School Counseling & Career Advising: The Foundational Intersection Of Education and Business

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University of Colorado
Colorado Springs
Session Description

The current educational landscape necessitates that all stakeholders (business, community, non-profit, school counselors and PreK-14 education leaders) collaboratively work to advance educational outcomes for all students. The national economy is dependent on successful businesses. Successful businesses depend on a well prepared workforce. Education is the major vehicle for building a prepared workforce. This session will highlight the core mission of school counselors and the importance of integrating their student centered roles into workforce planning tables, as a foundational strategy for implementing system wide and/or state wide measurable career readiness outcomes that are inextricable to the economic welfare of the nation.
Objectives

1. Review the educational landscape and the foundational role school counselors play in college and workforce readiness.

2. Discuss the need to create intersections between business and educational stakeholders.

3. Understand the school counselor leadership required to accelerate college and career advising for ALL students.
Whose In The Room?

REFLECTION
How do currently engage school counselors in workforce readiness planning?

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GOALS:
1. Develop a system where the relationships and outcomes between and among five critical areas for school counselors and college access professionals will be aligned and collaboratively implemented

2. Establish a common set of outcome metrics for student postsecondary success

3. Establish systems and structures that are maintained through school counselor leadership, with an emphasis on engaging in the collaborative leadership of the school environment.

We promote strategic partnerships with state leadership organizations to ensure that school counselor standards and guidelines ensure postsecondary success for underserved and/or first generation college students.
Key Concept

This Work Of Career Advising Is About:

STUDENT OUTCOMES
Sobering Data

Beginning Conversation
What Keeps You Up At Night?
US Population Projections to 2050

Percentage by race and Hispanic origin

Source: US Census Bureau


Brown & Martin - 2016
Who is Completing High School

Public High School Students, % by Race/Ethnicity: School year 2013–14


Brown & Martin - 2016
Relevant Research - Pay Attention To Sub-Groups

A New Majority Research Bulletin: Low Income Students Now a Majority in the Nation's Public Schools

2013 - Low income students are now a majority of the school children attending the nation’s public schools, according to this research bulletin. The latest data collected from the states by the National Center for Education Statistics (NCES) show that 51 percent of the students across the nation’s public schools were low income in 2013.

In 43 of the 50 states, low income students comprised no less than 40 percent of all public school children. In 21 states, children eligible for free or reduced-price lunches were a majority of the students in 2013.

Most of the states with a majority of low income students are found in the South and the West. Thirteen of the 21 states with a majority of low income students in 2013 were located in the South, and six of the other 21 states were in the West.

Mississippi led the nation with the highest rate. 71 percent, almost three out of every four public school children in Mississippi, were low income. The nation’s second highest rate was found in New Mexico, where 68 percent of all public school students were low income in 2013.

Percent of Low Income Students in U.S. Public Schools 2013

National Average: 51%

Brown & Martin - 2016
Degree-attainment rates among United States residents (ages 25-64), by population group

- **White**: 45.1%
- **African-American**: 28.7%
- **Hispanic**: 20.9%
- **Asian/Pacific Islander**: 60.6%
- **Native American**: 23.7%

Who Is Getting A College Degree?

The trend in degree-attainment rates for United States residents (ages 25-64), by population group

Source: U.S. Census Bureau, American Community Survey PUMS Files

http://strongernation.luminafoundation.org/report/2016/
Brown & Martin - 2016
Current: 45.3%  
Certificates: 4.9%  
GOAL: 60%
Tracks Postsecondary Credentials – 2 Year, 4 Year, Certifications

Source: U.S. Census Bureau, American Community Survey
Levels of education for United States residents, ages 25-64

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Less than ninth grade</td>
<td>7,660,755</td>
<td>4.69%</td>
</tr>
<tr>
<td>Ninth to 12\textsuperscript{th} grade, no diploma</td>
<td>11,782,229</td>
<td>7.03%</td>
</tr>
<tr>
<td>High school graduate\footnote{including equivalency}</td>
<td>44,135,232</td>
<td>26.35%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>36,011,451</td>
<td>21.50%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>14,935,196</td>
<td>8.92%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>33,565,969</td>
<td>20.04%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>19,219,899</td>
<td>11.47%</td>
</tr>
</tbody>
</table>

*including equivalency

Source: U.S. Census Bureau, 2014 American Community Survey

Note: The figure above is the estimated percentage of working-age Americans who have earned high-value postsecondary certificates. This percentage was derived by polling a nationally representative sample of men and women, ages 25-64. The survey was conducted by NORC at the University of Chicago, an independent research institution.

http://strongernation.luminafoundation.org/report/2016/
HELP WANTED!

By 2020, 65 percent of all jobs will require postsecondary education and training, up from 28 percent in 1973.

FIGURE 4: Postsecondary education and training

YEAR AND NUMBER OF WORKING PEOPLE
Note: Numbers may not sum to 100 percent due to rounding.

Skills Most Highly Valued Throughout
The Economy – 2010

Interventions needed

Abilities Most Highly Valued in High-Wage, High-Growth, High-Demand Occupations -- 2010


Brown & Martin - 2016
For decades, reform initiatives have sought to improve the education system; however, the results of such efforts have not done enough to improve high school or college outcomes—or even the effectiveness of workforce training programs.

Brown & Martin - 2016
We Have A Lot Of Data!!!

........BUT Does Data Lead To The Career Advising Of ALL Students?

**NEEDED**

Integration Of Business and Education

Foundational Support School Counselor Delivery Model

Brown & Martin - 2016
Over and over again, educators and policymakers alike mouth the mantra: ALL kids ready for college and careers. But there remains a giant gulf between that rhetoric and the reality of today’s high school graduates. Among recent graduates, fewer than 1 in 10 have taken a foundational set of courses they’d need to be both college- and career-ready. And almost half completed neither a college-prep nor a career-prep course sequence.

The Ed Trust

For decades, reform initiatives have sought to improve the education system; however, the results of such efforts have not done enough to improve high school or college outcomes—or even the effectiveness of workforce training programs.
Consideration #1

SCHOOL COUNSELORS CAN HELP
What We Know!!

We Have A Leaky Career Advising Pipeline

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It will take all stakeholders working together to help all students reach the president's goal of 90% graduation rates by 2020.
Organizations Working To Fix The Pipeline

1. National Governor’s Association
2. CCSSO – The Council of Great School Officers
3. SHEEO – State Higher Education Executive Officers
4. Lumina Foundation
5. The College Board
6. SREB
7. America’s Promise
8. NACAC
9. Complete College America
10. NCAN
11. National College Advising Corp
12. Alliance
13. Achieve
14. College Board

A Stronger Nation

Others?
More than 20 percent of high schools lack any school counselor.

1.6 million students attend a school with a sworn law enforcement officer but not a school counselor.

Leadership – Advocacy – Collaboration – Systemic Change
Are School Counselors Being Engaged In Systemically Monitoring Student Level and Workforce Readiness Outcomes?

But….. ARE THEY COUNTING With Business and other partners?

WE NEED SCHOOL COUNSELOR CHAMPIONS

Critical Question

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Consideration #2

SUPPORT FLOTUS & THE REACH HIGHER SPOTLIGHT FOR SCHOOL COUNSELORS
National Agenda – Call To Action

First Lady’s - REACH HIGHER
School Counselor Spotlight

“School Counseling Must NOT Be A Luxury!!
Strengthen School Counseling and College Advising

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Support Needed

Vision: School Counselors As Foundation Support To Drive Business & Education Intersections

Wanted: School Counselor Champions
• Establish A Counselor Presence In Decision Making and Planning (Leadership)

INTENTIONALLY Align School Counselor Work Roles To Workforce/Business Outcomes

Support New School Counseling Work Roles

Creating Academic, Personal Social and Career Equitable Outcomes For All Students

LEADERSHIP, ADVOCACY, COLLABORATION, SYSTEMIC CHANGE

New Work Role
Deliver Career Advising Interventions and Track Outcomes/Results

3 Areas:
1. IB/AP (rigorous courses)
2. Industry Credentials
3. 2 or 4 year Degree Completion
Strengthening School Counseling & Career Advising
Integrate School Counselors Into Career Advising

1. Develop intentional business and educational intersections to align with the core mission of school counseling and utilize their skill set as foundational supports for career advising.

2. Champion, partner and support school counseling as a strategy to develop/increase the college and career readiness pipeline to close workforce skill gaps.

3. Drive the future work roles of school counselors resulting in systematic integration into college and career advising.

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### Accountability Measure

1. Transcript audits of graduation readiness
2. College-prep course completion
3. Student access to AP/IB etc. courses
4. High school graduation rates
5. College application rates
6. College acceptance rates
7. FAFSA completion rates
8. Student attendance
9. Students passing AP/IB etc. classes
10. Dropout rates
11. College completion rates
12. Scholarship dollars attained
13. Student discipline rates
14. Graduate employment rates
15. AYP results
16. State test scores

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**What School Counselors WANT to do!**

*Lead With Purpose and Passion!*

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**The Work Has Started**
Consideration #3

SCHOOL COUNSELORS HAVE NOT BEEN AT THE CAREER PLANNING TABLE
School Counselors Matter!

The Economic Impact of School Counseling!

Research suggests that counselors are key to providing information about college and career opportunities to students, especially for students who are the first in their families to attend college.
Counselor Leadership & Engagement

Counselor Leadership

1. Industry Certifications
2. College Credit While In HS (Dual Enrollment, AP, IB)
3. Work Based Learning

A Seat At The BIG Table!

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Collective Impact!
Support School Counselors
Repurposed Educational Model – School Counselor Role
Intentional Business And Educational Intersections

<table>
<thead>
<tr>
<th>SCHOOL COUNSELOR ROLE</th>
<th>BUSINESS INTERSECTION</th>
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<tr>
<td><strong>Prepare ALL Students For College or Career at the end of high school.</strong></td>
<td>1. Partner with educational institutions to ensure that students learn the skills needed in today’s workplace.</td>
</tr>
<tr>
<td>1. Deliver career planning information</td>
<td>2. Provide venues for Work Base Learning</td>
</tr>
<tr>
<td>2. Create pathways to 2, 4, Industry Certificate</td>
<td>3. Advocate/Support role of School Counselors as the designated in-school professional for CCR implementation for all students.</td>
</tr>
<tr>
<td>3. Secure Work Base Learning Opportunities</td>
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Consideration #4

KEEP THE POLITICAL MOMENTUM GOING!
## Historical Perspective

**White House Listening Session** – Conversations with POTUS & FLOTUS Chief of Staffs, Undersecretaries of Education (Established The Idea of Repurposed REACH School Counselors)

**Secretary Duncan Letter of Support** – Federal Funding For School Counselor Training

**FLOTUS** – Reach Higher Initiative – Support School Counselors

**Four National Convenings** – Strengthen School Counseling & College Advising

**State Team** – Progress Monitoring – 32 States Measuring and Monitoring

**School Counselor Of The Year** - Honored At The White House

**Informal Conversation** With Secretary of Education – Arne Duncan and John King

**IES** – School Counselor Research Agenda

**ESSA** – Measure student Success

**Perkins** – Added School Counselor Training

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**School Counselors Are Being Supported At The Highest levels!**

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Consideration # 5

EVERY STUDENT SUCCEEDS ACT (ESSA)
"With this bill, we reaffirm that fundamentally American ideal—that every child, regardless of race, income, background, the zip code where they live, deserves the chance to make of their lives what they will." — President Barack Obama
EVERY STUDENT SUCCEEDS ACT

HIGHLIGHTS

- Holding all students to high academic standards that prepare them for success in college and careers;
- Ensuring accountability and guaranteeing that when students fall behind, steps are taken to help them and their schools improve, with a particular focus on the very lowest-performing schools, high schools with high dropout rates, and schools where subgroups are falling behind;
- Continuing to ensure that parents and educators have annual assessment information about how students are doing, while supporting states and districts in reducing unnecessary, onerous and redundant testing;
- Empowering state and local decision-makers to develop their own strong systems for school improvement;
- Protecting students from low-income families and students of color from being taught at disproportionate rates by ineffective, inexperienced, and out of field teachers.
Consideration #5

THE WAY FORWARD
What Can Counselors and Business Do Together To Move Student Level Outcomes?

1. **Analyze and discuss** using data to address inequities.
2. **Intentionally support school counselors’** role of leadership and/or coordination for reaching desired CCR student outcomes.
3. **Acknowledge the importance of measuring student level outcomes.**
4. Promote the importance/value of **collaborative leadership** to implement accountability structures and processes to increase student achievement outcomes.
5. **Establish intentional collaborations with school counselors that will result in making a strong federal, state, and local case** for educational leaders in schools take proper actions to ensure students’ postsecondary success in the workplace and life.

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# Immediate Next Steps

**THE MOVEMENT DOES NOT HAVE TO STOP!**

**State Teams** – Establish business and Education Intersection Through Counselor Career Advising

Track and Measure Key Workforce Metrics

Take Collaborative Collective Actions
Postsecondary Leadership Teams

DATA Tracking & Monitoring
(Shared Interventions)

Industry credentials
College Credit (AP, IB, Dual Enrollment)
Work Based Learning

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The Way Forward
Counselor Led - Postsecondary Teams

Integrated Model
The business community engages with educational systems to implement and develop interventions yielding a better prepared workforce.

Metrics To Measure
1. Industry Credential
2. College Credit While In High School (AP, IB, Dual Enrollment).
3. Work Base Learning (Job Shadow, Internships, etc)
Passion & Purpose

Passion is putting more energy into something than is required to do a task.

Passion is more than just enthusiasm or excitement, passion is ambition that is materialized into action to put as much heart, mind body and soul into something as is possible.

PURPOSE

A force that drives us to act with intention.

Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat. –

-Attributed to Sun Tzu