2011 National Survey of School Counselors: Counseling at a Crossroads

Webinar: Translating Results to Inform Training, Practice and Policies

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National Office for School Counselor Advocacy (NOSCA)
The College Board

Moderator:
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National Office for School Counselor Advocacy (NOSCA)
The College Board
NOSCA: The National Office for School Counselor Advocacy

- In the Advocacy, Government Relations and Development Department (AGRD)
- Located in the College Board Washington Office
- Part of the Advocacy & Policy Center
NOSCA’s Vision

- Every student exits high school with the educational preparation and social capital necessary for college success and full participation in a democratic society.

NOSCA’s Mission

- Endorse and institutionalize school counseling practice that advocates for equitable educational access and rigorous academic preparation necessary for college readiness for all students.
NOSCA’s Priority Areas

- **Equity** in College and Career Readiness.
- **Leadership** in Systemic Education Reform.
- **Transformation** of School Counseling Practice.
NOSCA’s “Own the Turf Campaign”

A national advocacy campaign to galvanize and mobilize school counselors to “own the turf” of college and career readiness counseling and take the lead in establishing a college-going culture in their schools, districts, communities and/or states.
For today’s webinar . . .


- Introduction of Pat Martin, our Resident Expert on school counseling
2011 National Survey of School Counselors

Counseling at a Crossroads

“Translating Results to Inform Training, Practice and Policies”
Why a National Survey of School Counselors?

- Counseling is an understudied and unevenly researched profession compared to other education professions.
- Counselors are not active in education reform discussions.
- Counselors are uniquely positioned to make a positive impact in student outcomes.
Advocacy & Policy Center

• Established to help transform education in America.

• Works to ensure students from all backgrounds have the opportunity to succeed in college and beyond.

• Makes critical connections between policy, research and real-world practice.

• Committed to supporting school counselors and elevating their voices.
How the Advocacy & Policy Center (APC) Works

Comprehensive approach focusing on three areas crucial to college readiness and success—preparation and access, affordability and financial aid, & admissions and completion.
Sample NOSCA Efforts Aligned with the APC Work Model

- Data, Research & Analysis
  - Annual National Survey of School Counselors

- Policy Recommendations
  - College Completion Agenda State Policy Guide Recommendation #2

- Collaboration & Member Engagement
  - Advisory Teams, Hill Briefings, Capitals Campaigns, Webinars

- Advocacy & Communications
  - Own the Turf Campaign, Emails, Website, Online Community

- Application to Practice
  - Compilation of Publications, Webinars, Tools, PD Events

NOSCA: National Office for School Counselor Advocacy
2011 National Survey of School Counselors: Counseling at a Crossroads

National Research to Drive Advocacy, Policy and Training

- One of largest and broadest surveys of school counselors
- Online survey with 5,308 school counselors participating
  - 1,327 middle school counselors
  - 3,981 high school counselors
- Nationally representative group of school counselors surveyed (Survey Date: April 19 to June 6, 2011)
- Literature & Landscape Review of more than 300 sources
Collaboration & Support

Financial Support

THE KRESGE FOUNDATION

• The Kresge Foundation provided a generous grant for 2 years

Survey and Report Collaboration

CIVIC ENTERPRISES

• Civic Enterprises
• Peter D. Hart Research Associates
2011 Counselor Survey Launch Events

Washington DC Release and Briefing
November 15, 2011

- Released survey findings and report
- Moderated panel discussion of policy makers, counselors and advocates to promote what is needed most to strengthen school counseling and advance college readiness and success
- ESEA recommendations that support school counselors

State Capitals Campaign, Austin, Texas
November 17, 2011

- Co-hosted by Representative Joaquin Castro
- Brought together leaders in the counseling community, education leaders and policymakers to advance policies that support school counselors and advance college completion and success.
### Demographics

**Profile of America’s School Counselors**

<table>
<thead>
<tr>
<th>Mostly women: (77%)</th>
<th>Education level:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73% have a Master’s Degree</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Ethnic/Race:</th>
<th>Training:</th>
</tr>
</thead>
<tbody>
<tr>
<td>75% Caucasian;</td>
<td>16% felt their <em>education</em> prepared them “very well”</td>
</tr>
<tr>
<td>10% Hispanic/Latino;</td>
<td></td>
</tr>
<tr>
<td>8% African American</td>
<td>75% received additional <em>training</em>, including 68% in college &amp; career readiness</td>
</tr>
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<tr>
<th>Educators:</th>
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<tbody>
<tr>
<td>49% were previously teachers</td>
</tr>
<tr>
<td>9% were administrators</td>
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Big Topics
Highlighted in Survey
Impact Training, Practice and Policies

- Mission of Schools and School Counselors
- Pre-Service Training and Subsequent PD Attained
- College and Career Readiness Counseling
- Leadership Role of School Counselors
- Equity in Practice
- Accountability Measures
School Counselor Survey Impact on Three Critical Areas

I. Pre-Service Training
   [Schools of Ed, Counselor Educators/Programs]

II. Practice
    [Practitioners, Principals, Central Office Directors]

III. Policies
     [School Boards, Legislators-Federal, State & Local]
I. School Counselor Pre-Service Training

- Schools of Education
- Counselor Educators
- School Counseling Higher Education Programs

What the School Counselors Said:

How adequately do you feel the training you received prepared you for your job as a school counselor (using a zero-to-ten scale, 10 = perfectly prepared?)

<table>
<thead>
<tr>
<th>Not at all well (0-5)</th>
<th>Somewhat (6-8)</th>
<th>Very well (9-10)</th>
</tr>
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<tbody>
<tr>
<td>28%</td>
<td>56%</td>
<td>18%</td>
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A Key Finding—School Counselor Training

• Only a small minority feel very well trained for their jobs (only 16% rate their training as a 9 or 10 on a 10-point scale)

• Nearly three in 10 (28%) believe their training did not prepare them well for their job and more than half (56%) feel only somewhat well trained

Source: The College Board, 2011 National Survey of School Counselors: Counseling at a Crossroads, p. 6
What the School Counselors Said:

<table>
<thead>
<tr>
<th>Top Areas of Additional Training Since Beginning Career</th>
<th>All</th>
<th>Middle School</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of technology</td>
<td>75%</td>
<td>72%</td>
<td>76%</td>
</tr>
<tr>
<td>College and career readiness counseling</td>
<td>68%</td>
<td>52%</td>
<td>73%</td>
</tr>
<tr>
<td>Federal and state policies for reporting abuse</td>
<td>59%</td>
<td>66%</td>
<td>56%</td>
</tr>
<tr>
<td>Learning styles</td>
<td>58%</td>
<td>62%</td>
<td>56%</td>
</tr>
<tr>
<td>Special Ed regulations</td>
<td>58%</td>
<td>61%</td>
<td>56%</td>
</tr>
<tr>
<td>Understanding test results</td>
<td>58%</td>
<td>56%</td>
<td>58%</td>
</tr>
<tr>
<td>Academic planning</td>
<td>54%</td>
<td>48%</td>
<td>56%</td>
</tr>
<tr>
<td>FERPA and student confidentiality</td>
<td>52%</td>
<td>53%</td>
<td>51%</td>
</tr>
<tr>
<td>Leadership training</td>
<td>46%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Closing the achievement gap</td>
<td>43%</td>
<td>50%</td>
<td>40%</td>
</tr>
</tbody>
</table>

II. School Counselor Practice

- Practitioners – Middle & High School Counselors
- School Principals & Administrators
- Central Office Directors/Supervisors

What the School Counselors Said:

Figure 9: What is the mission of school counselors, both ideally and in reality in the school in which you work?

- Advocate for all students: 92%
- Inspire students to reach potential/achieve goals: 92%
- Address student problems so that all graduate high school: 85%
- Ensure all earn high school diploma ready to succeed: 84%
- Help students mature/develop skills for adult world: 83%
- Achieve graduation rates as close to 100% as possible: 79%
- Make students aware of what they need for career: 50%
- Ensure low-income, disadvantaged get extra help: 68%

Source: The College Board, 2011 National Survey of School Counselors: Counseling at a Crossroads, p. 28
In near unanimous agreement, 99% of school counselors agreed that it is “important for school counselors to exercise leadership in advocating for students’ access to rigorous academic preparation, as well as for college and career-readiness counseling.”
“I can see myself committing to the approach outlined in [the eight components of a college and career readiness counseling system].”

* Ratings on a zero-to-ten scale, 10=completely true statement.

2011 National Survey of School Counselors
Counseling at a Crossroads

Key Findings – NOSCA’s Eight Components as Framework

More than **seven in 10 counselors** rate as very important:

- College and Career Exploration and Selection Processes (72%)
- College and Career Admission Processes (72%)
- Academic Planning for College and Career Readiness (71%)

Source: The College Board, 2011 National Survey of School Counselors: Counseling at a Crossroads, p. 36
### III. Policies

- School Boards
- Legislators – Federal, State & Local

**What the School Counselors Said:**

**Table 1: Counselors’ Rating**

| To Ensure All Students Complete the 12th Grade Ready to Succeed in College and Careers as a “9” or “10” for a School System’s Mission Statement in the Ideal |
|---------------------------------|-----------------|-----------------|
| All Counselors                  | 9.4             | 85              |
| Race of Counselor              |                 |                 |
| White counselors               | 9.4             | 85              |
| African American counselors    | 9.4             | 87              |
| Hispanic counselors            | 9.3             | 84              |
| Region                         |                 |                 |
| Northeast                      | 9.4             | 84              |
| Midwest                        | 9.4             | 85              |
| South                          | 9.3             | 84              |
| West                           | 9.4             | 85              |
| Type of School                 |                 |                 |
| All public                     | 9.3             | 84              |
| Urban public                   | 9.4             | 85              |
| Suburban public                | 9.3             | 83              |
| Rural public                   | 9.4             | 85              |
| All private                    | 9.6             | 90              |
| Percent of Student Population that Is Minority |     |                 |
| 0 to 24%                       | 9.3             | 83              |
| 25 to 49%                      | 9.4             | 85              |
| 50 to 74%                      | 9.3             | 82              |
| 75% or more                    | 9.3             | 87              |
| Number of Students in Counselor |                 |                 |
| Fewer than 250                 | 9.4             | 85              |
| 250-349                        | 9.4             | 85              |
| 350-449                        | 9.4             | 84              |
| 450 or more                    | 9.3             | 84              |
| College Attendance Rate (HS Only) |             |                 |
| High college attendance (80% or more) | 9.4         | 87              |
| Lower college attendance (70% and below) | 9.3 | 84              |

*Source: The College Board, 2011 National Survey of School Counselors: Counseling at a Crossroads, p. 14*
III. Policies

- School Boards
- Legislators – Federal, State & Local

What the School Counselors Said:

Majority of high school counselors endorse 5 of 16 **accountability measures as fair and appropriate** in assessing counselor effectiveness, including:

- Transcript audits of graduation readiness (62%)
- Completion of college prep course sequence (61%)
- Students’ gaining access to advanced classes/tests (59%)
- High school graduation rates (57%)
- College application rates (57%)

**Source:** The College Board, *2011 National Survey of School Counselors: Counseling at a Crossroads*, p. 31
2011 National Survey of School Counselors
Counseling at a Crossroads
Recommendations

PATHS FORWARD
PATHS FORWARD – RECOMMENDATIONS

“Alignment, Accountability & Inclusion”

- Engagement
- Research
- Standards

- Integration
- Coordination
- PD Dollars
- Research

Nation

State

Schools & Communities

- Engagement
- Certification
- Caseloads

NOSCA: National Office for School Counselor Advocacy
Paths Forward – Recommendations for Schools and Communities

1. Align mission of counselors with needs of students
2. Pilot test measures of accountability
3. Focus counselors’ work on accelerating student success
4. Integrate Eight Components of College and Career Readiness
5. Target professional development dollars
6. Coordinate initiatives with CBO’s
Paths Forward – Recommendations for States

1. Align counselor education training requirements with needs on the ground
2. Redefine certification requirements to advance a systems approach
3. Address caseloads
4. Integrate Eight Components of College and Career Readiness
5. Monitor & report progress
6. Target professional development dollars
Paths Forward – Recommendations for the Nation

1. Align mission of counselors with nation’s goals
2. Enlist counselors’ expertise in national initiatives
3. Advance strategic philanthropic investments in the counseling profession
4. Align federal legislation, especially ESEA, with high impact counseling initiatives
5. Target professional development dollars
6. Expand research initiatives focused on efficacy of counseling profession
Submitting Online Questions

- Questions may be submitted at any time during the presentation.

To submit a question:

- Click on the Question Mark icon (?) on the floating toolbar on your Web Session screen (as shown at the right).

- This will open the Q&A window on your computer only.

- Type your question into the small dialog box and click the Send Button.
NOSCA’s 5th Anniversary National Conference
Friday, April 13, 2012 – Saturday, April 14, 2012
Gaylord National Hotel and Convention Center
National Harbor, MD

Conference Strands:

- K-12 School Counselors in Education Reform
- School Counselor Partnerships
- School Counselors Responding to College & Career Readiness Policies and Legislation

*All sessions are CEU approved.

Learn More about the Campaign, the Survey & the Eight Components to College and Career Readiness
April 24, 2012
Transforming the Educational Experiences of Young Men of Color: School Counselor Journal Series
Learn about NOSCA’s journal series and downloadable companion workbook to help enhance K-12 school counselors’ capacity to better support college and career readiness for young men of color.

May 3, 2012
School Counselors’ Guide Series to the Eight Components of College and Career Readiness
Gain immediately usable interventions, strategies and K-12 resources for each of the eight components for working school wide, across a district, with parents and families, and with community and business partners.

May 10, 2012
The School Counselor: Broker of Services in the Own the Turf Community
Learn how school counselors can develop and mobilize Own the Turf collaborative community partners to build student and family social capital and the knowledge needed for all students to graduate from high school college and career ready.

PLEASE JOIN US FOR UPCOMING NOSCA WEBINARS
NOSCA: National Office for School Counselor Advocacy

Our goal is to promote the value of school counselors as leaders in school reform, student achievement and college readiness.

Destination Equity 2012
You are invited to join NOSCA’s 15th anniversary conference, which celebrates the crucial role school counselors play in college and career readiness, and the success of NOSCA’s “Own the Turf” campaign.

Join the [Own the Turf] campaign  Pledge today and receive a free “Own the Turf” toolkit.

Visit the Site Today for State-of-the-Art
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Professional Site for School Counselors

http://nosca.collegeboard.org/
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For further information,
Visit www.collegeboard.org/nosca or
Email guidance@collegeboard.org.