Best Practices in Counselor Community Engagement

CSI Counselor Community Engagement Committee
What is Counselor Community Engagement?

• Counselor community engagement (CCE) is a collaborative process whereby counselors and community members identify, plan, and execute strategies that promote wellness and human dignity within the community.

(Brubaker & Goodman, 2012; Fulton & Shannonhouse, 2014).
CCE Philosophy

• CCE utilizes the unique skill set of a counselor
• Philosophy of cooperation and servant leadership
10 Key Considerations for CCE

- Working Together
- Level of Outreach
- Issue Areas
- Populations Served
- Community Partners

- Activities
- Advocacy
- Frequency
- Action Planning/Program Development
- Evaluation
CCE Model

• Stage 1: Needs Assessments
• Stage 2: Action Planning
• Stage 3: Service and Advocacy
• Stage 4: Evaluation and Reflection
• Stage 5: New Knowledge and Application of Learning
Assessing Needs

• What community areas or issues should my chapter focus on in its work?
  ◦ School dropouts
  ◦ School violence
  ◦ Social justice
  ◦ Homelessness
  ◦ Populations experiencing financial poverty
  ◦ Elder needs
Assessing Needs

• What level of outreach should my chapter engage with their communities?
  ◦ Campus-wide/college-wide
  ◦ Local programs
  ◦ National outreach
  ◦ International outreach
Assessing Needs

• What kinds of activities could my chapter take part in to engage our community?
  ◦ Education
  ◦ Charitable donations and fundraising
  ◦ Counseling and related services
  ◦ Advocacy
    • Client/population-specific advocacy
    • General community advocacy
    • Professional advocacy
Assessing Needs

• With whom should my chapter engage?
  ◦ K-12 schools
  ◦ University programs on campus (e.g. volunteer center on campus)
  ◦ Community agencies/organizations that advocate for specific populations
  ◦ The limit does not exist!
Develop an Action Plan

• Select community partner(s)
• Determine frequency of CCE activities
  ◦ One-time service events
  ◦ Ongoing CCE
• Meet with stakeholders
• Set measurable goals and objectives
• Determine who, what, when, where, & why
Provide an Intentional Service

• Advertise
• Recruit
• Plan/organize
• Implement

• Why is this service important to your community and community partnership?
Evaluate the Effectiveness

• How did the counselor community engagement activity impact the community, chapter members, and the chapter as a whole?
  ◦ Review project goals/objectives
  ◦ Determine effectiveness
  ◦ Determine outcomes with chapter and community
  ◦ Debrief and reflect
New Knowledge Emerges

- Identify necessary modifications
- Insight for future planning
  - More intentionality with same partner
  - Finding a new partner
References


References
