

Hi!



Building Your School Counseling Program Website for Advocacy

Promote yourself, raise awareness on your program, and engage with your target audience.

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#GOALS



LEARNING OBJECTIVES

After attending this session you will be able to:

1. Explain the benefit of creating a school counseling website to advocate for yourself and your counseling program.
2. Create a functional website and avoid common mistakes.
3. Identify free web builder platforms and design elements to create your web pages.
4. Promote and monitor the use of school counseling web pages.

AGENDA

SESSION AGENDA

- Introduction
- Importance of a School Counseling Program Website
- Setting Goals and Objectives
- Website Platform Options
- Design and Content Considerations
- Practical Steps to Build a Website
- Promoting and Maintaining the Website
- Q&A Session
- Conclusion



ICEBREAKER



Introduction- “Two Truths and a Lie”

Icebreaker Activity



Importance of a School Counseling Program Website

School Counselors, ADVOCATE FOR

- 1.** A private, appropriately-sized counseling space
- 2.** NOT being part of the specials rotation
- 3.** NOT being testing coordinator
- 4.** The freedom to choose or create your own curriculum
- 5.** Your services to NOT be written into IEP goals

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IMPORTANCE OF A SCHOOL COUNSELING PROGRAM WEBSITE



Enhanced Communication



Increased Invisibility



24/7 Accessibility

EMPOWERED

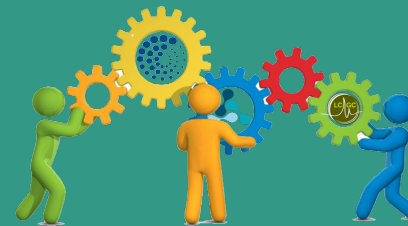
Student Empowerment



Parental Engagement



Data Sharing



Community Collaboration

POSITIVE VIBES

Positive Public Image

ADMINISTRATOR ADVANTAGE OF A SCHOOL COUNSELING PROGRAM WEBSITE



Access important updates, resources, and announcements from the counseling department.



insights into the goals, objectives, and activities of the counseling program



stay informed about the initiatives and services offered.

EMPOWERED

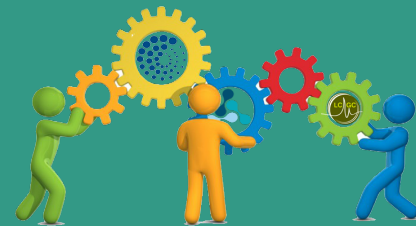
Student Empowerment



Parental Engagement



Assess the effectiveness and impact of the counseling program.



Community Collaboration

POSITIVE VIBES

Positive Public Image



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Top Reasons, Goals and Objectives for the School Counseling Website

SETTING CLEAR GOALS AND OBJECTIVES FOR A SCHOOL COUNSELING WEBSITE IS CRUCIAL FOR ITS EFFECTIVENESS AND SUCCESS IN SUPPORTING THE SCHOOL COMMUNITY.

THINKING...



GOAL 1: IMPROVE ACCESS TO COUNSELING RESOURCES AND SUPPORT

- Provide a comprehensive list of counseling services and programs offered by the school.
- Create a page with self-help materials and coping strategies for students dealing with common challenges.



GOAL 2: ENHANCE COMMUNICATION AND ENGAGEMENT

- Share articles, tips, and insights on various topics.
- Implement a secure messaging system for students and parents to contact counselors confidentially.



GOAL 3: PROMOTE MENTAL HEALTH AND WELL-BEING

- Design a mental health awareness section with information on stress management and self-care.
- Organize virtual workshops or webinars on mental health topics for students and parents.



GOAL 4: CENTRALIZE EDUCATIONAL RESOURCES

- Create a resource library for students, parents and other stakeholders with academic support materials, study tips, and educational games.
- Provide links to external educational websites and tools for further learning.



GOAL 5: RAISE AWARENESS AND ADVOCATE FOR SCHOOL COUNSELING

- Create a testimonial page with success stories and positive experiences of students who utilized counseling services.
- Share infographics and visuals highlighting the benefits of counseling on social media.
- Share data and statistics demonstrating the positive impact of counseling on student outcomes.



REVIEW

- Goal 1: Improve Access to Counseling Resources and Support
- Goal 2: Enhance Communication and Engagement
- Goal 3: Promote Mental Health and Well-being
- Goal 4: Centralize Educational Resources
- Goal 5: Raise Awareness and Advocate for School Counseling

REVIEW



You may have more than one goal in mind.



Website Platform Options

WIX

- User-friendly website builder that offers a wide range of customizable templates.
- ADI (Artificial Design Intelligence), where all you have to do is answer a few questions about your school or teaching services, and the tool will design your website for you (it literally took around one minute for me).
- Gives you unlimited pages.



WEEBLY

- User-friendly website builder that offers a drag-and-drop interface.
- Simple and straightforward website.
- Offers basic website analytics, allowing school counselors to track website traffic, visitor behavior, and other important metrics.
- Allows school counselors to add contact forms to their websites, enabling visitors to reach out for inquiries or to schedule appointments easily.



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GOOGLE SITES

- Quickly make an attractive website with little guidance; Google keeps adding features.
- The drag-and-drop editor is easy to use.
- Multiple users can collaborate on a Google Site simultaneously, which is beneficial for school counselors working as a team to manage and update the website.
- Mobile friendly and adjust to layout of different devices.
- Access control: You can control who can view and edit the site.



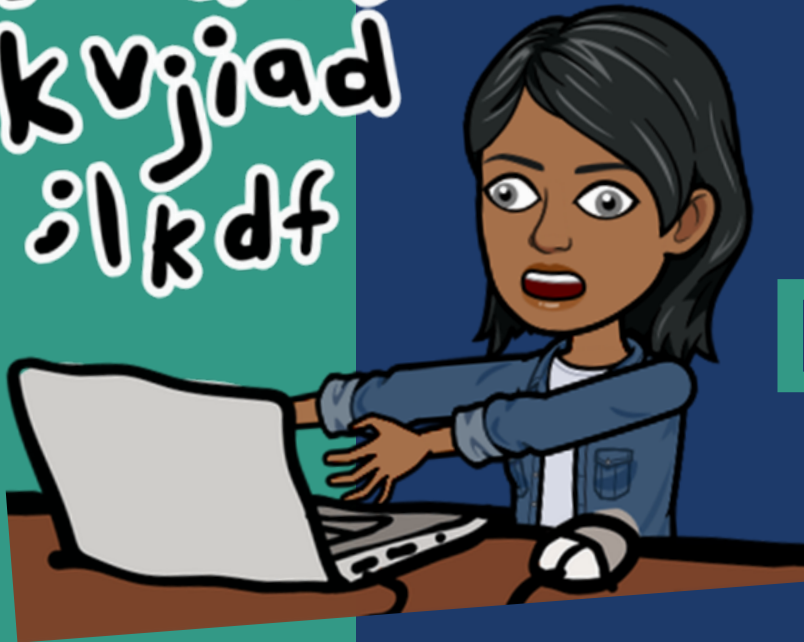
Google Sites

CANVA

- Provides a simple and intuitive drag-and-drop interface.
- Has pre-designed Templates.
- Has mobile-friendly Designs.
- Enables collaboration with colleagues or students in real-time.
- Integrates with other social media platforms in order to easily share websites content with students, parents, and colleagues.



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kvjiad
ilkdf



Design and Content Considerations

**IT IS EXTREMELY IMPORTANT THAT
CLEAR AND CONCISE WEBSITE
CONTENT SHOULD ALIGN WITH THE
SCHOOL COUNSELING PROGRAM
GOALS AND OBJECTIVES.**

MESSAGE



BASIC CONTENT- HOME PAGE

- Welcome message from the school counselor
- Brief introduction to the school counseling program
- Highlight upcoming events and important announcements



BASIC CONTENT- ABOUT THE COUNSELOR

PROFILE



- A bio and photo of the school counselor
- Professional qualifications and experience
- Counseling approach and philosophy



BASIC CONTENT- COUNSELING SERVICES

...can we
talk?



- Overview of the counseling services offered
- Information on individual counseling, group counseling, and workshops
- How to schedule an appointment and the confidentiality policy



BASIC CONTENT- TESTIMONIAL AND CONTACT INFO

Testimonials:

- Positive feedback and testimonials from students and parents
- Stories of successful outcomes from counseling services



Contact Information:

- Contact details for the school counselor
- Office hours and availability for appointments
- Emergency contact information and crisis resources



How's
it
Goin'

ADDITIONAL CONTENT-

- SEL activities and links to Game based activities
- Video links and Book recommendations
- School Counseling Newsletters and Parent resource links
- Utilize social media
- Cultural and school counseling awareness day contests
- "Ask Me Anything" Section
- Talent Show Videos
- Star Student of the Week/ Student of the Month
- Mystery Riddles
- Student/ Teacher ideas and suggestions
- Links to websites and apps related to counseling and well-being



WELCOME
TO MY SITE

www.sticker-graphix.com

<https://schoolcounselinghub.weebly.com/>



Practical Steps to Build a Website

BASIC DO'S AND DON'TS OF YOUR WEBSITE

<u>Do's</u>	<u>Don'ts</u>
Update current information	Outdated information
Simple fonts, words and tiles	Too many fonts
Mixture of text sizes	Large blocks of text
Basic counseling information	Too much personal information
Use multimedia	Too much reading
Easy navigation- consider organizing tabs	Not easily followed
Optimize for mobile devices	neglect to test your site



Resources to help get started

Google Sites Training

Resources

<https://video.link/w/EV7l0PBZCEE#>

<https://video.link/w/lcBuoEsMBJo#>

https://video.link/w/gXQFZ8Qb1_g#

Weebly Training Resources

<https://video.link/w/2McKepPKrx8#>

<https://video.link/w/c1EcfIKU9q0#>

Wix Training

<https://video.link/w/qsaoPBPeVl8#>

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PROMOTE



Promoting and
Maintaining the
Website

PROMOTING YOUR SCHOOL COUNSELING WEBSITE



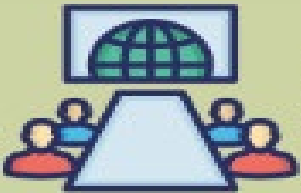
1. Announcements and Newsletters:

Include regular announcements about the website in school newsletters, emails, or other communications sent to students, parents, and staff.



2. Presentations and Meetings

During parent-teacher meetings, back-to-school nights, or other school events, the school counselor can give a brief presentation about the website's features and resources.



3. Collaboration with Teachers

Partner with teachers to integrate website resources into classroom activities or assignments. This collaboration can help drive traffic to the website.



4. School Website Link

Ensure that the counseling website's link is prominently displayed on the school's main website, making it easily accessible for anyone visiting the school's site!

5. Incentives and Contests

Organize incentives or contests where students can explore your website to find instructions, register and participate.



6. Community Outreach

Collaborate with community organizations, local businesses, or other stakeholders to promote the website and its services.



BY LEVERAGING DATA ON A SCHOOL COUNSELING WEBSITE.....



COUNSELORS CAN GAIN INSIGHTS INTO THE WEBSITE'S PERFORMANCE. USER BEHAVIOR. AND THE IMPACT OF THEIR COUNSELING SERVICES.

WEBSITE ANALYTICS- FOR FREE!!



- Website traffic
- User behavior
- Engagement metrics
- Number of visitors
 - Page views
 - Bounce rates



- Heatmaps
- Uptime monitoring
- Conversion tracking



- Website traffic
- Popular pages
- Visitor locations



- Track website visitors
 - Pageviews
 - Referrals



- Individual visitors
- Tracks behavior and engagement across multiple sessions.



- Demographic Information
- Goal Tracking
- Testimonials Success Stories
- Feedback and Survey



Contact Information



CONTACT
ME



Business
Card