THE CAMPAIGN
What is Own the Turf?
Own the Turf is 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, and communities.

THE CAMPAIGN’S ROAD MAP
NOSCA’s Eight Components of College and Career Readiness Counseling creates a focused agenda for the OTT campaign to ensure a clear and effective path toward accomplishing the president’s goal of regaining America’s position as the nation with the highest proportion of college graduates in the world by 2020.

BENEFITS
What are the benefits of signing up for the Own the Turf campaign?
Counselors who join Own the Turf become part of a national community of counselors working to prepare all their students for enrollment and success in college and the world of work. In addition to receiving the initial Own the Turf folder, counselors will also be able to join an online community (spring 2011) and will receive updates, tools, and other materials on a regular basis.

RATIONALE
Why was this campaign created? Weren’t there college and career materials already available?
Own the Turf is an advocacy campaign. It is designed to galvanize and energize the school counselor community, and to provide resources to help counselors advocate for their role in preparing all students for college and career success. While there are many existing resources that can help school counselors and others provide college and career guidance to students, this campaign promotes mobilizing school counselors as the primary and most appropriate school based personnel to see that these resources, plus new tools that this campaign will provide, are delivered to all students starting as early as elementary school.

LOGISTICS
How do I get involved in Own the Turf?
Click on this link to the campaign information http://nosca.collegeboard.org/about/own-the-turf. From there you can sign the equity pledge and request a printed set of Own the Turf materials.

What materials will I receive if I sign up?
The Own the Turf folder includes:
• A welcome letter stating the campaign’s goals and purpose
• A statement of beliefs
• A pledge to own the turf of college and career readiness counseling
• The Eight Components of College and Career Readiness Counseling publication
• The School Counselor Strategic Planning Tool
• An overview of NOSCA projects, research, and publications
• An Own the Turf button and fold-out poster
• An invitation to join the Own the Turf online community when it is activated

Are copies the campaign materials online?
Yes, there are .pdf documents of all printed materials online at:
http://nosca.collegeboard.org/about/request-materials

Is there a fee to join the campaign?
There is no cost to join the campaign.

Do I or my school have to be College Board Members to join the campaign?
No. Membership to the College Board is not a requirement to join the campaign.

Is a copy of the Own the Turf Webinar presentation available?
Yes, it is online at:

Can an individual counselor sign up or will someone from our district’s central office have to contact College Board?
We welcome individual Own the Turf members, as well as schools and districts. Individual counselors and other members of the community responsible for helping students and their families with college and career readiness can use the link listed above to join immediately.

How can my school/district participate in an Own the Turf training session?
There are several ways.
1. The Own the Turf presentation is online at:
2. District School Counseling leaders and building level teams can use the webinar and printed materials for training sessions.
3. School counseling professionals can attend NOSCA’s annual conference, Destination Equity (http://destinationequity.collegeboard.org). Sessions are also offered at the College Board Forum and the six College Board Regional Forums.

Can a whole school or district join the campaign? If we do, will all of our counselors receive the materials?
Yes, whole schools and districts can join the campaign. If schools join each individual counselor will need to sign the pledge. This can be done by individuals on line or by downloading the pledge, signing and mailing in to NOSCA at the address below. The packets of materials will be sent to each counselor who signs up. If a whole district wants to join, the district school counseling leader or other contact person...
can request materials, but there is a criteria form that must be completed indicating how the materials will be used and the goals of the campaign in the district. We request that individual counselors in the district use this opportunity to sign on and return the campaign sign-up sheets to the district contact person for mailing back to: The College Board, 1233 20th Street NW, Suite 600, Washington DC 20036, C/O Dominique Jones.

Has this program started in my district yet?
Check with your district leader for school counseling or other central office staff who is responsible for college and career access.

How can students get more involved?
The campaign is for school counselors, but we encourage students to sign up as well. Students can become advocates for themselves and their peers to graduate from high school, college and career ready.

Can graduate students in school counseling sign up?
Yes, the campaign is for current and pre-service school counselors and all professionals who want to be part of a community of educators who support the goal of getting all students ready for college and careers. By joining the Own the Turf Campaign, counselors in training can commit to learning about equity in college and career readiness counseling and prepare to implement the campaign in their future schools or where they practice with community-based organizations with related missions.

PRESENTATIONS BY COLLEGE BOARD STAFF
What is considered a sufficient audience size for an Own the Turf presentation by NOSCA staff?
NOSCA staff are available upon request for presentations to groups of 50 or more, and will make every effort to accommodate all requests (depending on staff availability). For smaller groups the NOSCA staff will provide consultative assistance, PowerPoint presentations and the necessary materials for a designated local person to present the Own the Turf Campaign.

Are other College Board staff members available for presentations and workshops?
NOSCA staff will make every effort to accommodate requests (see the response above). Other College Board regional staff may also offer Own the Turf presentations. We suggest that interested persons contact both NOSCA and their College Board Regional office to check for availability. (See http://about.collegeboard.org/ for regional office contact information.)

As part of signing up, would someone come out and assist us with developing a local Own the Turf campaign focused on College Readiness?
Assistance in developing a local campaign can be part of an onsite workshop or presentation. Contact NOSCA for availability.
OWN THE TURF MATERIALS AND COLLEGE BOARD PROGRAMS

Does the Own the Turf program include financial aid assistance training for students?
No, but College Affordability is one of the eight components (see the *Eight Components of College and Career Readiness*). The goal of this component is to help school counselors focus early on the possibilities for acquiring money for paying for college. Knowing about financial aid, scholarships and grants early in elementary and middle school is critical to nurturing the hopes and dreams of students from low income families for college and career opportunities after high school.

Does Own the Turf include help with college entrance exams?
No, but college entrance/career exams/assessments is one of the eight components. The goal of this component is to help school counselors focus their strategies and interventions on opportunities for students to be better prepared for taking college assessments by ensuring they students take rigorous coursework and other enrichment opportunities that will help students to be successful with these assessments.

Will this campaign be connected to or be part of the College Board’s College Counseling Sourcebook?
The Sourcebook is a separate stand-alone publication. However, it contains valuable information and is a tool school counselors can use to assist in implementing the NOSCA eight components of college and career readiness counseling. The Sourcebook is available at https://store.collegeboard.com/sto/productdetail.do?Itemkey=110534614&affiliateld=FeaturedListing&bannerid=gp_feature_sourcebook.

How does the campaign integrate College Board services such as BigFuture?
Own the Turf is not associated with any specific program. However, many of the College Board programs including BigFuture are aligned with the goals of Own the Turf. BigFuture is a comprehensive program that can serve as a valuable resource to counselors implementing the Eight Components of College and Career Readiness Counseling.

Is the issue of students’ financial responsibility while in college being addressed through the program?
Not directly. The campaign focuses on the counselor’s role in inspiring student to aspire, prepare, apply and enroll in college.

SHAPING THE WAY SCHOOL COUNSELORS WORK

How can counselors convince their principals that their work is more important than ever before?
School counselors can share the Own the Turf campaign with their principals and other administrators and discuss ways that the campaign aligns with the goals of the school and the district to promote college and career readiness for all students. School counselors can also map out an implementation plan with their principal and together strategize ways to mobilize a whole-school campaign. The Own the Turf materials, the online webinar, and especially the School Counselor Strategic Planning Tool, are valuable tools to help counselors implement the campaign and advocate for their role as the school professionals who guide all students towards college and career readiness.
Can we use parts of the materials, i.e., the definition of college readiness, in our vision and mission statements?
Yes, the materials may be used in part or as a whole. We believe, however, that much of the power of Own the Turf is derived from the combined power of all of the materials in the Own the Turf folder.

How does this program align with the Comprehensive Developmental Guidance and Counseling Program?
The Own the Turf campaign is about equity in college and career readiness for all students K–12; a goal that aligns with those of many schools and districts across the nation. Therefore, Comprehensive Developmental Guidance and Counseling Programs that share this goal are aligned to the Own the Turf Campaign.

Will this campaign help me to make the case for taking counselors off clerical duties and other jobs such as substitute teaching?
We suggest that school counselors work collaboratively with their administrators to establish a shared vision of student outcomes that includes equity in college and career readiness. School counselors and principals alike want the best for their students; Own the Turf gives school counselors a way to demonstrate how their unique skill set can help the principal meet school-wide goals. Resources such as the School Counselor Strategic Planning Tool and case studies from publications such as Finding a Way and Inspiration & Innovation will help you to shape your ideas and strategies to demonstrate your value and uniqueness as a school counselor.

THE NATION AND THE SCHOOL COUNSELING COMMUNITY
How will NOSCA and American School Counselor’s Association work together?
ASCA and the College Board, along with NASSP, collaborated in research on the principal-counselor relationship. The results of the national principal-counselor survey were published in A Closer Look at the Principal-Counselor Relationship. Following the survey analysis, successful principals and school counselors were interviewed to gain insight into their relationship. Their stories are told in Finding a Way. The partners are currently developing a toolkit for improving principal-counselor relationships.

Is there a way to impress upon legislators and administrators the need to free-up counselor time to be able to be more effective in this program?
The most powerful way to impress any group about the value to school counselors in the college and career readiness process is with data. School counselors can start by assessing the work they are currently doing and ensure that it has impact for all students, but especially on the most underserved children. Making a measurable difference with underserved populations is an important outcome not only for the students; it helps school counselors demonstrate the need to be allowed to focus even more of their efforts on such activities.
Are there models of schools who are currently demonstrating use of the Eight Components of College and Career Readiness Counseling that underpin Own The Turf with fidelity? Where else can we look for current models and examples?

The Own the Turf campaign and the NOSCA Eight Components of College and Career Readiness Counseling are new initiatives at NOSCA. As schools and districts begin to implement the eight components we will encourage them to share their successes and challenges, stories and tools as part of the national online community.

Can you suggest ways to implement the components more for career components?

There are many tools and materials focused on careers that school counselors have used over time that can be used when implementing the eight components of college and career readiness counseling. At the College Board, programs such as CollegeEd have much valuable career information, and online tools such as Road Trip Nation can be used to help students explore careers. NOSCA is in the process of developing other tools that will be on the website in the near future. A variety of resources for both college and career readiness has always been available. However, what is new about the campaign is the expressed focus of mobilizing school counselors to take a leadership role in ensuring that all K–12 students get structured opportunities to acquire the attitudes, academic preparation, knowledge, skills and social capital needed to transition from high school to college and/or the career of their choice.