



# NOSCA's National Advocacy Campaign

- About NOSCA
- State of the Nation
- About the Own the Turf Campaign
- The Turf Collaborative Community (TCC)
- Join the Own the Turf Campaign
- Questions

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## Content

- A College Board Office specifically dedicated to advocating for and supporting school counselors.
- Part of the Advocacy, Government Relations, Development Department at College Board.
- Part of the College Board's Advocacy and Policy Center.
- Located in the Washington, DC.

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## **NOSCA: The National Office for School Counselor Advocacy**

To promote the value of school counselors as leaders in school reform, student achievement and college readiness.



## **NOSCA's Goal**

## **NOSCA: National Office for School Counselor Advocacy**

### **NOSCA's Vision**

- Every student exits high school with the educational preparation and social capital necessary for college success and full participation in a democratic society.

### **NOSCA's Mission**

- Endorse and institutionalize school counseling practice that advocates for equitable educational access and rigorous academic preparation necessary for college readiness for all students.

<b>School Counselors</b>	<b>District Directors of School Counseling</b>	<b>State Leaders of School Counseling</b>
<b>Principals</b>	<b>Counselor Educators</b>	<b>Pre-Service School Counselors</b>
<b>Central Office Administration</b>	<b>Professional Organizations</b>	<b>State Departments of Education</b>

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# Populations Served by NOSCA

## **NOSCA's Three Priority Areas in 2010-15 are:**

- **Equity** in College and Career Readiness.
- **Leadership** in Systemic Education Reform.
- **Transformation** of School Counseling Practice.

# The Need for College Readiness Counseling

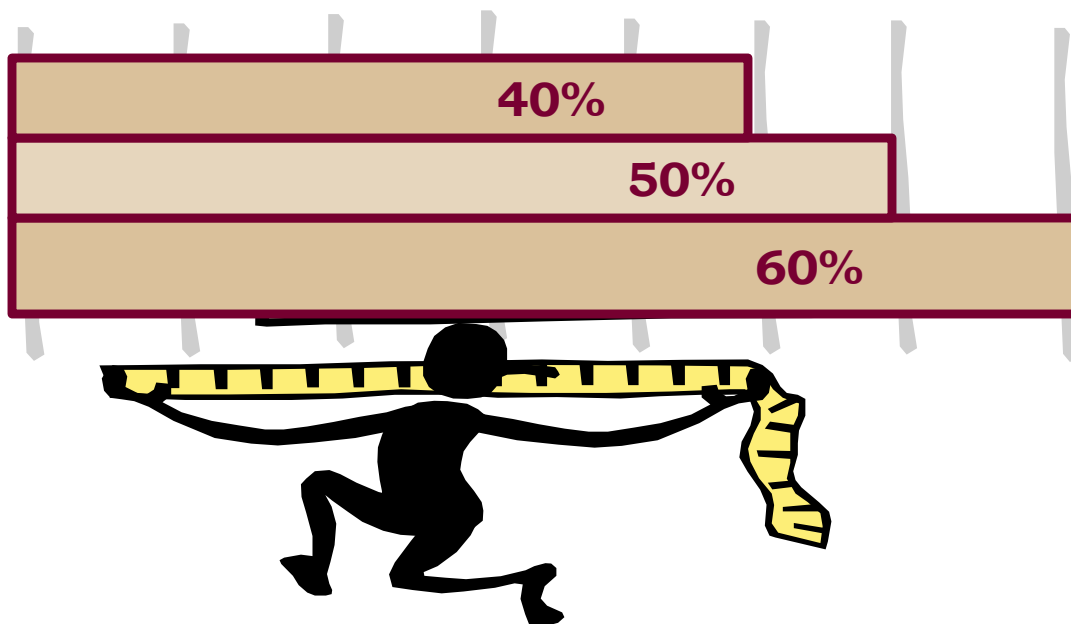
## The Importance of the School Counselor



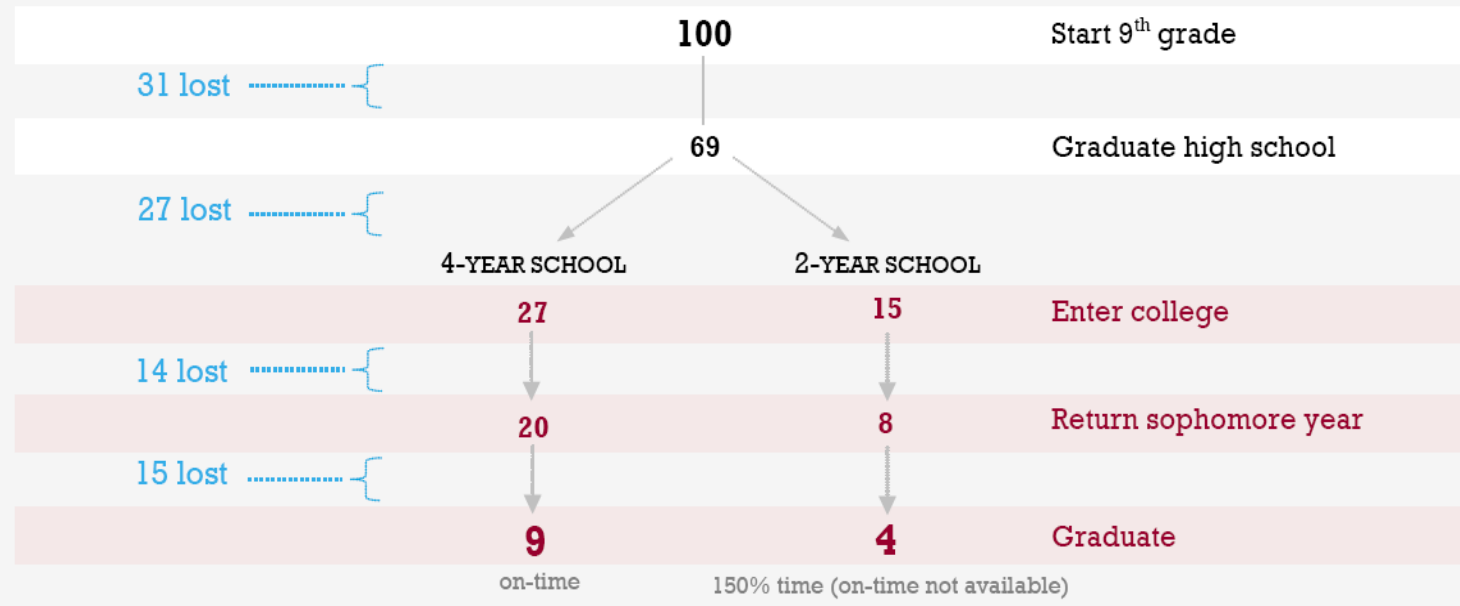


# The President's Goal is to lead the world in the number of college graduates by 2020—moving the college completion rate from 40% to 60% for 25 – 34 year olds.

Economic Security and a 21<sup>st</sup> Century Education: Secretary Arne Duncan's Remarks at the U.S. Chamber of Commerce's Education and Workforce Summit, 2009



**Too many students get lost along the way, hindering the nation's economic growth.**<sup>3</sup> (This chart models how success rates at each stage impact overall educational attainment. It is not based on longitudinal data, but is an attempt—using a collection of available data—to illustrate the challenges states face.)



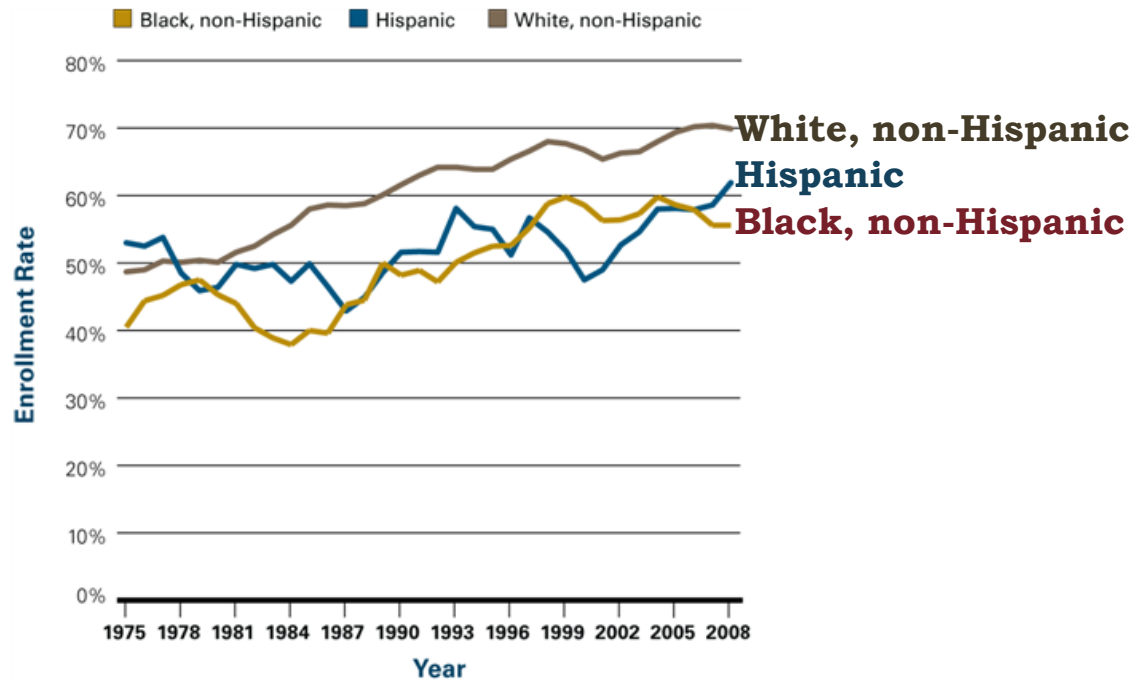
**COMPLETE COLLEGE AMERICA**

Source: [www.completecollege.org](http://www.completecollege.org)

# State of the Nation

# Who is Going to College?

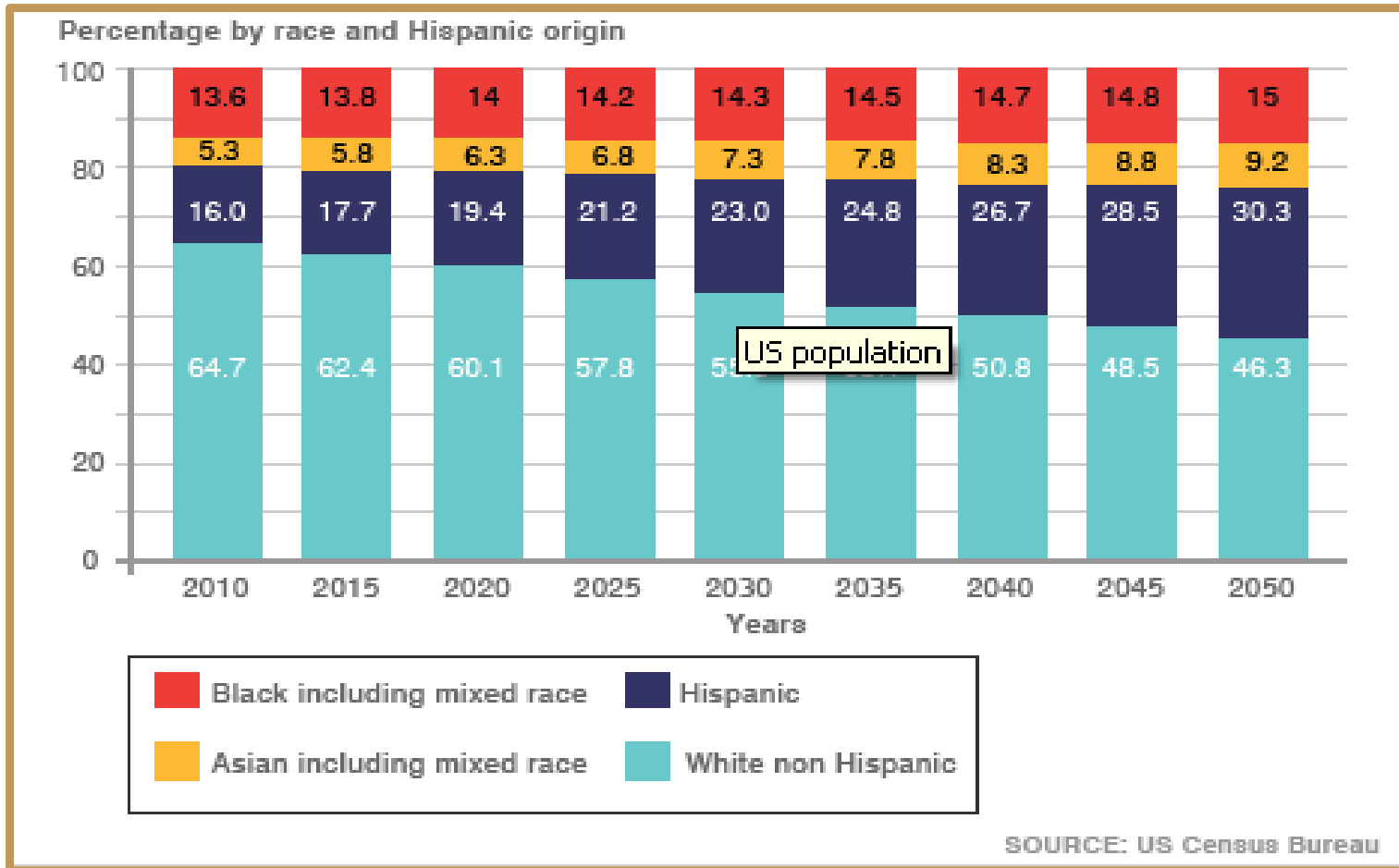
## Postsecondary Enrollment Rates of Recent High School Graduates by Race/Ethnicity, 1975–2008



Sources: The College Board, *Education Pays 2010*, Figure 2.2a; National Center for Education Statistics, 2009, Table 201.

Source: Education Pays 2010, College Board

# US Population Projections to 2050



Source: Internet Stats Today, <http://internetstatstoday.com>

# It's Time for Change!

NOSCA is home of. . .



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, communities and/or states.

- Empower school counselors.
- Provide every student with the inspiration, planning, academic preparation, and social capital to graduate high school ready for college and careers.
- Increase awareness and understanding of the value and importance of college readiness counseling among school and district leaders, policymakers, and the public.

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## **Campaign Goals**



The “Turf” is counseling that provides the guidance and support for all students to graduate from high school prepared to enter college.

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## **The TURF**



## The College Board National Office for School Counselor Advocacy Eight Components of College and Career Readiness Counseling



The College Board National Office for  
School Counselor Advocacy

### Eight Components of College and Career Readiness Counseling

Equity • Leadership • Transformation



# The Road Map

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

**Goal:** Build a college-going culture based on early college awareness by nurturing in students the confidence to aspire to college and the resilience to overcome challenges along the way. Maintain high expectations by providing adequate supports, building social capital and conveying the conviction that all students can succeed in college.

#### 2. Academic Planning for College and Career Readiness

**Goal:** Advance students' planning, preparation, participation and performance in a rigorous academic program that connects to their college and career aspirations and goals.

#### 3. Enrichment and Extracurricular Engagement

**Goal:** Ensure equitable exposure to a wide range of extracurricular and enrichment opportunities that build leadership, nurture talents and interests, and increase engagement with school.

#### 4. College and Career Exploration and Selection Processes

**Goal:** Provide early and ongoing exposure to experiences and information necessary to make informed decisions when selecting a college or career that connects to academic preparation and future aspirations.

#### 5. College and Career Assessments

**Goal:** Promote preparation, participation and performance in college and career assessments by all students.

#### 6. College Affordability Planning

**Goal:** Provide students and families with comprehensive information about college costs, options for paying for college, and the financial aid and scholarship processes and eligibility requirements, so they are able to plan for and afford a college education.

#### 7. College and Career Admission Processes

**Goal:** Ensure that students and families have an early and ongoing understanding of the college and career application and admission processes so they can find the postsecondary options that are the best fit with their aspirations and interests.

#### 8. Transition from High School Graduation to College Enrollment

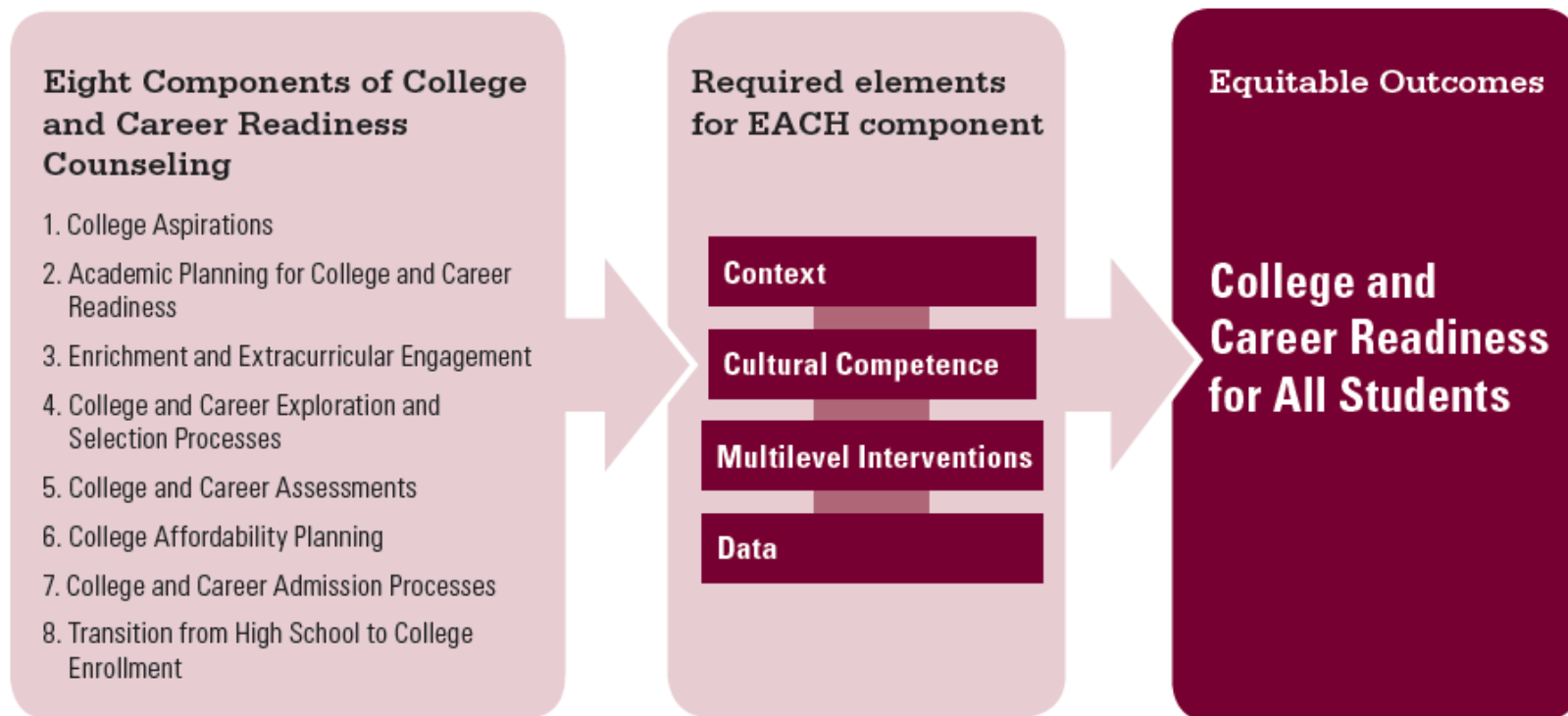
**Goal:** Connect students to school and community resources to help the students overcome barriers and ensure the successful transition from high school to college.

## NOSCA's Eight Components of College and Career Readiness Counseling A Systemic K-12 Approach

The Eight Components of College and Career Readiness Counseling should be applied in elementary, middle and high schools.

Component	Elementary	Middle	High
College Aspirations	•	•	•
Academic Planning for College and Career Readiness	•	•	•
Enrichment and Extracurricular Engagement	•	•	•
College and Career Exploration and Selection Processes	•	•	•
College and Career Assessments	•	•	•
College Affordability Planning	•	•	•
College and Career Admission Processes			•
Transition from High School to College Enrollment			•

## Transformative Delivery of the Eight Components of College and Career Readiness Counseling



Implementing the Eight Components successfully requires intentional focus on **commitment, coherence, collaboration** and **coordination** among professionals.

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**Not Only School Counselors**

# THE BIG PICTURE

**College and Career Readiness  
For ALL Students  
Takes ALL Hands on Deck**

# The Turf Collaborative Community (TCC)

The Turf Collaborative Community (TCC) is a collective group of individuals who collaborate to ensure that all students, including those from underserved populations, are provided with the information, resources, knowledge and skills needed to graduate from high school prepared for college and careers.



## TCC Partners

### Credentialed School Counselors

College Access Professionals

Nonprofit & Community Leaders

Parents & Families

Policymakers & Legislators

K-12 Professionals

Higher Education Professionals

Students

Business & Civic Leaders

Other Supporters

# What your Turf Collaborative Community (TCC) Can Do:

Through systemic and coordinated delivery, the TCC can advance college and career readiness that reaches all students in their schools, districts, communities and/or states.





# Own the Turf!

## Sign Up Today

[www.collegeboard.org/nosca](http://www.collegeboard.org/nosca)

## **Be Part of a National Movement!**

**Gain Strategies and Tools:  
The Eight Components, Advocacy Kit**

**Build a National Community of School Counselors:  
Online Community, Workshops, Blog**

**Share College and Career Readiness Counseling Programs and Practices:  
Examples of Eight Components Implementation**

**Support the Pathways for College Act:  
Learn More at [advocacy.collegeboard.org/get-involved](https://advocacy.collegeboard.org/get-involved)**

**Elevate Counselors' Voices:  
College Board's National Survey of Counselors**

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## **Campaign Benefits**

# Own the Turf Campaign Toolkit

**OWN THE TURF**  
College and Career  
Readiness Counseling

Dear Colleagues,

The College Board's National Office for School Counselor Advocacy invites you to join a national advocacy campaign to galvanize and mobilize school counselors to [Own the Turf] of college counseling and take the lead in establishing a college going culture in their schools, districts and communities.

Now is the time for school counselors to become leaders and advocates ensuring all students—regardless of their background—graduate high school prepared for college and workforce success. School counselors are uniquely positioned as the school professionals best able to guide all students toward college readiness, marshaling forces from across the school, district, and community. Join us as we work together to help achieve the president's objective of regaining America's position with the highest proportion of college graduates in the world by 2020.

**The Goals:** Provide every student with the inspiration, planning, academic preparation, and social capital necessary to graduate from high school ready for college and career; and increase awareness and understanding of the value and importance of college readiness counseling among school and district leaders, policymakers, and the public.

**The Turf:** The "turf" is counseling that provides the guidance and support necessary for all students to graduate from high school prepared to enter college. School counselors must "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 Roadmap:** Working with leading school counselors, practitioners, and counselor educators, NOSCA identified the *Eight Components of College and Career Readiness Counseling*, which serve as a roadmap for school counselors. The *Eight Components* offer a comprehensive and

**OWN THE TURF**  
College and Career  
Readiness Counseling

The College Board National Office for  
School Counselor Advocacy

**Eight Components of College  
and Career Readiness  
Counseling**

**OWN THE TURF**  
College and Career  
Readiness Counseling  
Supported by the College Board

## Welcome Letter



Dear Colleague,

The College Board's National Office for School Counselor Advocacy (NOSCA) invites you to join 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.

Now is the time for school counselors to become leaders and advocates ensuring all students—regardless of their background—graduate high school prepared for college and career success. School counselors are uniquely positioned as the school professionals best able to guide all students toward college readiness, marshaling forces from across the school, district, and community. Join us as we work together to help achieve the president's objective of regaining America's position with the highest proportion of college graduates in the world by 2020.

**The Goals:** Provide every student with the inspiration, planning, academic preparation, and social capital to graduate from high school ready for college and career; and increase awareness and understanding of the value and importance of college readiness counseling among school and district leaders, policymakers, and the public.

**The Turf:** The "turf" is counseling that provides the guidance and support necessary for all students to graduate from high school prepared to enter college.

**The Roadmap:** Working with leading school counselors, practitioners, and counselor educators, College Board's NOSCA identified the Eight Components of College and Career Readiness Counseling—defining a focused agenda to ensure a clear, effective path toward the goals.

**Join the Campaign:** Sign up now to join the campaign to "own the turf" of college and career readiness counseling. Use the form included in the campaign tool kit or visit the web site, [owntheturf.collegeboard.org](http://owntheturf.collegeboard.org). By joining the advocacy campaign, you will:

- Be part of a national movement
- Gain new strategies and tools related to college and career readiness counseling
- Belong to the Own the Turf school counselor online community
- Share experiences and effective practices with colleagues
- Learn about opportunities to get involved

Welcome aboard,

**Patricia Martin**  
Assistant Vice President  
The College Board National Office of School Counselor Advocacy



## Campaign Benefits



**Gain New Strategies and Tools:** Counselors who join the campaign will receive an advocacy kit and a wide range of strategies and practical tools to support their efforts to build college and career readiness.

**Build a National Community of School Counselors:** An online community has been created for all school counselors who have committed to "Own the Turf" and joined the campaign. You can engage with your peers from across the country, building fellowship, and exchanging ideas and experiences. In addition, I am introducing my new blog. Leaders of the school counselor and advocacy communities will be featured as guest bloggers throughout the year.

**Share College and Career Readiness Counseling Programs and Practices:** Through the campaign, you can share successful strategies and practices; and provide examples of how the Eight Components are implemented in your schools, districts, or communities. These practices will be recognized, disseminated, and posted on the College Board Advocacy & Policy Center NOSCA website.

**Take Action-Support the Pathways for College Act:** The Pathways to College Act calls for an investment in college counseling, and focuses on the role of the school counselor in student achievement and college access. The Pathways to College Act provides funds to high need districts to improve the college-going rates of all students and increase college-going culture in schools. You can advocate for the Pathways to College Act by sending a message to senators and representatives urging co-sponsorship of the bill <http://advocacy.collegeboard.org/get-involved>

**Elevating Counselors' Voice in the National Dialogue:** This spring the first annual College Board National Survey of School Counselors will be launched, giving voice to thousands of counselors from across the nation. It will explore school counselors' opinions, attitudes and experiences; and bring them to the attention of educators, policy makers and the public. The survey will examine the views of school counselors about their roles and responsibilities, current practice and priorities for the future, addressing the issues of effective college counseling practices and leadership. The findings from this survey will be used to develop and shape programs to support school counselors and drive policy to improve college readiness.



Campaign Benefits

## Own the Turf Toolkit Contents



# Campaign Pledges

**Coming Soon!**



**Turf Collaborative Community (TCC) Partner**

If every school counselor pledges to own the turf of college and career readiness, we can become a more powerful influence in ensuring better, more equitable outcomes for our students — and our nation.

I am signing up to own the turf of college and career readiness counseling.

I am acknowledging my responsibility as a school counselor to provide the clear guidance, strong support and vital information all students need to reach their goals.

I am committing to ensuring students' college and career readiness efforts as described in the *Eight Components of College and Career Readiness Counseling*, and to maintaining my ongoing professional development to ensure that I am an effective advocate.

I am lending my voice to the cause so that I and my fellow counselors can find the necessary resources and support to build a national college-going culture, ensure equity in the educational process, and nourish within each student the skills and strength they need to succeed.

I am a school counselor, and college and career readiness counseling is my turf.



**School Counselor**

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Address \_\_\_\_\_

Yes, I want to receive more information about Own the Turf.

Date \_\_\_\_\_

School District \_\_\_\_\_

Phone \_\_\_\_\_


E-mail \_\_\_\_\_



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Campaign Pledge

# Equity Commitment




I believe ...

- All students are entitled to the academic preparation and support necessary to become significant contributors to a democratic society and global economy.
- I can help students and their families build the social capital needed to ensure that students are college and career ready after high school.
- I have the power to aggressively influence the status quo to ensure better outcomes for all students.

Therefore, I am committed to being ...

- A leader who can work systemically to build all students' aspirations for college and career readiness.
- An innovator who encourages processes and policies that remove disparities in students' college and career outcomes.
- A culturally competent practitioner who advocates for equitable college and career readiness.
- A courageous champion for academic preparation and career readiness as nonnegotiable for all students.
- A lifelong learner committed to ongoing professional development necessary to effectively carry out these beliefs.



www.collegeboard.org/nosca

Equity Commitment

# Own the Turf Toolkit Contents

## Eight Components Publication



The College Board National Office for  
School Counselor Advocacy

### Eight Components of College and Career Readiness Counseling

Equity • Leadership • Transformation



## Strategic Planning Tool

### The College Board National Office for School Counselor Advocacy School Counselor Strategic Planning Tool

Every student should graduate from high school with the educational preparation and social capital necessary for success in college and the workforce.

School counselors are well positioned as the school professionals best able to guide all students toward college and career readiness. To be effective leaders in establishing a college-going culture, counselors must be strong advocates for their students and their profession and possess the skills to drive positive change in the school.

Strategic planning is an essential tool for school counselors to use to drive positive change in schools. Strategic planning helps school counselors use data to set clear goals and develop strategies with measurable outcomes for student achievement and success. Using this process helps school counselors to align college and career counseling with school improvement plans. It makes the case that college counseling is an effective way to meet the goals set by principals and district leaders. This allows counselors to become school leaders and advocates for all students. A clear plan enables them to build college and career readiness programs at each level of K-12 education.

#### NOSCA's strategic planning process helps school counselors:



#### NOSCA's strategic planning process:

- Makes the most of the school counselor's time and resources
- Links goals, interventions and outcomes
- Provides evidence to advocate for systemic change
- Eliminates "random initiatives"
- Provides results measured in student outcomes

"My counselor's strategic planning helped us transform the school community into one where everyone in the building was focused on getting all our students ready for college."

—Sharon Seifer  
Director of Outreach and Counseling  
Berkshire School District  
Essex, Mo.



Equity • Leadership • Transformation



### National Office for School Counselor Advocacy

Equity • Leadership • Transformation



NOSCA advocates for school counseling that helps every student graduate from high school with the educational preparation and social capital necessary for success in college and life.

The National Office for School Counselor Advocacy (NOSCA) promotes the importance of school counselors and supports their work through a variety of means — training, research, partnerships, publications and advocacy. NOSCA's goal is to identify and highlight the skills, practices, characteristics and relationships, and support for school counselors necessary to ensure all students are college and career ready. Drawing from the best thinking in the field, NOSCA, with partners such as the American School Counselor Association (ASCA) and the National Association of Secondary School Principals (NASPP), taps distinguished researchers and practitioners to gather information from surveys, case studies, in-depth interviews and data analysis. These research-based projects focus on schools that have a high population of low-income and minority students, with an emphasis on raising the academic achievement and future options for all students.

Taking a comprehensive, systemic approach, NOSCA's projects and publications offer school counselors, administrators and policymakers a wide range of strategies and practical tips on how to work more effectively in their schools and communities. The goal of NOSCA's strategies is to promote equitable education access and rigorous academic preparation necessary for college and career success for all students.

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 2010-11 are:

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

For more information, please visit  
[www.collegeboard.com/nosca](http://www.collegeboard.com/nosca).

## NOSCA Overview

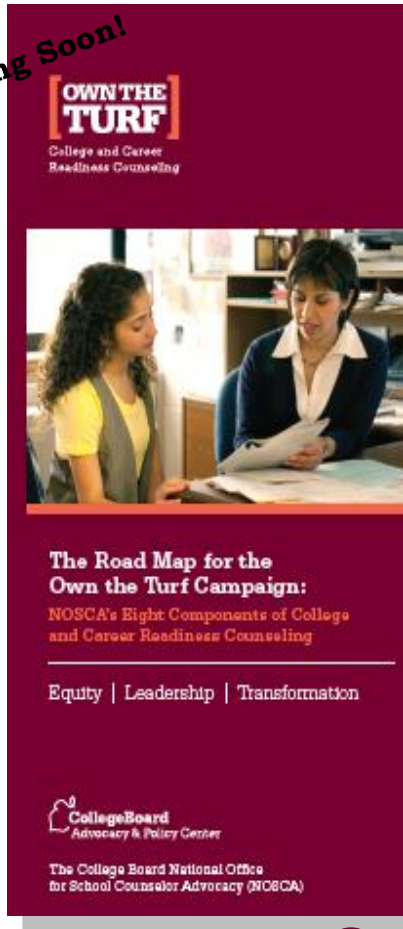
# Own the Turf Campaign Package





## Eight Components Brochure

Coming Soon!

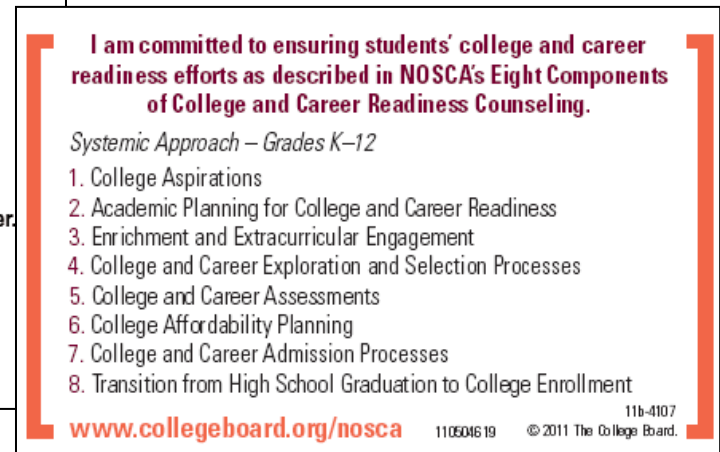


## Eight Components Wallet Card (Front)



Coming Soon!

## Eight Components Wallet Card (Back)



# Own the Turf Toolkit Contents

“School counselors should absolutely own the turf when it comes to college and career readiness counseling.”

- Advanced Placement Annual  
Conference, July 2010



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**U.S. Secretary of Education, Arne Duncan**



## Sign up now!

- Encourage your colleagues to sign up.
- Form collaborative efforts with TCC partners in support of college and career readiness.
- Take advantage of NOSCA's professional development opportunities.
- Learn how to launch a system wide Own the Turf campaign initiative in your school, district, community and/or state.

### Learn More

[www.collegeboard.org/nosca](http://www.collegeboard.org/nosca)

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# Support the Own the Turf Campaign

# Questions?

## **For further information:**

Visit [www.collegeboard.org/nosca](http://www.collegeboard.org/nosca) or  
Email [guidance@collegeboard.org](mailto:guidance@collegeboard.org).