



Sponsored by the National Office for School Counselor Advocacy
of the College Board's Advocacy & Policy Center

Destination Equity 2012:

Charting Bright Futures for All Students

April 13–14, 2012 | Gaylord National Hotel and Convention Center

PROGRAM



College and Career
Readiness Counseling

Welcome



Colleagues,

The staff of the National Office for School Counselor Advocacy (NOSCA) welcomes you to the Fifth Annual Destination Equity Conference. We consider this conference a celebration on behalf of school counselors and school counseling in the nation. The conference is also an opportunity to enhance your personal skills, to proudly share your recent accomplishments and to associate with like-minded professionals who understand the need to promote and advance school counseling in the nation.

In the counseling world, we often encourage our students who are pursuing large or long-term goals to keep positive momentum going by celebrating significant successes and milestones achieved along the way. This fifth NOSCA conference is one of those milestones for school counseling in America. Together, we should celebrate having moved the marker closer to national prominence and having made giant steps toward elevating the voices of school counselors. We have come a long way, but we have some distance yet to travel.

- In 2010, we challenged you to “Own the Turf.” Over 9,000 school counselors and “turf collaborative community partners” have taken up this campaign to take the lead in establishing college-going cultures and to provide college and career readiness counseling for their students.
- In 2011, we stressed ways and best practices for implementing the Eight Components of College and Career Readiness Counseling with an urgent call for equity. Over 6,000 of you have reached out to the College Board for professional development through webinars to sharpen your skills in this area.
- In November 2011, we launched NOSCA's state-of-the-art website. That site has registered more than 130,000 hits, demonstrating that you are seeking information and ways to make a difference using the tools and resources provided on the site.
- In November 2011, we released the results of our first annual survey of school counselors in the nation. Over 5,000 middle and high school counselors responded, giving the nation, for the first time ever, the largest survey of school counselors. The results, the voices of counselors, were presented in the nation's capital and in the Texas Statehouse, and culminated with a tape of Secretary of Education Arne Duncan acknowledging the value of school counselors and the important role they play in getting students college and career ready, as well as validating the “Own the Turf” movement.

So, together at this conference, we will pause to celebrate all that you have accomplished to advance school counseling in the nation and the benefits that accrue for all students when we galvanize and mobilize ourselves for an important national initiative — college and career readiness.

School counseling is on the move. Your presence at this conference demonstrates your commitment to “Charting Bright Futures for All Students.” What wonders will you achieve for 2013 as we work together to build upon our recent successes and amplify the voices of school counselors!

Sincerely,

A handwritten signature in black ink that reads "Patricia J. Martin". The signature is written in a cursive, flowing style.

Patricia J. Martin
Assistant Vice President
National Office for School Counselor Advocacy
The College Board

A Message from the President



It is with great pleasure that I welcome you to the National Office for School Counselor Advocacy's fifth annual national conference for school counselors, Destination Equity 2012: Charting Bright Futures for All Students. This is indeed a time to celebrate you for your professionalism and dedication to your students and their families as demonstrated by your presence at this conference.

The College Board established the National Office for School Counselor Advocacy (NOSCA) in 2003 with the goal of finding ways to elevate the national presence of school counselors and support the work counselors do in helping all students attain the skills and knowledge needed to become college and career ready. Counselors across the country have stepped up to the plate — over 9,000 of you along with other student-serving college-access professionals — joining our national advocacy campaign and participating in a movement to “Own the Turf” for college and career readiness counseling and taking the lead in establishing a college-going culture in your schools, districts and states.

We know that the future aspirations and dreams of students, most especially those students who are from low-income families and/or who will be first-generation college goers, depend on you to help them reach their goals. Your work with students is essential to the quality-of-life options your students will have in the years ahead. For this reason, we are proud to provide this conference as an opportunity for professionals like you to enhance your skills, gain new ideas, and engage in deep and meaningful conversations about educating all students to the highest level.

I hope the speakers and presenters at this conference inspire you to become even more formidable champions for educational equity for all students. And, if you have not joined us in “Owning the Turf,” I challenge you to join the movement. I have a great deal of respect for your work and know firsthand that you play a pivotal role in the lives of students and their families.

Full participation in today's knowledge-based, technologically focused world requires all of our students to gain the rigorous academic preparation that comes with completion of educational credentials beyond grade 12. The strength of our nation's economy and the vitality of our nation depend on our success at making this happen.

Sincerely,

A handwritten signature in black ink that reads "Gaston Caperton". The signature is written in a cursive, flowing style.

Gaston Caperton
President
The College Board

About NOSCA & The National Survey of School Counselors

About NOSCA

The National Office for School Counselor Advocacy is an office within the College Board's Advocacy & Policy Center that promotes the importance of school counselors and supports their work through a variety of means — training, research, partnerships, publications and advocacy.

NOSCA advocates for school counselors in order to affirm the importance and value of their role in advancing school reform and student achievement.

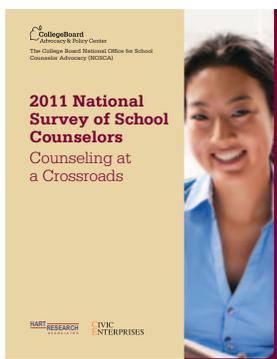
NOSCA's three priority areas in 2010-15 are:

- **Equity** in college and career readiness;
- **Leadership** in systemic education reform; and
- **Transformation** of school counseling practice.

About the National Survey of School Counselors

As part of our commitment to advocating for school counselors and elevating their voices, NOSCA, supported by a generous grant from the Kresge Foundation, conducted the first annual National Survey of School Counselors in collaboration with Peter D. Hart Research Associates and Civic Enterprises. This survey, one of NOSCA's major initiatives, was the largest survey of its kind ever administered across the nation. The survey, administered in spring 2011 to a nationally representative sample of 5,308 middle school and high school counselors, explored school counselors' opinions and perspectives about their roles, responsibilities, professional relationships, current practices and priorities for the future. A focus of the survey was school counselor attitudes, expectations and practices related to college and career readiness, leadership and equity.

The findings from the National Survey of School Counselors were released nationally in November in Washington, D.C., followed by a state event in Austin, Texas.



Key Findings:

More than eight out of 10 school counselors surveyed reported that a top mission of schools should be ensuring that all students complete 12th grade ready to succeed in college and careers, yet only 30 percent of all school counselors and 19 percent of counselors in high-poverty schools saw this as closely fitting their school's mission in reality. These same counselors — the majority of whom have master's degrees — reported that they lacked adequate preparation when they began their careers, possibly limiting their ability to effectively aid the students they serve.

The results of this survey will continue to be brought to the attention of counselor communities, the American public and policymakers to give greater voice to school counselors. The survey will also generate greater understanding of the importance and value of the school counselor's role in advancing academic achievement and college and career readiness in schools across the nation.

The National Survey of School Counselors will be conducted annually and is a central part of a national effort to advance policies that empower school counselors to “own the turf” of college and career readiness counseling for all students.

The “Own the Turf” Campaign

The “Own the Turf” campaign is a national initiative 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.

NOSCA’s Eight Components of College and Career Readiness Counseling is the road map for the campaign, defining a focused agenda to ensure a clear, effective path toward the goals.

Each component should be applied through the lens of equity. To be most effective, school counselors must use data to identify gaps and inequities in achievement, preparation and access, and measure progress toward equitable student outcomes.



The Eight Components of College and Career Readiness Counseling provide a systemic approach for school counselors to implement across grades K–12 — elementary through high school and beyond — to ensure equity both in process and results.

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 Graduation to College Enrollment

Destination Equity 2012, NOSCA’s fifth anniversary conference, is a landmark event celebrating the crucial role school counselors play in college and career readiness and the success of NOSCA’s “Own the Turf” campaign.

This conference will highlight the findings from NOSCA’s first annual National Survey of School Counselors and will provide participants with informative workshops on cutting-edge practices centered around **three conference stands**:

1. K–12 School Counselors in Education Reform
2. School Counselor Partnerships
3. School Counselors Responding to College and Career Readiness Policies and Legislation

Keynote Speaker



Patricia J. Martin

**Assistant Vice President of the National Office for School Counselor Advocacy,
The College Board**

Patricia J. Martin is a nationally recognized leader in the reform of school counseling and the efforts to design training opportunities to help practicing counselors become an integral part of the primary mission for schools. Martin has more than 30 years of experience as a public school educator, having worked as a teacher, school counselor, supervisor of counselors, high school principal, chief educational administrator and assistant superintendent of schools in Prince George's County, Maryland.

Martin has an extensive and productive history of involvement in national and state efforts working on issues related to large urban school districts, leadership, school counseling and academic equity for students for whom school systems have not served well in the past. She has been the developer and the manager of many institutional programs and system policies that directly impact the education and career options for students in these school districts.

From 1996 to 2001, Martin served as a senior program manager at The Education Trust, a not-for-profit organization in Washington, D.C., working to improve the academic achievement for all K-12 students, especially low-income and minority students. At the Trust, Martin provided the leadership for the National Initiative for Transforming School Counseling — a multiyear initiative funded by the Wallace-Reader's Digest Fund, which established national models of redesigned counselor education preservice programs focused on advocacy for students. Martin has provided leadership nationally in the development and implementation of numerous initiatives designed to promote access, equity and excellence for all students.

At the College Board, before taking on the leadership role of developing and leading the National Office for School Counselor Advocacy, Martin has served as the leader for the Middle States Regional Office. This region encompasses the District of Columbia, Maryland, New York, New Jersey, Delaware, Pennsylvania, Puerto Rico and the Virgin Islands. In this position, Martin worked with K-16 educators, state educational leaders, superintendents of schools, college admission and financial aid administrators, communities, and organizations with the express purpose of implementing the College Board's mission "to connect students to college success and opportunity" after high school.

At NOSCA, Martin leads the College Board's efforts to serve as a national advocate for school counselors, charged with creating a national prominence for counselors in education reform. In this position Martin collaborates, coordinates and develops ongoing initiatives with national, state and local organizations to strengthen the school counselors' role in advancing the academic agenda for all students.

Plenary Speaker



Gene Nichol

Boyd Tinsley Distinguished Professor of Law and Director of the Center on Poverty, Work & Opportunity, University of North Carolina

Gene Nichol is Boyd Tinsley distinguished professor of law and director of the Center on Poverty, Work and Opportunity at the University of North Carolina. He teaches courses in constitutional law and civil rights.

From 2005 to 2008, Nichol was the 26th president of the College of William and Mary. He was Burton Craige professor and dean of the law school at the University of North Carolina from 1999 to 2005. He founded the Byron White Center of Constitutional Law at the University of Colorado (1990) and the Center for Civil Rights at the University of North Carolina (2001).

Nichol is author of a number of books and articles including pieces published in the Harvard, Yale, Chicago, Michigan, Pennsylvania, California and Duke law reviews. From 1998 to 1999, he was a political columnist for the *Denver-Rocky Mountain News*. He's been a monthly op-ed writer for the *Raleigh News & Observer* for almost a decade. He has also written for *The Washington Post*, *The Nation* and *The Chronicle of Higher Education*. From 1994 to 1995, he was host of a public affairs television show, *Culture Wars*, for KBFI in Denver.

In 2003, Nichol received the ABA's Edward Finch Award for delivering the nation's best Law Day address. In 2004, he was named Carolina's Pro Bono Professor of the Year. The next year, Governor Easley inducted Nichol into the Order of the Long Leaf Pine, North Carolina's highest civilian honor, and Equal Justice Works named him Pro Bono Law School Dean of the year. In 2008, he received Oklahoma State University's Distinguished Alumnus Award; the "Courage To Do Justice Award" from the National Employment Lawyers Association (New England, 2008); and the Thomas Jefferson Award, for courage in the defense of religious liberty, from the Military Religious Freedom Foundation.

Nichol attended Oklahoma State University, where he received a degree in philosophy (1973) and played varsity football. He obtained his J.D. from the University of Texas, graduating Order of the Coif, in 1976. He is married to Glenn George. They have three daughters: Jesse (24), Jennifer (23), and Soren (18).

Conference Sessions

Friday, April 13, 2012

7–11:30 a.m.

Registration and Information Desk

7:15–8:15 a.m.

Breakfast

8:30–10 a.m.

Opening Keynote — Patricia J. Martin

Welcome and conference kickoff by April E. Bell, Associate Director of the National Office for School Counselor Advocacy, The College Board, Washington, DC; and keynote address by Patricia J. Martin, Assistant Vice President of the National Office for School Counselor Advocacy, The College Board, Washington, DC.

The Voice of School Counselors: Can You Hear Me Now?

More than 5,000 secondary school counselors, a significantly large representative group of counselors in the nation, responded to NOSCA's Advocacy and Policy Center survey, giving voice to school counselors. The findings of the *2011 National Survey of School Counselors, Counseling at a Crossroads* were announced to the nation in November. At a macro level — federal and state — the volume was placed on “high.” At the micro level—in districts and in K–12 schools — the message might have been somewhat distorted by static. How can we make sure that, like the cell phone commercial, school counselors are not moving about trying to get better reception and asking CAN YOU HEAR ME NOW? Can the students, families, communities, teachers and principals in schools really hear you now? Keeping in mind that “what you do speaks so loudly, people can hardly hear a word you say,” it is time we all move to a place where both the reception and the transmission are optimal. The place/destination for school counselors is where we indisputably “claim our turf” as professionals who are essential to ensuring bright futures for all of our students.

10:15–11:30 a.m.

Best Practices for Developing College and Career Readiness for K–12 Students

Presenter(s): Vernetta Bridges, Lead Counselor, Alamance Burlington School System, Burlington, NC; LaJuana Norfleet, Elementary Secondary School Counselor Program (ESSCP) Lead, Alamance Burlington School System, Burlington, NC

Participants will learn how to develop an effective college and career readiness program that includes outreach to parents and the community. Elementary, middle and high school counselors will learn innovative ways to use vertical teaming to implement college and career readiness programs that they can apply in their school and district.

Bidding Seniors Farewell, Prepared for a Successful Transition from High School to College

Presenter(s): Tranita Carroll, Career Exploration Counselor, Spring Independent School District, Houston, TX; Shontel Roberts, College Access Professional, Houston Independent School District, Houston, TX

Throughout high school, students make choices about their postsecondary education, but are they prepared to navigate their way upon arrival on the college campus? In this session, participants will learn how to develop a transition curriculum to assist students as they make the transition from high school to college enrollment. Participants will strengthen their skills in assisting their students in the transition process.

Building an Equity-Focused, College-Going Culture: A Case Study

Presenter(s): Tia Brown McNair, Senior Director for Student Success, Office of Engagement, Inclusion and Success, Association of American Colleges and Universities, Washington, DC; Catherine Carney, Chief Academic Officer, East Boston High School, East Boston, MA; Catherine Chui, Director of Counseling, Boston Public Schools, Boston, MA; Sara Melnick, Deputy Director, National College Access Network, Washington, DC

Throughout high school, students make choices about their postsecondary education, but are they prepared to navigate their way upon arrival on the college campus? In this session, participants will learn how to develop a transition curriculum to assist students as they make the transition from high school to college enrollment. Participants will strengthen their skills in assisting their students in the transition process.

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Friday, April 13, 2012

My College Dollars Facebook App: A College Board, MTV and Get Schooled Collaboration

Presenter(s): April E. Bell, Associate Director, National Office for School Counselor Advocacy, The College Board, Washington, DC; Roy Ben-Yoseph, Executive Director, Digital Products, The College Board, Reston, VA

The My College Dollars Facebook Application connects students and families to information, resources and tools that help them make smart decisions about paying for college. In partnership, MTV and the College Board created a tool that allows students to see potential scholarship matches and FAFSA information in an easy and engaging way. Participants will learn how to assess their school and district's needs and how to utilize this tool to advance the college affordability planning agenda in their school.

Principal-Counselor Relationship: Tools to Build a College-Going Culture and Enhance Student Achievement

Presenter(s): Jill Cook, Assistant Director, American School Counselor Association, Alexandria, VA; Dick Flannery, Senior Director, Leadership Programs and Services, National Association of Secondary School Principals, Reston, VA; Jeffrey Hale, Associate Director, Grants, The College Board, New York, NY; Patricia J. Martin, Assistant Vice President, National Office for School Counselor Advocacy, The College Board, Washington, DC

The presenters will give a practical overview of the new Principal-School Counselor Toolkit developed jointly by the National Association of Secondary School Principals (NASSP), the American School Counselor Association (ASCA) and the College Board. The toolkit provides practical assessments and activities to create a successful partnership between school counselors and their principals. Participants will learn how to strategically use the toolkit in their setting to help principal and school counselor teams align their goals and work collaboratively to create a climate of high expectations and student success in their schools.

School Counseling: Turning Potential Dropouts Toward a College-Going Culture

Presenter(s): Jeff Cranmore, Counselor, McKinney High School, McKinney, TX

Students at risk of dropping out need extra support to remain in school and build career and postsecondary plans. This session focuses on successful strategies to prevent students from dropping out of school by strengthening skills in brief, solution-focused interventions. Attention to using free resources and ideas for influencing lawmakers in supporting dropout prevention will also be discussed.

11:45 a.m.–12:45 p.m.

Lunch

1–2:15 p.m.

Building Mentoring Programs That Work: Using Teams to Guide College and Career Readiness

Presenter(s): Andres F. Castillo, Program Coordinator, Applied Technology Center, Montebello, CA; Todd Clark, President, Creative Education Partners, Los Angeles, CA; Dan Clement, Senior Resource Fellow, Community Partners, Los Angeles, CA; Edelmira Sandate, Coordinator, Schurr High School, Montebello, CA

This session will highlight how an effective mentoring program succeeded in building and retaining mentor-mentee pairs for several years, resulting in increases in engagement in the college-going process in a largely Latino community. Participants will learn how to recruit, train and build a mentoring community so that they can develop a plan to recruit and motivate volunteers to effectively guide students toward college and career readiness in their school.

Colorado GEAR UP: A Solution to the Achievement Gap

Presenter(s): Meghan Cave, Director of Financial Aid, Colorado GEAR UP, Department of Higher Education, Denver, CO; Matthew Griswold, Associate Program Director, Colorado GEAR UP, Department of Higher Education, Denver, CO

Through college credit options, mentoring, remediation, retention services and partnerships with colleges, universities and scholarship organizations, Colorado GEAR UP is increasing high school graduation rates and college matriculation rates, and decreasing the need for remediation in college. Participants will learn how to translate CGU's research, data and strategies into practical plans that they can use in their school.

Conference Sessions

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Helping Students Get Ready for College: Resources, Access and Equity

Presenter(s): Vicki Cabrera, Director, SAT Readiness Program™, The College Board, New York, NY; Monica Roman, Assistant Director, SAT Readiness Program, The College Board, New York, NY

Preparing for college assessments is an important step on a student's path toward college success and beyond. The College Board offers a comprehensive suite of free print and online tools to help students prepare to take the SAT®, one important step of the college admission process. This interactive session will help counselors strengthen their skills in connecting students, families and educators to these resources as part of a comprehensive and systematic approach to college and career readiness counseling. Participants will gain strategies and methods to implement these skills in their school.

Overcoming Factors That Impede Implementation of the Eight Components of College and Career Readiness

Presenter(s): Elizabeth Sessoms, Supervisor of Counseling, Prince George's County Public School, Oxon Hill, MD; Sonja Sutherland, Clinical Therapist, Devereux Georgia Treatment Network, Kennesaw, GA

This session will provide participants with knowledge and skills to strengthen their effectiveness in implementing NOSCA's Eight Components of College and Career Readiness Counseling. Themes will focus on an increased awareness of personal beliefs, biases and related actions, and common barriers that can hinder implementation. Participants will learn how to create action plans to strengthen their implementation skills, which they can then use in their school.

"Own the Turf": Best Practices for Implementing the Eight Components of College and Career Readiness Counseling with Equity

Presenter(s): April E. Bell, Associate Director, National Office for School Counselor Advocacy, The College Board, Washington, DC; Vivian V. Lee, Senior Director, National Office for School Counselor Advocacy, The College Board, Washington, DC

Participants will learn how practicing school counselors integrate the eight components into their existing school counseling programs using data elements to guide practice for equitable outcomes.

Presenters will share best practices for implementation. Participants will learn how to assess their school's performance data in developing a strategy to incorporate college and career counseling into their school counseling program in ways that reflect the identified college and career needs of their students, as well as support schoolwide goals for raising student achievement.

Senior Seminar: A Model for Increasing College-Going Rates

Presenter(s): Sheryl Bond, Lead Counselor, George Washington High School, Chicago, IL

In this session, participants will gain insight into how school counselors at George Washington High School increased their college-going rate from 37.7 percent in 2009 to 50.7 percent in 2010 by developing and teaching a Senior Seminar class. Participants will learn intervention strategies that they can implement in their school to increase the senior completion rates for five-year college, to help seniors apply for scholarship applications and financial aid using the Free Application for Federal Student Aid (FAFSA), and to help seniors complete a well-constructed personal statement. Participants will learn how to develop and implement a Senior Seminar at their school.

2:30–3:45 p.m.

Introducing a New Comprehensive College Planning Resource

Presenter(s): Roy Ben-Yoseph, Executive Director, Digital Products, The College Board, Reston, VA; Joyce Brown, Educational Consultant, District Director of Secondary Counselors (Retired), Chicago Public Schools, Chicago, IL

Be among the first to see a new student-centered online college planning resource that was created by the College Board in collaboration with the Education Conservancy. YouCanGo!™ is a free website, created first to help counselors engage under-resourced students who may not think college is in their future and guide them on ways to overcome barriers that keep them from going to college. Combined with YouCanGo!, this new free site creates a comprehensive and innovative online resource that helps all students aspire, find, connect, afford and enroll in the right college that sets them on the path for success in life. Participants will learn about new tools created to help students and counselors, walk through interactive features that will engage and guide more diverse audiences in college planning, hear about the research that informed the work, learn techniques employed for engaging students in college planning, provide input on the site's development, and participate in an open dialogue about effective student engagement.

Conference Sessions

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Obstacles: Ideas for School Counselors Preparing Students to Be College and Career Ready

Presenter(s): Pamela Gabbard, Retired School Counselor, Trainer and Consultant, Eddyville, KY

This session will share tools and strategies for implementing the College Board's National Office for School Counselor Advocacy's Eight Components of College and Career Readiness Counseling by incorporating the ASCA National Model's career standards as a guide to connecting students to college and career success. Participants will receive hands-on activities, lesson plans and best practice recommendations to promote college and career readiness for all students.

Preparing Students to Dream — One District at a Time — College Access for All

Presenter(s): Brenda Gauthey, College and Career Specialist, Cypress Lakes High School, Katy, TX; Jacqueline Hawkins, Associate Dean, Graduate Studies, Institutional Effectiveness and Outreach, College of Education, University of Houston, Houston, TX; Jack Schmit, Director of Grant Procurement and Student Support, Indiana University, Bloomington, IN

"Preparing to Dream — One District at a Time — College Access for All" is a four-year initiative that took place from 2007 to 2011. The multiyear initiative united five Houston area K-12 districts around a common goal of increasing postsecondary access and success among low-income and first-generation students. Participants will learn how these districts created systemic structures and partnerships and will gain strategies such as building district data capacity, increasing and improving the effectiveness of partnerships between the school system and higher education institutions, strengthening college access and success systems, and strengthening academic preparation of high school students in math.

The Completion Arch: Measuring Community College Student Success

Presenter(s): Ronald Williams, Vice President, Community College Initiatives, The College Board, Washington, DC

The Completion Arch, to be launched by the College Board's Advocacy & Policy Center in late April, will provide counselors with community college data on student progress and success. Participants will learn how to use this information on a new website with over 100 indicators to measure student success and resources to guide their students in the college and career exploration and selection process. Other compelling factors such as community college enrollment, developmental education placement, progress to completion, transfer, and workforce preparation and employment outcomes are also included. Participants will learn how to use these tools and information to strengthen their college and career counseling efforts for all students in their setting to raise their college-going rates.

Transforming the Educational Experience of Young Men of Color: School Counselor Series

Presenter(s): Jennifer Dunn, Director, National Office for School Counselor Advocacy, The College Board, Washington, DC; John Michael Lee Jr., Policy Director, Advocacy & Policy Center, The College Board, New York, NY

In 2011, the College Board's Advocacy & Policy Center launched the most comprehensive literature and landscape review and qualitative research study designed to improve the educational experience and pathways of young men of color: *The Educational Experience of Young Men of Color: A Review of Research, Pathways and Progress*. This study focused on males in four ethnic/racial groups: African Americans, Native Americans, Asian Americans/Pacific Islanders, and Latino Americans. The research provided six recommendations and solutions for promoting the importance of college and career readiness among these populations. In response to the recommendations, NOSCA developed a journal series to support K-12 school counselors in promoting the college and career readiness of young men of color. In this session, participants will review the research findings of the study and learn about the barriers that prevent young men of color from advancing through the education system. Participants will learn about the guest journal writers' perspectives and opinions of strategies and interventions that can be used to support young men of color in their college and career aspirations.

Using Net Price Calculators for College Choice

Presenter(s): Cindy Bailey, Director, NPC Program, Financial Aid Programs, The College Board, New York, NY

This session will focus on the background of net price calculators (NPCs) and provide a context for using them as a counseling tool. Strategies will be provided to participants on how students and families should complete NPCs, how to help families evaluate NPC results and how to explain those results in the larger context of admission "fit" and affordability. Participants will also be provided a PowerPoint template for use within student and family outreach efforts.

Conference Sessions

Friday, April 13, 2012

4–5:15 p.m.

A Systemic, Collaborative Approach to Implementing an Equity-Based College Readiness Program

Presenter(s): Uyi Osunde, School Counselor, East Hartford High School, East Hartford, CT; Rachelle Pérusse, Associate Professor, University of Connecticut, Neag School of Education, Storrs, CT; Frank Staples, Director of Guidance, East Hartford Public Schools, East Hartford, CT

In this session, participants will learn about East Hartford High School's initiative to implement the CollegeEd® curriculum systemically through collaborative efforts to improve college and career aspirations and readiness among students while establishing a college-going culture. With research data collected from the school, participants will analyze and discuss the efforts in creating a college-ready culture in the school system. Participants will be provided with a detailed description of the implementation process at East Hartford High School and will discuss future implications for college and career readiness programs. In addition, participants will learn best practices and mechanisms for sustaining the culture.

Help! Our Kids Are Not Attending College

Presenter(s): Joyce Brown, Educational Consultant, District Director of Secondary Counselors (Retired), Chicago Public Schools, Chicago, IL; Greg Darnieder, Senior Advisor to Secretary of Education Arne Duncan, U. S. Department of Education, Washington, DC

What systemic steps can school counselors take to bolster the college-going rates of 12th-grade students in their schools/districts? How can school counselors demonstrate the value of their work in accountability metrics at this transition point for their students? Research informs us that paying for college is a significant barrier to college admission. Research also shows that implementing a systematic delivery of FAFSA completion practices can contribute to getting more students to attend college. This session will provide an overview of the role of school counselors in the FAFSA tracking process within Chicago Public Schools and across 18 districts across the United States. Learn how a former district director of college and career readiness and a former district director of secondary counselors collaborated to impact the development of college-going culture with measurable outcomes through tracking FAFSA completion rates. Attendees will learn how to become part of this important initiative, as well as how to implement school counselor leadership in this process.

Race to the Top: The Massachusetts School Counselors' Challenge to "Own the Turf"

Presenter(s): Katherine Gray, Consultant and Coach, Unique Potential, Hopkinton, MA

Massachusetts is the only state to have included school counselors as agents of change in its Race to the Top (RTT) proposal. Consequently, there is tremendous pressure to demonstrate that school counselors can have a positive outcome on college and career readiness for all Massachusetts youth. This session will focus on the skills that Massachusetts counselors are learning and applying in order to increase graduation rates and ensure that students are taking more rigorous classes. Participants will see examples of projects currently under way.

School Counselors and African American Male Athletes: Enhancing College and Career Readiness

Presenter(s): Paul Harris, Assistant Professor, Counselor Education, University of Virginia, Charlottesville, VA

How is it possible that student athletes graduate from high school and do not know how to read? Too often success in high school sports does not equate to success in academics, especially for African American males. In this session participants will examine targeted interventions for student athletes, particularly black males to strengthen their knowledge and skills in providing school counseling services that are intentional and systemic. Participants will also learn how to use a template to create professional development opportunities for stakeholders in their school communities to inform and direct the efforts in assisting African American male athletes.

Skills Up, Scores Up, a High School/College Partnership for Hispanic Students

Presenter(s): Jeanne Hutton, Guidance Department Chair, Kennett High School, Kennett Square, PA

The achievement gap continues to exist in underrepresented populations. Money and resources are stretched to the limit. In this session, participants will learn strategies of a high school of 1,300, where more than one-third of the students are Hispanic, many of whom are emerging English language learners. Participants will learn how to develop a program to improve academic skills, increase SAT scores and encourage a college-going culture. In addition, participants will learn how to forge a partnership with a local university — where everyone benefits — all without additional funding.

Conference Sessions

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Tailoring NOSCA's Transformative Process Training for Your School Division

Presenter(s): Tracy Jackson, Coordinator, Virginia Beach Public Schools, Virginia Beach, VA

This interactive session will teach district supervisors how to use the National Office for School Counselor Advocacy's Transformative Process to ensure that elementary, middle and high school counselors are implementing NOSCA's Eight Components of College and Career Counseling in their schools. District supervisors will discuss a way to enhance the knowledge and skills of school counselors to advocate for all students. Participants will learn how a division's practices and data create and implement an equitable college and career readiness system that can be applied in their school. *NOTE: In order for participants to get the most out of the session, please bring a copy of your system/district report card.*

6 - 8 p.m.

Opening Reception

Conference Sessions

Saturday, April 14, 2012

7–11:30 a.m.

Registration and Information Desk

7:15–8:15 a.m.

Breakfast

8:30–10 a.m.

Opening Keynote — Gene Nichol

Introduction by Jennifer A. Dunn, Director of the National Office for School Counselor Advocacy, and speech by Gene Nichol

Taking Seriously the Promise of America

“Economic distress and inequality are, in the United States, educational dream killers. The impact of poverty and low family income on academic preparation, readiness for college, and educational aspiration starts early — in K–12 and before. Recent empirical studies indicate that access to higher education, even public higher education, in the United States is radically distorted on the basis of family income and wealth. Few transgressions against equality are more difficult to justify, or apparently, more consistently accepted, than such pervasive economic exclusion. Nichol argues that tying education so profoundly to economic privilege betrays the American democratic promise.”

10:15–11:30 a.m.

Campuswide Implementation of AVID Counseling Strategies for College and Career Readiness for All

Presenter(s): Jeff Cranmore, Counselor, McKinney High School, McKinney, TX; Denise Rupert, Mid-Atlantic States Director, AVID Center, Atlanta, GA

This session will highlight how AVID’s (Advancement Via Individual Determination) system of acceleration and support can be implemented campuswide to assist low-income students in becoming college and career ready. Participants will learn how to strengthen their knowledge of AVID skills and interventions for use in their schools to increase the college and career readiness of their students.

Do the Math: The Essential Variable in College and Career Readiness

Presenter(s): Frank Coenraad, High School Counselor, Juneau-Douglas High School, Juneau, AK; Tom Thompson, High School Math Teacher, Juneau-Douglas High School, Juneau, AK

Upper-level mathematics courses are vital in preparing students to be college and career ready. Participants will explore how mathematically underrepresented students often find such courses stumbling blocks rather than stepping stones toward college and career success. Participants will learn how a high school in Juneau, Alaska, is preparing its students, especially underserved Alaska Natives, by a process of data-driven identification and supportive instruction. In addition, the rationale for implementing certain intervention strategies will be discussed, including the use of ACCUPLACER® as a diagnostic and placement tool.

Helping Students Showcase Their Strengths to Colleges

Presenter(s): Eliel Gonzalez, Advanced Placement Math Teacher, East Longmeadow High School, East Longmeadow, MA; Linda Liu, Senior Director, SAT Strategy, The College Board, New York, NY

You see your students’ potential — their skills, knowledge and enthusiasm for learning. Yet, it is not always easy for students to convey this on college applications, particularly if they do not have access to honors or AP® course work or if they come from traditionally underserved communities. Participants will learn about the role that standardized assessments can play in the admission process, as well as how to develop strategies to identify helpful community resources. In addition, participants will obtain tools that assist students with strengthening their college applications.

Conference Sessions

Saturday, April 14, 2012

National Survey of School Counselors

Presenter(s): **Mary Bruce**, Education Policy Analyst, Civic Enterprises, Washington, DC; **Patricia J. Martin**, Assistant Vice President, National Office for School Counselor Advocacy, The College Board, Washington, DC; **Christen Pollock**, Vice President, Advocacy & Policy Center, The College Board, New York, NY

The College Board's first annual school counselor survey was administered in spring 2011, capturing the voices of more than 5,000 middle and high school counselors from across the nation. Survey results provide compelling information that can guide school counselor training and practice and the work of national organizations, legislators and school boards, all of whom support college and career readiness for all students. Participants will learn more about the survey, its findings and its implications for the school counseling profession. In addition, participants will have an opportunity to engage in a discussion that explores the impact these findings have on school counseling today and to develop solutions for getting all students college and career ready.

Ohio's College Access Challenge Grant Puts the Spotlight on School Counselor Training

Presenter(s): **Linda Knicely**, Statewide College Access Training Liaison, Ohio College Access Network, Columbus, OH

In what may be a first-of-its-kind initiative, Ohio is using federal College Access Challenge Grant funds to develop a unique partnership among four organizations with a common mission: helping students gain access to and succeed in earning a postsecondary degree or credential. Participants will learn how these organizations — the Ohio College Access Network, the Ohio Association for College Admission Counseling, the Ohio School Counselor Association and the Ohio Association of Student Financial Aid Administrators — are providing a comprehensive and coordinated set of training opportunities and materials for school counselors and access/success professionals throughout the calendar year and across the state of Ohio. In addition, participants will learn about the NOSCA school counselor ambassadors' role in the project and will acquire strategies and tools to assist with the replication of these efforts in their own state.

Planning for Tomorrow ... Today: Creating a High School College and Career Crew

Presenter(s): **Amanda Howell**, College and Careers Specialist, Union High School, Tulsa, OK; **Christi Johnson**, Coordinator, College and Career Services, Union High School, Tulsa, OK

Do you need a way to inspire and motivate students to make college and career plans? In this session, participants will learn how to establish and maintain a college and career crew, consisting of high school students trained in activities, game play and skits that work to raise awareness about careers and build the college aspirations of their peers and younger students. In addition, participants will engage in hands-on learning activities by participating in several college and career games, as well as working in small learning groups to develop a plan for utilizing a crew in their districts.

11:45 a.m.–1:15 p.m.

NOSCA National Advocacy Awards Luncheon

Presentation of Awards by Vivian V. Lee, Senior Director of the National Office for School Counselor Advocacy, The College Board, Washington, DC.

Each year, NOSCA recognizes the exemplary service and advocacy efforts of individual school counseling professionals. These individuals are applauded for their outstanding contributions to the advancement of college and career readiness for all students.

The award categories are:

1. Increasing Equity in College and Career Readiness, K-12
2. Partnerships and Collaborations
3. School Counselors Responding to College and Career Readiness Policies and Legislation

This year's award recipients will be honored during the luncheon.

Conference Sessions

Saturday, April 14, 2012

1:30–2:45 p.m.

Doing What Works to Help Students Navigate the Path to College

Presenter(s): Yael Kidron, Co-Project Director, Doing What Works Initiative, San Mateo, CA

This session focuses on tools aligned with the recommendations of the IES practice guide, *Helping Students Navigate the Path to College: What High Schools Can Do*. Participants will learn how to use two tools developed by the U.S. Department of Education's Doing What Works (DWW) initiative: Fostering College-Going Aspirations Activity Sheet and The College Application Planner. Participants will strengthen their capacity to serve as a vital resource for implementing activities that promote college readiness. In addition, they will receive copies of a professional development package and learn about online resources that can support college and career readiness.

Growing School Counseling Districtwide: "Owning" the Data for Leadership in College and Career Readiness

Presenter(s): Cori Canty, Director of Counseling, Denver Public Schools, Denver, CO; Julia Henrichs, Counseling Internship Supervisor, Denver Public Schools, Denver, CO; Shanna Henry, Counseling Grants Manager, Denver Public Schools, Denver, CO

Participants will learn how school counselors in the Denver Public Schools are transforming their practices across the district by taking ownership of data and data elements to inform college and career readiness counseling. Learn how a districtwide leadership team helped provide school counselors with the knowledge, skills and techniques needed to grow programs and services that highlight their invaluable contributions to college and career readiness for all students. Participants will learn strategies for integrating these practices into their setting.

Let's Have an Application Party!

Presenter(s): Olaniyi Lucas, School Counselor, Henrico County Public Schools, Henrico, VA

The "Application Party" is a fun-filled, innovative way to help students learn more about the college application process and successfully complete a college application. Participants will take part in interactive experiences that will enable them to create their own application parties in their schools and/or communities. In addition, participants will acquire strategies for incorporating college admission counselors into their college-preparatory program, as well as learn how to obtain the support of community stakeholders.

School Counselors Bridging the Gap Between Colleges, Careers and Underserved Students and Their Families

Presenter(s): Jennifer Fisher, Master's Degree Student, Counselor Education, North Carolina State University, Raleigh, NC; Nicholas Highe, Doctoral Student, North Carolina State University, Raleigh, NC

College and career school counseling should go hand in hand within our K–12 school systems. In this session, participants will learn about some of the common misconceptions of low-socioeconomic families that can impact student achievement. Participants will strengthen their skills in creating a positive college and career exploration experience for all students, which is focused on goal setting and heightening aspirations for higher education, that they can apply in their school.

The School Counselor: Broker of Services in the "Own the Turf" Community

Presenter(s): April E. Bell, Associate Director, National Office for School Counselor Advocacy, The College Board, Washington, DC

College and career readiness for all students is a community responsibility. As a broker of services, the school counselor must develop and mobilize a "turf collaborative community" of partners to build student and family social capital and the knowledge needed for all students to graduate from high school, college and career ready. Participants will learn best practices for working with a collaborative community to Own the Turf, using NOSCA's Eight Components of College and Career Readiness Counseling, K–12. Participants will explore the use of this model for implementation in their communities.

Transforming Student Support to Prepare Students for College/Career Success

Presenter(s): Patrice DiNatale, Director, New Practice for City Connects, Lynch School of Education, Boston College, Chestnut Hill, MA; Norman Hursh, Technical Assistance Director, Boston College, Chestnut Hill, MA

Participants will gain insight into an innovative and proven program of student support that promotes academic achievement, healthy development, and college/career readiness and success. School counselors will learn how to implement a systemic approach to programming for each student and apply it in their school. Using systematic student support interventions to assess every student across academic, social/emotional, health, and college/career strengths and needs, participants will be able to develop individual graduation/college/career learning goals and plans, and connect students to a tailored set of services. A data-driven approach that targets graduation goals, prepares students for transitions and develops skills that promote college/career success will be shared.

Conference Sessions

Saturday, April 14, 2012

3–4:15 p.m.

Latino Americans and the College Completion Agenda

Presenter(s): John Michael Lee Jr., Policy Director, Advocacy & Policy Center, The College Board, New York, NY

In October 2011, the College Board released *The College Completion Agenda 2011 Progress Report: Latino Edition*, which focuses on providing the best data and policies for increasing college and completion rates among this important demographic. This report is based on the 10 recommendations issued in 2008 by the Commission on Access, Admissions and Success. Participants will have an opportunity to review where the nation stands on each indicator for Latinos. In addition, they will examine the status of Latino Americans in the *College Completion Agenda* and will develop strategies to increase the college completion rates of Latino Americans.

School Counselor Leadership: What Matters Most?

Presenter(s): Joyce Brown, Educational Consultant, District Director of Secondary Counselors (Retired), Chicago Public Schools, Chicago, IL; Patricia Martin, Assistant Vice President, National Office for School Counselor Advocacy, The College Board, Washington, DC

Who is a leader, and what matters most for leaders to sustain school counseling in 21st-century public schools today? Districts across the nation often balance budgets by cutting school counselors, most often, without significant protest. School counseling deeply matters, but what matters most is that these professionals produce positive student outcomes. In this session, participants will review national accountability measures and the impact school counseling can have on the data that count the most in schools today. In addition, they will be able to enhance their capacity to lead by the development of plans using data and research to positively impact student outcomes that will, in turn, serve to advocate for and elevate the profession.

Strategic Planning: The School Counselor's Tool for Accountability

Presenter(s): Vivian V. Lee, Senior Director, National Office for School Counselor Advocacy, The College Board, Washington, DC

This session will highlight NOSCA's School Counselor Strategic Planning Tool. Aligned to school improvement plans, strategic planning is an effective way for school counselors to be strong leaders in education reform initiatives. Participants will also learn how to use the School Counselor's Guide to identify student need and use data to advocate for equitable change as part of the strategic planning process. As a result, participants will be able to use both the Strategic Planning Tool and the School Counselor's Guide to begin the process of improving student outcomes systemwide.

Student Portfolios: Integrating Common Core/ASCA Standards to Demonstrate College/Career Readiness

Presenter(s): Sandra Carter, School Counselor, Hospitality High School, Washington, DC; Debra Knight, Educational Consultant, Optimal Achievement Educational Consultants, LLC, Laurel, MD; Lisa Stephens, Instructional Coach, Optimal Achievement Educational Consultants, LLC, Laurel, MD

Participants will explore the use of student portfolios as a way to demonstrate mastery of the college/career readiness skills of the Common Core State Standards and the ASCA National Standards. The session will explore the two sets of college/career standards, how those components can be incorporated into academic classes in secondary schools and how a student portfolio can be used to demonstrate mastery. Finally, participants will begin to develop a portfolio handbook using the standards to identify activities that demonstrate mastery.

Conference Sessions

Saturday, April 14, 2012

Systemwide Implementation of “Own the Turf” Campaign Initiatives

Presenter(s): **Dominique Jones**, Assistant Director, National Office for School Counselor Advocacy, The College Board, Washington, DC

Whole school, district and state “Own the Turf” campaign initiatives, designed and implemented by school counselors and counselor supervisors, demonstrate leadership critical to addressing persistent inequities among student groups, set high expectations for all students and help to ensure that more students graduate from high school college and career ready. Using the Own the Turf toolkit, which includes NOSCA’s Eight Components of College and Career Readiness Counseling, participants will learn how to launch a systemic Own the Turf campaign, engender school and community support, manage a growing campaign, and celebrate success systemwide.

Using Music, Social Media and Dance to Support the College and Career Readiness of African American Males

Presenter(s): **William “Flip” Clay**, CEO and National Consultant, Rhyiming to Respect, LLC, Largo, MD

College and career readiness should start as early as elementary school and continue through middle school in order for African American males to aspire to college and have career success. This engaging workshop will examine the culture and history of African Americans in order to provide customized support and empowerment strategies necessary for student engagement and the building of college and career aspirations for educational success. Participants will learn how to infuse social media, music and dance into their counseling curriculum. The participants will learn innovative strategies to put in their counseling toolbox.

Earn CEUs at the NOSCA National Conference

Continuing education units (CEUs) are available for all sessions with the exception of the keynote and plenaries. Please bring the CEU form to the designated person for certification at the end of each session, and either drop off your completed form at the registration desk after the conference or fax it to 202-741-4743.



The College Board has been approved as an authorized provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102, and may offer CEUs for its programs that qualify under the ANSI/IACET Standards, internationally recognized as good standards of practice. One (1) CEU is defined as 10 contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction, and qualified instruction. (www.iacet.org)

CEU Attendance Form

In order to receive continuing education units (CEUs) for your participation in the Destination Equity 2012 sessions, follow these instructions:

At the end of each eligible session you attend, have the designated College Board staff person stamp or attach a sticker to your worksheet before you leave the room. After the conference, total your hours, and either drop off your completed and signed worksheet at the registration desk, fax it to 202-741-4743, or mail it to NOSCA Conference CEUs, The College Board, 1233 20th Street, NW, Suite 600, Washington, DC 20036-2375. Your certificate will be mailed to you at the address you indicate below.

Please provide all information.

Name: _____ Home Phone: _____
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Plenary sessions, meals, membership meetings and assemblies are not eligible for CEU credit. Additional workshops not eligible for CEU credit will be noted in the program.

Friday, April 13, 2012	Session Name	Hours	CB Stamp/Sticker
10:15–11:30 a.m.		1 hour 15 min	
1–2:15 p.m.		1 hour 15 min	
2:30–3:45 p.m.		1 hour 15 min	
4–5:15 p.m.		1 hour 15 min	
Saturday, April 14, 2012	Session Name	Hours	CB Stamp/Sticker
10:15–11:30 a.m.		1 hour 15 min	
1:30–2:45 p.m.		1 hour 15 min	
3–4:15 p.m.		1 hour 15 min	
Total Hours Completed			

**Important: This form must be validated at the end of each session, in the session room.
 We will not be able to validate this form at any other time.**



Acknowledgments

Special Thanks

Gaylord National Hotel and Convention Center

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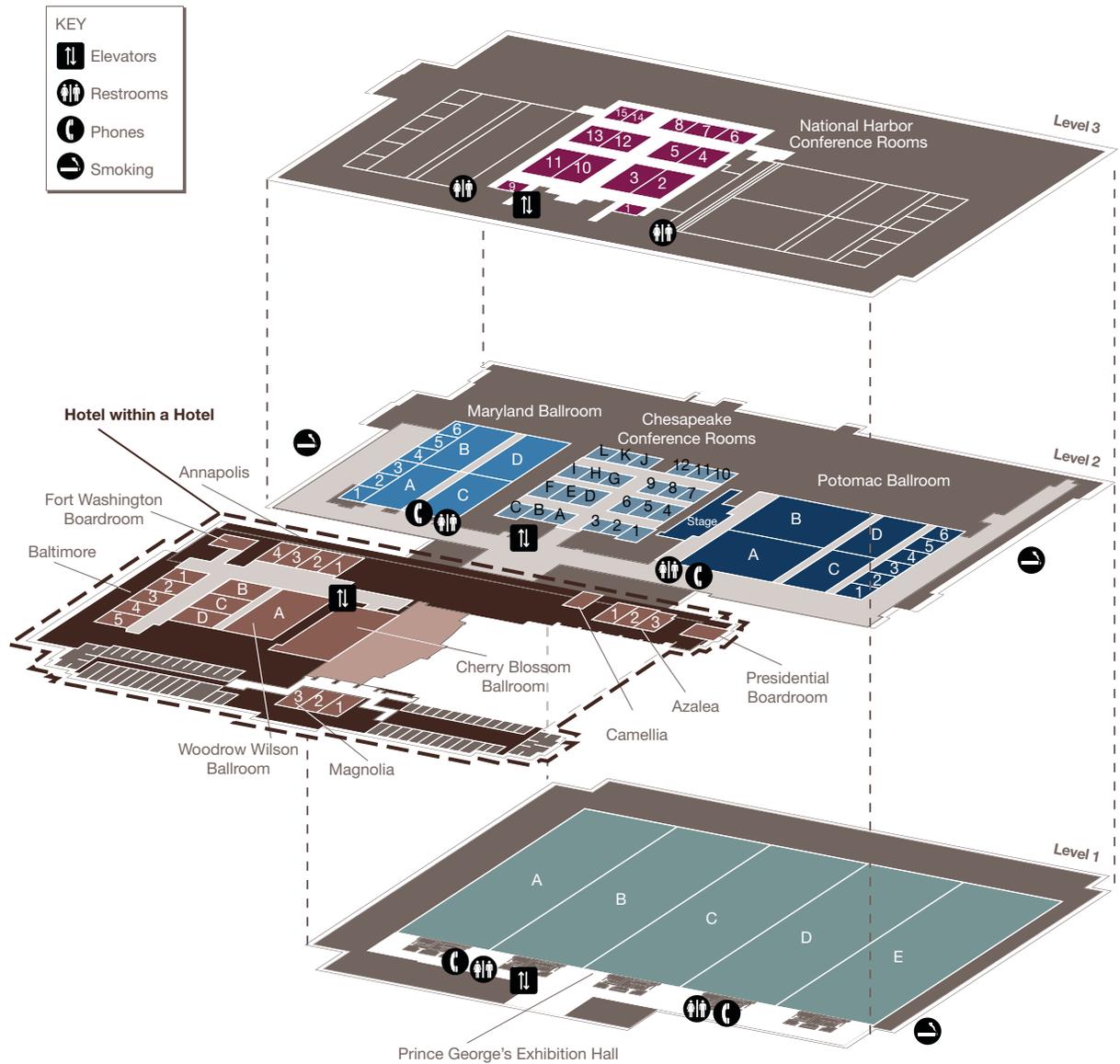
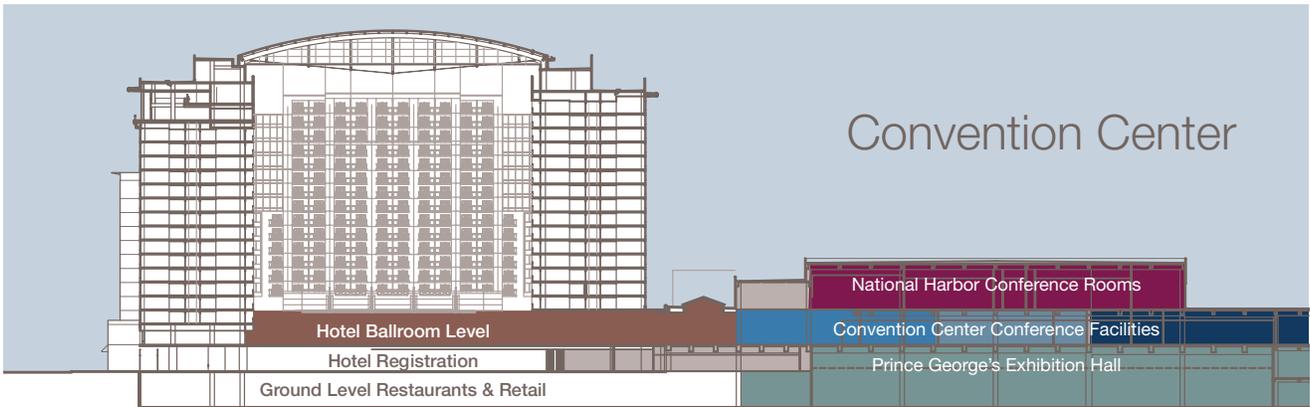
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