Sample Advocacy Tips for Counselors and their Programs

• Make a presentation to your district’s Board of Education about your program.
• Have a table of handouts and a person explaining your program at beginning of year registration, parent-teacher conferences or other all school events.
• Have a newspaper article submitted periodically promoting your program’s activities.
• Have a counselor department tips section in your district’s newsletter or create your own newsletter.
• Have a counseling section on your district’s website with plenty of information that can be helpful to students and parents.
• Have an attractive bulletin board in your building with information that stakeholders will find helpful to know.
• Plan activities to advertise awareness of your department to staff and students throughout the year not just a special time designated on a calendar.
• Have “I Noticed” or special notes to give students about things they may have accomplished throughout the year.
• Have an Administrator or Board of Education Appreciation activity or meal.
• Be willing to present at a faculty meeting or community event about something that you feel competent to present on that may be timely.
• Conduct an end of the year evaluation and share it with your administrators and/or Board of Education.
• Support a mentoring program at your school for students that you work with.
• Be visible at school events and consider sponsoring student organization(s).
• Recognize staff for their efforts throughout the year.
• Sponsor a career day or organized program to include community members and parents.
• Be willing to lead a discussion group on a timely topic of interest.
• Have a lending library of books that students or parents could read about topics that may help in certain situations.
• Offer to speak at a building PTO meeting during the year.
• Advertise activities in your local newspaper about upcoming events.