
Counseling Program Program Profiles

*An Advocacy Tool for
Data*

Sandra Keeley

Welcome!

SPARC

Background

Viejo Elementary School

Dual Language Immersion Program

School Counseling Program Profile
2017-2018



26782 Via Grande
Mission Viejo, CA 92691



School Counseling Program Profile
2017-2018

Home of the Nighthawks

42200 Nighthawk Way
Murrieta, CA 92562

Website



Overview

- What is a School Counseling Program Profile (SC Pro)
 - Contents of SC Pro
 - Benefits of an SC Pro
 - How to promote the SC Pro
 - How to get started
 - Q&A
 - Lunch!
-

What is a School Counseling Program Profile?

A School Counseling Program Profile (SC Pro) is a visual representation of what a school counselor does to make an impact at their school.

It can be used as an advocacy tool to promote your school counseling program to administrators, teachers, parents, and other key stakeholders.

It is visually appealing and easy to use!

Published on the [CASC](#) Website.

Think, Pair, Share!

What is your current method of sharing data?

What is some of the data you would like to share?

Components

- Principal's Message
 - School Counseling Program Team
 - School Counseling Program
 - Partners & Programs
 - Contact Information
 - Data on Academic, Career and Social/Emotional Development
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Principal's Message

- Description of the:
 - School Counseling Team (SCT)
 - SCT role in school climate and safety
 - SCT role in Academics, Career, and Social/Emotional Development
- “Changes Lives” scenario for students
- SCT role in connecting students with support services

School Counseling Program Team

- School Counseling Team
 - Listing with at least 4 different job titles
 - School Psychologist
 - MFT
 - PBIS Specialist
 - Parent Liaison
 - Staff photos
 - Education degrees and credentials

School Counseling Program

- Listing of core curriculum lessons
- Listing of group counseling interventions
- Identifying connection to expected schoolwide learning results

Partners and Programs

- Logos of School Counseling partners and programs
- Description of services provided
- Description of regular involvement of parent/guardians and community

Think Pair Share

What are some of the partnerships & programs available to you?

How might you start that process?

Contact Information

- Link to school calendar with School Counseling Events
- Phone and email contact
- Return phone call/email policy

Data on Academic, Career, and Social/Emotional Development

- Process Data Graph and Description
- Perception Data Graph and Description
- Outcome Data Graph and Description
- Identify the School Counseling Team's role in improving student success results

ASCA Components

- Foundation
 - Management
 - Delivery
 - **Accountability**
-

Accountability

To demonstrate the effectiveness of the school counseling program in measurable terms, school counselors analyze school and school counseling program data to determine **how students are different as a result of the school counseling program** (ASCA, 2012).

Data, Data, Data, Data, Data

School counselors use **data not only to identify areas of concern but also to show the school counseling program has attained goals and made a difference for students** (Dimmitt, Carey & Hatch, 2007). To document how students are different as a result of the school counseling program, school counselors collect and analyze process, perception and outcome data and include them in program activity results reports. (ASCA, 2012)



Process Data

Example

Process data answer the question, “**What did you do for whom?**” and provide evidence that an event occurred. These data describe the way the activities are conducted and **how many students were affected by the activity.** (ASCA, 2012)

Perception Data

Example 1

Example 2

Perception data answer the question, “**What do people think they know, believe or can do?**” These data can be collected through surveys such as pre-post tests, needs assessments. (ASCA, 2012)

Outcome Data

Example 1

Example 2

Outcome data **shows the impact of an activity or program** and answer the question, “So what?”

Kahoot



- ★ The data needs to be aligned with what the school counseling program did.
 - ★ Meaningful to your staff and community.
 - ★ SMART Goals
 - ★ Action Plans
 - ★ Interventions
-

Advocating for your program!

- Parents
- Teachers
- Admin
- Stakeholders



- Facebook
- Twitter
- School Website
- Back to School Night

Why invest the time?

- Great tool for any school counselor
 - Great way to establish yourself
 - Tool to showcase your school counseling program
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**+10,000
Online
Views**



How to get started...

- Create a free account at [Piktochart](#)
 - Pick a template
 - Input Data
 - Advocate for your program!
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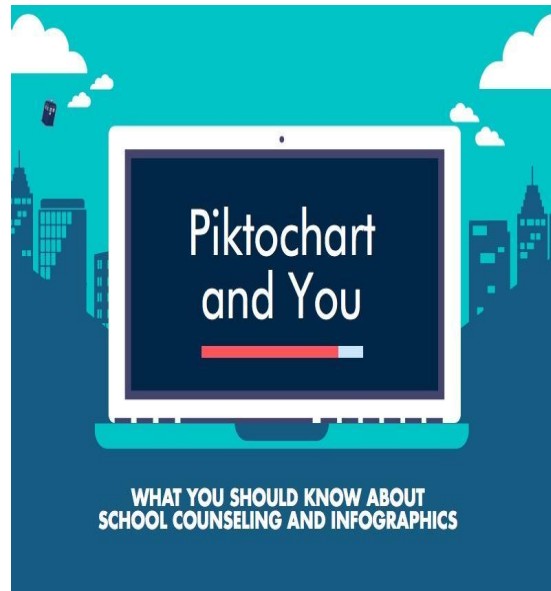
How To Use Piktochart Pro

<https://create.piktochart.com/output/29078757-piktochart-and-you-for-school-counselors>

Keegan Pittman, School Counselor

Olympic Continuation High School,

Concord, CA.



Additional Examples

[CASC Website](#)

[SC Profile Checklist](#)



Questions?

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