National School Counseling Week as an Advocacy Opportunity

Mindy Willard
February 20, 2020
Tell Me About Yourself
Which level do you work in?

Elementary
Middle
High
Multilevel
Grad Student
Higher Ed
District Leadership
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.
February 3-7, 2020
National School Counselor Week

It’s not about you!
It’s about the School Counseling Program!
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: _____

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:
   ________________________________
School Counseling Week
Bingo

1. Hold a talking circle with your class.
2. 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.
3. Plan and begin your time with students one day with a morning (or afternoon) meeting! Copy and use this template if you’d like.
4. Follow @apexescounselor and @ASCAtweets on Twitter.
5. 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.
6. Make positive-only phone calls to the parents of 2 students. Follow these steps.
7. Let’s start a Future Friday trend. Wear swag from the college you attended or your future university. (Bonus: Tweet a pic @apexescounselor #FutureFriday)
8. Choose one specific SEL competency. Explicitly teach it to your students.
9. Come take a peek in the counseling office anytime Friday! Drop off your Bingo Board and pick up a treat!

The mission of Apex Elementary School’s 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
NSCW Week Long Celebration

Let's Celebrate National School Counseling Week!

School Counselors work with a “HOLE” bunch of amazing people every day! THANKS for being those AMAZING people in my life! I’m proud to get to work with you all! Thanks for letting me join the team!

Now let’s continue to have a “HOLE” LOTTA FUN!

DONUT worry, Be Happy!!

ANNUAL STAFF RAFFLE!
NATIONAL SCHOOL COUNSELING WEEK 2019

RULES:
1. Grab a piece of paper.
2. Write a small gesture of thanks to a staff member, any staff member.
3. DO NOT sign the paper. Place it in the bin.
4. Take a blue ticket, and write your name on it, and place the blue ticket in the “blue ticket” bin.

Drawing: Friday, Feb. 8th END OF DAY.

** Gestures of thanks will be delivered to the individuals. Make sure you put THEIR name on your gesture of gratitude, just keep it anonymous on your end. :)

Radmila Knezevic
Oak Creek, WI
r.knezevic@ocfsd.org
NSCW Week Long Celebration

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

PAIN ASSESSMENT TOOL

0 1 2 3 4 5 6 7 8 9 10

NO PAIN
MILD PAIN
MODERATE PAIN
SERIOUS PAIN
SEVERE PAIN
WORST PAIN POSSIBLE

Alert Smiling
No humor serious flat
Frowning Sad eyebrows Single tear
Intense stare Grimace
Bulged eyes Audible screams Palpable fear
Agonizing screams Face distorted beyond recognition

NO PAIN CAN BE IGNORED INTERFERES WITH TASKS INTERFERES WITH CONCENTRATION UNBEARABLE DEATH IMMINENT

Created by Brendan Powell Smith www.TheBrickTestament.com This chart is not sponsored, authorized, or endorsed by the LEGO Group.
How do you feel about data?
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?
October 2016

**Individual Counseling Sessions**
- 66 Total Sessions

**Small Group Counseling Sessions**
- 17 Total Sessions

**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.

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

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

Laura G. Smestad

The School Counselor Life Blog
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
Students reporting "much knowledge" of Financial Aid

Pre Test: 26%
Post Test: 75%

Perceived Helpfulness of Postsecondary Programming

- Individual planning meetings with my school counselor: 88%
- Presentations from my School Counselor about how to apply for college: 79%
- Presentations about the Financial Aid Process: 77%
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

These are “high leverage” program results!!!
African American & Multiracial Students Earning Dual English Credit

Closing the Gap - Behavioral Referrals
- Non-white ODR's
- Non-white student population

38% decrease

Kelly Curtis
Hudson, WI
curtiskj@hudsonraiders.org
<table>
<thead>
<tr>
<th>Type of Data</th>
<th>How Data are Collected</th>
<th>Examples</th>
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| **Participation 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** | 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 |
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?
What type of data do you already collect on your school counseling program?
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

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*:

227 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
What type of data is this? (227 classroom lessons and 69 small groups delivered)

- Participation Data (Process Data)
- Mindsets and Behaviors Data (Perception Data)
- Outcome Data
Advocacy!
The Role of the School Counselor

What do School Counselors do? They provide SODAS!

- 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
City, State: Oak Creek, WI
Percent Open Enrollment: 4.3%
Percentage Minority Population: 20.0%
Grades: K-5

SERVICES PROVIDED
Meadowview Mission: Aligning with our district mission, the counseling program at Meadowview strives to empower each student to feel self-efficacy to strive for academic, personal/social, and career success on a daily basis.

Meadowview Mission: Students leave Meadowview prepared to continue to optimize their academic, career, and personal/social success in life through the process of valuing lifelong learning, collaboration, critical thinking, and self-care.

District Student Services Mission: We work collaboratively to support mental health and academic needs of all learners. We prepare learners to accomplish their personal goals so that they can achieve at their full potential.

Preventative Services
S-E-L Class Lessons
Social Emotional Learning classes are taught weekly for each classroom at every grade level (K-6). Curriculum includes:
1. Avoiding peer pressure (6th)
2. Social Skills (4th)
3. Second Step (Spring)
4. Study Skills (4th)
5. Mindfulness (Spring-6th) and CareerACP Prep for Grade 5

Small Groups
Small groups are coordinated with teachers and Student Intervention Teams to provide weekly lessons in support of students on a variety of social/emotional topics. Current small groups:
1. Family Changes
2. Confidence and Empowerment
3. Social Skills
4. Friendship Building
5. Coping with Anxiety

Individual Meetings
Weekly scheduled counseling sessions are coordinated with teachers, parents, and various staff members to support individual student needs. Current weekly scheduled students: 16

“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, 2006).

Delivery
School counseling services are largely meant to be PREVENTATIVE. Did you know...

Management
School counselors hold an organized program through the use of forms and agreements developed by ASCA. Examples include an annual agreement between administration and counselor, use of time assessment to ensure proper devotion to services, and data tracking.

Accountability
Process, Perception, and Outcome data is analyzed by the counselor each year to see how students are different as a result of the counseling program and where changes need to be made for future improvement.

A Counselor's 4 Domains Foundation
Counselors start by creating a program focus. What is it that you want for your students/school?

MV Mission: Aligning with our district mission, the counseling program at Meadowview strives to empower each student to find self-motivation to strive for academic, personal/social, and career success on a daily basis.

MV Vision: Students leave Meadowview prepared to continue to optimize their academic, career, and personal/social success in life through the process of valuing lifelong learning, collaboration, critical thinking, and self-care.

Fun Facts About School Counselors
The American School Counselor Association recommends a ratio of 1 counselor for every 250 students in a building.

1:250 COUNSELOR:STUDEMTS

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.

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 sessions from self-referrals. Lowest are K-1st grade.

Who is Requesting?
Our Top 3 requests are:
1. Student(s) self-referring to see counselor (68.8%)
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

Categories counselor tracks yearly:

- Academic Planning
- Career Exploration
- Personal
- Social Skills
- Behavior
- Grief
- Trauma
- Stress
- Immigration Issues
- Violence
- Child Abuse
- HIV/AIDS
- Suicide
- Parenting
- Substance Abuse
- Family Violence
- Mental Health
- Foster Care
- Alcohol
- Drugs
- Sexual Abuse
- Homelessness
- Language
- Discrimination
- ESL
- Autism
- Veterans
- Foster Children
- Sexual Orientation
- Physical Abuse
- Domestic Violence
- Other

Playground Breakdown:

- Trauma: 7%
- Grief: 9%
- Friendship: 54%
- Family Issues: 10%
- Academic Planning: 10%
- Career Exploration: 10%
- Personal: 15%
- Social Skills: 5%
- Behavior: 2%
- Grief: 9%
- Trauma: 7%
- Stress: 5%
- Suicide: 1%
- Immigration Issues: 1%
- Violence: 1%
- Child Abuse: 1%
- Mental Health: 1%
- Foster Care: 1%
- Alcohol: 1%
- Drugs: 1%
- Sexual Abuse: 1%
- Homelessness: 1%
- Language: 1%
- Discrimination: 1%
- ESL: 1%
- Autism: 1%
- Veterans: 1%
- Foster Children: 1%
- Sexual Orientation: 1%
- Physical Abuse: 1%
- Domestic Violence: 1%
- Other: 1%
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
## Comprehensive School Counseling Programs

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<td>Test Anxiety</td>
<td>Conflict Management</td>
<td>College/Career Fairs</td>
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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?
"SCHOOL COUNSELORS: HELPING BUILD BETTER HUMANS"

MONDAY- HAPPY NATIONAL SCHOOL COUNSELING WEEK!
- 9TH GRADE CLASSROOM LESSONS
- IMPACT DATA SHARE: "CRUNCHING THE NUMBERS"

TUESDAY- "LEND A HELPING HAND"
THE COUNSELORS AT YHS ENCOURAGE EVERYONE TO COMPLETE AT LEAST ONE RANDOM ACT OF KINDNESS TODAY. SPREAD THE WORD BY POSTING ON SOCIAL MEDIA WITH THE HASHTAG #YHSCWKKINDNESS

WEDNESDAY- "OFFER ENCOURAGEMENT"
- QR CODE POSITIVITY SCAVENGER HUNT
- FACULTY PRESENTATION & "CHIPS"

THURSDAY- "SHOW APPRECIATION"
- STUDENTS WILL BE GIVEN APPRECIATION NOTES TO COMPLETE DURING 1ST PERIOD

FRIDAY- "BE THE CHANGE"
- STUDENTS WILL SIGN THE "BETTER HUMANS ARE" BANNER DURING LUNCH

Brianna Chantae
Florida
@profashionalschoolcounselor
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”

Decrease in Number of 8th Graders with 5+ F’s
Recruitment & Support

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
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 Video

Mean Girls Mathletes
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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