Go Further
Discussion-based, online learning to strengthen college and career advising

SREB
Go Alliance Academy
Shifting financial aid processes ... 
huge caseloads ... 
a constant stream of administrative tasks ... 
parent engagement ... 
unrelenting deadlines ...
Preparing students to navigate college and career options is more complex than ever.

That’s why we’re providing you with a one-of-a-kind opportunity to deepen your knowledge about college and career advisement: the Go Alliance Academy.

The content, developed by experts in the field, is current and relevant. The digital platform is state-of-the-art. And the people behind the Academy — the Southern Regional Education Board’s Go Alliance — are among the most trusted sources in the nation on college and career preparation.

The knowledge you gain will save you time in the long run. So the Go Alliance Academy is well worth trying out, even with your busy schedule.

**The Method**

The Academy is a true learning community: You participate on your own time and your own schedule as part of a cohort, taking part in online discussions with colleagues, led by a professional facilitator.

Professional development courses are four to six hours a week, spanning four weeks; academic credit courses are six to eight hours a week, spanning four weeks. (See page 11 of this brochure for information about credits.)
**The Curriculum**

*The SREB Go Alliance Academy offers several courses on the topics that counselors, postsecondary advisors, teachers and principals need and want most:*

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**Building a College-Going Culture for All Students**

Designed to help you strengthen your outreach to low-income students and those who would be first in the family to attend college. The four sessions will deepen your understanding of:

- the changing career landscape (and jobs of the future)
- the cultural beliefs of students and families that are sometimes a barrier to postsecondary education
- how school counselors and college access professionals can work together as a team to better serve students
- how to advocate to administrators and others for your unique role in helping students plan their next steps after high school
- how to act as a change agent to create college-going culture at your school to promote students’ awareness of postsecondary options and increase their engagement in the planning process
- how to raise teacher and student expectations that education after high school is an option for all students

**SESSIONS**

1. Understanding the National Workforce Landscape and 21st Century Careers
2. Cultural Competency and Equity
3. Understanding, Communicating and Advocating for the Role of the School Counselor in College and Career Planning
4. Creating a Schoolwide, College-Going Culture

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**College, Career and Academic Planning**

A big-picture course with practical applications, designed to help you guide students as they make important decisions about their future. The course will enable you to:

- help students form a plan for high school and beyond, based on their careers of interest
- analyze data to uncover and address issues of equity in access to college prep opportunities
- gain a more comprehensive understanding of postsecondary options and communicate this information to students and parents so they can make more-informed decisions

**SESSIONS**

1. Using Data to Address Equity and Guide School Counseling Programming
2. Supporting Student Career Awareness and Development
3. Engaging Students in Career Awareness and Planning
4. Helping Students Make Postsecondary Choices
Financial Aid and College Applications

Developed to deepen your financial aid proficiency to help students and parents complete the Free Application for Federal Student Aid (FAFSA) and apply to college and other postsecondary education options. This course teaches you to:

• communicate the intricacies of financial aid, including terminology, to parents and students
• increase the number of FAFSA applications by students
• help parents and students understand the total cost of college as well as the variety of financial aid opportunities available to them
• collaborate with administrators, teachers and parents to prepare students for college admission tests
• assist students in completing the application process for education opportunities after high school

SESSIONS
1. Guiding Parents and Students Through the Complexities of Financial Aid
2. Assisting With the Financial Aid Process
3. Preparing for College Admissions Tests
4. Postsecondary Admissions: The Application Process

College and Career Advising in the Middle Grades

Tailored specifically for school counselors and college access professionals in middle schools. Through this module, you will learn:

• how to promote students’ awareness of postsecondary options and raise teacher, student and parent expectations
• tools and strategies to help students connect career aspirations to academic planning, including employment-area forecasts and career clusters for your state
• how to help students develop the mindsets and skills they will need for academic and career success
• ways to support students in their transitions from elementary to middle grades to high school

SESSIONS
1. Developing a College-Going Culture in Your School or Organization
2. Helping Middle Grade Students and Families Understand the Value and Affordability of Postsecondary Education
3. Engaging Middle Grades Students in Self-Exploration of Career Interests and Skills
4. Using Data to Address Equity and Create Early Warning Systems
5. Engaging Middle Grades Students and Families in Academic Planning and Transitions
6. Helping Students Develop Mindsets and Skills for Academic and Career Success

“The tools I received from this training were excellent and helped me to have our first career fair which was a HUGE success.”
— school counselor trainee
The Curriculum (continued)

College and Career Advising in the Elementary Grades

Tailored specifically for counselors who work in elementary schools, this module helps you learn how to expose students to future careers and guide them on the path to education after high school. Through this module, you will:

- learn how to develop a college-going culture in elementary school, including tools and strategies to communicate the value and affordability of postsecondary education
- explore state-adopted career clusters, state and local employment forecasts, and how to dispel cultural stereotypes that can influence career aspirations
- explore tools and strategies to help students understand the connections between career aspirations and academic planning
- learn how to disaggregate school data to monitor for equity, identify early warning signs, and plan interventions
- learn strategies to help students develop growth mindsets, resilience, academic skills, and other skills for success in college and careers

SESSIONS
1. Developing A College-Going Culture in Your Elementary School
2. Helping Elementary Teachers, Students and Families Understand the Value and Affordability of Postsecondary Education
3. Engaging Elementary Students in Self-Exploration of Career Interests and Skills
4. Equity and Design Interventions for At-Risk Students
5. Preparing Students for Academic and Career Success

College and Career Advising: Working with Special Population Students

To adapt advising for students in special circumstances — foster youth, for example, or students who have disabilities or are homeless — counselors need specialized knowledge. This course will give you:

- deeper understanding of special populations (and ways to build support systems for them)
- insights into helping diverse students explore postsecondary options and plan their academic choices accordingly
- ways to optimize the guidance you provide into the application process for college and financial aid — and making the transition to what’s next

SESSIONS
1. Understanding and Identifying Special-Population Students
2. Building Support Systems for Special-Population Students
3. Academic Progress and Planning
4. Postsecondary Exploration
5. The College Admission Process and Financial Aid
6. Transition to College
Creating and Improving a Comprehensive School Counseling Program

This module is designed to help school counselors analyze their current practices and redesign their school counseling programs to more effectively help students prepare for postsecondary education and careers. Participants will learn how to advocate for school counseling services; how to evaluate college and career advising practices; how to build school-based, community-based, and postsecondary partnerships; and how to maximize counselors’ time and effectiveness. Through this module, school counselors will:

- learn about the legal and ethical implications of postsecondary advising
- recognize how one’s personal postsecondary experiences can impact beliefs about higher education and postsecondary advising
- develop and practice strategies to advocate for college and career counseling services at the state and local level
- collect and analyze data to identify strengths and weaknesses of current college and career advising programs, then create a plan to improve those programs
- identify and research potential partners in the school and community, then make a plan for collaborating in order to improve the reach and effectiveness of postsecondary advising activities
- build relationships with postsecondary admissions staff in order to better understand the admissions process and advocate for students
- explore technology tools that can be used to maximize counselors’ time as well as the effectiveness and scalability of their college and career advising programs
- conduct a use-of-time assessment to determine the amount of time spent on direct and indirect school counseling services with students
- learn classroom management strategies and create a lesson plan for delivering school counseling curricula to students

SESSIONS
1. Advancing the Role of the School Counselor Through Ethical Practice and Advocacy
2. Evaluating and Refining Your College and Career Advising Programs
3. Working with School- and Community-Based Partners
4. Maximizing School Counselors’ Time and Effectiveness

“I have adopted the position that every single child that stands in front of me is a future college graduate and I treat them as such.”

— school counselor trainee
Advanced Skills in Postsecondary Education and Career Counseling

This is an advanced level course that builds knowledge and skills learned in prior Go Alliance Academy modules, including how to help students connect career goals to postsecondary planning; how to best support students through the postsecondary application, admissions, and transition process; and how to help students make informed postsecondary decisions based on an institution’s match and fit, cost of attendance, and graduation rates. Participants also learn about postsecondary opportunities that require less than a two-year degree and how to ethically support students through the NCAA process.

In this module, school counselors will

• deepen their understanding of the jobs outlook in their state, particularly those in high-demand industries
• connect high school course offerings to career clusters and postsecondary options;
• identify various postsecondary pathways that students can choose from based on their career interests, academic skills, and personal values
• increase understanding of short-term education and training options, such as stackable credentials, apprenticeships, and certificate programs
• make a plan for helping students and their families better understand the employability skills required to be successful in careers
• develop a deeper knowledge of typical success outcomes at different postsecondary institutions and use that information to support students in making cost-effective decisions after acceptance to a postsecondary institution
• become familiar with the types of student support services and programs offered by various colleges and universities
• gain deeper understanding of how to help close achievement gaps between demographic groups at their school or organization
• develop knowledge of NCAA eligibility requirements for student athletes and understand the school counselor’s role in NCAA recruitment
• explain the differences in academic expectations for students in high school versus postsecondary education
• learn strategies to avoid summer melt and ensure students show up on campus in the fall
• develop tools and resources to help students advocate for themselves on campus
• develop a system to track student outcomes after high school

SESSIONS
1. Communicating Career Options and Associated Postsecondary Education
2. Connecting Postsecondary Planning to Career Goals
3. Helping Students and Families Make Informed Postsecondary Decisions
4. Maximizing Success for Students in the Application and Admissions Process
5. Supporting Students’ Transition to Postsecondary Education
Our college and financial aid nights have improved tremendously. Students are applying sooner. Our school culture has improved tremendously toward a more ‘college-going’ culture.

— school counselor trainee

College and Career Advising for Educators

As a teacher, you can play a key role in helping students identify and pursue their education beyond high school. This course helps you:

• better understand the national workforce landscape and 21st century careers
• contribute to the creation of a college-going culture at your school
• engage students as they become aware of careers and plan next steps after high school
• support students’ exploration of postsecondary education and preparation for applying to college

SESSIONS
1. Understanding the National Workforce Landscape and Today’s Careers
2. Helping Students Understand Postsecondary Options
3. Promoting A College-Going Culture in Your School
4. Supporting Student Career Awareness and Development

Maximizing School Counselor Impact: A Module for Principals

This course helps principals engage with counselors to take the steps needed to achieve goals in school improvement. You will learn how to:

• develop leadership skills for change
• use data to assess and inform school change
• create a college-going culture
• work with your school counselors to achieve change

SESSIONS
1. The Impact of School Counselors on Student Achievement
2. Understanding the Role of the School Counselor
3. Setting Expectations for a Comprehensive School Counseling Program in Your School
4. Strengthening the School Counselor-Principal Relationship
The Components

Each course offered in the Go Alliance Academy includes:

- Goals for learning
- Online readings
- Online resources, such as lesson plans, how-to-guides and interactive websites
- Practical activities (online and offline)
- Short webinars and videos demonstrating practices proven to be effective
- A culminating project to help you implement on the job what you learned in training
- Resources to help you improve interaction with students immediately

Feedback from Trainees

“Best PD of my career (in education for nearly 25 years).”

“Should be required for all counselors.”

“Every high school counselor and college access professional should take this class.”

“This is the best PD I have ever had in more than 18 years.”

“Best professional development currently available!”

“As a result of this training] working with underserved students came more into the forefront of my practice, which just required a slight shift in priorities.”

“It was an amazing opportunity. I highly recommend it to career and school counselor professionals.”

“[The module for principals] is very helpful for administrators to understand the role of the school counselor.”

“Thank you for this opportunity!”

“Our college nights and financial aid nights have improved tremendously in both content delivered and attendance. Students are applying sooner to college. Our school culture has improved tremendously toward a more ‘college-going’ culture.”

“This course provided exceptional instruction, research tools, methods and best practices.”
ABOUT THE GO ALLIANCE ACADEMY

SREB’s Go Alliance Academy aims to strengthen college and career advisement for students by providing school counselors, postsecondary advisors, teachers and principals with new and relevant knowledge. The Go Alliance Academy offers rigorous, discussion-based coursework — shaped by experts and peers in the field and extended through a digital online platform.

The Academy is available to colleges and universities, school districts and college access organizations in:

- Alabama
- Arizona
- Louisiana
- Illinois
- Michigan
- North Carolina
- Oregon
- Rapid City Area Schools
- South Carolina
- Utah
- Washington

The Go Alliance Academy is coordinated by the Southern Regional Education Board’s Go Alliance, an interstate cooperative working to increase high school graduation rates, access to education beyond high school and postsecondary degree completion — particularly for those who would be the first in their families to enroll.

FIND OUT HOW YOU CAN OFFER THE GO ALLIANCE ACADEMY TRAINING:

Contact Alice Anne Bailey at aliceanne.bailey@sreb.org