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# Sharing Successful Results With Stakeholders

# Sharing Results with Stakeholders

- How can you communicate about your effectiveness and impact?
- Who needs to know how valuable and important you are to the educational mission of the school?
- Who needs to know how you help meet state and legal standards?
- Who needs to know how you support students' learning?

# Sharing Results About SC Program Impact

- *What is Your Data About?*
  - Achievement Results Data
  - Achievement-Related Results Data
  - Perception Data /Competency-Related Results Data
  - Process Data
- *What was your intervention level?*
  - Systemic/School-wide (Tier 1)
  - Curricular (Tier 1 or 2)
  - Group (Tier 2)
  - Individual (Tier 3)

# Sharing Results

- *Who is Your Target Audience?*
  - School Counseling Colleagues
  - Principal/Administrators
  - Teachers
  - Students
  - Families
  - School Board
  - Community, Businesses

# Sharing Results

- *What Do You Want the Audience to Know?*
  - Sharing successes and challenges
    - Interventions
    - Curriculum
    - Program components
    - Program in general
  - Proposals for changes that could better meet student needs
  - Information about the SC program
  - Need for services, numbers of students served

# Formats for Sharing Results

- Verbal presentation
- PowerPoint presentation
- In-service presentation
- Conversation/question and answer
- School website
- School Counseling Program website
- Handouts
- Pamphlets

# Formats for Sharing Results

- Memo/email
- Listserve
- Parent newsletter
- School Counseling Program newsletter
- Newspaper article
- Community report such as School Personnel Accountability Report Card (SPARC, 2006)
- Bulletin boards/public spaces in schools
- Other

# Trish Hatch's Flashlight Approach

1. Introduction (school name etc.)
2. Standards Addressed
3. Activity performed (process data – who, what, when, how often etc.)
4. Perception data collected (knowledge, attitude, skill)
5. Behavior change measured
6. Results gained (Achievement-related and Achievement)
7. What was learned from the results (successes?)
8. Reminder about correlation not causation, but that school counselors are contributing in a meaningful way
9. Future plans for improvement
10. Thank you for your support