

National Office for School Counselor Advocacy

Equity • Leadership • Transformation

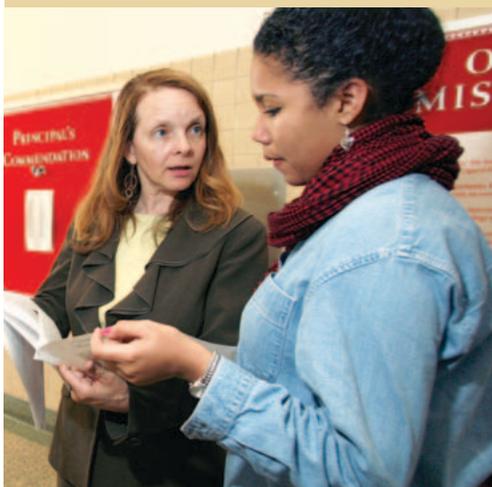
**OWN THE
TURF**

College and Career
Readiness Counseling



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 the support for school counselors necessary to ensure that 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 (NASSP), 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 2010-15 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.org/nosca.

Recent Publications

- The *Eight Components of College and Career Readiness Counseling* charts a comprehensive, systemic approach for school counselors to inspire and prepare all students for college success and opportunity, especially those from underrepresented populations.
- NOSCA's *School Counselor Strategic Planning Tool*, a companion to the Eight Components, helps school counselors use data to set clear goals and develop strategies with measurable outcomes for student achievement and success. It helps school counselors demonstrate their role and value as leaders and advocates for all students.
- The "Own the Turf" College and Career Readiness Toolkit supports NOSCA's national advocacy campaign and provides strategies and practical tools for the advancement of college and career readiness.
- The Elementary (Middle and High School) Counselor's Guide: NOSCA's Eight Components of College and Career Readiness Counseling — a three-part series — charts a systemic approach for implementing NOSCA's eight components. These guidebooks explain how to analyze data to identify inequities and apply strategies and interventions to close achievement gaps and help ensure that all students graduate high school ready for college and their chosen careers.
- NOSCA's Eight Components brochure provides a quick overview of NOSCA's *Eight Components of College and Career Readiness Counseling* and introduces NOSCA's second phase of its Own the Turf campaign — the Turf Collaborative Community (TCC) — which encourages other education professionals to join school counselors in owning the turf of college and career readiness.
- *Finding a Way* and *A Closer Look at the Principal-Counselor Relationship* present research and case studies about effective principal-counselor relationships.
- *The Principal-Counselor Relationship Toolkit* comes from a multiyear research project undertaken by NOSCA, in collaboration with the ASCA and the NASSP, to help school counselors and school principals analyze and enhance key areas of their working relationship with the overall goal of increasing student achievement.

- *Inspiration & Innovation* provides findings about exemplary school counseling practices that increase college readiness for all students.

Current Projects

- The Own the Turf campaign will mobilize school counselors as leaders of college and career readiness, and will help school counselors provide every student with the inspiration, planning, preparation and social capital necessary to graduate from high school ready for college and careers.
- The TCC, phase two of the Own the Turf campaign, encourages other education professionals to partner with school counselors and join them in owning the turf of college and career readiness.
- The College Board's *National Survey of School Counselors* is an annual survey designed to generate greater understanding of the importance and value of the school counselors' role in advancing academic achievement and college and career readiness in schools across the nation. The survey will give counselors a voice in shaping policy.
- "Destination Equity," NOSCA's Annual Conference, includes workshops on school counseling policy and practice, college and career readiness, and building family and community partnerships.
- The Urban School Counseling Initiative helps participating districts develop transformative leadership skills, align their districtwide counseling programs with the educational goals of their districts, assess the status of their school counseling programs and develop plans for maximizing their effectiveness.
- The Regional College and Career Readiness Train-the-Trainer Institutes provide a cadre of school counselor ambassadors from across the nation to provide cutting-edge professional development, and promote equity and excellence by assuring college and career readiness for all students through school counselor leadership and use of data.
- NOSCA delivers effective professional development to counselors in schools and districts around the country. Workshops include leadership, effective use of data, and college and career readiness counseling.

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