ADVOCACY and SCHOOL COUNSELOR IDENTITY

John Pellitteri, Ph.D.
Associate Professor & Counseling Program Director
Queens College, CUNY

President-elect, NYSSCA

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SCHOOL COUNSELOR IDENTITY

- Who we are
SCHOOL COUNSELOR IDENTITY

- Who we are
- What we do
SCHOOL COUNSELOR IDENTITY

- Who we are
- What we do
- How we do it
SCHOOL COUNSELOR IDENTITY

- Who we are
- What we do
- How we do it
- How others perceive our roles
SCHOOL COUNSELOR IDENTITY

- Who we are
- What we do
- How we do it
- How others perceive our roles
- How effective we can be
CONCEPT of IDENTITY
“the person’s conception of who he or she is in relation to the various significant others in the social environment. The driving force is self esteem; people are motivated to do things that enhance self-esteem, and they tend to avoid things that diminish [it].” (D. Hall, 1990, p.430)
CONCEPT of IDENTITY

Donald Super’s notion of “career self concept” as the interaction between the person & the occupational environment. The worker has opportunities to play various roles.
CONCEPT of IDENTITY

“The degree of satisfaction people attain from work is proportional to the degree to which they have been able to implement self-concepts.” (Isaacson & Brown, 2000, p.35)
School Counselor Identity

various and sometimes inconsistent roles

multiple roles – multiple dimensions of professional identity

can lead to confusion and misuse of skills

diminished influence toward student well-being
What is a school counselor?
What is a school counselor?

- Clinician?
What is a school counselor?

- Clinician?
- Educator?
What is a school counselor?

- Clinician?
- Educator?
- Leader?
What is a school counselor?

- Clinician?
- Educator?
- Leader?
- Coordinator?
What is a school counselor?

- Clinician?
- Educator?
- Leader?
- Coordinator?
- Consultant?
What is a school counselor?

- Clinician?
- Educator?
- Leader?
- Coordinator?
- Consultant?
- Other????????
FOUNDATIONS OF SCHOOL COUNSELING

- Personal-Social Development
- Career Development
- Academic Development
CRITICAL QUESTIONS
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Who determines your professional identity?
CRITICAL QUESTIONS

Who determines your professional identity?

What can you do to advocate for your profession?

(a) Marketing plan for school counselors

(b) Public Awareness

(c) Advocacy

Focuses on the program’s audience and what messages these audiences need to hear

Go beyond merely informing but seek to influence
The Advocacy Mindset
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Be mindful of the perceptions of others
The Advocacy Mindset

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Seek and identify opportunities to advocate
The Advocacy Mindset

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Seek and identify opportunities to advocate

Be a model professional
The Advocacy Mindset

- Be mindful of the perceptions of others
- Seek and identify opportunities to advocate
- Be a model professional
- Apply clinical knowledge and skills
Responses to Role Violations
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- How is the request is made?
Responses to Role Violations

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- Is the violation unintentional (unclear of role)?
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Responses to Role Violations

- How is the request is made?
- Is the violation unintentional (unclear of role)?
- Is the violation intentional (testing the limits; abuse of power)?
- What is the quality of the relationship?
- What may be the larger political context?
General Strategy

Set boundaries (to bring role clarity) while also demonstrating dedication to students and the school
Some Influencing Techniques

Use of Language

Framing & Re-framing

As-if assumptions

Emotional Intelligence
Words influence thinking, can be suggestive

Choose words carefully with intention to influence

Be mindful of tone
FRAMING & RE-FRAMING

- Attend to the larger school issue over the specific problem
- Restate request within professional counseling frame
- Identify and emphasize underlying meanings
AS-IF ASSUMPTIONS

- Use “as-if” implications in language to convey an “assumption”

- “Assume” positive intentions

- Frame issue in a manner that would be difficult to dispute
EMOTIONAL INTELLIGENCE

- Make accurate perceptions of others’ emotions (expressed and hidden)

- Learn to “read” personality styles of others and identify needs

- Be able to regulate your own emotions (i.e. detach and not take things personally)
SUMMARY

- Counselors can shape their own professional identities within the school
- Important to have clarity of the dimensions of SC identity
- Develop an advocacy mindset
- Use influencing techniques to affect others’ perceptions of SC role
John Pellitteri, Ph.D.
Queens College, CUNY
65-30 Kissena Blvd
Flushing, NY 11367
(718)-997-5246

John.Pellitteri@qc.cuny.edu