



AMERICAN COUNSELING ASSOCIATION



March 21, 2011

Dear Professional Counselor:

The American Counseling Association (ACA) and the National Office for School Counselor Advocacy (NOSCA) at the College Board are pleased to announce that we are collaborating to elevate school counseling and ensure better outcomes for all students. To this end, ACA and NOSCA encourage school counselors to join the "Own the Turf" Campaign—a national advocacy campaign to 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, and communities.

In addition, ACA launched the Task Force for School Counseling in 2010 in response to members' requests for more support in this area. Chaired by ACA Past President Dr. Lynn E. Linde, the ACA Task Force for School Counseling has been extremely busy surveying the field and taking steps to better serve ACA's school counselor members. The Task Force is made up of a distinguished panel consisting of practicing school counselors, counselor educators, and school counseling leaders, including Dr. Vivian V. Lee, from NOSCA.

ACA and NOSCA share a commitment to improving college and career opportunity and success for all students. But we need your involvement to make these goals a reality.

Together we can promote the value of credentialed school counselors as leaders in school reform, student achievement, and college and career readiness. So please see the websites on the back of this letter to learn more about what we are doing and how you can help.

Thank you for your dedication to our country's students and families!

Sincerely,

Marcheta P. Evans, PhD, LPC-S, NCC
President
American Counseling Association

Patricia Martin
Assistant Vice President
National Office for School Counselor Advocacy
The College Board



Own the Turf for College and Career Readiness Counseling

The National Office for School Counselor Advocacy Information

<http://advocacy.collegeboard.org/college-preparation-access/national-office-school-counselor-advocacy-nosca>

Sign up for Own the Turf Campaign

<http://advocacy.collegeboard.org/sign-up-join-own-turf-campaign-school-counselors>

Selected School Counselor Publications (Available for Download)

- [Own the Turf Campaign External Webinar](#)
- [NOSCA'S Eight Components of College and Career Readiness Counseling](#)
- [School Counselor Strategic Planning Tool](#)
- [Inspiration & Innovation: Ten Effective Counseling Practices from the College Board's Inspiration Award Schools](#)

The Advocacy and Policy Center Information

<http://advocacy.collegeboard.org>



Help the ACA Task Force for School Counseling: *Take the Survey!*

<http://www.surveymonkey.com/s/schoolcounselorsurvey>

ACA Office of Public Policy and Legislation

<http://www.counseling.org/PublicPolicy/>

Resources for School Counselors and Take Action Sites – Sample Posts

- [Advocacy Letter Template for School Counselor Jobs](#) (Jan 2011)
- [ACA Alert: U.S. House Passes Bill to Eliminate School Counseling Program and Other Funding](#) (Feb 2011)
- [Stop Congress from Eliminating the Federal School Counseling Program](#)

Members-Only Reports

- [A Guide to State Laws and Regulations on Professional School Counseling \(2011\)](#)
(Non-members can purchase this publication for \$10. Call Member Services: (800) 347-6647, x222.)
- [Student Loan Forgiveness Programs for Counselors \(2010\)](#)
- [No Child Left Behind: Funding Sources for School Counseling & Mental Health Services \(2011\)](#)

Policy Recommendations for School Counseling

- [Senate "Meeting the Needs of the Whole Student" Hearing: ACA Written Testimony](#)
- [House Appropriations Hearing: ACA Written Testimony, Funding for School Counseling](#)
- [ESEA \(No Child Left Behind\) Reauthorization Letter to Senate HELP Committee](#)
- [ESEA Recommendations to House Education-Labor Committee](#)