Objectives:

- To illuminate and amplify what matters most for 21st century schools and school counselor leadership

- To provide participants with knowledge and skills to enhance their capacity to demonstrate relevance in a changing world

- To help leaders/would be leaders redefine leadership in counseling today

- To inspire and motivate leaders to take charge of their own destiny and the destiny of their counseling programs
The Meaning of Leadership

Is it what we think it is?
What is LEADERSHIP?

- Leadership is action, not position.
  --Donald H. McGannon

- A good objective of leadership is to help those who are doing poorly do well and to help those who are doing well to do even better.
  --Jim Rohn

- Leadership is practiced not so much in words as in attitude and in actions.
  --Harold S. Geneen
Counselor Leadership!

100,000 Counselors

Counselor Survey 97% Want To Be Leaders!

Are You A Leader?

How many people know YOU!
State Of School Counseling

School Counselor
Leadership Results

Can You Hear Me Now?
The Door Is Open…

- School Counselor Policy
- School Counselor Advocacy
- School Counselor Champions
The Pat and Joyce Story

“When I took over as CPS District Director my goal was for the counselors to be the best urban school counselors in the nation.”

“When I started the NOSCA Office, my goal was to have counselors have a prominent presence on the national stage and to promote the value of school counselors as leaders in school reform, student achievement and college readiness.”

Leadership Has No Small Vision
What We Learned...

- Leadership Matters
- Counselor Leadership Matters
- Who Is A Leader?
  Clicker Count
- Do You Have A National Perspective?
  Clicker Count
The Problem

Counselor Feel Good Leadership + Counselor Unknown Leadership

Devalued Counselor Role

JOB CUTS
Are You A 21st Century Connected Counselor Leader?

Counselor or Leader

Superintendent

Civic Community

Principal

School Board

Counselors Need A Champion

Who Is Your Champion?
Effective Sustainable Leadership

1. Predictable
2. Nurturing
3. Forgiving

The Right Kind of Leadership

Creates This Environment
Counselor Presence Is Important

Do You

and Your Work Leave a Lasting Impression?

Do You Have National Knowledge?

Are You Enthusiastic?

Do You Have 21st Century Skills

Do You Have Fun At Work?

Do You Think Systemically?
Are You Producing Positive Student Outcomes?

It’s All About Metrics

What Metrics Are You Moving?

Performance Management

LASTING PRESENCE
Leaders Have Knowledge

State
National School Level

National Landscape Metrics
What are the National Metrics?
Leaders...What Do You KNOW?

What Do You KNOW?

Test Your National Knowledge!

- Blue Print
- Lumina
- College Board
- Poised To Lead
- Get Some Advice

You Must Have National Knowledge To Make A National Lasting Impression!
Do YOU Have A National Perspective?

- Ed.gov – Website
- Ed Week
- Grad Nation
- Drop Out Prevention
- Achieve
- Other Sites

Do you have the knowledge to have a conversation about national education reform issues?

Where Do You Get Your National News?
National Accountability Measures

- Preparing For College
- Paying For College
- Workforce Ready Skills
- 9th Grade On Track
- Parent/Community Engagement
# National Accountability Measures

**Getting To College**
- College Applications
- Getting Kids To Graduation
- Increase Graduation Rates

**Paying For College**
- FAFSA Completion

**Preparing For College**
- AP
- Rigor
- Course Taking Patterns
- Rigorous Course Taking Patterns

**Workforce Ready Skills**
- Parent Engagement
- Relationships/Knowing Kids

**9th Grade On Track**
- College Persistence Retention

## National Data Dashboard
- ILP Tracking
- FAFSA Tracking
- Diplomas Awarded
- College Completion By State

## Achieve
- Grad Nation
- CTE
- Common Core State Standards
Get In The Game!!

Knowledge Skill Will

College Summit, NCAN, College Advisors, College Access Agencies

Do You Know More Than The Outside People?
Counselor Action Item

From Doing . . . To Leading

Decision Making
Counselors must position themselves as:

1. Leaders in student achievement
2. Leaders in college readiness
3. Leaders in career readiness
4. Leaders in school reform
When Leadership Fails...

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

• Make people feel your LEADERSHIP.
• Use your counseling skills to manage people and save YOUR job.
• If your job cannot be saved... USE your leadership resume and leadership skills to position yourself for a better opportunity.
I can't change the direction of the wind, but I can adjust my sails to always reach my destination.

Jimmy Dean

Save The Profession! Save The Children!

It is the set of the sails, not the direction of the wind that determines which way we will go.

-- Jim Rohn
SPECIAL BULLETIN TO THE NATION

- We are the leaders we've been waiting for.
- If not you, who?
- If not now, when?
- The children are waiting!
SPECIAL BULLETIN TO THE NATION

• We are the leaders we’ve been waiting for.

• If not you, who?

• If not now, when?

• The children are waiting!

We are the Champions!
We Are The Champions—by Queen

• I've paid my dues -  
  Time after time -  
  I've done my sentence  
  But committed no crime -  
  And bad mistakes  
  I've made a few  
  I've had my share of sand kicked  
    in my face -  
  But I've come through

• We are the champions - my friends  
  And we'll keep on fighting - till the end -  
  We are the champions -  
  We are the champions  
  No time for losers  
  'Cause we are the champions - of the world -

• I've taken my bows  
  And my curtain calls -  
  You brought me fame and fortune  
  and everything that goes with it -  
  I thank you all -

• But it's been no bed of roses  
  No pleasure cruise -  
  I consider it a challenge before the whole human race -  
  And I ain't gonna lose -

• We are the champions - my friends  
  And we'll keep on fighting - till the end -  
  We are the champions -  
  We are the champions  
  No time for losers  
  'Cause we are the champions - of the world -
Presenters:

• Joyce Brown, Independent Consultant, Retired Counselor District Leader, Chicago Public Schools

• Patricia Martin, Assistant VP, NOSCA, The College Board