Collaborative Counselor Training Initiative

WICHE CACG Network Meeting

November 17, 2010
- Interstate compact
- Data and research services
- Resource-sharing agreements
- Cooperative programs
Go Alliance

- Network of state representatives
- Using marketing and communications strategies to promote
  - academic achievement
  - high school completion
  - student readiness for college and work.
- www.goallianceonline.org
Social Marketing

Change behavior for the benefit of individuals, groups, or society as a whole.
College Access Marketing
College Access Marketing

Campaign Elements
- Effective policy
- Support programs
- Communications and Outreach
College Access Marketing
Go Alliance

- Consulting and Technical Support
- Meetings and workshops
  - Annual meeting
  - Professional Development Workshops
  - Interest Group Meetings
- Resource Sharing
  - Marketing Materials
  - Best Practices
  - Leverage Contracts
Student Optimism

NASSP, 2007
- No chance I’ll drop out of high school (93%)
- I’ll be somewhat or very prepared to succeed in high school (84%)

IHEP, 2007
- I’m definitely or probably going to college (87%)

Ad Council, 2006
- I’m very or somewhat likely to receive a college degree (91%)
Student Optimism

Charles Schwab (2007)

- I know I will succeed in life (89%)
- I will earn plenty of money when I enter the workforce (73%)
- Girls expected to earn $114,000 annually
- Boys expected to earn $173,000 annually
College Planning

NASSP, 2007

- I have some or no information to make choices about courses to prepare for high school. (68%)
- I don’t know anything about the courses required for high school graduation. (25%)

Ad Council, 2006

- As a student from a low-income family, I relied on parents (26%), friends and siblings (24%) and on myself (15%) to provide information about college.
- Only 5% relied on school counselors.
Access to College Advisement

Met Life, 2004
- High School students report wanting more time with counselors for college planning

NACAC, 2006
- Counselors are well prepared by their graduate education to address students’ social–emotional needs
- But they typically unprepared to provide college and career advisement

College Board, 2006
- Access to information about college and financial aid is a strong predictor of college enrollment
Ratings of Counselors

Public Agenda (2010)

- Survey of adults ages 22–30 enrolled in some form of postsecondary education
- 6 out of ten gave their counselors “fair” to “poor” ratings in career exploration
- 2/3 gave their counselors “fair” to “poor” ratings in college planning (35% gave “poor” ratings)
- Those who gave poor ratings were less likely to be awarded financial aid and more likely to delay college
Financing College

Charles Schwab, 2007
- 70% of teenagers do not know how to pay for college

NCES, 2003
- Students and their families overestimate the cost of college

TICAS, 2009
- 64% of students who took out costly private loans had not yet exhausted more affordable federal loans first
Negative Messages


- 77% of seniors not attending college after high school indicated that a member of their high school staff advised them against college, and this was a very important or important factor in their decision not to go.
College Access Challenge Grant

- Provide information about college to students and their families
- Direct financial aid for college students
- Professional development for secondary school and college counselors
- Priority for students living in poverty
Collaborative Counselor Training Initiative (CCTI)

**SREB Participants**

- Alabama Department of Education
- Delaware Higher Education Commission
- University System of Georgia
- Louisiana Board of Regents
- Mississippi Institutions of Higher Learning
- South Carolina Commission on Higher Education
- Tennessee Higher Education Commission
Collaborative Counselor Training Initiative (CCTI)

- Professional development content customized for each state
- Online training materials for middle grades and high school counselors
- Secondary audiences
  - College admissions counselors
  - Financial aid administrators
  - Teachers as Advisors
  - Principals
Collaborative Counselor Training Initiative (CCTI)

- Development by content experts
  - Middle grades and high school counselors
  - State agency representatives
  - College of Education faculty
  - Curriculum specialists
- Education Development Center -- EDC
Collaborative Counselor Training Initiative (CCTI)

- Three *stand-alone* modules
  - 1 Module = 4 sessions
  - 1 session = 1 to 2 weeks
  - CEU/PLU credit
- 12 to 24-week online course
  - academic credit or
  - certificate endorsement
- Guide for optional face-to-face workshops
Collaborative Counselor Training Initiative (CCTI)

Module 1
- Introduction
- Advocacy/Creating a college-going culture
- Communicating with diverse populations

Module 2
- Career Planning
- Academic Planning
- College Choice

Module 3
- Financial Literacy
- Financial Aid
- Admissions Tests
- Application Process
Collaborative Counselor Training Initiative (CCTI)

Interactive Simulations

School Counselor Simulation

Click on a thumbnail to start a case study.

Demonstrations of breakthrough counseling
Customization

- Custom title for the course
- State-specific graphics/logos
- State graduation requirements and tests
- State-specific college financing information
  - scholarships, grants, financial aid, college savings programs, etc.
- All postsecondary institutions
- State college planning tools and resources
- State counseling organizations