NOSCA's National Advocacy Campaign

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

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.

NOSCA: The National Office for School Counselor Advocacy

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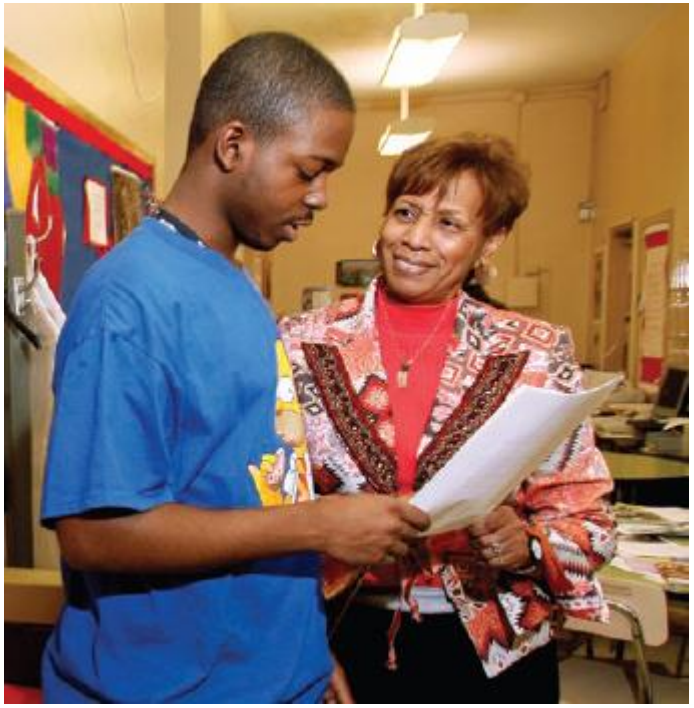
To promote the value of school counselors as leaders in school reform, student achievement and college readiness.



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.

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

Populations Served by NOSCA

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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.

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The Need for College Readiness Counseling
The Importance of the School Counselor

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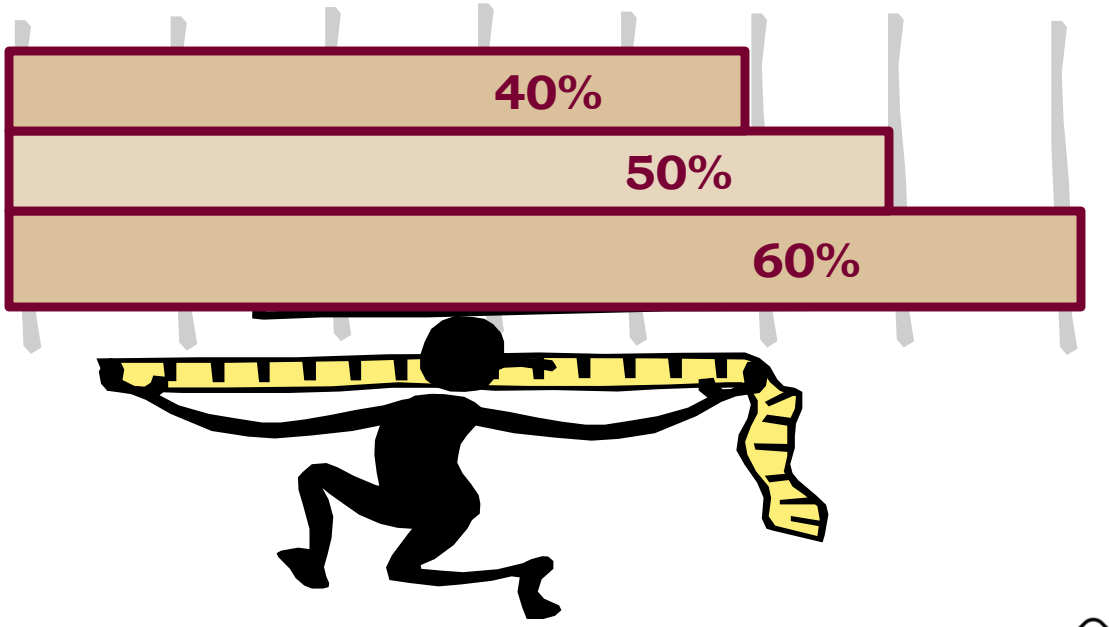
The President's Goal is to lead the world in the number of college graduates by 2020—moving the college completion rate from 40% to 60% for 25 – 34 year olds.

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



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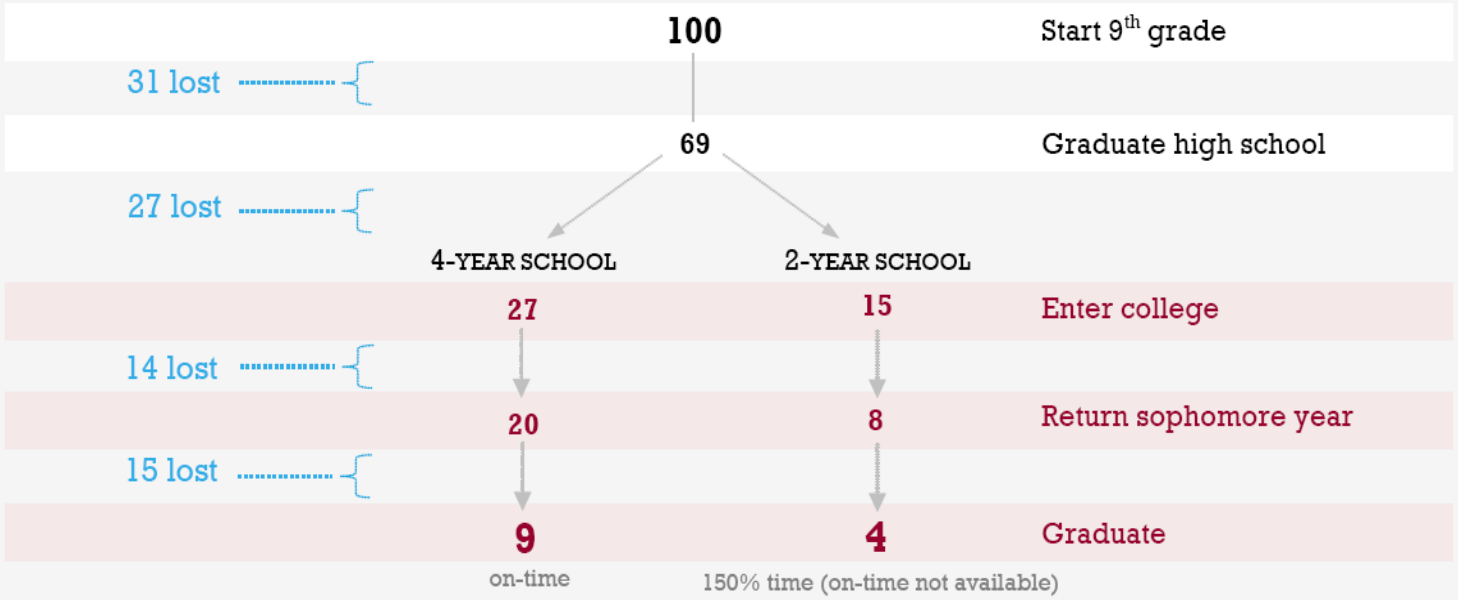
Too many students get lost along the way, hindering the nation's economic growth.[3] (This chart models how success rates at each stage impact overall educational attainment. It is not based on longitudinal data, but is an attempt—using a collection of available data—to illustrate the challenges states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



COMPLETE COLLEGE AMERICA

Source: www.completecollege.org

State of the Nation

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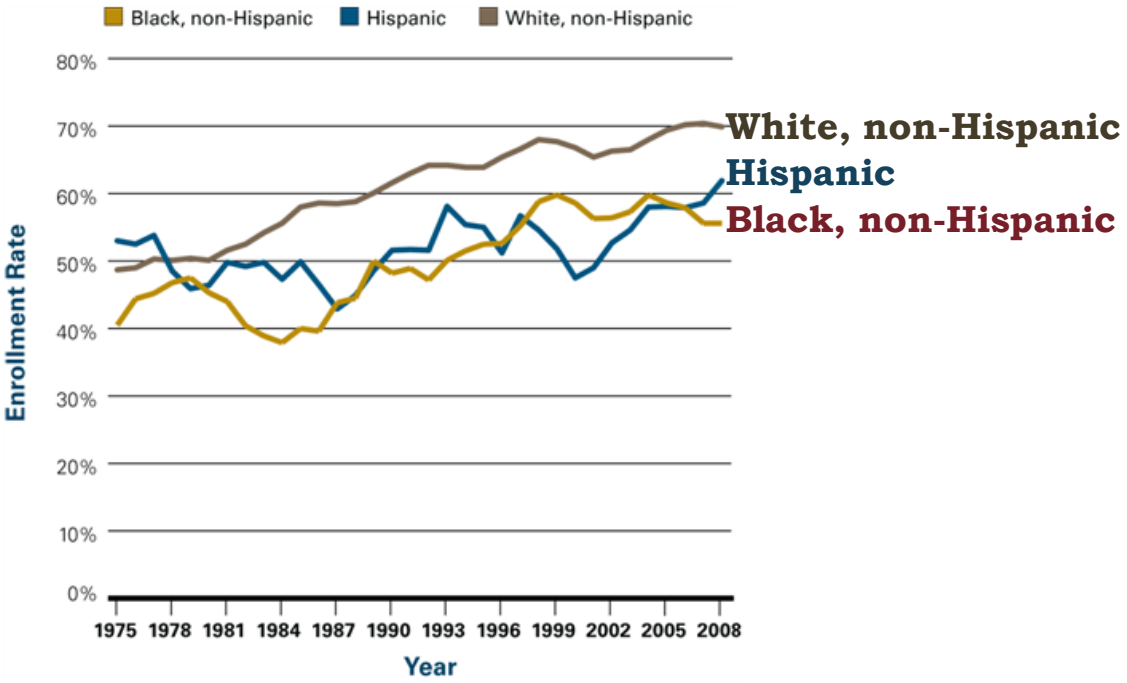
Who is Going to College?

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 CollegeBoard Advocacy & Policy Center

Source: Education Pays 2010, College Board

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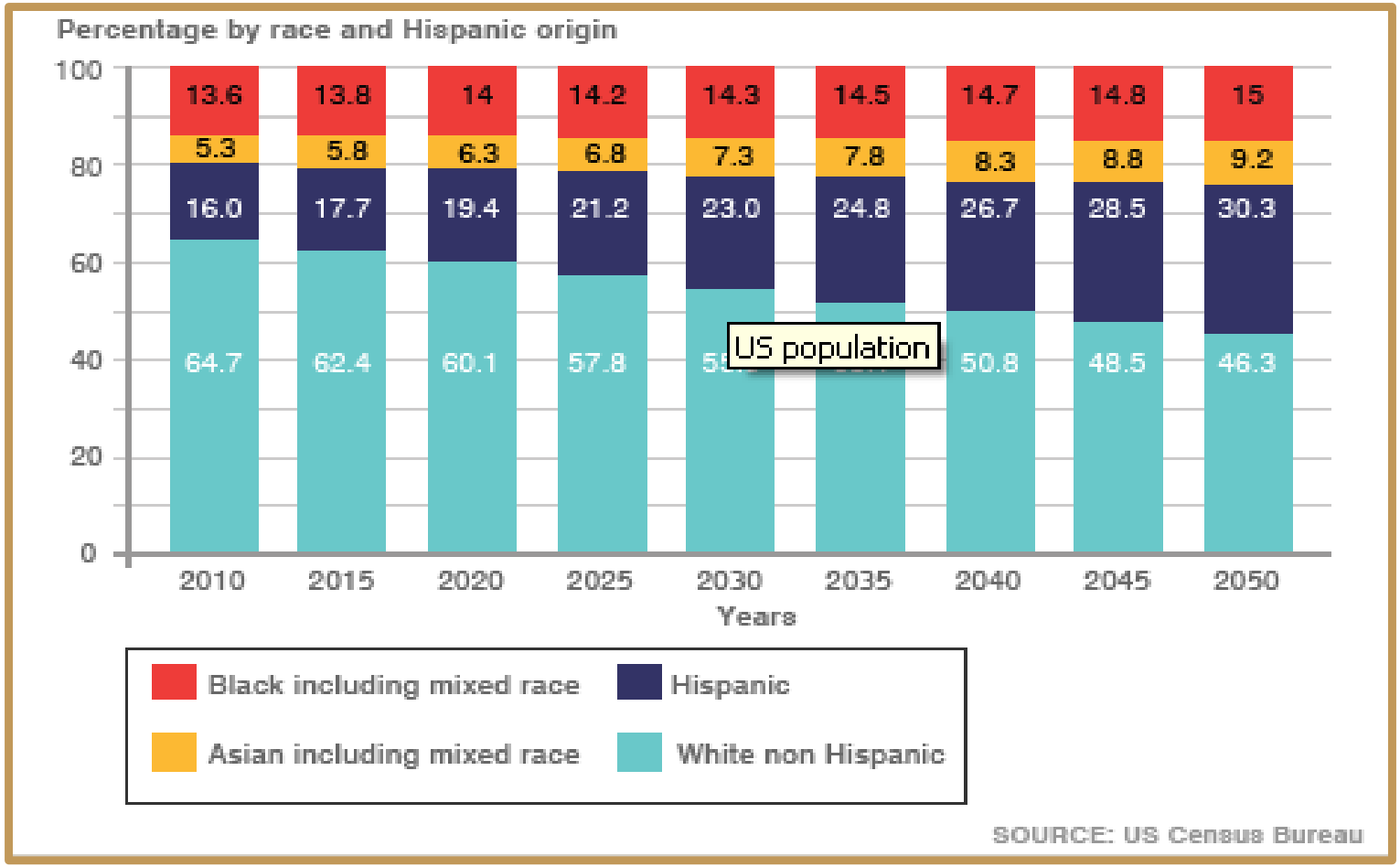
US Population Projections to 2050



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

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It's Time for Change!

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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.

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- 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.

Campaign Goals

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

The TURF

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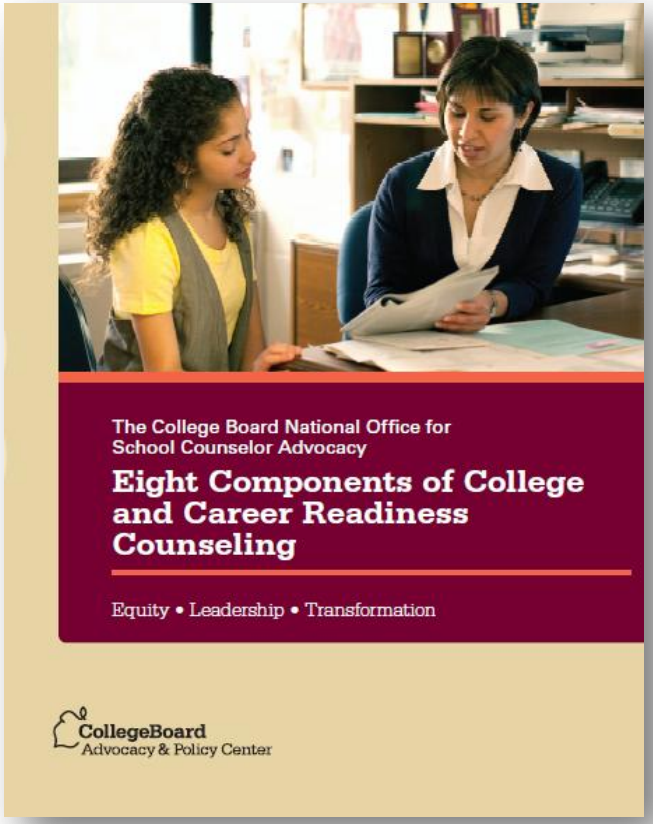

The Road Map

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.

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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			•

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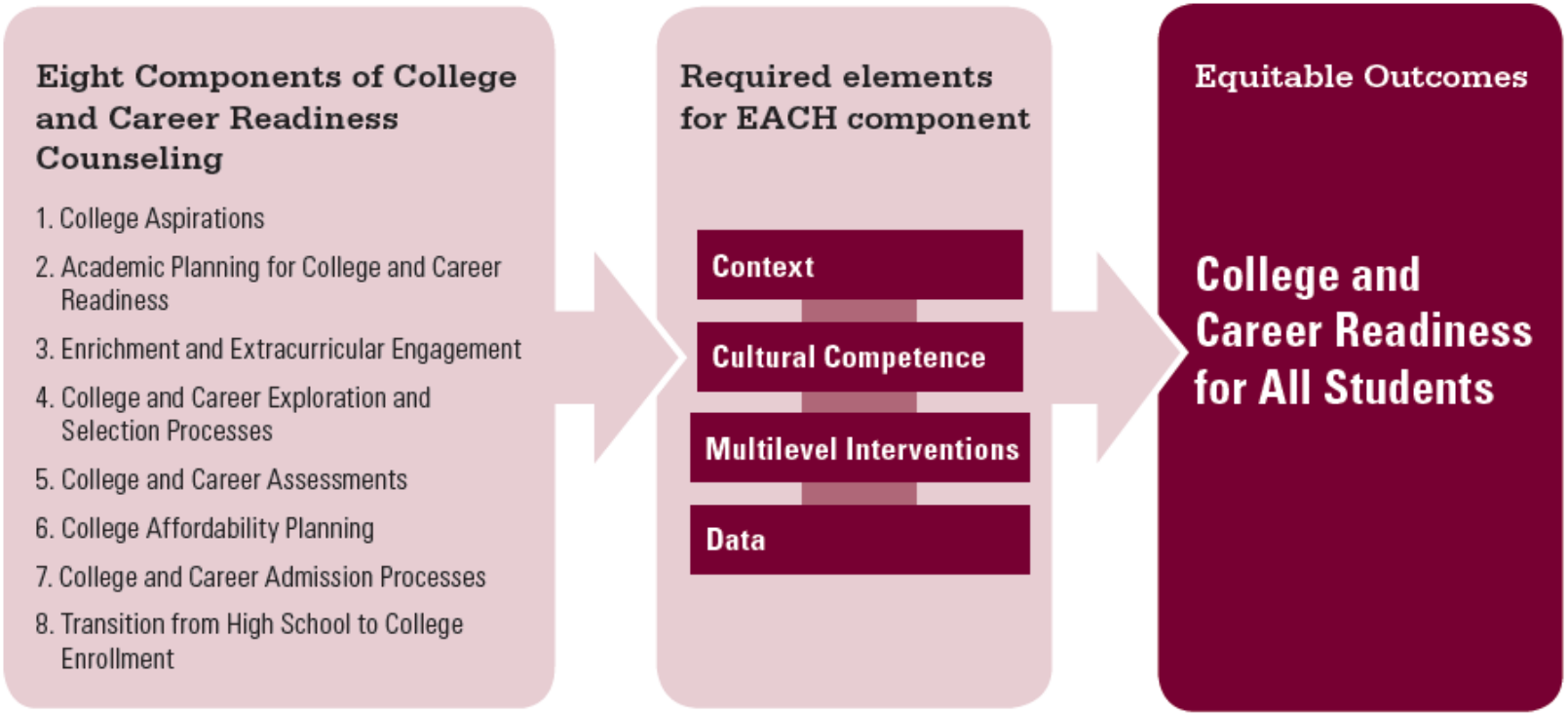
Transformative Delivery of the Eight Components of College and Career Readiness Counseling



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

Not Only School Counselors

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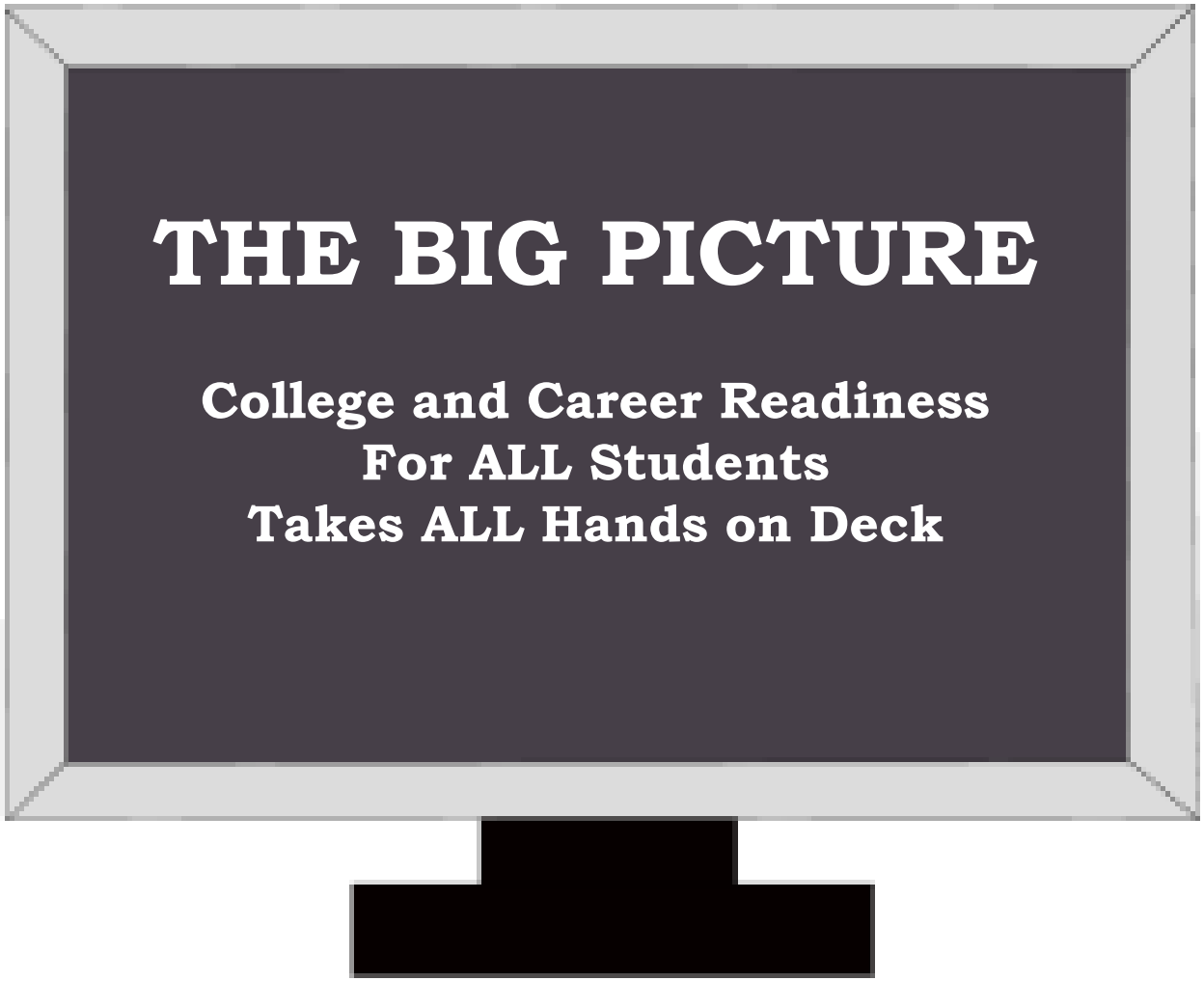

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The Turf Collaborative Community (TCC)

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.

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Own the Turf!
Sign Up Today
www.collegeboard.org/nosca

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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

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

Campaign Benefits

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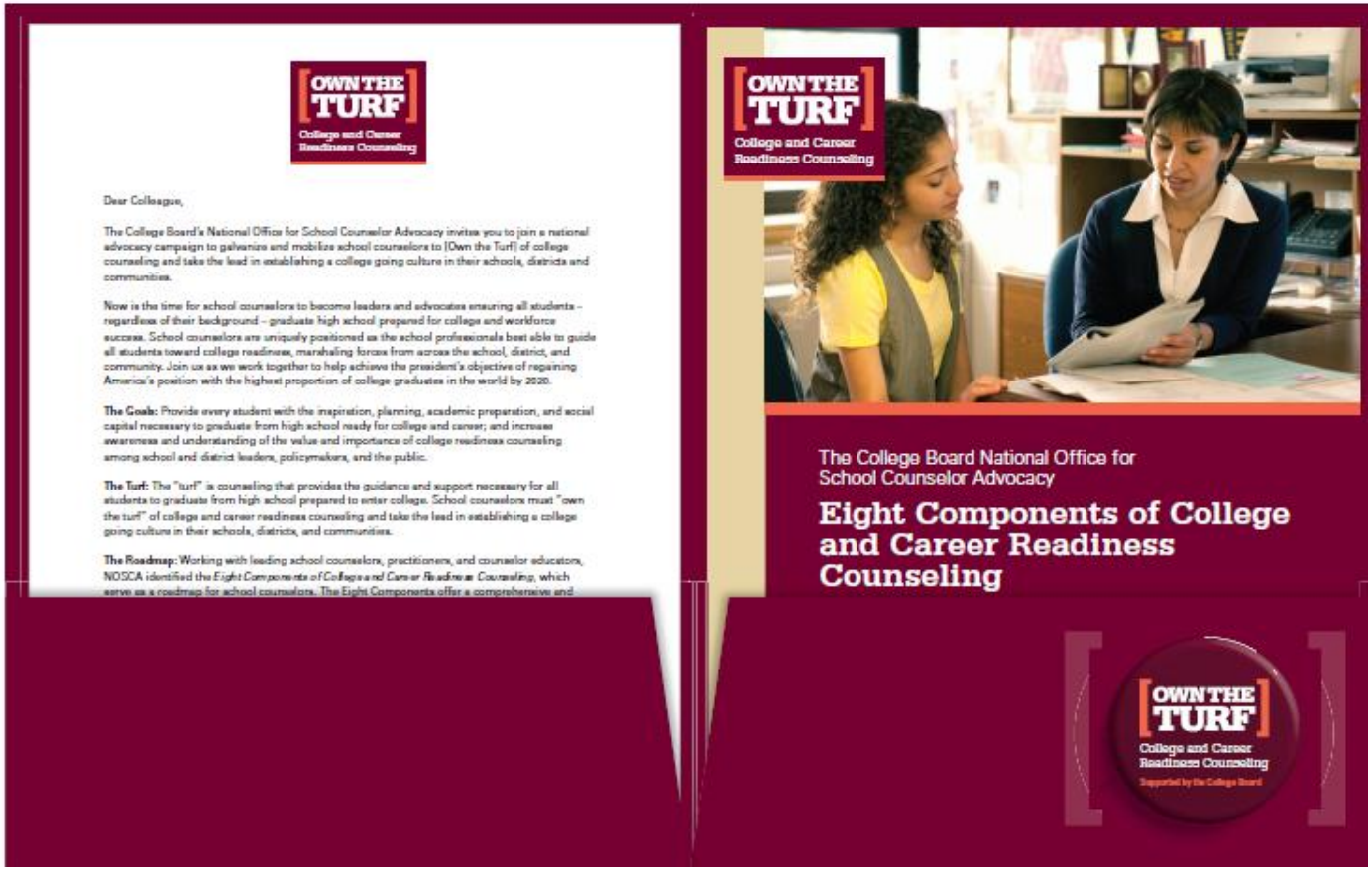
Own the Turf Campaign Toolkit



Dear Colleague,

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

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The College Board National Office for School Counselor Advocacy

Eight Components of College and Career Readiness Counseling

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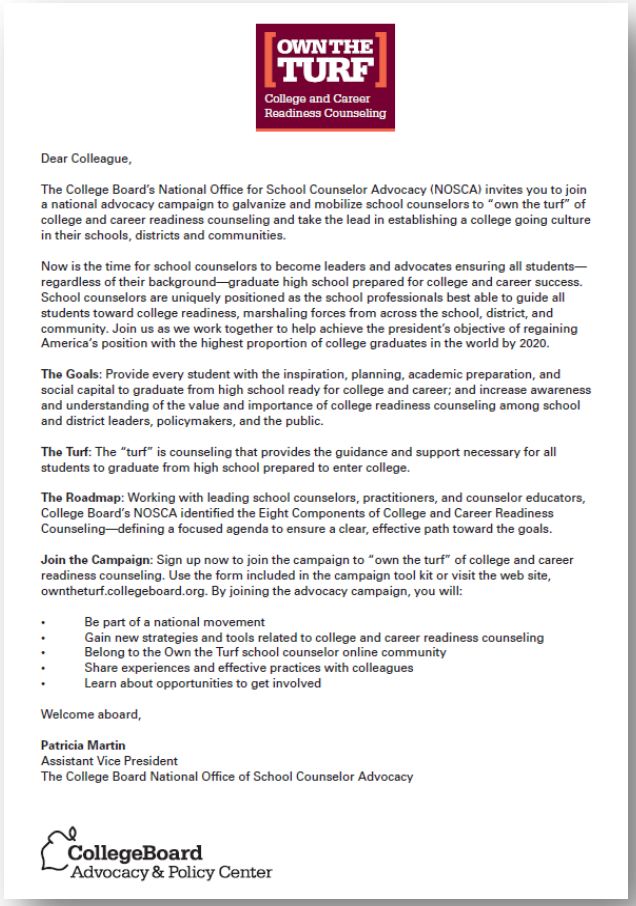
Welcome Letter



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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. 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

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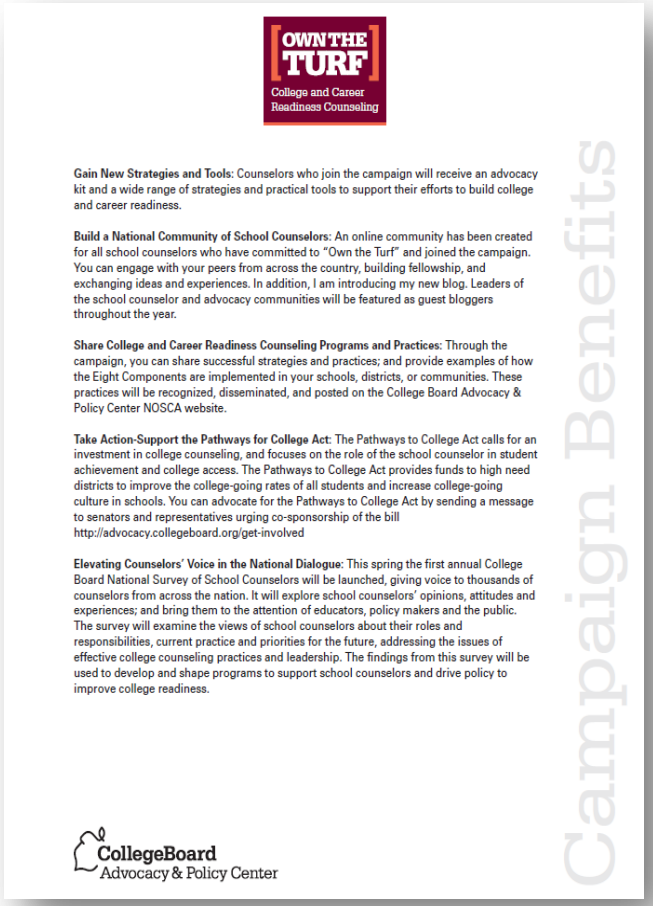
Campaign Benefits



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College and Career Readiness Counseling

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.

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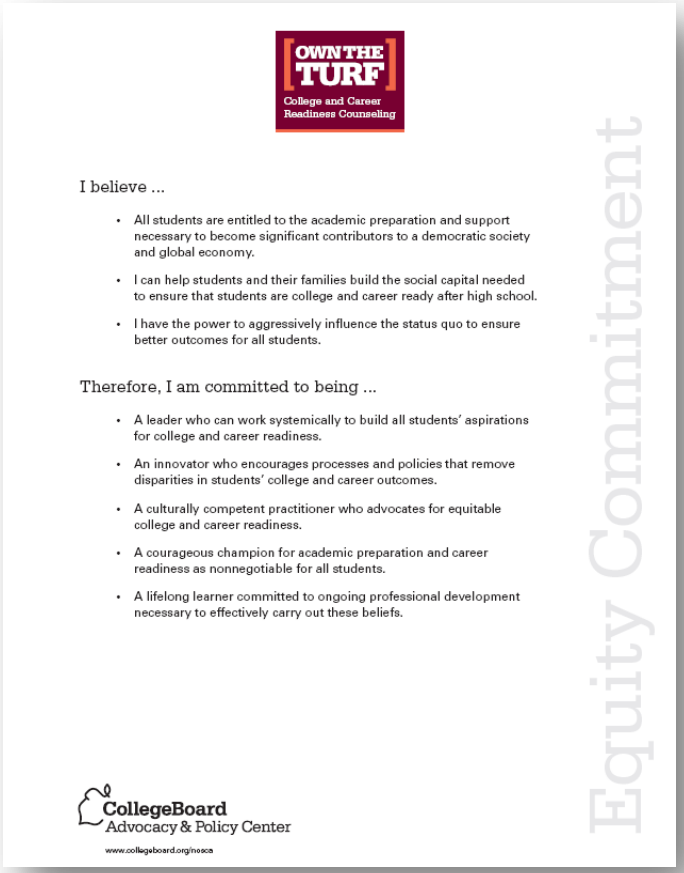
Campaign Pledges

Equity Commitment



Own the Turf Toolkit Contents

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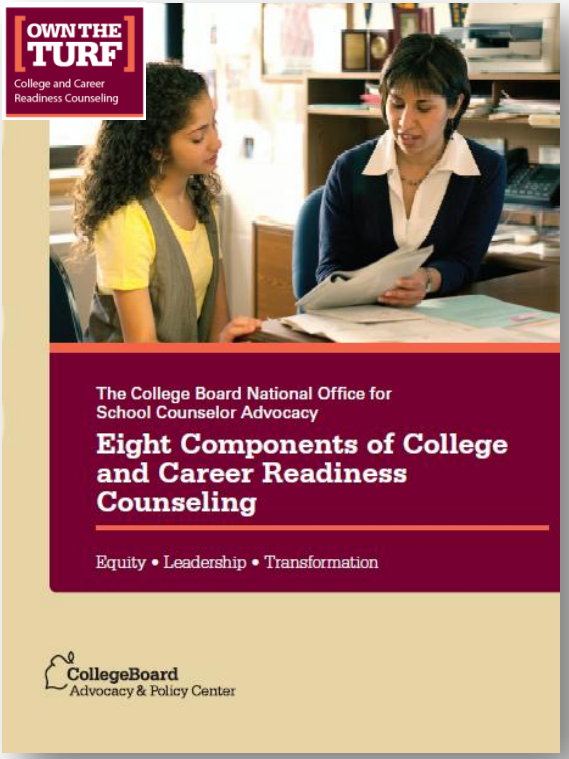
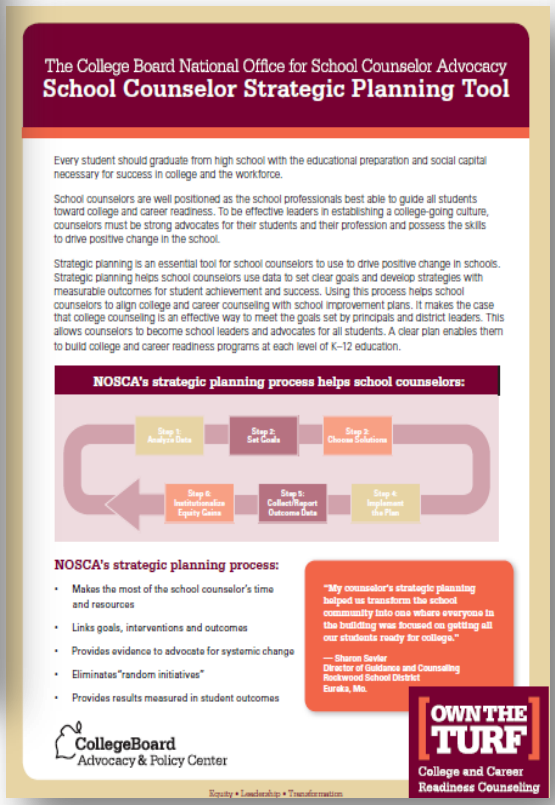
Eight Components Publication



Strategic Planning Tool



NOSCA Overview

Own the Turf Campaign Package

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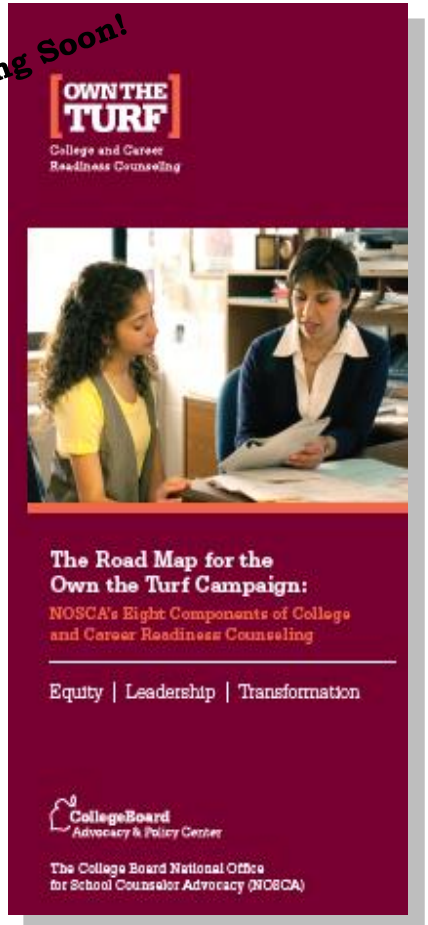
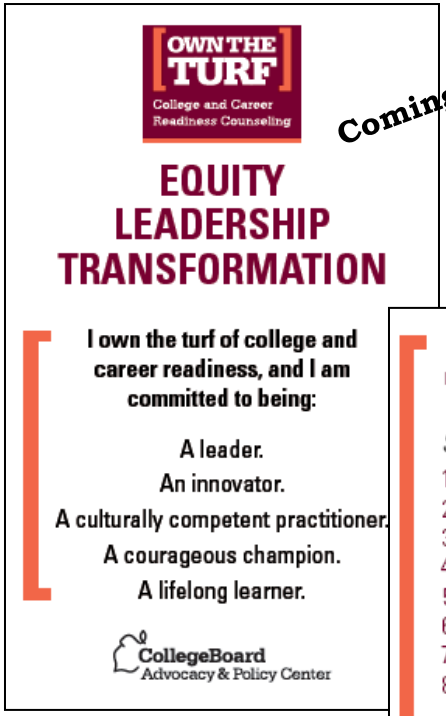
Eight Components Brochure

Coming Soon!

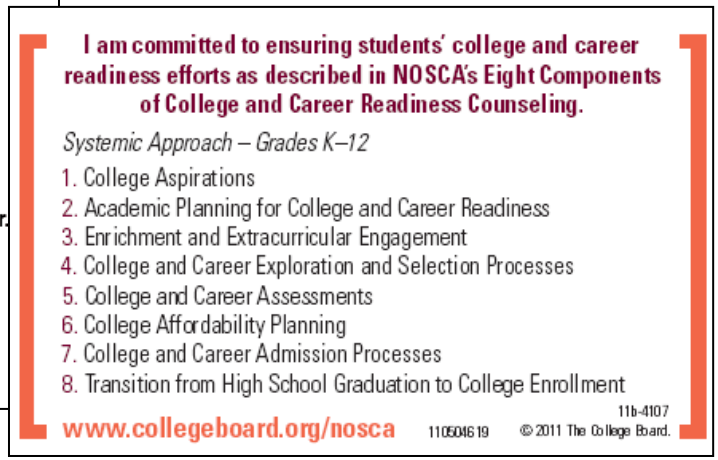


Eight Components Wallet Card (Front)



Coming Soon!

Eight Components Wallet Card (Back)



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U.S. Secretary of Education, Arne Duncan

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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

Support the Own the Turf Campaign

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Questions?

For further information:

Visit www.collegeboard.org/nosca or

Email guidance@collegeboard.org.

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