WHITE HOUSE CONVENING

STRENGTHENING SCHOOL COUNSELING AND COLLEGE ADVISING

November 17–18, 2014 • San Diego State University
SCHOOL COUNSELING PROGRAM EVALUATION

Design Surveys

Baseline Survey Administration (Y1)
May 2013

Baseline Data Analysis

Implementation begins
Sept. 2013

Year 2 Survey Administration
May 2014

Identify Key Performance Indicators for HCPSS School Counseling Program

Data Discussions
High Schools

Data Analysis
Y1 to Y2 change

Gauge progress on Key Performance Indicators

Data Discussions
Middle and High Schools
KEY LEARNING

• Evaluation is a scary word
• Relationships are everything
• This work is impossible without collaboration
NAVIANCE

SELF-DISCOVERY

CAREER EXPLORATION

POST-SECONDARY PREPARATION

A college and career readiness platform that connects student achievement with post-secondary planning.
KEY LEARNING

• Set expectations high from the start
  • Three lessons per grade level

• Provide professional development so counselors can meet expectations

• Measure results.... What gets measured, gets done

• A common tool + common lessons = consistency
Analyze Survey Results

Review AP Potential

Identify First Generation Students

Identify students who haven’t taken SAT or ACT
KEY LEARNING

• Data discussions at each school were extremely valuable

• Invite administrators to participate

• Have an agenda and action items
IDENTIFY KEY PERFORMANCE MEASURES

IMPROVEMENT
110,510 student visits during the 2013 - 2014 school year

17,451 transcripts requested and sent to colleges

904 different colleges

$29,154,271 in scholarships

Naviance

Self-Discovery
Career Exploration
Post-Secondary Preparation

A college and career readiness platform that connects student achievement with post-secondary planning.
SURVEY RESULTS

As A Result of This Work

- Apply to new institution: 33%
- Did not apply to an institution: 31%
- Rethought my major: 22%
- Not applying at all to any institution: 4%
- Applying to at least one institution: 11%
IN SUMMARY

The critical elements of this work that impact school counselors on a day-to-day basis are:

- **250:1** Student to Counselor Ratio
- Regular, Meaningful Professional Development
- Using *Naviance* as a Tool
- Using Data to Improve Outcomes
- Accountability