tracks yearly: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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

ASCA WEBINAR SERIES

Comprehensive School Counseling Programs

Academic Development	Social/Emotional Development	Career Development
Dual Credit Opportunities	Bullying/Harassment	Academic and Career Planning
Transcript Reviews	Grief and Loss	Career Awareness
Tutoring Referrals	Suicide Prevention	Resume Writing/Interviewing
Organization/Time Management	Trauma Informed Care	Financial Aid/FAFSA
Course Selection	Substance Abuse Prevention	Internships/Apprenticeships
Motivation	Self Regulation	College Visits
Test Anxiety	Conflict Management	College/Career Fairs

30

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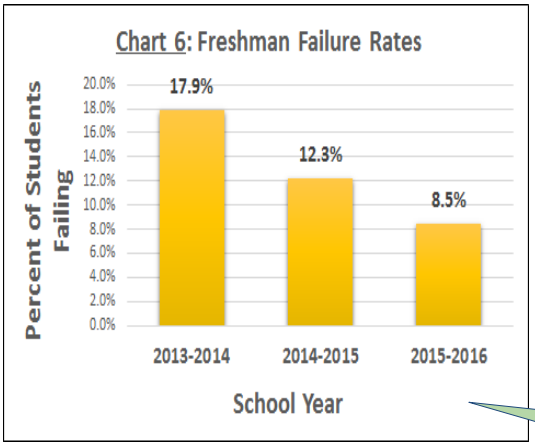
School Counseling Program Goals 2016-2017



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?

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Danielle Duarte
@DanielleRDuarte

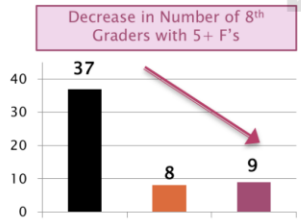
The Crimson Counselor

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

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

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



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Recruitment & Support

National SCHOOL COUNSELING WEEK FEB. 3–7, 2020

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: http://bit.ly/SCOCAffinity

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

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

Derek Francis

Minneapoli, MN

Derek.francis@mpls.k12.mn.us.

Arnise 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 FEB. 3–7, 2020

National School Counseling Week Video

[Mean Girls Mathletes]

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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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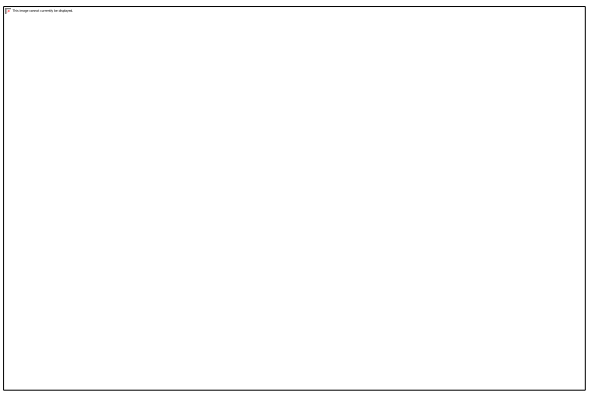

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