


Personal Branding

How to Market Yourself, Your Program, and Your Role as
School Counselor

Introduction

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 - * 13 years higher education experience
 - * 7 years – ISCA board member
 - * Communications/Marketing Chair



Advocating for what you believe in is crucial!
If you don't ask for it, people assume you don't
need it.

Self Advocacy

- * Personal Branding
- * Establishing Work Identity
- * Data and Advocacy
- * Best Practices

Where to Start

- * Define your role
 - * What are your key functions?
 - * Where do you shine?
 - * What do people seek you out to accomplish?
 - * What are you the go-to person for?

The Go-To Person...

- * What are you know for?
- * What do you want to be known for?
- * Personal branding is about self-realization and alignment with personal goals

Goal Alignment

- * Know Your Role
- * Set Personal and Program Goals
- * Align your work with your goals
- * Share your goals far and wide

Determining Your Goals

**Set goals
that scare you
and excite you
at the same time.**

THINKGROWPROSPER

Determining Your Goals

- * Needs - Scale needs from basic to full potential
- * Values – Core principles/standards give you meaning and determine your attitudes, choices and actions
- * Interests/Passions – what intrigues and motivates you
- * Identify Strengths
- * Freak Factor – what is your unique quality that makes you different and unusual? Use it to your advantage!
- * Personality – Describe yourself to help define yourself

Determining Your Goals

- * Mission – Expression clarifying what you are all about
- * Vision – Ideal vision of how you will use your mission
- * Personal Professional Mission & Vision will lead to your program Mission & Vision

Determining Your Goals

**PUSH YOURSELF
BECAUSE, NO ONE
ELSE IS GOING
TO DO IT FOR YOU.**

Set Goals - Convey Your Brand

- * Tell the world who you are and what you stand for
- * Don't create your brand on paper or online – Live It!
 - * It's a fundamental part of who you are and what your program stands aims to achieve

Measure Your Success

- * How do you measure success?
- * How does your administrator measure your success?
- * Ensure your success measurements align with your program mission and goals
 - * Are you meeting your mission?
 - * Where's your evidence that you're meeting your mission?
 - * Once you've met your goal what's your next step?
 - * What's your next goal?

Measure Your Success

WILL IT BE EASY?
NOPE. WORTH IT?
ABSOLUTELY.

Establish Your Identity

I always wondered by somebody doesn't do something about that. Then I realized I was somebody.

~ Lily Tomlin

Establish Your Identity

- * Be a leader
- * Daily conversation
- * Annual review process
- * Administrative/Faculty/Staff Group Discussions
- * Team Dialogue
- * Confirm your role – be a communication point

Establish Your Identity

- * Be the Go-To person for unique, value-adding opportunities
- * Get on administrative radar and show your value
- * Be a team player but keep your program goals in mind
- * Seek out opportunities to branch out into areas in which you can expand your skillsets and meet the goals of your counseling program
- * Volunteer for projects that shift your direction toward meeting goals of your program
- * Develop new skills that will add value to your position and your program – seek out PD

Data & Advocacy

- * Best way to establish your value is to prove your value
- * Show success through data
 - * Process
 - * Perception
 - * Results/Outcomes

Process

- * What did you do and who did you do it for?
- * How many students were impacted?
- * Interventions
- * Small Group Sessions
- * Classroom Lessons
- * Individual Sessions

Perception

- * Pre/Post Data – Student/Teacher Perceptions
 - * I feel...
- * Attitudes, Knowledge, Skills
- * Example: Intervention
 - * Pre Intervention – my behavior has an impact on my learning 1-5 likert scale (ask teachers similar questions)
 - * Conduct intervention
 - * Post Intervention – resurvey students and teachers to see change in answers

Results/Outcomes

- * Quantifiable Data
 - * Attendance rates
 - * Behavior Referrals
 - * Iowa Assessments
 - * MAP test scores

What to do with all the data

- * Each form shows the impact a counseling program can have on students.
 - * Attendance monitors chronic absenteeism and shows need for intervention
 - * Behavior data monitors Tier 1 and Tier 2 concerns

Advocate Your Role



Advocate Your Role

Asking for what you need, what you want, and what you're worth requires practice. So practice self-love and start asking.

~ Anne Marie Houghtailing

Advocate Your Role

- * Ensure your day is focused on your program goals and mission by showing your successes and the needs of your students
- * Develop a one-page success sheet that shows your program mission, vision, goals and successes
- * Create a Kudos file
 - * Feedback from colleagues, parents, students



ICAN by the Numbers

ICAN's College & Career Readiness

2016-2017 Fiscal Year

769,734 customers served
5,508 appointments
6,270 FAFSA's completed
1,561 presentations given
20,239 phone calls
441,960 resource & newsletter subscriptions
277,922 website visitors

ICAN's Customers

20% of the customers ICAN serves identify themselves as belonging to races other than Caucasian compared to 6.7% of the population in Iowa.

2/3** of families make less than \$50,000 per year.

46% are first-generation college students who have no family members to guide them through the planning process.

ICAN's Program Impact

99% of attendees indicated that attending an ICAN College Planning or Financial Aid Presentation better prepared them for the college process.

99% of program attendees agree that ICAN experts are knowledgeable in subject matters presented.

96% of program attendees agree that the topics presented are important and the resource materials distributed are useful.

99% of attendees indicated that ICAN center appointments agree that the appointment with ICAN met their expectations.

99% indicated the advisor was knowledgeable and answered all their questions during the ICAN appointment.

Customer Thoughts

"[My]advisor...empowered me to better understand what my children have borrowed and what that meant in the payoff stages. I felt more confident after my appointment than ever before. Thank you for caring and taking the time to help educate my family!"
- Sandra, parent of college students

"Made filling out the FAFSA pleasant and easy compared to previous years of frustration when I did on my own!"
- Shari, University of Northern Iowa student

"Being able to have assistance completing the FAFSA form alleviated a lot of stress and having [ICAN] visit the school and available for other questions has been a tremendous help."
- Teresa, Fremont Mills High School parent

"I came in with what I thought was a simple problem, it was not... but [ICAN] was so helpful, patient and knowledgeable that we soon had the issues corrected. I am lousy with computers and my advisor was very patient with me. I appreciate his professionalism immensely."
- Iowa Western Community College student

Counselor Thoughts

"My email blew-up after the presentation with students requesting times to meet with me regarding college and career planning, so I believe that the information struck a chord with them - thank you!"
- Natasha Nelson, Spirit Lake High School

"Adding more discussion about career opportunities/apprenticeship was really nice addition this year. It makes in more of an inclusive presentation rather than geared only towards college bound students."
- Rita Laughlin, Treynor High School



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Advocate Your Role



“Uh, yes, I’m ready for my evaluation.”

Advocate Your Role

- * Be Engaged in the Process
 - * Come in with data, goals and questions
 - * Focus on key objectives and define a plan that makes sense for you, your program, and your school

**I'M NOT
HERE TO BE
AVERAGE
I'M HERE
TO BE
AWESOME**

Advocate Your Role

**OLD WAYS
WON'T OPEN
NEW DOORS.**

Advocate Your Role

Evaluation Supplement for School Counselors

2017



The mission of the Iowa School Counselor Association is to advance the academic, career and social-emotional development of all students through excellence in school counseling.

Advocate Your Role

- * Open Dialogue - Administration
 - * Have open dialogue so you have a sense throughout the year of where you stand and how progress is being perceived

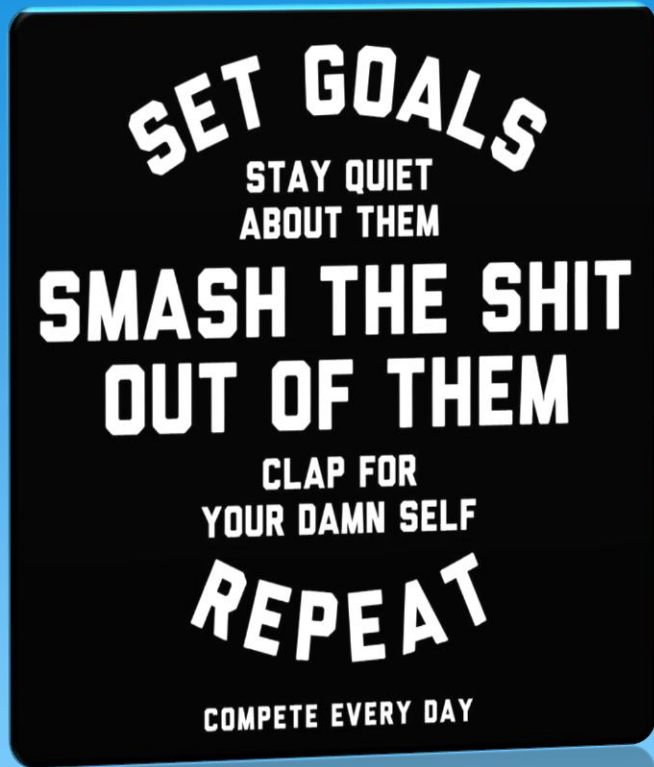
Advocate Your Role

- * Open Dialogue – Faculty/Staff
 - * Involve faculty and staff in groups and discussion so they understand your role and how it helps them and the students succeed

**Don't wait
for opportunity.
Create it.**

Advocate Your Role

- * Involve teachers in data
 - * Based on post-data these students are struggling with this concept. Let me know how they are interacting over the next week in your classes.
 - * Do intervention or special group work with selected students based on teacher feedback



Best Practices

Advocate Your Role

Unless someone like you care a whole awful lot, nothing is going to get better – it's not.

~ Dr. Suess