


**School Counselor
Leadership:
What Matters Most?**

**2012 Destination Equity NOSCA Conference
Saturday, April 14, 2012**

Presenters: Joyce Brown and Patricia Martin

Objectives:

- To illuminate and amplify what matters most for 21st century schools and school counselor leadership
- To provide participants with knowledge and skills to enhance their capacity to demonstrate relevance in a changing world
- To help leaders/would be leaders redefine leadership in counseling today
- To inspire and motivate leaders to take charge of their own destiny and the destiny of their counseling programs



The Meaning of Leadership

Is it what we think it is?

What is LEADERSHIP?

- Leadership is action, not position.
--Donald H. McGannon
- A good objective of leadership is to help those who are doing poorly do well and to help those who are doing well to do even better.
--Jim Rohn
- Leadership is practiced not so much in words as in attitude and in actions.
--Harold S. Geneen

Breaking News!

What Matters Most?

100,000
Counselors

Are You A
Leader?

Counselor Leadership!

Counselor Survey
97% Want To Be Leaders!

How many
people
know YOU!

State Of School Counseling

School
Counselor
Leadership
Results

Can You Hear Me
Now?



The Door Is Open...

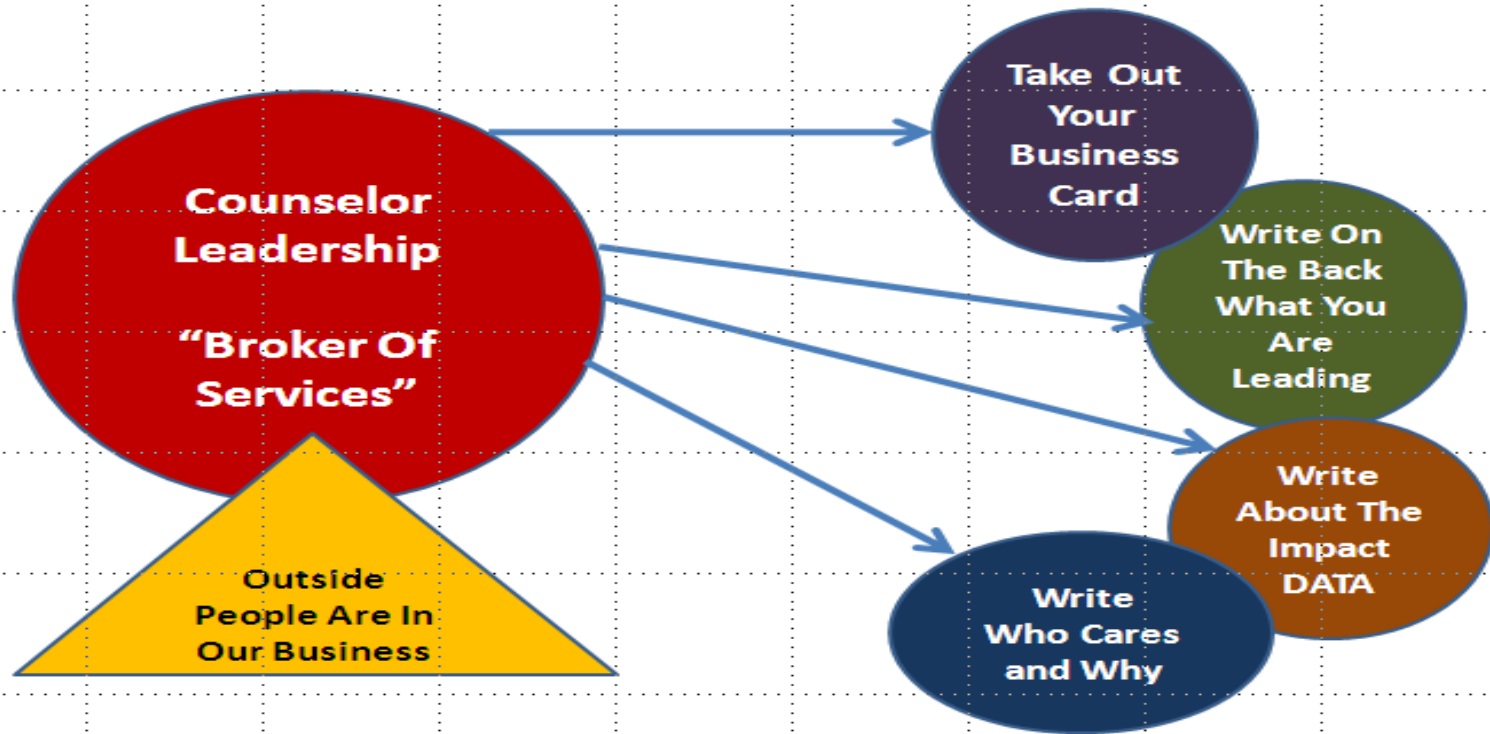
- **School Counselor Policy**
- **School Counselor Advocacy**
- **School Counselor Champions**

A dark, atmospheric scene featuring a doorway in the center. A bright light source, possibly a spotlight, illuminates the doorway and casts a beam of light across the floor. Two blue rectangular boxes with white text are overlaid on the scene. The top box is positioned above the doorway, and the bottom box is positioned below it.

Counseling At The
Crossroad

Poised To Lead

Leadership Activity



**A
Bridge
To**

**Remake
School
Counselor
Leadership**

**Today's
Conversation**



**Student
Achievement**



The Pat and Joyce Story



“When I took over as CPS District Director my goal was for the counselors to be the best urban school counselors in the nation.”



“When I started the NOSCA Office. my goal was to have counselors have a prominent presence on the national stage and to promote the value of school counselors as leaders in school reform, student achievement and college readiness.”

**Leadership Has No Small
Vision**

What We Learned...

**Leadership
Matters**

**Counselor
Leadership
Matters**

**Who Is A
Leader ?**

Clicker Count

**Do You Have A
National
Perspective?**

Clicker Count

The Problem

Counselor Feel Good
Leadership



Counselor Unknown
Leadership

Devalued Counselor Role
JOB CUTS

Are You A 21st Century Connected Counselor Leader?

Superintendent

Civic
Community

**Counsel
or
Leader**

Principal

**Who Is Your
Champion?**

School
Board

**Counselors
Need A
Champion**



Effective Sustainable Leadership

The Right
Kind of
Leadership

1

Predictable

2

Nurturing

Creates This
Environment

3

Forgiving

Counselor Presence Is Important



Are You Enthusiastic?

Do You Have
National
Knowledge?

Do You Have
Fun At Work?

Do You Have 21st
Century Skills

Do You Think
Systemically?

**Do You and Your Work Leave a Lasting
Impression?**

Are You Producing Positive Student Outcomes?

It's All About Metrics

What Metrics Are You Moving?

Performance Management

LASTING PRESENCE

Leaders Have Knowledge

Leaders Have
Knowledge

State

National
School Level

National
Landscape
Metrics

What are the
National
Metrics?

Clicker

Leaders...What Do You KNOW?

What Do You
KNOW?

Test Your
National
Knowledge!

- **Blue Print**
- **Lumina**
- **College Board**
- **Poised To Lead**
- **Get Some Advice**

**You Must Have National Knowledge To Make
A National Lasting Impression!**

National Perspective

Do YOU Have A National Perspective?

- Ed.gov – Website
- Ed Week
- Grad Nation
- Drop Out Prevention
- Achieve
- Other Sites

Do you have the knowledge to have a conversation about national education reform issues?

Where Do
You Get
Your
National
News?

National Data Sets

**DOE Data
Dashboard**

**FAFSA
Report**

Achieve

**Early
Warning**

CB Advocacy

National Accountability Measures

**Preparing
For
College**

**Paying
For
College**

**Workforce
Ready
Skills**

**9th Grade
On Track**

**Parent/Community
Engagement**

National Accountability Measures

Getting To College

College Applications
Getting Kids To Graduation
Increase Graduation Rates

Paying For College

FAFSA Completion

Preparing For College

AP
Rigor
Course Taking Patterns
Rigorous Course Taking Patterns

Workforce Ready Skills

Parent Engagement
Relationships/Knowing Kids

9th Grade On Track

College Persistence Retention

National Data Dashboard

ILP Tracking
FAFSA Tracking
Diplomas Awarded
College Completion By State

Achieve

Grad Nation

CTE

Common Core State Standards

Lead The Pack!

Get In The
Game!!

**Knowledge
Skill
Will**

College Summit, NCAN,
College Advisors,
College Access
Agencies

Do You Know More Than The Outside
People?



Counselor Action Item

From Doing . . .

To Leading



21st Century Counselor Vision

Counselors must position themselves as:

- 1. Leaders in student achievement**
- 2. Leaders in college readiness**
- 3. Leaders in career readiness**
- 4. Leaders in school reform**

When Leadership Fails...

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

- **Make people feel your LEADERSHIP.**
- **Use your counseling skills to manage people and save YOUR job.**
- **If your job cannot be saved... USE your leadership resume and leadership skills to position yourself for a better opportunity.**

**I can't change the direction
of the wind, but I can adjust
my sails to always reach my
destination.**

Jimmy Dean



Save The Profession! Save The Children!

**It is the set of the sails, not the direction of the wind that determines
which way we will go.**

--Jim Rohn

SPECIAL BULLETIN TO THE NATION

- We are the leaders
we've been waiting for.
- If not you, who?
- If not now, when?
- The children are waiting!



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We Are The Champions—by Queen

- I've paid my dues -
Time after time -
I've done my sentence
But committed no crime -
And bad mistakes
I've made a few
I've had my share of sand kicked
in my face -
But I've come through
- We are the champions - my
friends
And we'll keep on fighting - till the
end -
We are the champions -
We are the champions
No time for losers
'Cause we are the champions - of
the world -

- I've taken my bows
And my curtain calls -
You brought me fame and fortune
and everything that goes with it -
I thank you all -
- But it's been no bed of roses
No pleasure cruise -
I consider it a challenge before the
whole human race -
And I ain't gonna lose -
- We are the champions - my
friends
And we'll keep on fighting - till the
end -
We are the champions -
We are the champions
No time for losers
'Cause we are the champions - of
the world -

Presenters:

- **Joyce Brown**, Independent Consultant, Retired Counselor District Leader, Chicago Public Schools
- **Patricia Martin**, Assistant VP, NOSCA, The College Board