



Destination Equity 2012:

Charting Bright Futures for All Students

Systemwide Implementation of “Own the Turf” Campaign Initiatives

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Saturday, April 14, 2012

Session Overview

- Learn about the NOSCA office.
- Review the national college and career landscape.
- Learn about NOSCA's Own the Turf Campaign.
- Discover new ways of leading and implementing systemwide campaign initiatives.
- Learn about NOSCA's valuable tools and resources to support your systemwide campaign initiatives.

About NOSCA

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- An office within the College Board's Advocacy & Policy Center
- **Our goal** is to promote the value of school counselors as leaders in school reform, student achievement and college readiness.
- 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.

About NOSCA

NOSCA
National Office for School Counselor Advocacy

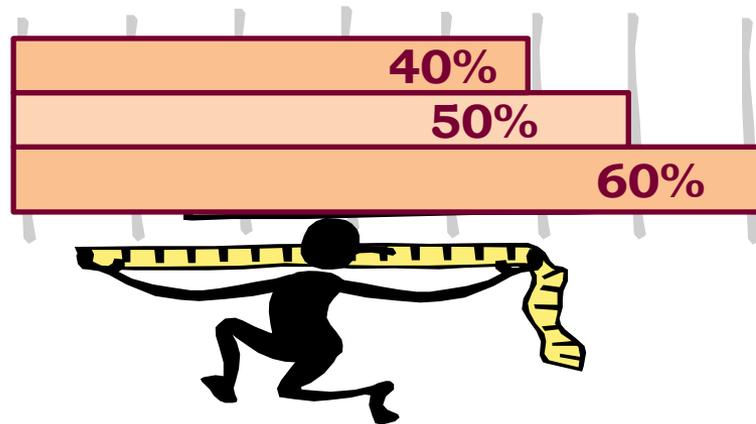


Source: YouTube, <http://www.youtube.com/watch?v=ZgldBB2Hlzs>

The National College and Career Landscape

President Obama's Call to Action

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.

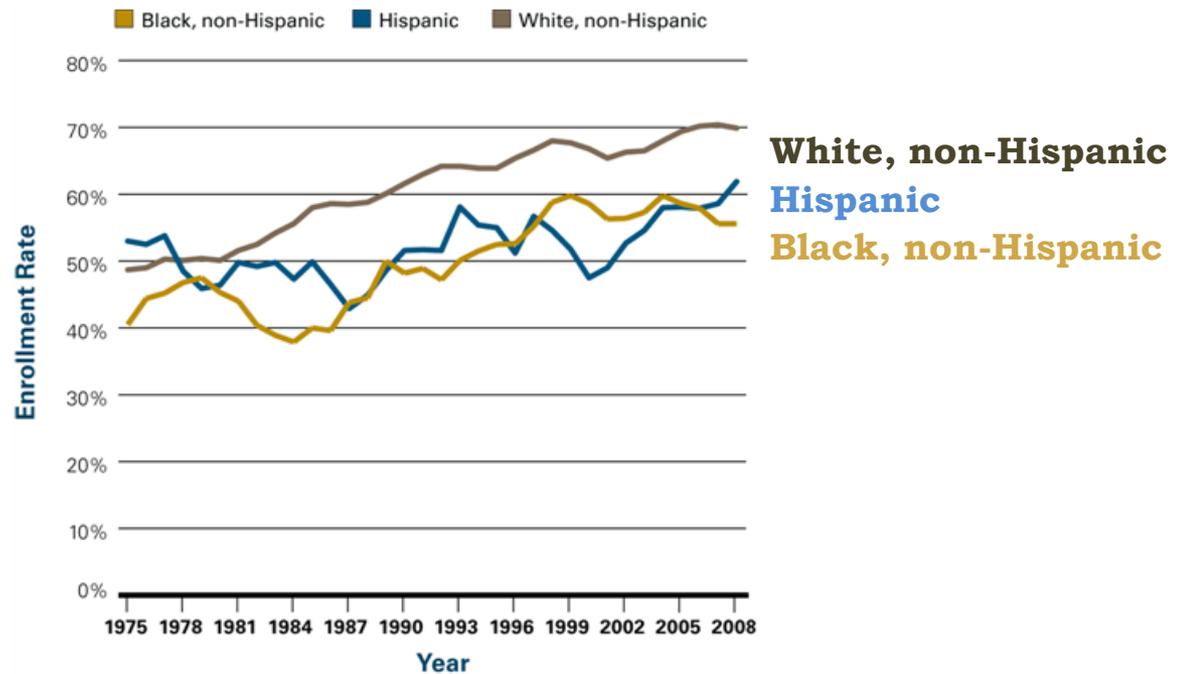


By ensuring “every child has access to a complete and competitive education from the day they are born to the day they begin a career.”

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

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.

Trends in Higher Education Series

trends.collegeboard.org

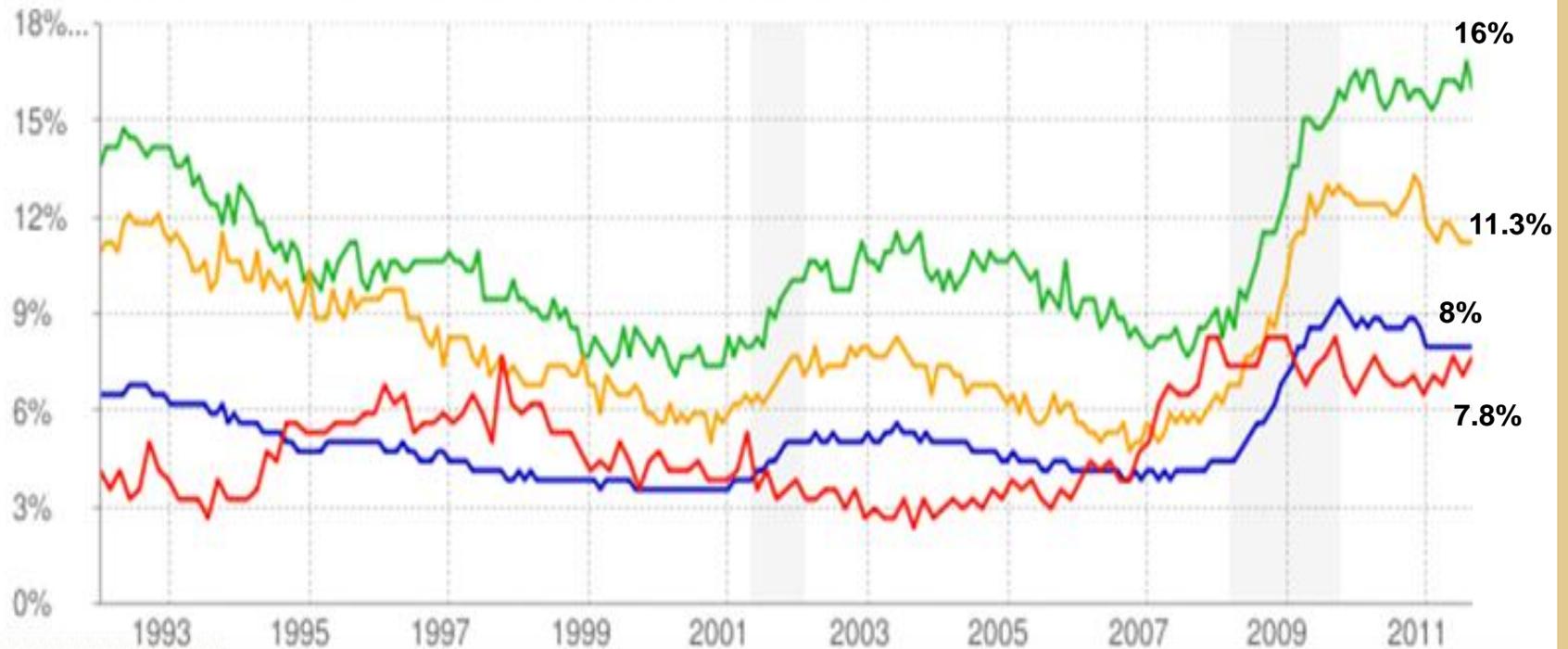
Education Pays 2010



Source: Education Pays 2010, College Board

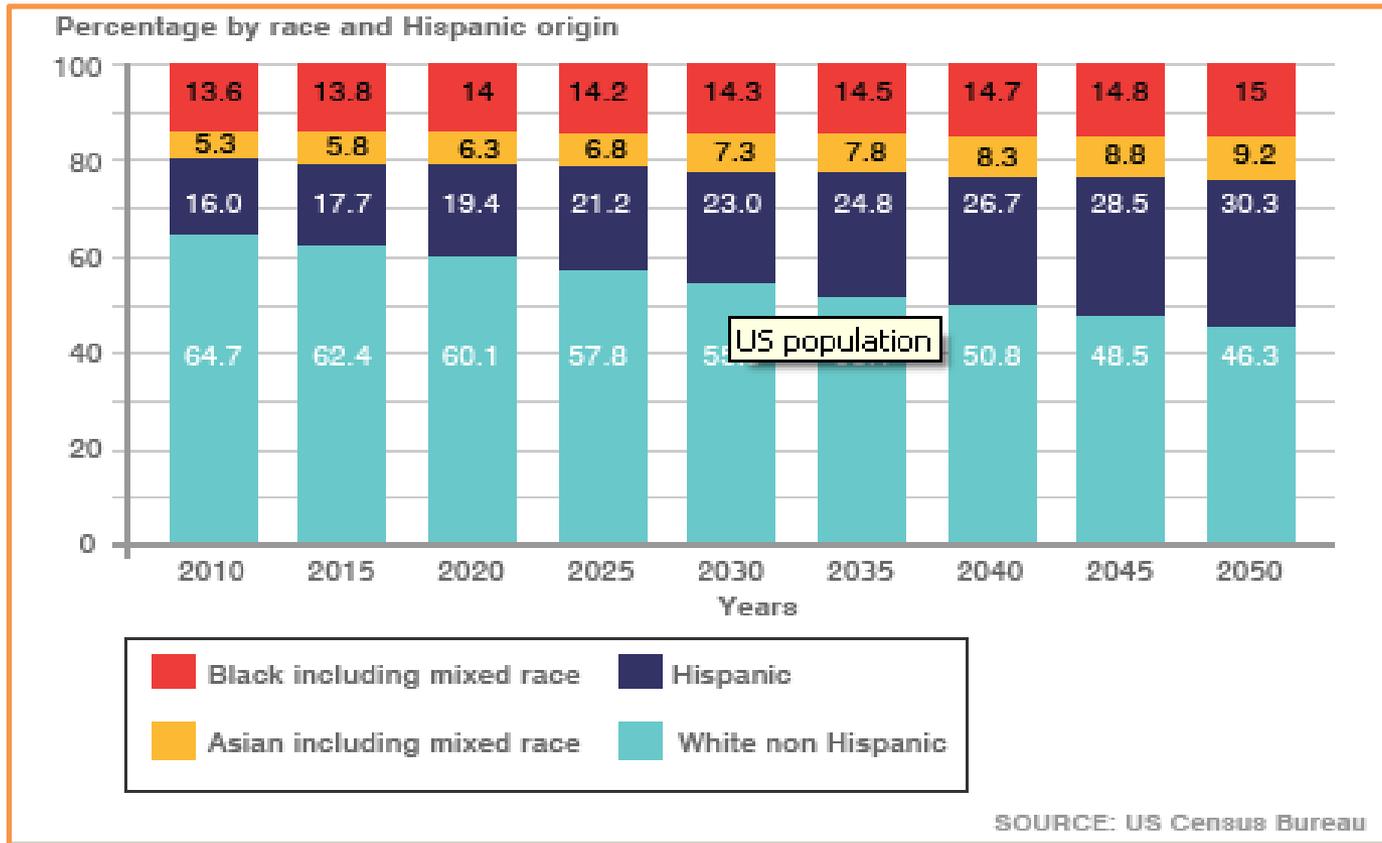
Unemployment Rate by Race/Ethnicity

Unemployment Rate: White, Black, Hispanic/Latino, Asian



Source: <http://www.deptofnumbers.com/unemployment/demographics/>

US Population Projections to 2050



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

Own the Turf Campaign

The Turf!

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

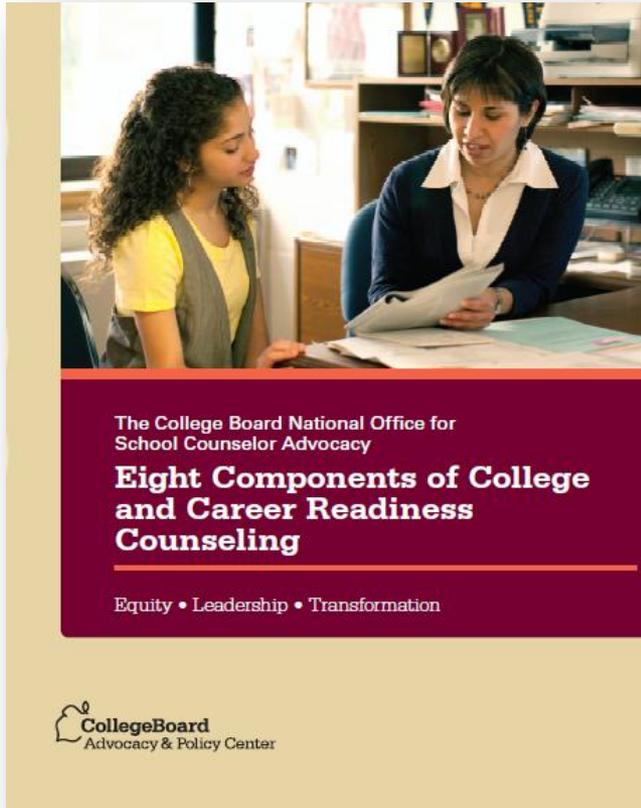
Own the Turf is a national advocacy campaign to galvanize and mobilize school counselors to take the lead in establishing a college-going culture in their schools, districts, and communities.

The Own the Turf Campaign

[Clear Guidance]

[Strong Support]

[Vital Information]



The Road Map

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

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

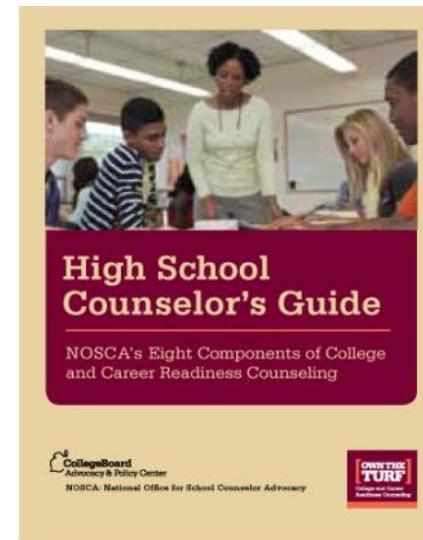
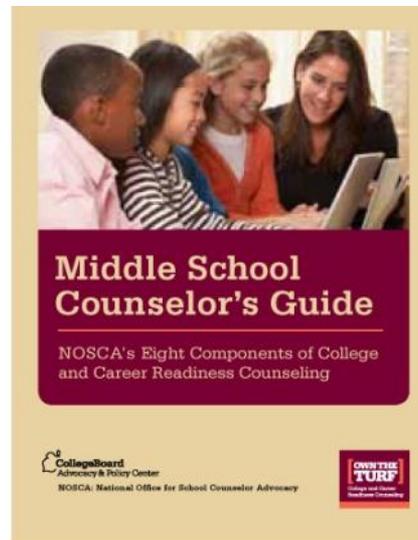
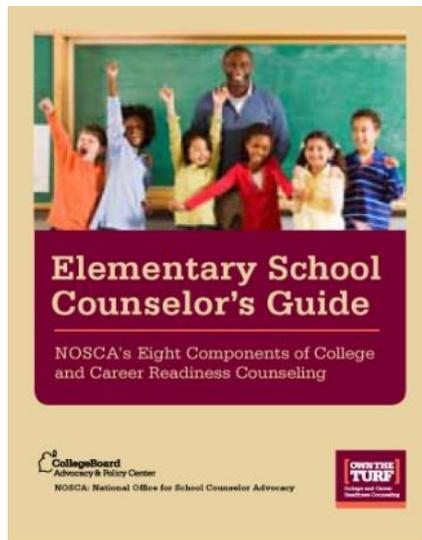
Goal: Connect students to school and community resources to help the students overcome barriers and ensure the successful transition from high school to college.

**OWN THE
TURF**

College and Career
Readiness Counseling

A Series of School Counselor Guides

A Systemic K-12 Approach – Elementary, Middle & High



This guide series illustrates how school counselors and other turf collaborative community partners can use the Eight Components to establish a college-going culture across the K–12 pipeline, promote college and career readiness for all students and close gaps.

Your Role

Why Counselors?
uniquely positioned

Why You?
requires intentional focus
on: commitment,
coherence, and
collaboration!

- ✓ K-12 Professionals
- ✓ Higher Education Professionals
- ✓ Pre-College Access Professionals
- ✓ Business and Civic Leaders
- ✓ Non-profit/Community Leaders
- ✓ Policy Makers and Legislators
- ✓ Students, Parents/Guardians, Families
- ✓ Additional/Other Supporters

Working Systemwide for Greater Impact!

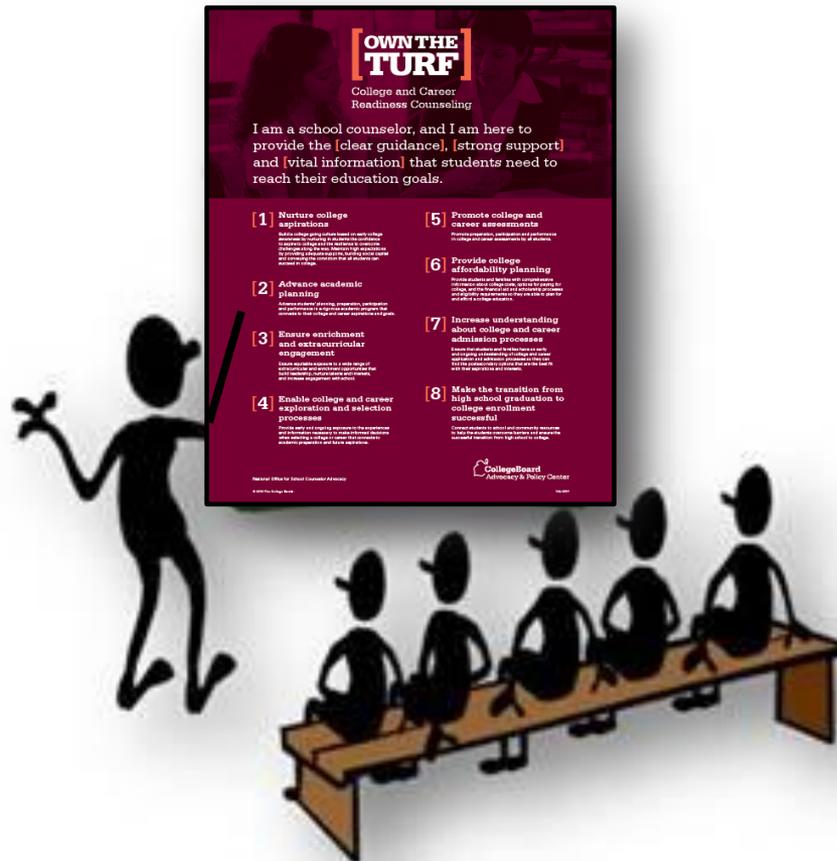
Working Systemwide

**DISTRICT EXAMPLE: Granite School District &
STATE EXAMPLE: Utah School Counselor Association**



Activity

Designing Campaign Initiatives



Scenario 1: A school counselor has been charged by the principal to introduce NOSCA’s “Own the Turf” campaign to the faculty. How would you, the school counselor, enhance awareness of this campaign? Which tools within the “Own the Turf” toolkit would you use and why?

Scenario 2: A district director has been charged by the superintendent to increase the number of students enrolling in post-secondary institutions. How would you, the district director, utilize the “Own the Turf” toolkit to do so? How would you use NOSCA’s *Eight Components of College and Career Readiness Counseling* publication? Which components would you focus on and why?

Scenario 3: A pre-college access professional is looking to increase their impact with the students they serve. To do so, they are focusing on helping the community build ties with the local schools. How would you, the pre-college access professional, use the “Own the Turf” campaign to support your efforts? Which tools within the “Own the Turf” toolkit would you use and why?

Impact of Owning the Turf Systemwide

Join the campaign and use the *Eight Components* to help regain our position!

- Increase the number of students graduating high school prepared for college
- Increase the number of students entering and completing college
- Decrease unemployment numbers
- Increase qualified workers

Own the Turf!

Sign Up Today

School, District & State Signups Encouraged

www.collegeboard.org/nosca

NOSCA's Tools & Resources

NOSCA Website

nosca.collegeboard.org

NOSCA: National Office for School Counselor Advocacy



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Our goal is to promote the value of school counselors as leaders in school reform, student achievement and college readiness.

Counseling at a Crossroads

NOSCA's first nationally representative survey uncovered the perspectives of middle and high school counselors on measures of accountability, and education policies and practices.

[Learn more >](#)

Counseling at a Crossroads

Destination Equity 2012

What's in a Name?

College and Career Admission Processes

Own the Turf Online Community

<http://owntheturfcommunity.collegeboard.org>

NOSCA's Own the Turf Online Community is a private community exclusively for Own the Turf campaign members.

The community provides a forum for school counselors and their collaborative partners to share experiences, strategies and tools to advance college and career readiness for all students.

Features:



Discussion board to engage community members in a dialogue about ways to prepare students for college and career



Centralized access to **NOSCA materials** including college and career resources, toolkits, research studies, and webinars



Calendar updated with educator-focused events, conferences, workshops, and webinars



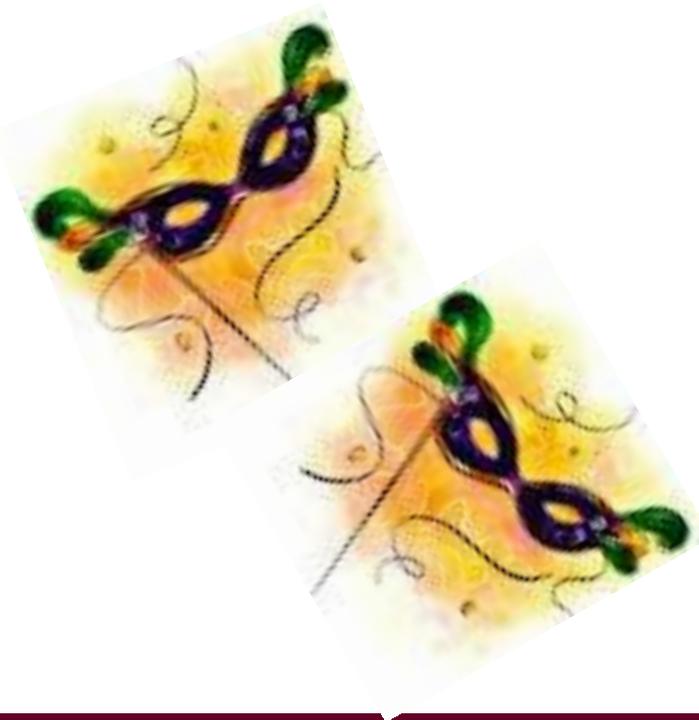
Blog written by the NOSCA team about ways to advance college and career readiness for all students

NOSCA's 6th Annual National Conference

Professional Development Training Opportunities

Destination Equity 2013

Friday, April 12, 2013 – Saturday, April 13, 2013
Marriott New Orleans, LA



Join the National Office for School Counselor Advocacy (NOSCA)

Destination Equity 2013:

Charting Bright Futures for All Students

April 12–13, 2013 | Marriott New Orleans | New Orleans, LA

Join us for NOSCA's 6th Annual National Conference.

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Questions?

For further information:

Visit **nosca.collegeboard.org** or
Email **nosca@collegeboard.org**.