The National Office for School Counselor Advocacy (NOSCA)

Increasing College and Career Readiness through Parent, Family, and Community Partnerships

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Session Description

In this session participants will learn about the sensitivity necessary to effectively engage diverse parent, family and community populations in the college and career readiness process.

Participants will gain the knowledge and skills needed to develop and deliver innovative and non-traditional college and career readiness interventions and strategies for parent, family and community partners.
Learning Outcomes

I. Learn to identify and assess parent/family related data for targeting college and career readiness outreach efforts.

II. Learn to assess the structure and make-up of today’s students, families, and communities.

III. Learn how to develop innovative and non-traditional interventions and strategies to engage diverse parent/family groups.

IV. Learn to apply and implement tools and resources to engage students and families from diverse backgrounds in sensitive ways to increase equitable college and career readiness outcomes.
Using the Transformative Process to Implement NOSCA’s Eight Components of College and Career Readiness Counseling
NOSCA’s Eight Components of College and Career Readiness Counseling
“A Systemic K-12 Approach”

The Eight Components of College and Career Readiness Counseling should be applied in elementary, middle and high schools.

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<th>Component</th>
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<th>Middle</th>
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<td>College Aspirations</td>
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<td>Transition from High School to College Enrollment</td>
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School counselor practice is transformative when the eight components are delivered with equity, informed by data, applied systemically across grades K–12, and are culturally sensitive at all levels of intervention. This practice represents inclusion by design, with the goal of equitable outcomes for all students in college and career readiness.

Transformative Delivery of the Eight Components of College and Career Readiness Counseling

Eight Components of College and Career Readiness Counseling
1. College Aspirations
2. Academic Planning for College and Career Readiness
3. Enrichment and Extracurricular Engagement
4. College and Career Exploration and Selection Processes
5. College and Career Assessments
6. College Affordability Planning
7. College and Career Admission Processes
8. Transition from High School to College Enrollment

Required elements for EACH component
- Context
- Cultural Competence
- Multilevel Interventions
- Data

Equitable Outcomes
College and Career Readiness for All Students
Component #1: College Aspirations

Goal:

- Build a college-going culture based on early college awareness by nurturing in students the confidence to aspire to college and the resilience to overcome challenges along the way.

- Maintain high expectations by:
  1. Providing adequate supports
  2. Building social capital
  3. Conveying conviction that all students can succeed in college

Students...you all will be College and Career Ready!
National data gives insight on college aspirations of students, parents and families
US Population Projections to 2050

Who is Going to College?

Postsecondary Enrollment Rates of Recent High School Graduates by Race/Ethnicity, 1975–2008

Source: Education Pays 2010, The College Board
Who is Not Going Anywhere?

Persons age 18 to 24 not attending school, not working, and no degree beyond high school, 2009

Source: http://datacenter.kidscount.org
Impact of Family Income on College Enrollment (Immediately After High School)

Today in America,

- **59%** of the children in immigrant families are led by resident parents who have difficulty speaking English.
- **42%** of the children in immigrant families have resident parents who are not U.S. citizens.
- **32%** of children are living within a single-parent family.
- **31%** of children living in families where no parent has full-time, year-round employment.
- **6%** of children are without a vehicle at home.
- **5%** of children are in the care of their grandparents.
- **3%** of children in low-income families are living in households without a telephone.

Debunking the Beliefs about our Parents, Families and Communities

Parents:
- Parents with lower education levels do not expect their children to go to college.
- Non-traditional families do not have the capacity to contribute to their child’s college and career readiness preparation.

Families:
- Single parents do not have goals and aspirations for their children.
- Families living below the poverty level do not have the capacity to dedicate time and/or energy towards their child’s college aspirations.

Communities:
- Communities with diverse populations struggle to collaborate on college and career readiness initiatives.
- It is difficult for communities with various traditions/cultures to collectively support students’ college aspirations.

Reflections:
- Have you heard any of these or similar comments made about the students and families you work with? About the communities you work in?
- How can school counselors advocate for students, families and communities who have beliefs connected to them that need debunking?
What Research Says:

- Regardless of the economic, ethnic, or cultural background, family/parent involvement in a child’s education is a major factor in determining the child’s success in school.
  
  Source: PTA Policy Issue Reference Cards, Revised February 2009

- Family involvement contributes to other positive outcomes, such as better school attendance, improved homework completion rates, decreased violence and substance abuse, and higher graduation rates.

  Source: PTA Policy Issue Reference Cards, Revised February 2009

- Parents are crucial in guiding their children through a college preparatory curriculum, and middle school students generally cite their parents as their top resource for academic planning and support.

  Source: From Aspirations to Action, A Report by Institute for Higher Education Policy, December 2007
Getting to Know our Parents, Families and Communities Better

Reflections:

- When you were young, what was your family structure?
- At that time, was it considered the norm?
- What were some of your family traditions?
- What were some of the high school community characteristics?
Family and Community As Critical Drivers of School Counselor Practice

I. Parent/Family
A parent/family consist of traditional and non-traditional members who may or may not live in the same household.

III. Parent/Family Characteristics:
- Traditions
- Culture
- Family Expectations

IV. Community Characteristics:
- Norms and Values
- Historical Context
- Urban, Suburban, & Rural

V. Shared Supports
- Social capital building
- Messaging for college aspirations
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K2C Students: What Types of People Have You Ever Talked to About the Possibility of Going to College?

Source: Kids To College Pretests 2007, (From Aspirations to Action, A report by Institute for Higher Education Policy, December 2007)
What Parents Are Saying:

- Beyond the internet, it is important that parents and families without knowledge of the college experience receive more help from teachers and counselors, who are the most knowledgeable source of information about college.
  
  Source: From Aspirations to Action, A Report by Institute for Higher Education Policy, December 2007

- A study suggests that, at least for Black parents, many would like more information as early as middle school, and community events and churches may be a good venue for outreach.

  Source: From Aspirations to Action, A Report by Institute for Higher Education Policy, December 2007
Who’s Sharing the College and Career Readiness Message?

Parents: From Which of the Following Sources Have You Gotten Advice or Information About College Preparation or Admissions?

- Government: 13% Hispanic, 18% Black, 26% All parents
- Media: 21% Hispanic, 20% Black, 27% All parents
- Internet: 32% Hispanic, 34% Black, 32% All parents
- Books: 32% Hispanic, 32% Black, 26% All parents
- Financial Advisor: 25% Hispanic, 30% Black, 20% All parents
- College Admissions Officer: 21% Hispanic, 21% Black, 21% All parents
- School Counselor: 29% Hispanic, 33% Black, 33% All parents
- Teachers: 31% Hispanic, 31% Black, 27% All parents
- Friends: 27% Hispanic, 27% Black, 27% All parents
- Family: 36% Hispanic, 37% Black, 39% All parents
- No Sources Reported: 37% Hispanic, 37% Black, 41% All parents

Source: From Aspirations to Action, A Report by Institute for Higher Education Policy, December 2007
Working with our Parents, Families and Communities

**Reflections:**

- To what extent do you currently use community partnerships as an integral part of building social capital and conveying the message of college and career aspirations?

- What do school counselors need to know and be able to do to work effectively in the community?

- What are some innovative ways school counselors can utilize the information and knowledge of today’s family and community to enhance their school’s college and career readiness program/initiatives?
The Turf Collaborative Community

Working Within the Context of Your School Community

- K-12 Professionals
- Higher Education Professionals
- Pre-College Access Professionals
- Business and Civic Leaders
- Non-profit/Community Leaders
- Policy Makers and Legislators
- Students, Parents/Guardians, Families
Activity A

The Turf Collaborative Community

*Working Within the Context of Your Community*

**Directions:** Name and describe a college and career readiness initiative that you and two or more Turf Collaborative Community partners can conduct that is designed to promote the college aspirations of your students, parents and families within the community.

**Name of Initiative:**

**Turf Collaborative Community Partners:**

**Description of Initiative:**

**Expected Outcomes:**
College and Career Readiness Resources and Tools

School Counselors can:

• Build The Turf Collaborative Community for collaborative efforts
• Use data to support college and career readiness initiatives
• Obtain and provide free information and resources to students, families, and communities
• Collaborate with federal and state outreach services
• Increase college and career readiness knowledge and skills
Information, Resources and Tools for Students and Parents

- College Board Tests
- Plan for College
- Find a College
- Apply for College
- Pay for College
College Counseling Sourcebook
A College Board Publication

The latest strategies, tips, and handouts being used by today's most experienced and dedicated counselors.

The book's chapters include:

Chapter 1: College Counseling
Chapter 2: Helping Students Prepare for College
Chapter 3: Helping Students Research College
Chapter 4: The College Application Process
Chapter 5: Recommendations
Chapter 6: The Application Process
Chapter 7: Tests
Chapter 8: Financial Aid
Chapter 9: Counseling First-generation Students
Chapter 10: Counseling Student Athletes
Chapter 11: Counseling Students with Special Needs

Source: CollegeBoard.com
This publication handout is designed to aid students, parents and families with finding the right college fit.
This publication handout is a detailed questionnaire for parents and families, designed to empower them to assist their child with making college selection decisions.
US Department of Education: ED Pubs

The ED Pubs website provides school counselors access to free information, resources and tools that support college and career readiness programs, initiatives and activities.

ED Pubs offers more than 6,000 titles, including items covering:

- Academic Achievement
- College preparations and admissions
- Family Involvement
- Financial Aid/Financial Literacy
- Students

*(Several publications are offered in Spanish)*

Source: http://www.edpubs.gov/
Provides school counselors with information on the state's education programs, colleges and universities, financial aid assistance programs, grants, scholarships, continuing education programs, and career opportunities.
The Kids Count Data Center

Access hundreds of measures of child well-being, including all those regularly used in our popular Data Book and The Right Start for America’s Newborns, and local data from our 53 grantees (formerly CLIKS).

Data By State
- Data within the bounds of a single state or territory
- Includes community-level data
- Search by location or topic
- Create profiles, maps, rankings, line graphs, or raw data

Data Across States
- Data spanning the U.S.
- Compare states or cities
- Search by topic
- Create maps, rankings, line graphs, or raw data

Rankings, Maps, or Trend Graphs by Topic

By Category:
- Demographics
- Education
- Economic Well-Being
- Family & Community
- Health
- Other Indicators

Source: http://datacenter.kidscount.org/
The Commitment
Questions?

Visit [www.collegeboard.org/nosca](http://www.collegeboard.org/nosca) or Email [guidance@collegeboard.org](mailto:guidance@collegeboard.org).

For further information, please contact:

- April E. Bell, [aebell@collegeboard.org](mailto:aebell@collegeboard.org), (202) 741-4753

Own the Turf Campaign