

<p>KSCA- One Vision One Voice</p>	<p>Self -Serve Advocacy for Members (Web Based)</p>	<p>Advocacy Assistance for Individual Members</p>	<p>Statewide CSC Program Implementation (KSCA/KSDE Cooperative Effort)</p>	<p>Inter-Organizational Cooperation</p>	<p>Support of School Counselors by KS Legislature and Governor</p>
<p>Ensuring One Vision & Voice +Review, Align, Revise, KSCA Structure, Policies, Positions +Does present committee structure used on web(name and charge) directives mirror those in the by-laws? -Public Relations -Advocacy -Government Relations</p> <p>+Coordinate Committee Work-bring all relevant committees to bear on the issue. +Promote professional image of all school counselors and publicize programs and services. Titles communicate images. Develop consistency in the usage of our preferred titles: school counselor, professional school counselor, counselor, guidance counselor create rationale (positions regarding school counselors-why need them, how to use them (appropriate tasks), etc. +Create talking points +Create separate brochures for different audiences for adults, kids, decision makers.</p>	<p>The Self-Serve Advocate Members Only Section-Web +Website links/downloads +PSA's +ASCA Links +Business Cards (Design a generic business card for member use personalized with software program (on bottom <i>Courtesy of KSCA</i>). +Sample Advocacy Letters +Check out permissions required to move video to digital format include on web, include in advocacy CD, etc. +Self-Advocacy Member Packet on CD/DVD Include state model, curriculum, forms, spreadsheets, podcast, model advocacy letters (modifiable), contacts for assistance. +Strategic Recommendations (i.e. place degree and license in frame and hang)on office wall. +Hints for what to include in building/district websites +Continue School Counseling Week efforts, and thank supporters.</p>	<p>Provide Basic Advocacy Training +Ensure all KSCA members receive a basic level of advocacy training (present in several venues at regional type meetings). +Provide advanced training to members to build skills and confidence.</p> <p>Provide Consultants +Train 10-15 assertive, skilled, knowledgeable advocates willing to give time to assist members in advocating on local issues. +Write letters of support to individual board members, Superintendents, etc. +Available to present (or assist in presenting) to local administrators or boards. +Publicize availability +Establish procedure for members to request assistance by email or phone by phone.</p>	<p>Redefine the focus-lead by doing. +KSCA endorsement and adoption and referring to it as "our program and curriculum" +With the support of KSDE create a statewide focus to implement the KS Comprehensive School Counseling Program. Is there a KSDE plan for promotion of implementation or is this destined to remain at the "nice idea" level. +Develop a long range 5-7 year systematic implementation roll-out plan (like Missouri.) Include a process to encourage district participation in design adoption, and implementation (seed grants, conference, assistance district training). + Disseminate results-based studies where successful implementation occurred. +In communications from KSCA suggest to members making an annual goal for MLP etc. to be various levels of implementation design/adapt, adopt, implement.</p> <p>Why? Studies show where programs are approved, supported and implemented counselors do what trained to do and easier to see need</p>	<p>Increase desire/funding for more (not less) school counselors. KCA +Review policies, position statements, committee structure to provide advocacy for all. +Cooperative multipronged KCA/KSCA strategic plan for program implementation and for advocacy. +School Counselors (on occasion) need the services of a lobbyist. School Counselors comprise the overwhelming majority of the KCA membership; KCA member dues fund professional lobbyist as a member service. Increase visibility of school counselors in each community across the state and redefine the profession within the eyes of our publics. +Make use of existing(and create additional) opportunities to re-teach our publics. +Provide DVD's for specific audiences admin, parents, school board +Make cooperative/collaborative connections with: KNEA, KASB, United School Administrators, et.al</p>	<p>Build and implement grass roots public relations and lobbying effort +Create regional focused lists e-mail lists and phone tree's for use in lobbying effort. +Create regional focused lists of legislators. +Encourage and facilitate each member building a relationship with at least one legislator who represents them. +Provide talking points.</p> <p>Obtain Services of a Professional Lobbyist (from KCA or elsewhere).</p> <p>Utilize Professional Lobbyist</p>