Wednesday February 22
PROGRAM ADVOCACY

Identify a need within your graduate counseling program and develop an action plan to address the need or advocate for change. A brief list of program advocacy ideas is provided below to help get the conversation started. Advocate further by raising campus and community awareness about the counseling profession and your program through developing brochures, flyers, or posters to advertise your accredited counseling program. Distribute brochures to undergraduate students in social science majors such as psychology, human services, or social work. Hang up flyers or posters around campus to raise awareness of your counseling program and recruit prospective students. Promote your program at campus career fairs and other events, or even by giving brief presentations to undergraduate classes. Raise awareness both on your campus and in local communities by creating brochures, flyers, or posters about counseling services that may be available through your campus counseling clinic or training lab. Spread the word about who counselors are and what they can do!

Advocacy Ideas for Programs

1) Develop advertisements for your on-campus counselor training clinic and distribute throughout the local community (both on and off campus) to assist in the recruitment of clients for counselors-in-training.

2) Start up a study group or put on a workshop for your peers/students in the program on a relevant topic (e.g., How to use the APA 6th edition Publication Manual for academic and professional writing).

3) Talk to your institution's registrar and advocate for your university transcripts to include a "CACREP-accredited" designation for the counseling program to make sure potential employers know you/your students graduated from an accredited program.

4) Visit the Chi Sigma Iota (CSI) Professional Advocacy website to check out a list of advocacy projects for counselor education (http://www.csi-net.org/?page=Advocacy). If your program doesn't have a CSI chapter yet, find out how to establish and maintain an active CSI chapter (http://www.csi-net.org/?page=Chapter_Activate).