

Communication PRinciples for Principals

FEBRUARY 2013

NATIONAL SCHOOL COUNSELING WEEK FEBRUARY 4-8, 2013

National School Counseling Week 2013, "School Counseling: Liberty and Learning for All" will be celebrated from Feb. 4-8, 2013, to focus public attention on the unique contribution of professional school counselors within U.S. school systems, including DoDEA.

National School Counseling Week, sponsored by the American School Counselor Association (ASCA), will be celebrated from February 4-8, 2013, to focus public attention on the unique contribution of professional school counselors within U.S. school systems and how students are different as a result of what school counselors do. National School Counseling Week highlights the tremendous impact school counselors can have in helping students achieve school success and plan for a career.

This tip sheet provides Principals and other leaders with talking points to bring attention to this special week and to showcase our counselors and programs.

You can find more information about National School Counseling Week at:
www.dodea.edu
<http://www.schoolcounselor.org/content.asp?contentid=271>

Theme

"School Counseling: Liberty and Learning for All"

Key Messages and Talking Points

National School Counseling Week 2013

- » National School Counseling Week 2013, "School Counseling: Liberty and Learning for All" will be celebrated from Feb. 4-8, 2013, to focus public attention on the unique contribution of professional school counselors within U.S. school systems, including DoDEA.
- » The special week honoring school counselors provides recognition for school counselors who implement comprehensive school counseling programs, a vital part of the educational process for all students as they meet the challenges of the 21st century.
- » This special week honors school counselors for the important role they play in helping students examine their talents, strengths, abilities, and interests.

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<http://www.dodea.edu>



Role of the school counselor

- » Counselors work in professional partnerships with teachers and support personnel to foster an educational system where students can realize their true potential.
- » School counselors are actively engaged in helping students:
 - examine their abilities, strengths, interests and talents;
 - guide their academic and career planning;
 - focus on positive ways to enhance students' social/personal, educational and career development;
 - work in partnership with parents as they encounter the challenges of raising children in today's world; and
 - work with teachers and other educators to provide an educational system where students maximize their potential and set healthy, realistic and optimistic aspirations.
- » Professional school counselors are certified, experienced educators with a master's degree in guidance and counseling. The combination of their training and experience makes them an integral part of the total DoDEA educational program.
- » As all educators focus their efforts on improving academic achievement for all students, it is important that we recognize school counselors for their continuing efforts in reducing barriers to learning and in providing the support necessary for all students to achieve at the highest level.
- » DoDEA School Counselors are here for students. They listen, support, and advise.
- » Counselors help guide academic and career planning.
- » Counselors are knowledgeable and experienced in providing transition help for mobile military students.
- » Counselors have the resources and expertise to help students develop their future plans
- » School counseling is a key component of the system of support for the school-family-community relationship to help students be successful.
- » DoDEA's Competency Based Counseling Program (CBCP) is a comprehensive counseling program that addresses three areas of student development: academics, career planning and personal/social.
- » The CBCP is aligned with the ASCA National Model and counseling standards; it is an integral part of the educational process.
- » The CBCP is data driven, planned annually and provides for a delivery of direct and indirect counseling services based on the needs of students.



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DoDEA's Competency Based Counseling Program (CBCP) is a comprehensive counseling program that addresses three areas of student development: academics, career planning and personal/social.

Direct services are counselor in-person interactions with students. They include:

- A developmental counseling core curriculum designed that helps students attain the competencies (knowledge, attitudes and skills) appropriate to their level.
- Individual student planning comprises systemic activities designed to assist students in establishing personal goals and developing future plans.
- Responsive services encompass a spectrum of activities designed to meet students' immediate needs.

Indirect services are those activities provided on behalf of and in advocacy for students and as a result of the school counselors' interactions with others. This includes consultation, referrals, and collaboration with parents, teachers, other educators and community organizations.

- » The CBCP promotes learning by assisting students in mastering competencies (skills) and developing the attitudes necessary to be successful. It stresses self-concept development and the acquisition of skills in developing interpersonal relationships for student learning.
- » The CBCP assists all students to become responsible adults who can develop realistic and fulfilling life plans based upon a clear understanding of themselves, their needs, abilities, interests and skills.
- » Counselors design, organize, coordinate, implement, and evaluate the CBCP in collaboration of administrators, students, parents, military authorities, and other school community resource personnel.

Targeted Messages for students:

- » Talking to a counselor helps.
- » Talking with a counselor is a good thing.
- » Counselors don't just change schedules – they change lives.
- » Counselors are flexible, objective, and are a great source of expertise
- » Counselors provide assistance with academic, career, and personal-social development.
- » Counselor are here to listen, support and guide students every day.
- » Counselors assist students in monitoring progress toward meeting graduation requirements
- » Counselors can assist students in developing post -secondary plans.
- » Counselors can help with transition issues.

Targeted Messages for parents:

- » Counselors are a resource to help parents support their child's academic, career and personal-social development:
- » Counselors are a resource to parents in assisting with post-secondary planning to include education/training, military and the work force.
- » Counselors help parents access resources for financial support for post-secondary endeavors.

Targeted Messages for teachers/school administrators

- » Counselors are a partner in education.
- » Counselors implement the curriculum to support the academic, career, and personal-social development of students.
- » Counselors collaborate with administrators annually to develop a school-wide competency based counseling program.



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Comprehensive school counseling programs do affect student success and achievement and help ensure that our children have every opportunity to learn and grow to achieve their full academic, social and emotional potential. Counselors are integral to student success and provide much needed resources for students, parents, teachers and school leadership.