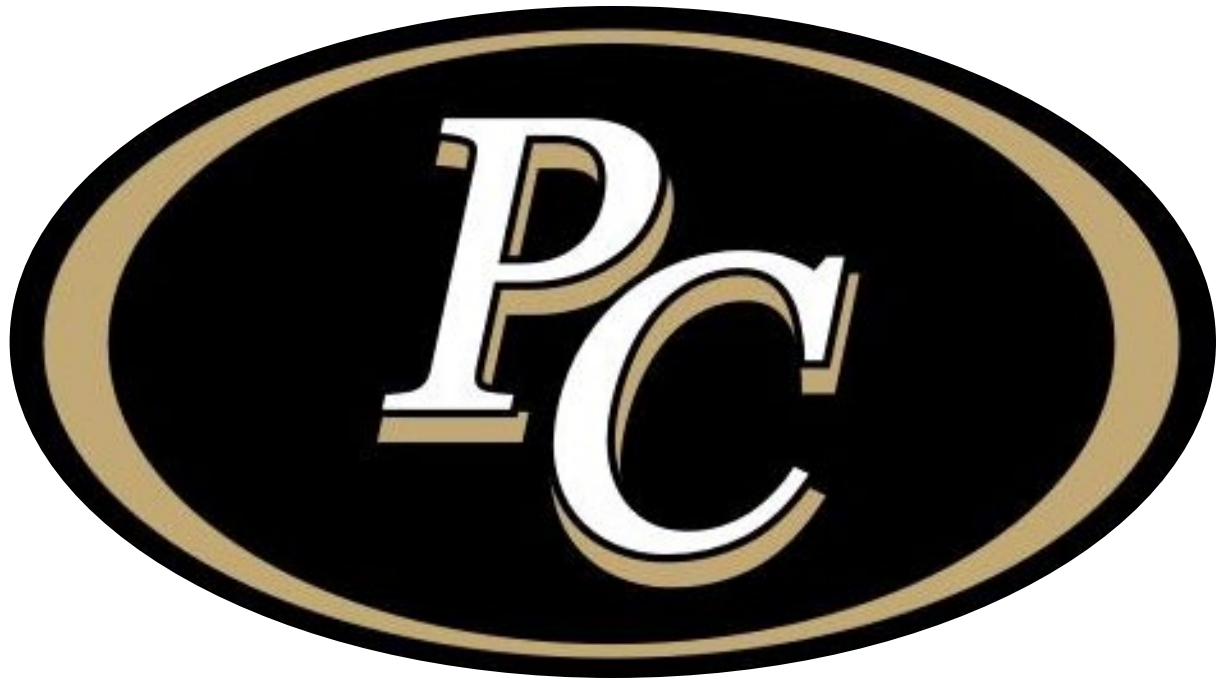




How to use technology in College and Career Planning



Pell City High School



Overall student population 1190 students 9-12th
2 Counselors
1 College and Career Counselor

Do you ever feel like you are trying to reach the unreachable?

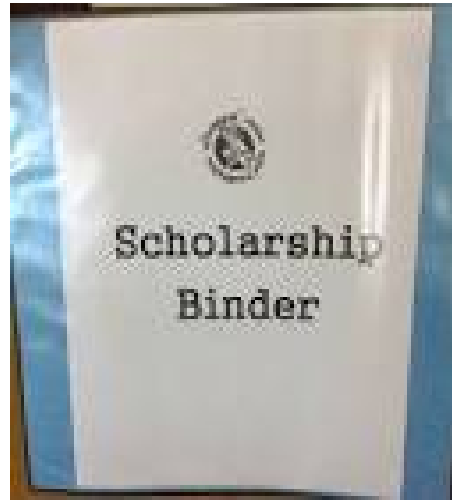


Do you feel like you need these?



www.shutterstock.com - 126355574

Scholarships



Counseling Program

- re·brand
- rē'brand/
- Means to “change the image of”
- How are you presenting your program to your school, your students, your community?
- What are some ways in which to do this?
- Almost all of the ones that I am going to share are free, some cost very little.

Favorite Quotes

“Those that want to will find a way, those that don’t will find an excuse.”

Most overused words in education.....

“Well in the past we have always done it this way.....”

Newsletters



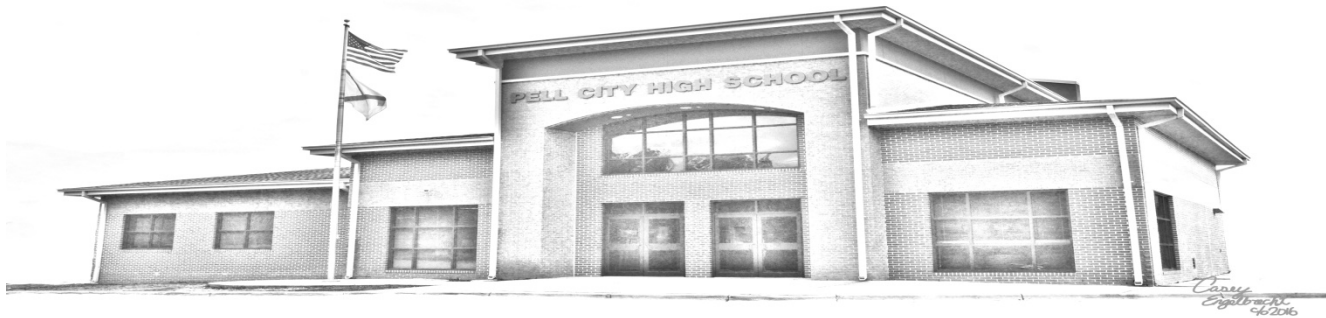
- <https://www.smore.com/gxuwr>
- <http://pellcitycounseling.weebly.com/>

Website Development



Pell City High School Profile

- <https://docs.google.com/document/d/1FkaDxi4jB71UXbpaTloRpHlEd8jC-G6x9jv3l30dHEw/edit?ts=57ab4a9f>



See something you like?
Ask where they got it from



Comprehensive Counseling Website

- <http://pellcitycounseling.weebly.com>



Websites



Word of caution, if you aren't going to update it, don't bother setting up one!

One-stop shopping



Goal is that parents/ students should be able to find everything that they are looking for from home.

Start small, pick one thing and then move on from that.

Communication

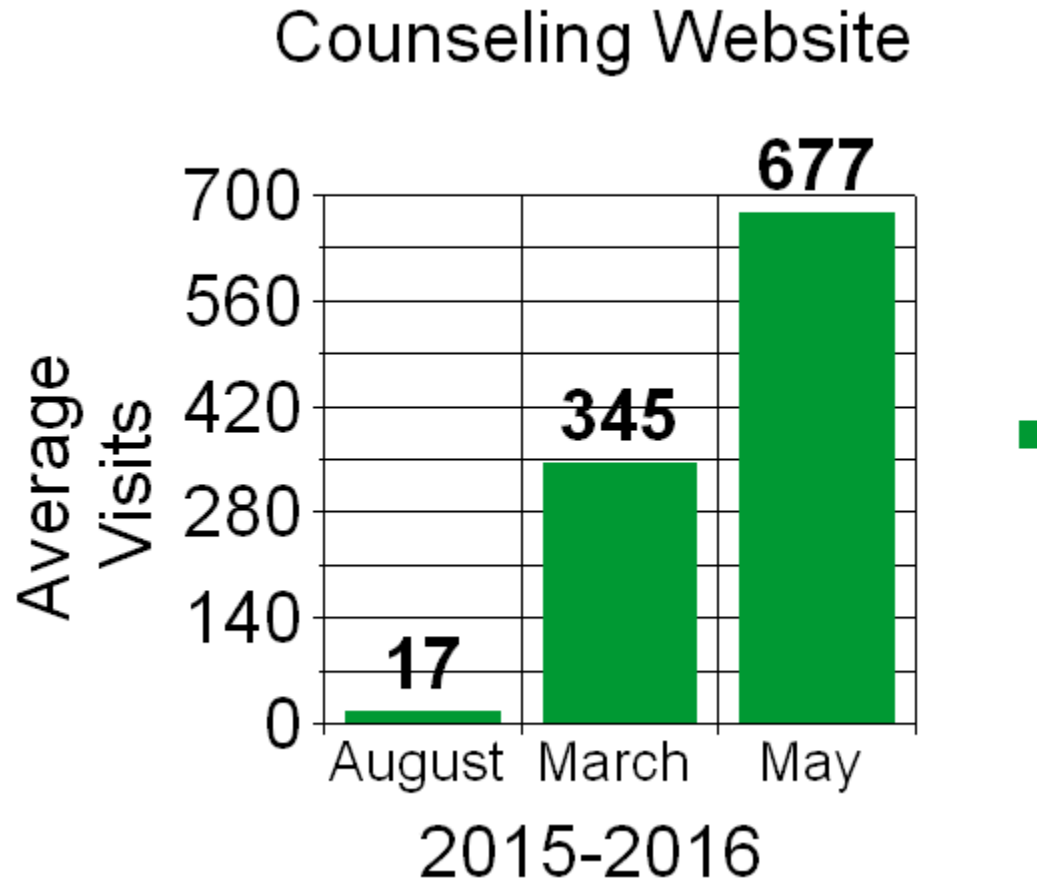
remind



Tracking Data

- Website monitor how many hits you have on it. These sites will allow you to do that...when is the most traffic? Which sites are getting th most hits?
- Student, parent surveys.....automatic graphs and tracking.
- For example juniors took a what are their plans for their future? Four year college? Community College? Employment if so where? Military? Which branch?

Counseling Website

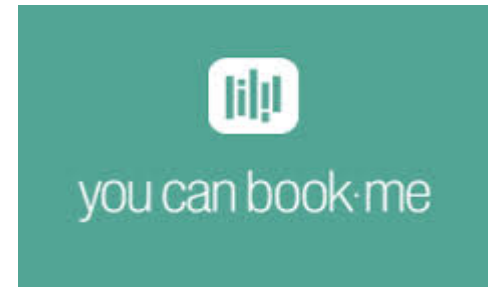


On-line appointment scheduling

This can absolutely change the course of your life as a high school counselor!



calendly



Google
Sheets

ScheduleOnce

College and Career Social Media

- Creation of a monthly counseling newsletter
- Creation of a College/Career Twitter
- Creation of a College/Career Facebook



Are these taking the place of personal contact? Absolutely not, they help facilitate it!

Monthly Coffee with the Counselor



Have to get creative!

Lunch and Learn



College bound senior individual meetings

- Remind 101 linked to website where they book appointments
- Letter with tips for senior year and important dates and link to sign up
- Post card reminder – to reach the unreachable

College Application Boot Camp



College Guide – this makes your life easier in the long run.

Naviance

ACT Prep, College Applications, Electronic Transcript transmission with TRACKING numbers.



You Tube



SCREENCASTOMATIC

Quick tutorial videos teaching students/parents to do things themselves. Encourages resourcefulness.

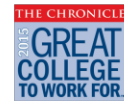
Community College Fair



Hold one at your school. I sent letters to each community college in the state.

Tripe “E” Program

- Enroll



Enlist

- <http://pellcitycounseling.weebly.com/military.html>



Employ

- Each senior completes a resume and a mock interview.
- Career Fair in May for students with employers from community and surrounding area.



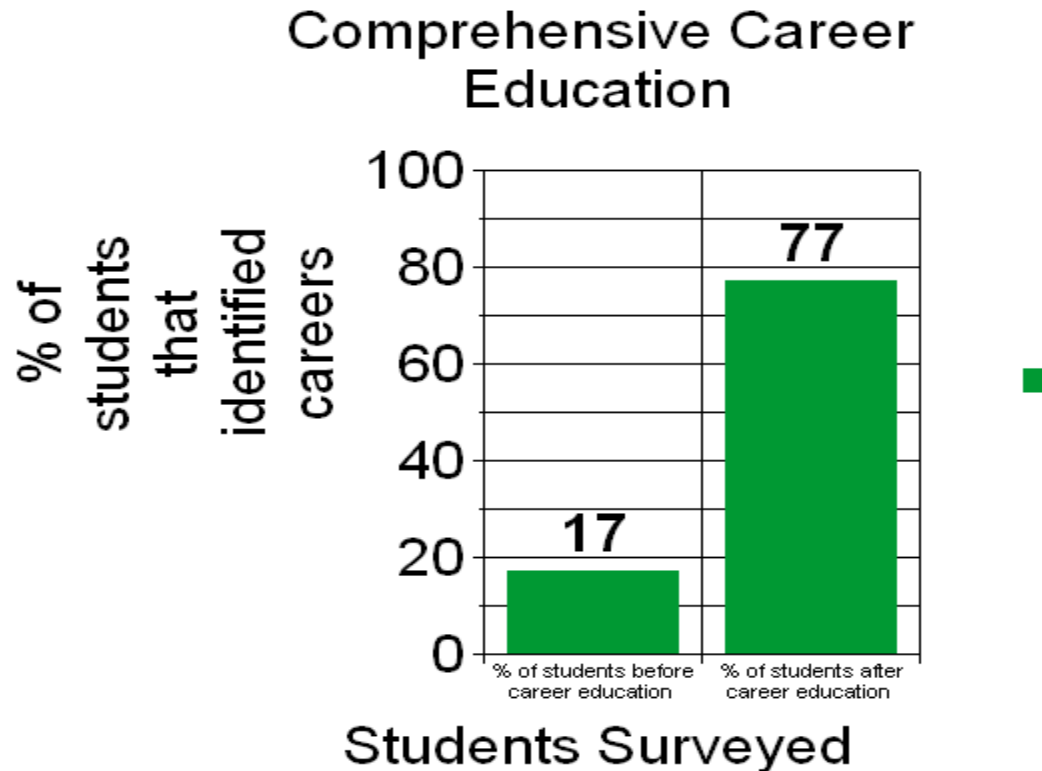
FAFSA

- Held a Kick-off event to encourage FAFSA completion.
- Statistics show us that 9 out of 10 students that complete FAFSA attend college the next year
- <http://pellcitycounseling.weebly.com/fafsa.html>



Comprehensive Career Program

- <http://pellcitycounseling.weebly.com/careers>



Countdown to College



Rave Counseling Award

- Consider applying
- Ensures that you have met the ASCA standards.

Alabama College Application Week

- <https://flipagram.com/f/lGtrml60d>



Pokemon Bulletin Board



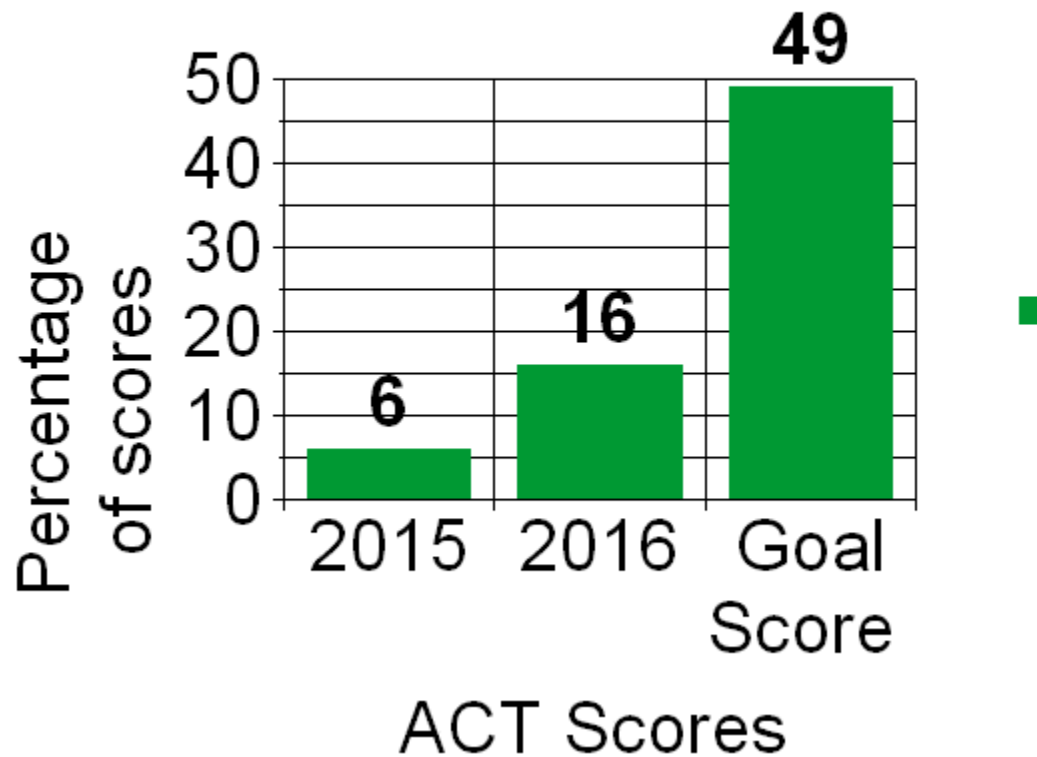
Dual Enrollment

- On-line instructions and video instructions
- 23% of juniors/seniors, very large compared to surrounding areas



ACT Culture

Junior Spring ACT





Scholarships



- 101 students from the class of 2016-2017 received over 4.5 million dollars in scholarships.
- One hundred and sixty students enrolled in post-secondary education.





Hannah Epperson

Scholarships

Contact Information

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