College Knowledge for Counselors is a professional development conference designed to provide counselors, administrators, and other educators with innovative ideas of creating a college-going culture in Arizona’s middle and high schools. This conference showcases a host of subject areas with experts who are prepared to discuss the barriers students face as well as the way in which we, as an academic community, can utilize the time and resources already available to prepare all youth for a bright future. This year’s conference took place in the Phoenix area in hopes of reaching more educators in Arizona. Our Keynote was Jeannette Mare, Founder and Executive Director of Ben’s Bells Project. She shared her message of the power of kindness in her session, "Kindness as the Foundation for College and Career Readiness".

**Participant Professional Titles**

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Counselor</td>
<td>34%</td>
</tr>
<tr>
<td>Other Educator in K12</td>
<td>24%</td>
</tr>
<tr>
<td>Educator for Native American Students</td>
<td>17%</td>
</tr>
<tr>
<td>University/HED Professional</td>
<td>13%</td>
</tr>
<tr>
<td>Teacher</td>
<td>6%</td>
</tr>
<tr>
<td>K-12 Administrator</td>
<td>3%</td>
</tr>
<tr>
<td>Middle School Counselor</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Findings from CKC Event Evaluation:**

*Data gathered from 93 Respondents out of 142 who attended event. Response rate: 65.49%*

- 92.22% of participants agreed to being empowered to create a college going culture in their school at this event (62.22% strongly agree; 30% agree; Q 32 of Event Evaluation).
- 86.51% of participants felt they were walking away with specific strategies to implement in their school (53% strongly agree, 32.58% agree; Q 36 of Event Evaluation).
- 87.75% of participants felt they were able to engage in a dialogue with other participants about how they could best foster a college-going culture in their school (57.75% strongly agree, 30% agree; Q 34 of Event Evaluation).
- 100% of participants agreed the Keynote Session met or exceeded their expectations (84.21% strongly agree, 15.79% agree; Q6 in Keynote Evaluation).
- 94% of participants responded they would recommend College Knowledge for Counselors to others (Q29 of Event Evaluation).
- Overall sessions average: 4.28 out of 5
Session 1a: Statewide School Grades: Mastering College Preparation Component
Description: In April 2017, the Arizona State Board of Education adopted the A-F School Accountability Plan, with the goal of employing the use of multiple indicators to measure the quality of a school. Along with a request for immediate implementation, many counselors were left to quickly scramble to gather and report student data, particularly College & Career Readiness data. This session will engage representatives from Amphitheater, Tucson, and Vail Unified School Districts in a panel conversation about their data gathering process and highlight next steps in preparing for the following reporting period.

Session Rating: 3.89/5 (Collected from 50 Respondents)
Panel Facilitator: Marla Franco, Ph.D., University of Arizona– Director, Student Affairs Assessment & Research Panel

Session 1b: Arizona Condition of College and Career Readiness
Description: This session will focus on the performance of Arizona ACT tested students for the past five years. Come learn how the state is performing in meeting College Readiness Benchmarks, gaps that need to be closed, where your best and brightest are going after graduation, and what your school and district can do to impact the data.

Session Rating: 4.01/5 (Collected from 36 Respondents)
Presenter: Stephanie Lewis, ACT Inc., ACT Senior State Lead– Arizona

Session 2a: We Are First-Generation... But Not Alone!
Description: First-generation students are continuing to make their path into higher education but they often approach college without the important perspective of college experience. How can your college-going culture or school environment be enhanced to better assist these students in pursuing and completing their higher education goals? Northern Arizona University’s First Generation Programming and University of Arizona’s First Cats coordinators share their knowledge of best practices in serving those that are first in their family to go to college. Both will be providing more input in what specific factors challenge first-generation students in attaining their academic goals before and during college and also what you can be doing in K-12 to help them be prepared to find various ways to succeed.

Session Rating: 4.24/5 (Collected from 67 Respondents)
Session Presenters: 1. Michelle McKelvey, Associate Director, Academic Success & Involvement, University of Arizona 2. Wendy Bruun, Executive Director, Student Affairs, Northern Arizona University

Session 2b: Indigenous Stewards: Youth, Scholars and Community Empowered Voices
Description: Hear from University of Arizona's Southwest Environment Health Science Center Liaison and Research Technician. Her approach focuses on hands on engagement to gather and understand non-tangle tools to use when working with youth. Counselors, let's get up and move around!

Session Rating: 4.30/5 (Collected from 27 Respondents)
Session Presenters: Ingrid Quie Salt, University of Arizona College of Pharmacy, Tribal Liaison

Keynote Session: "Kindness as the Foundation for College and Career Readiness"
Keynote Description: Jeannette, debunks the myth that kindness is “soft” and that college admission is purely about individual academic achievement. Using humor and storytelling, Jeannette will share her experiences with kindness and how we can work together to create a culture where kindness skills are practiced in tandem with academic endeavors. She will share research that demonstrates the profound benefits of the practice of intentional kindness and will leave the audience inspired and equipped to incorporate the life-changing practice of kindness into their professional and personal lives.

Session Rating: 4.49/5 (Collected from 60 Respondents)
Keynote Speaker: Jeannette Maré: Founder and Executive Director for Ben’s Bells Project
Session 3a: The College Advisor: Next Level Counseling Towards a College Degree
Description: The professions of K–12 counselors and academic advisors in postsecondary education are similar in that both engage students in understanding and moving toward academic goals. The workshop will allow for a vertical alignment as university academic advisors share college student success strategies with middle and high school counselors. In sharing these strategies, academic advisors hope to assist their K–12 colleagues in best preparing students for a higher education.

Session Rating: 4.30/5 (Collected from 45 Respondents)
Presenters: 1. Treya Allen, Ed.D., Senior Academic Success Specialist/Senior Academic Advisor I, University of Arizona 2. Marcos Enriquez Jr., Academic Advisor, Arizona State University 3. Art De La Cruz, M.Ed., College Advisor, Mesa Community College at Mesa Public Schools

Session 3b: Parents Know Best: Asset Based Engagement
Description: Parents play a critical role in a student's decision to enroll in college and where that student will enroll. Parents can be great college advocates if engaged in a manner that recognizes the parents for all that they can bring to the college preparation process. Two asset–based college access programs, the College Academy for Parents and the Hispanic Mother Daughter Program, will share lessons learned and best practices of working with parents toward the development of a college plan for their family.

Session Rating: 4.27/5 (Collected from 26 Respondents)

Session 4a: Schools without Borders: The need for educators to move beyond DACA
Description: As K–12 counselors, what are your resources to work with and for students from immigrant and refugee backgrounds? How far are we willing to push to ensure that all students and their families, regardless of immigration status, have access to the resources needed to achieve their educational goals? Join us for an updated discussion of the current status of the Deferred Action for Childhood Arrivals (DACA) Program, Dream Act, and in-state tuition policies. Leaders with ScholarshipsA–Z and the UA Immigrant Student Resource Center will engage with participants to identify strategies needed to assist students in the K–12 and higher education systems which are oppressive to immigrant families. The discussion will focus on how our collective educational and legal advocacy can help ensure that undocumented and DACA students, students from mixed-status families, and students from refugee backgrounds can achieve their goals.

Session Rating: 4.57/5 (Collected from 38 Respondents)

Session 4b: Helping Foster Youth Navigate the College Journey
Description: Have you found yourself limited in the support you can provide Foster Youth in preparing for their higher education journey? Learn more about the Foster Youth population in Arizona and specifics about the challenges they experience when seeking to attain a higher education degree. ASU’s Foster Youth Bridging Success Program will discuss their study findings of the impact their program has had and give recommendations on how to enhance support systems in middle and high schools to get Foster Youth to and through college. The conversation will continue with UA’s Fostering Success program that is just starting off providing an overview of their services for foster youth, how their program assists students in pursing college in K–12, and approaches you could try at your own schools using community resources.

Session Rating: 4.42/5 (Collected from 20 Respondents)
CKC 2018 Wordle: This is what "College Going Culture" looks like for participants (Q 31 of Event Evaluation).