

# Own the Turf: Using Data to Promote College and Career Readiness K-12

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# Massachusetts Race to the Top

# **NOSCA: National Office for School Counselor Advocacy**

## **NOSCA's Vision**

- Every student exits high school with the educational preparation and social capital necessary for college success and full participation in a democratic society.

## **NOSCA's Mission**

- Endorse and institutionalize school counseling practice that advocates for equitable educational access and rigorous academic preparation necessary for college readiness for all students.

NOSCA is home of. . .



A national advocacy campaign to galvanize and mobilize school counselors to “own the turf” of college and career readiness counseling and take the lead in establishing a college-going culture in their schools, districts, communities and/or states.



The “Turf” is counseling that provides the guidance and support for all students to graduate from high school prepared to enter college.

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## **The TURF**



The College Board National Office for  
School Counselor Advocacy

## **Eight Components of College and Career Readiness Counseling**

Equity • Leadership • Transformation



# Tool

- **Part of Own the Turf Campaign Toolkit**
- **Guidance on how to deliver components with equity**

## **The Road Map**

# Equity Commitment

## I am committed to being...

A Leader

An Innovator

A Culturally Competent Practitioner

A Courageous Champion

A Lifelong Learner

## I believe ...

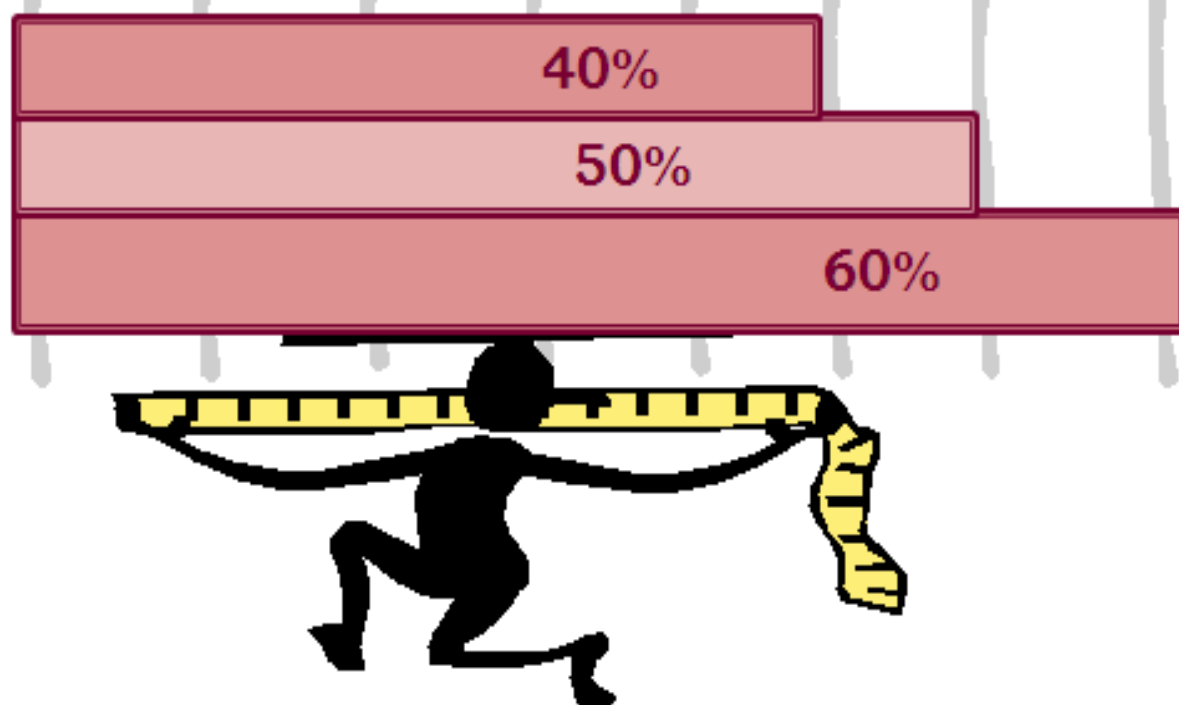
- All students are entitled to the academic preparation and support necessary to become significant contributors to a democratic society and global economy.
- I can help students and their families build the social capital needed to ensure that students are college and career ready after high school.
- I have the power to aggressively influence the status quo to ensure better outcomes for all students.

## Therefore, I am committed to being ...

- A leader who can work systemically to build all students' aspirations for college and career readiness.
- An innovator who encourages processes and policies that remove disparities in students' college and career outcomes.
- A culturally competent practitioner who advocates for equitable college and career readiness.
- A courageous champion for academic preparation and career readiness as nonnegotiable for all students.
- A lifelong learner committed to ongoing professional development necessary to effectively carry out these beliefs.

# The President's Goal is to raise the college educated rate from 40% to 60% for 25- 34 year olds.

Economic Security and a 21<sup>st</sup> Century Education: Secretary Arne Duncan's Remarks at the U.S. Chamber of Commerce's Education and Workforce Summit, 2009



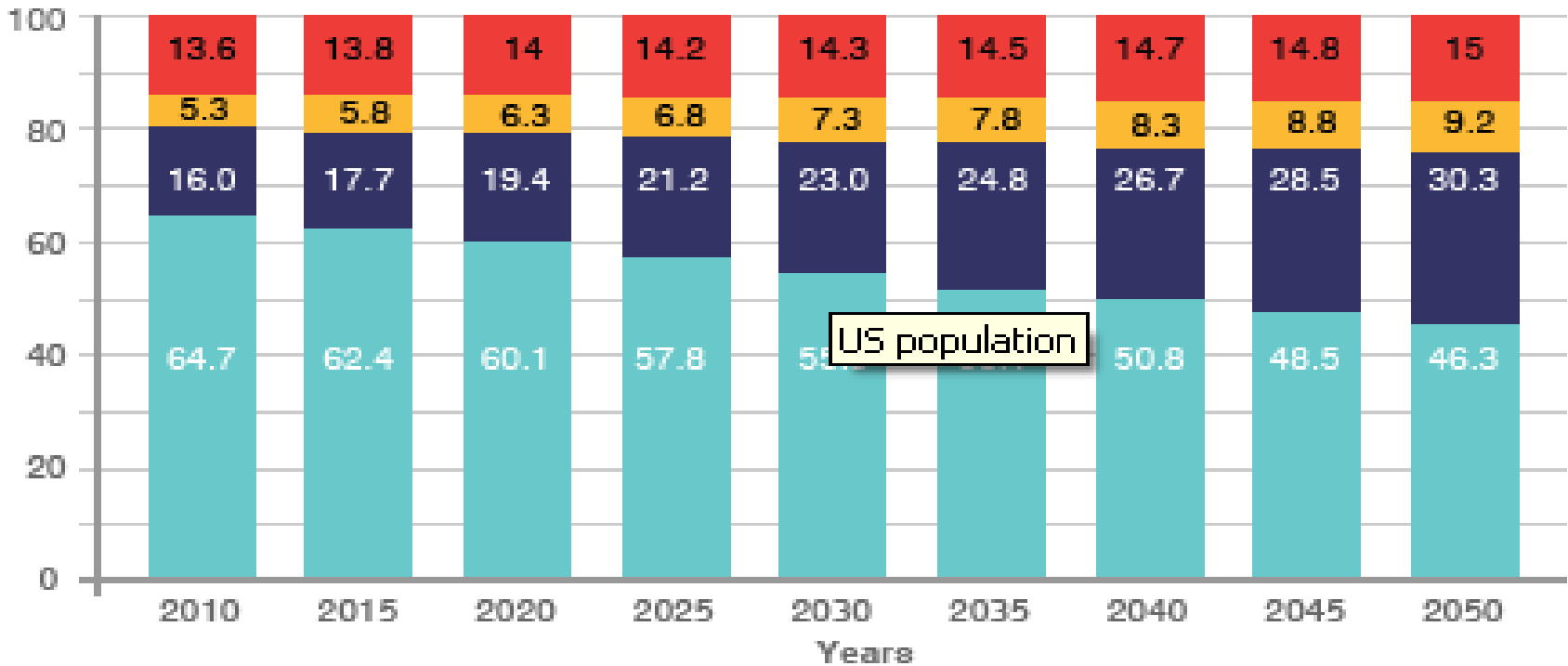


# The National Landscape



# US Population Projections to 2050

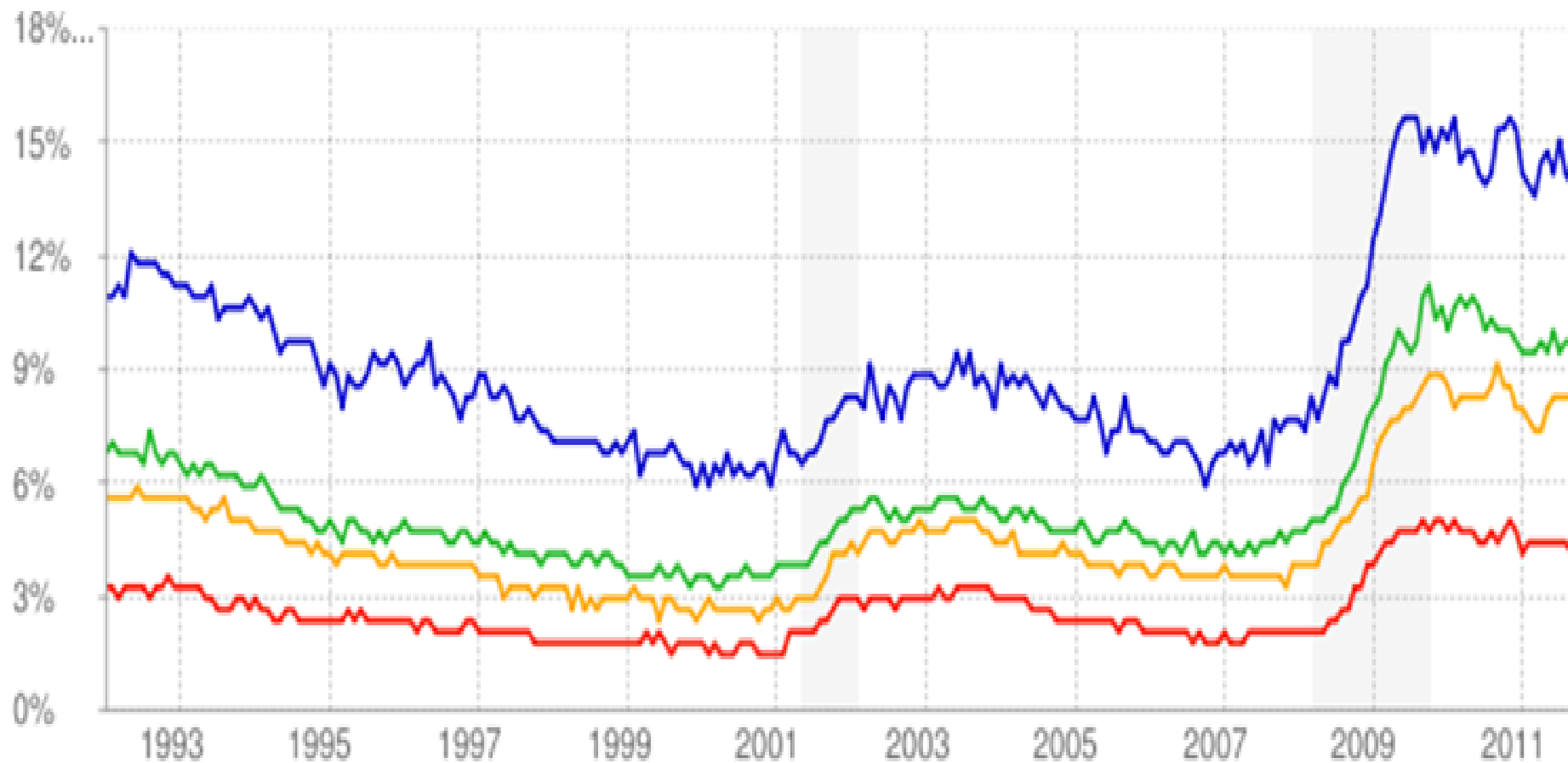
Percentage by race and Hispanic origin



SOURCE: US Census Bureau

# Unemployment Rate by Education Level

Unemployment Rate: **Some HS**, **HS Grad**, **Some College**, **Bachelor's or Higher**



# Unemployment Rate by Race/Ethnicity

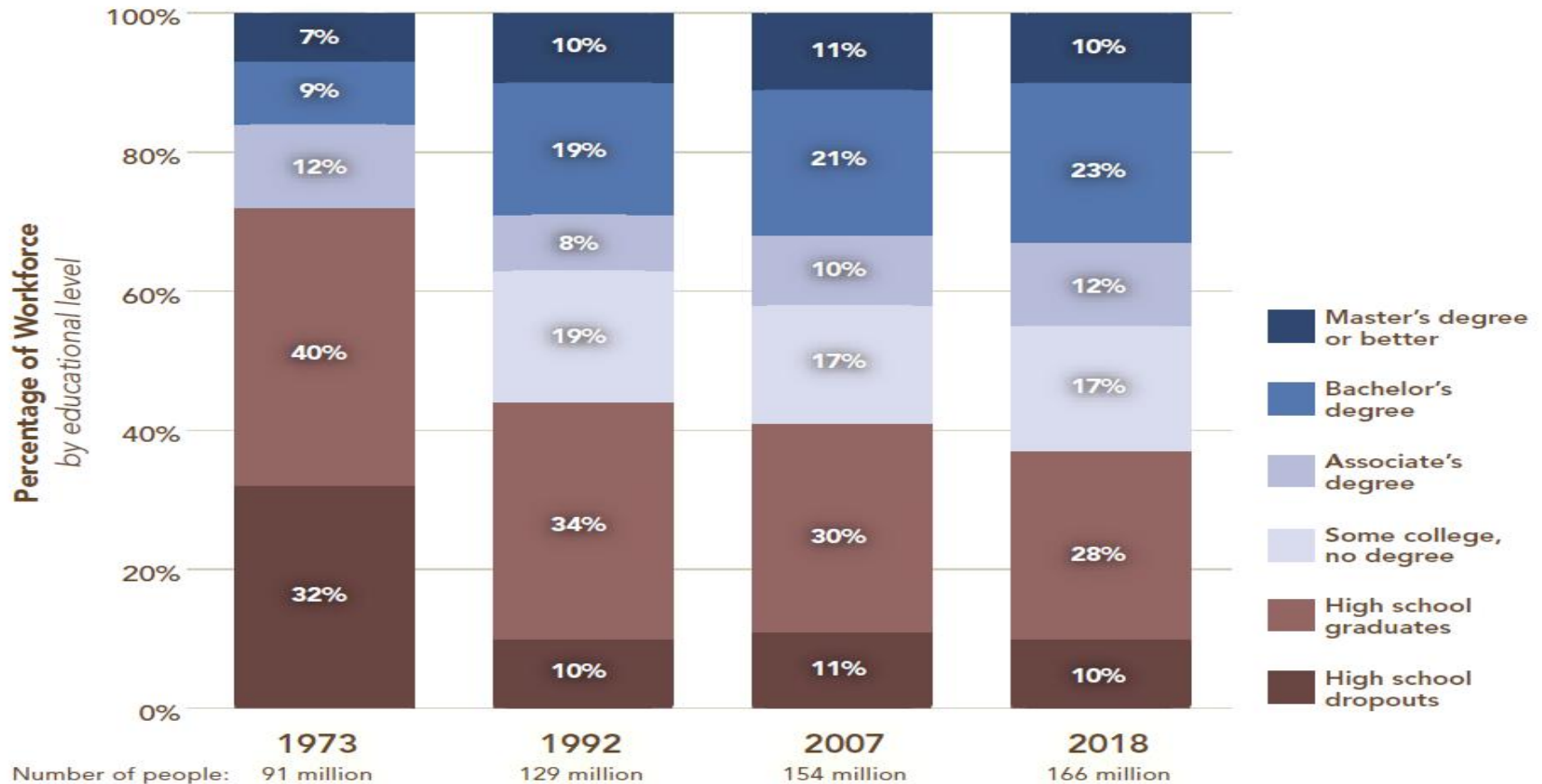
Unemployment Rate: White, Black, Hispanic/Latino, Asian



# Help Wanted!

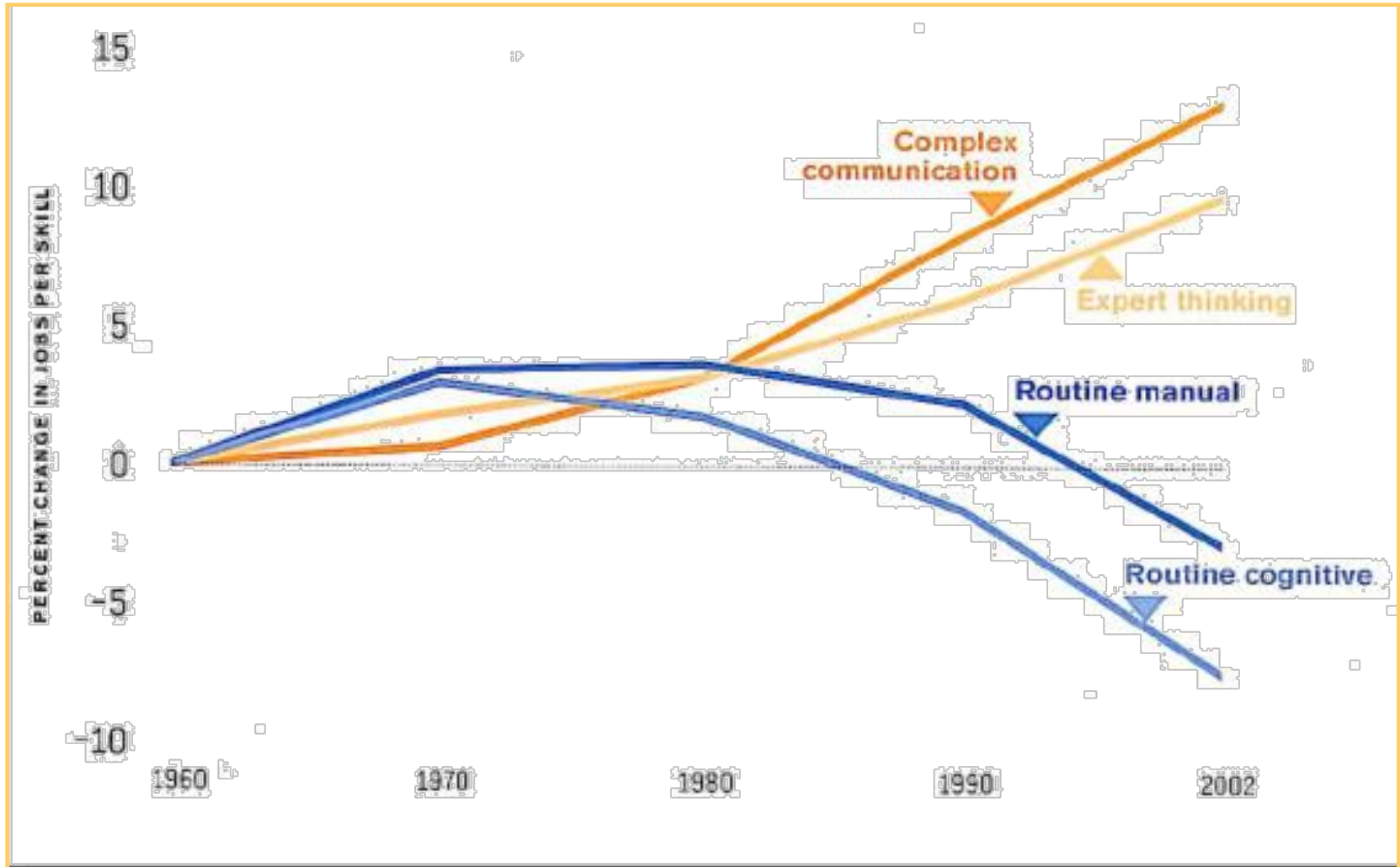
By 2018, about two-thirds of all employment will require some college education or better.

Source: Authors' analysis of March CPS data, various years; Center on Education and the Workforce forecast of educational demand to 2018



Source: Help Wanted: Projections of Jobs and Education Requirements Through 2018, Georgetown University Center on Education and the Workforce, 2010

# The Growing Demand for Higher Order Skills

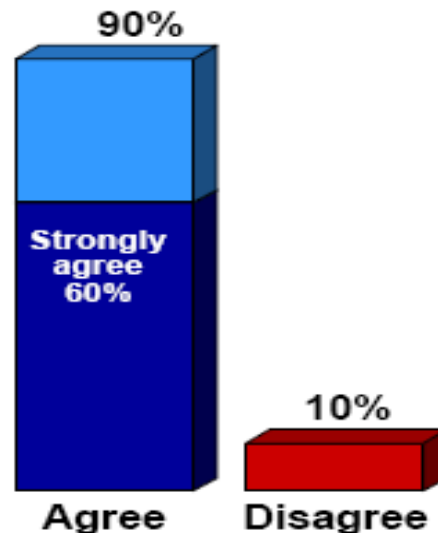


# Student Voices

**Nearly all members of the class of 2010 believe a high school degree is not enough.**

*"In today's world, high school is not enough, and nearly everybody needs to complete some kind of education or training after high school."*

All 2010 Graduates



# College Completion in Massachusetts

Too few students make it through college.

Of students who enroll in a public college or university

**100**

	2-Year Public College		4-Year Public College	
	Full-Time	Part-Time	Full-Time	Part-Time
Enroll	40	17	42	1
Return as sophomores	21	7	31	0
Graduate on time (100% time)	2	0	14	0
Additional graduates 150% time	4	1	11	0
200% time	2	1	1	0
<b>Total graduates</b>	<b>8</b>	<b>2</b>	<b>26</b>	<b>0</b>

Graduate in 4 years

**10**

**26**

Graduate in 8 years

Key to measuring time

100% time

Associate

2 years

Bachelor's

4 years

150% time

3 years

6 years

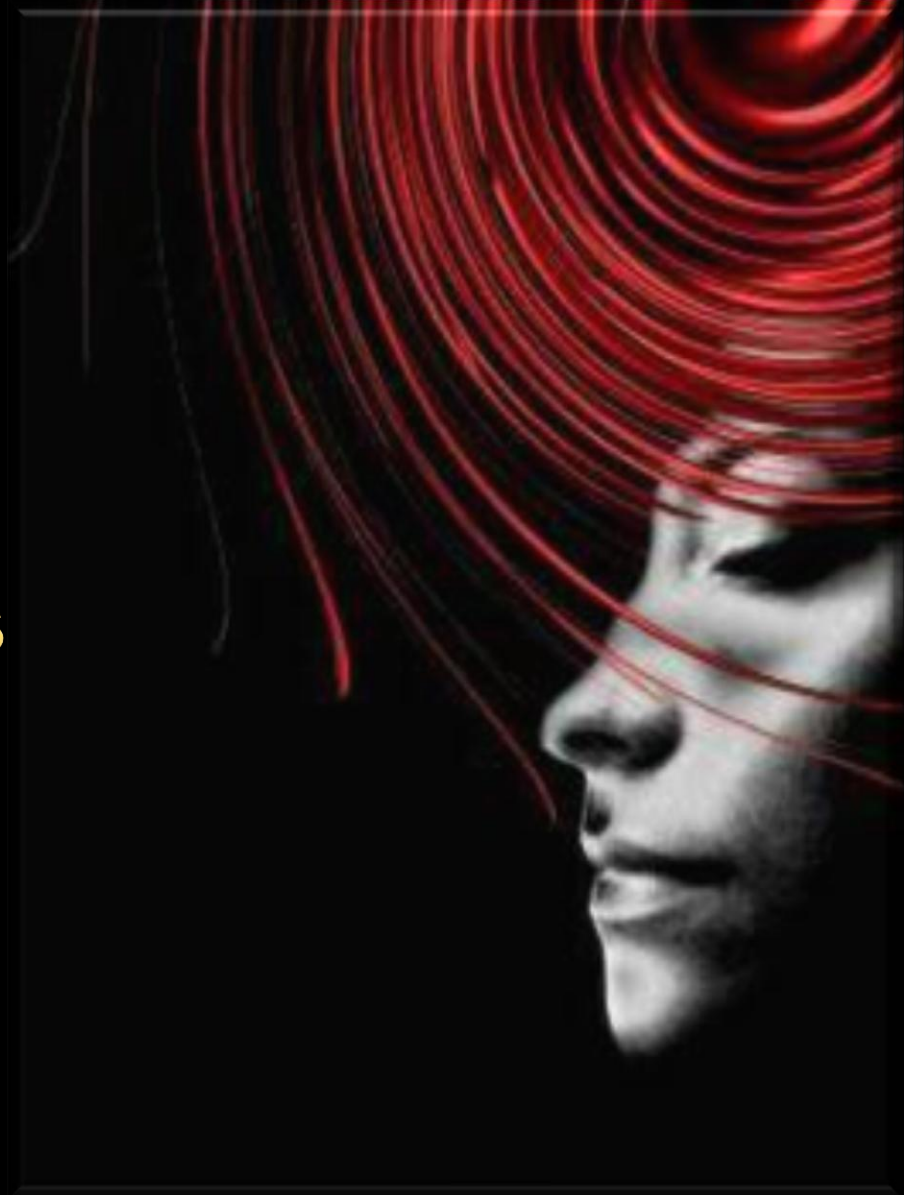
200% time

4 years

8 years



**Given all of the  
evidence, why is  
there resistance  
to change?**



**What do beliefs have to do with it?**

**The Way Up,  
Out, and Forward**



# What is College and Career Ready?

## College Ready means:

- a high school graduate has the reading, writing and math knowledge and skills to
- qualify for and succeed in entry-level, credit bearing, college-degree courses with out the need for remedial classes.

**Source:** ©The Next Generation of School Accountability: *A Blueprint for Raising High School Achievement and Graduation Rates in SREB States, 2009.*

# What is College and Career Ready?

**Career Ready** means that:

- high school graduates can read, comprehend, interpret and analyze complex technical materials,
- can use mathematics to solve problems in the workplace,
- and can pass a state-approved industry certificate or licensure exam in their field.

**Source:** ©The Next Generation of School Accountability: *A Blueprint for Raising High School Achievement and Graduation Rates in SREB States, 2009.*

# Who are the underserved or underrepresented students in your schools and/or districts?

- African American
- Latino
- Native American
- Students from Low SES Backgrounds
- English Language Learners
- Students with Disabilities

# In the Race for College and Career Readiness

Eliminate the racial/ethnic predictability of which student groups occupy the highest and lowest achievement categories.



**The balance between those  
with a pit crew and  
those without**





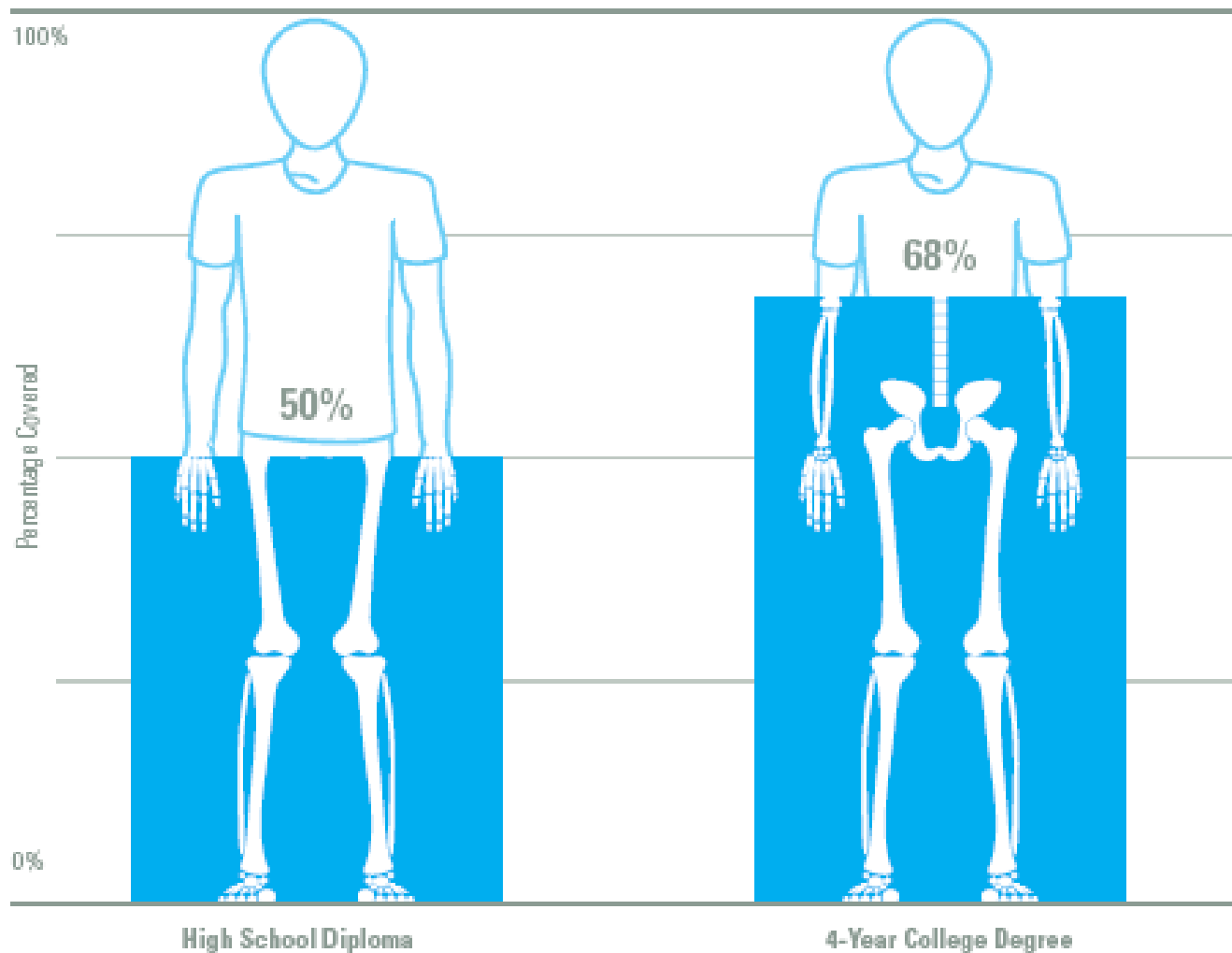
Tapping into human potential  
...education pays

# More Security

Individuals with a college degree are

**much more likely to receive employer-provided health insurance**

than those with only a high school diploma.

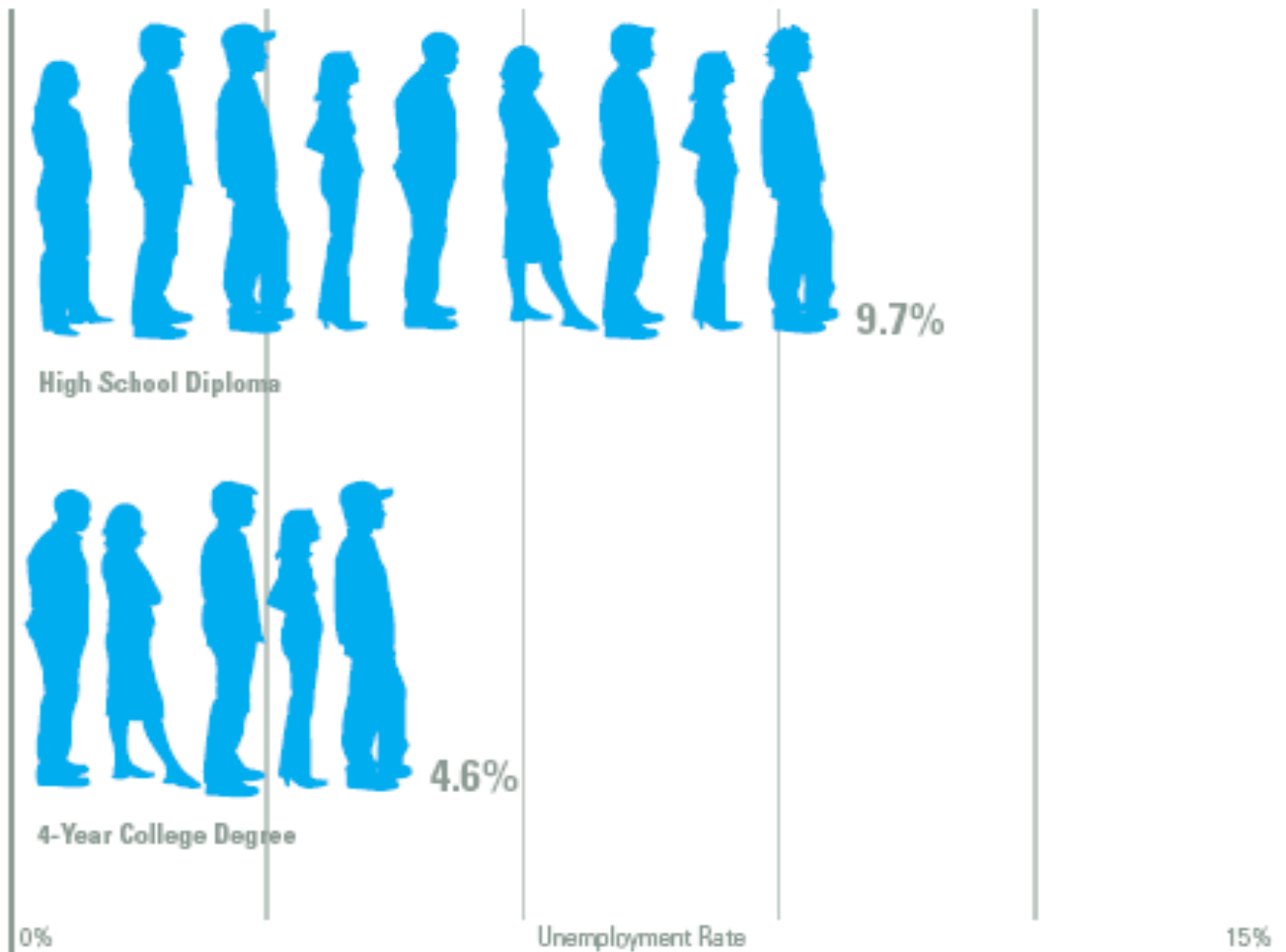




Individuals with only a high school diploma are

**about twice as likely  
to be unemployed**

as those with a college degree.



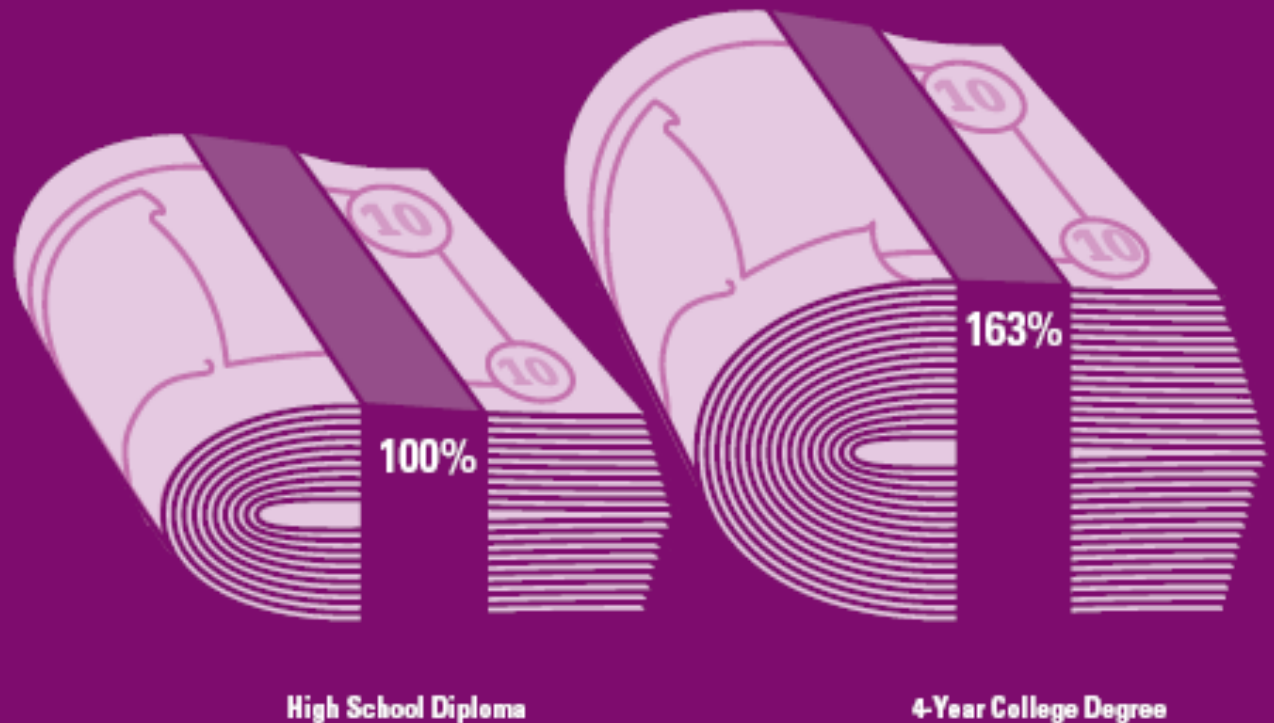
# More Security

# Greater Wealth

Individuals with a college degree

**earn an average of 63% more in hourly wages**

than those with only a high school diploma.

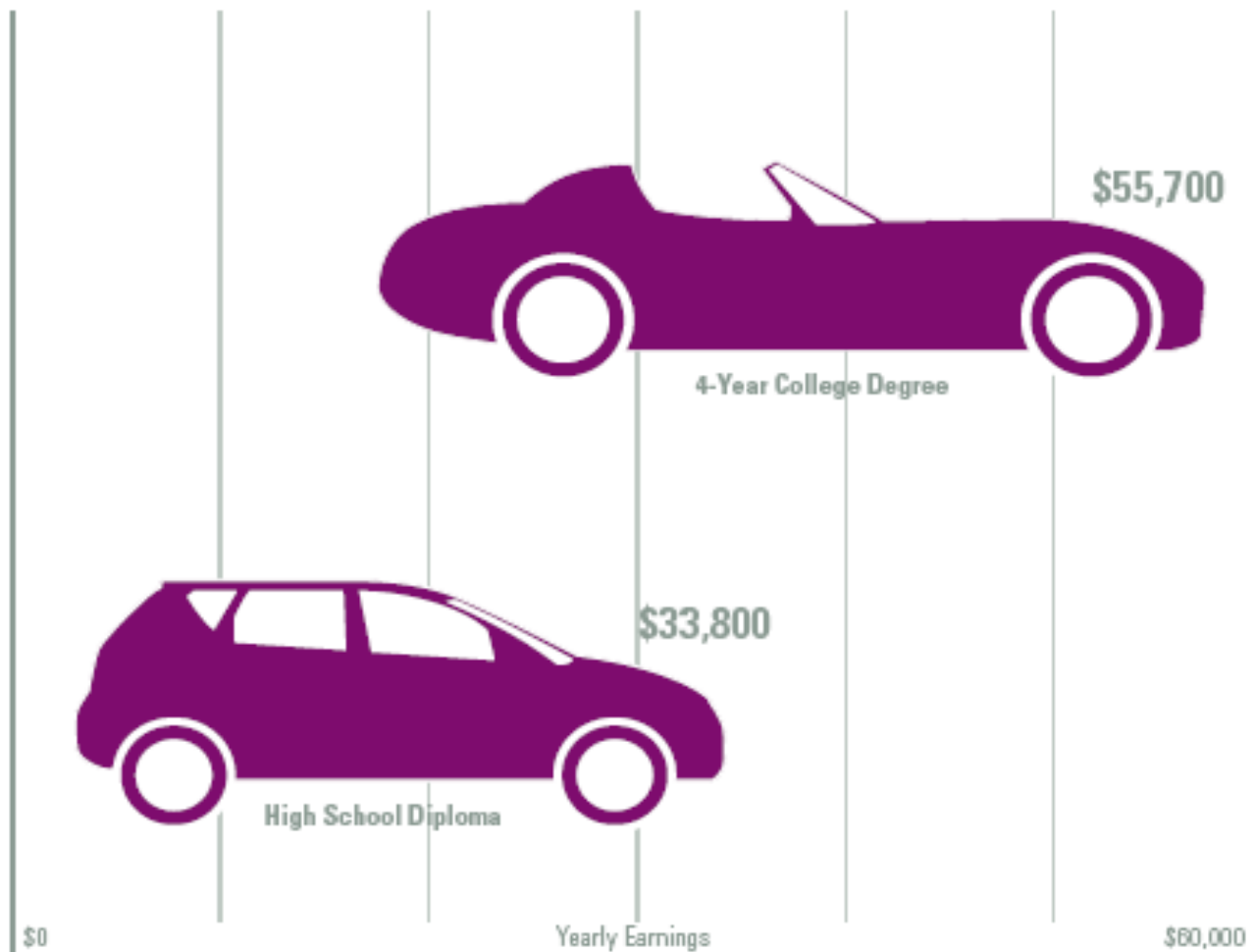


# Greater Wealth

Individuals with a college degree

**earn an average of  
\$22,000 more per year**

than those with only a high school diploma.



# Better Health

Young adults with a college degree are

**much less likely  
to be obese**

than those with only a high school diploma.

34%



High School Diploma

20%

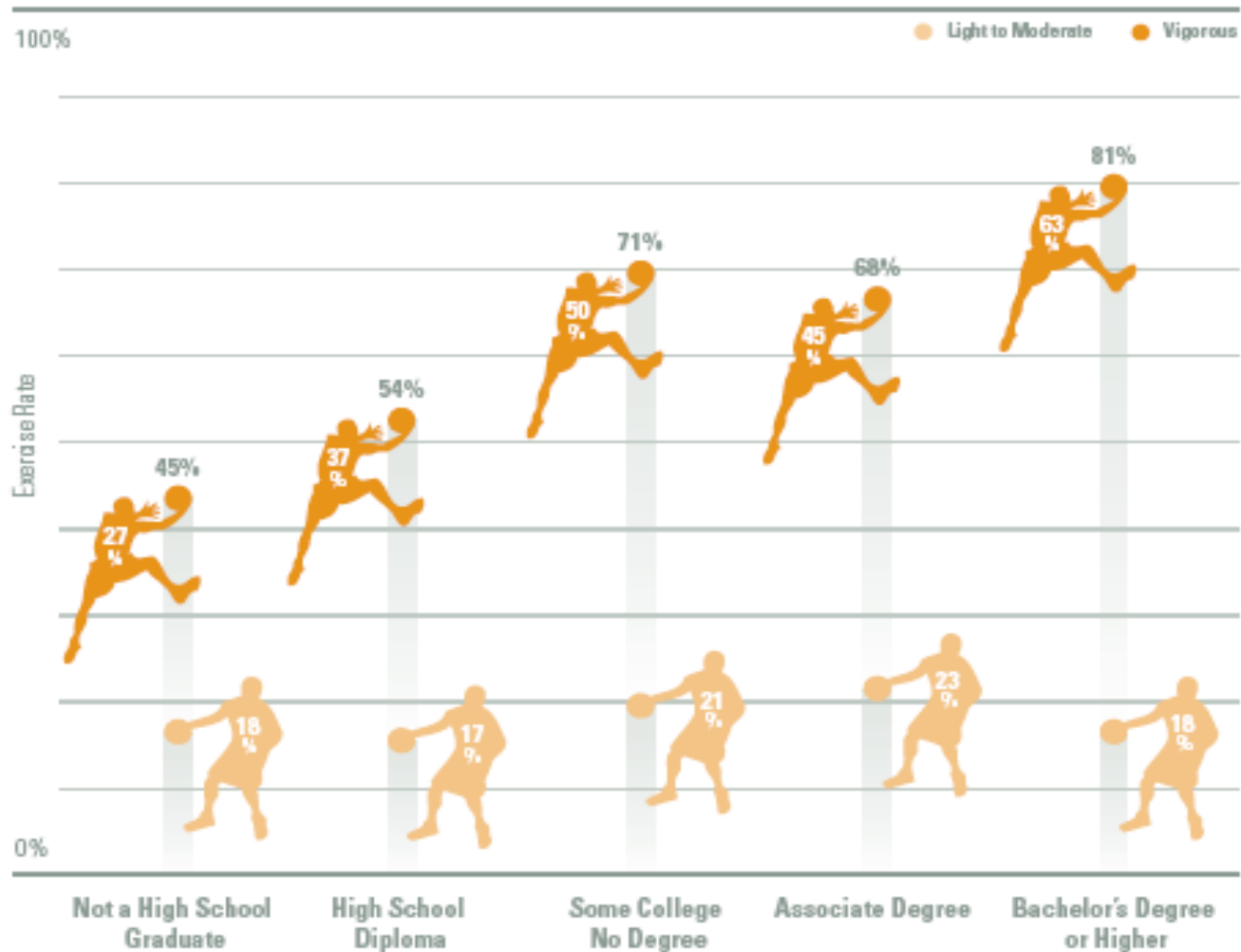


4-Year College Degree

Individuals ages 25 to 34 with a college degree are

## much more likely to engage in vigorous exercise

than those with only a high school diploma.



# Better Health

# Closer Family

Parents with college degrees are

**much more likely to have attended a concert or live show with their children**

than parents with only a high school diploma.

22%



High School Diploma

37%



4-Year College Degree

Children of parents with a college degree are

**much more likely to be read to every day**

than children of parents with only a high school diploma.

# Closer Family



# Stronger Community

Individuals aged 18 to 24 with a college degree were

**much more likely to vote  
in the 2008 election**

than those with only a high school diploma.



High School Diploma



4-Year College Degree

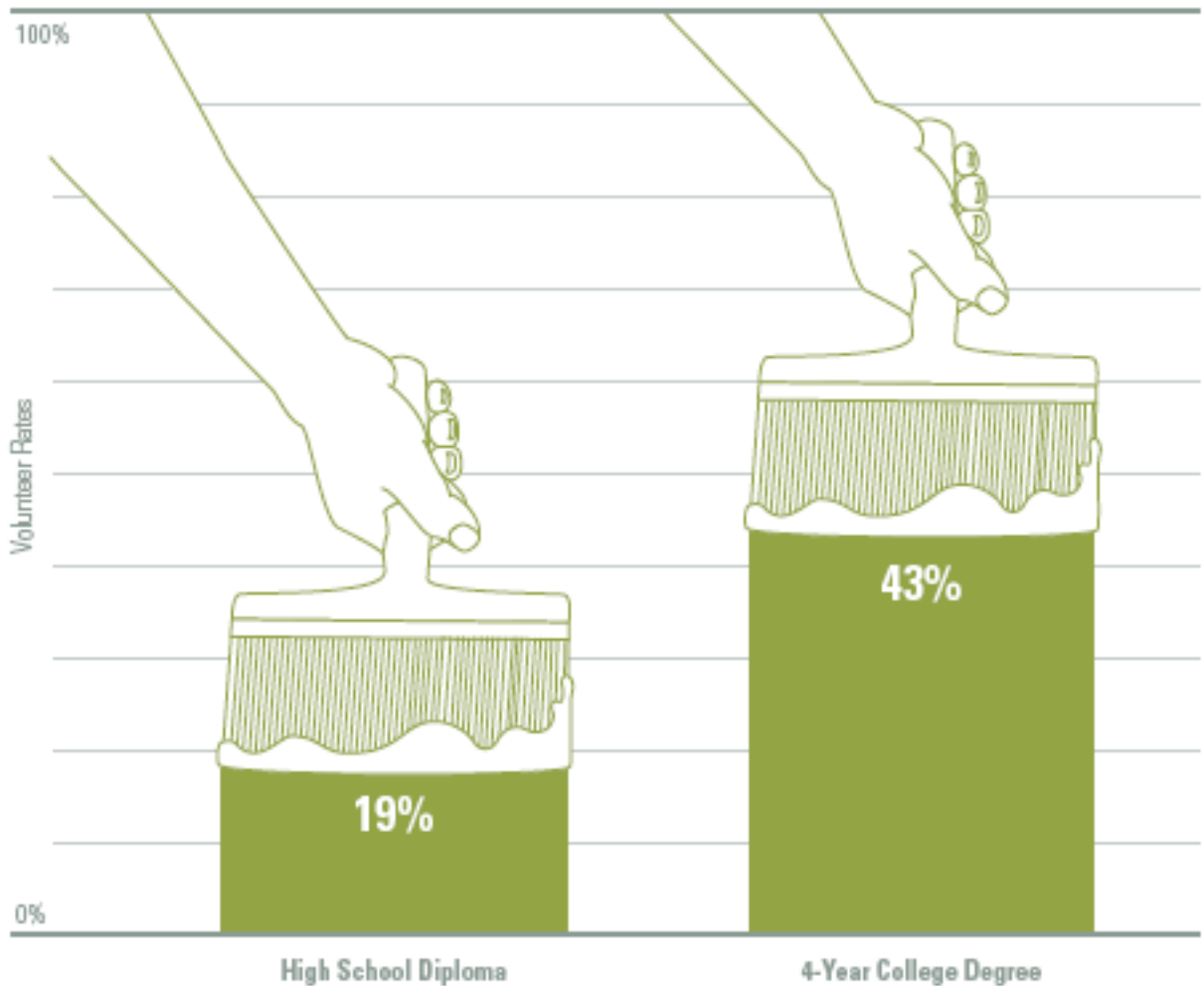


# Stronger Community

Individuals with a college degree are

**more than twice as likely to volunteer**

as those with only a high school diploma.



**Data-Driven**  
**vs.**  
**Data-Driven for Equity**

**What is the Difference and Why Does it Matter?**

# Data Driven for Equity

- Identify disparities between student groups
- Inform school counseling practice and instruction
- Set measurable goals
- Demonstrate accountability
- Eliminate random acts of guidance



- **Access**

- *Opening the Doors*

- **Attainment**

- *Reaching the Benchmarks*

- **Achievement**

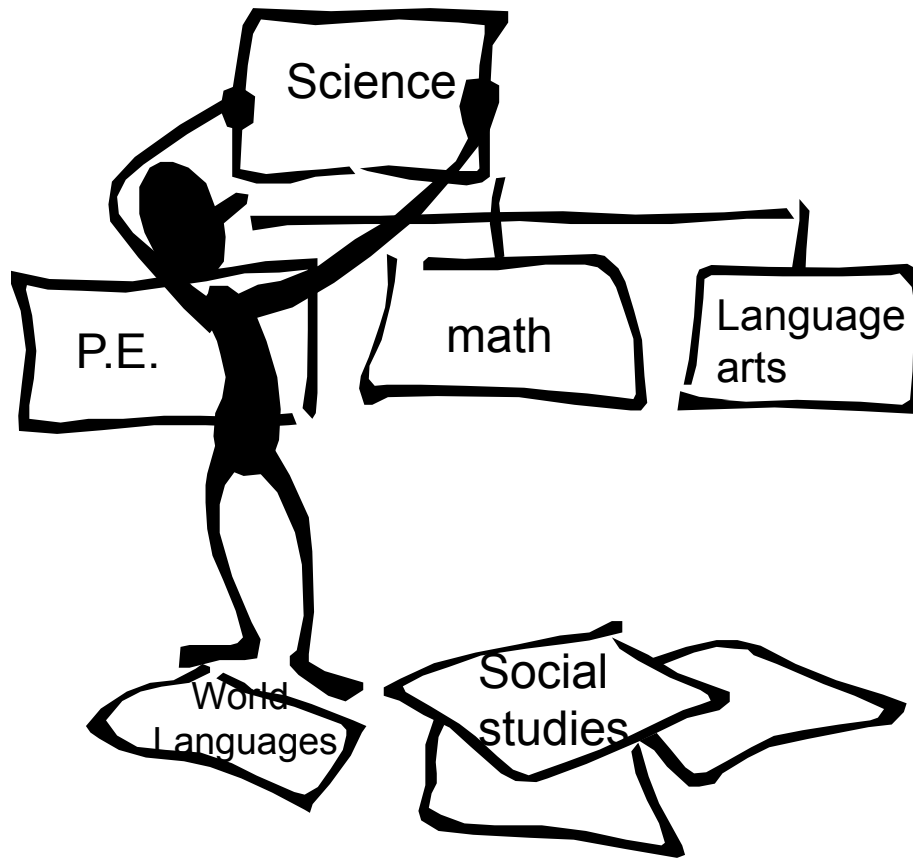
- ▶ *Making the Grade*

**DATA**

# Increase Graduation and MassCore Completion

- **Access** – Are MassCore classes available to all students – are they enrolled – who is not?
- **Attainment** – Which students complete MassCore classes and which do not?
- **Achievement** – What is the quality (grades) of students work in MassCore classes disaggregated by group, grade and gender?

# School structures either help or hinder students from graduating with MassCore completion



## THE MASTER SCHEDULE

# Dare to Reach for RTTT Goals



**What seems  
impossible just  
may be doable  
if we believe**



Title:	Journey into imagination
Artist:	Claude McCoy
Medium:	Digital Art - Digital 3d



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