



NvSCA

Advocacy Discussion

February 10, 2013

Brainstorm:

- Attrition (not refilled positions)
 - Vacancies not being filled and positions dissolved when counselors retire
- Administrative choice (allocations)
 - The choice to have a VP or other staff instead of the allocation being retained as a counselor
- Instilling passion in counselors to represent the profession at the highest ability
 - In-line with NvSCA's ends policies
 - Lead by example to help everyone create impact in a positive way
- Clear, unified message about what school counselors do
 - NvSCA will assist in creating this
- Marketing, PR
 - We need resources to help us market and create public connectedness with our cause
- Focus on the prevention not just the band aid
 - Often focus (and resources) are placed on things that are perceived as a quick fix, we need to turn the focus on prevention and maintenance.
- Mandated ES counselors, a need that speaks to the prevention piece
- DATA (we have to speak the language of those who make the decisions)
- Accountability Report, we need all of the resources we can get to use on our behalf

Brainstorm...

- Look at RIFing process
 - Try and understand the processes by which we are going extinct
- Still defining who we are (post standards, templates, formats – resources)
 - Promote and advocate for the impact we make
- 3 Prong Approach (beginning of March, legislative visit)
 - Closing the gap (one page pie chart)
 - Pre meeting with lobbyist (WACAC)
 - Personal day (meet with legislators)
 - Brief cover letter
 - Include pie charts
 - (63 legislators need to hear from us)
 - 1-2 weeks later Thank you/follow up letter
 - Look at schedules and committees (intentional and organized)

Brainstorm...

- NvSCA PSA video (Elissa's friend)
 - Show to school boards coupled with Data
- 3 platforms (one page data sheet)
- Marketing
 - Site
 - District
 - State

Focus on our connection to...

- School safety
- College/career readiness
- Graduation rates
- Quality of personal/social life
- Mental Health