

K-12 GUIDANCE PLAN [CHAPTER 339] IMPLEMENTATION

Not WHAT "It IS, but HOW" You Can Implement It!

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DISCLAIMER

- This presentation is not intended to replace any other K-12 Guidance Plan or Chapter 339 training. The goal is to assist you with suggestions with **HOW** you could implement this using a particular organizational method.
- ***The K-12 Guidance Plan and Chapter 339 resources available from PDE and your AIU are highly recommended.***

KOTTER'S 8-STEP CHANGE MODEL

- John Kotter, Leadership and Change Management professor at Harvard Business School, introduced his ground-breaking 8-Step Change Model in his 1995 book, "*Leading Change*".
- Built on the work of Kurt Lewin, the model sets out the 8 key steps of the changes process, arguing that neglecting any of the steps can be enough for the whole initiative to fail.

KOTTER'S 8-STEP CHANGE MODEL

- Step One: Create Urgency.
- Step Two: Form a Powerful Coalition.
- Step Three: Create a Vision for Change.
- Step Four: Communicate the Vision.
- Step Five: Remove Obstacles.
- Step Six: Create Short-Term Wins.
- Step Seven: Build on the Change.
- Step Eight: Anchor the Changes in The Culture.

STEP 1: CREATE URGENCY.

- *For change to happen, it helps if the whole organization really wants it. Develop a sense of urgency around the need for change.*
- *This isn't simply a matter of showing people statistics or talking about requirements. Open an honest and convincing dialogue about what's happening .*
- *If many people start talking about the change you propose, the urgency can build and feed on itself.*

STEP 1: CREATE URGENCY.

- Starting with the 2017-18, school year, PDE is mandating that all school districts document pieces of evidence. PDE seems to have already created some real urgency by indicating these need to be done during the current school year!
- The stakeholders in your district should be examining your district organization to determine best way to spread the word. How you do this can affect the outcome in a significant way! Follow the “chain of command”!

STEP 1: CREATE URGENCY

- REFLECTION ACTIVITY

- How did you create urgency? How did the other stakeholders in your district?
- Do you have any tips to share?
- How could you do so if you have not yet done so?

STEP 2: FORM A POWERFUL COALITION.

- *Convince people that change is necessary. This often takes strong leadership and visible support from key people within your organization. Managing change isn't enough – you may have to lead it.*
- *To lead change, you need to bring together a coalition (team) of influential people from a variety of sources.*

STEP 2: FORM A POWERFUL COALITION.

- In your district, will this be just a school counseling department responsibility? *It might be a “GUIDANCE” plan (unfortunate language choice by PDE), but this is highly inadvisable.*
- A requirement such as this needs to involved many stakeholders from your school district.
- Are you also considering external resource as well from your local CBOs, businesses, or post-secondary partners?

STEP 2: FORM A POWERFUL COALITION.

It needs to be determined who will lead this coalition in your district. Who makes these decisions? Loop them in asap (see step 1!)

- Be honest: If you don't have the capital to make this happen, then who does?
- Is the school board aware of Chapter 339 requirements? The superintendent? Pupil Services? Curriculum/Department Leaders? Faculty? IT Department? PIMS coordinator? Parents? Students? K-12 Guidance Advisory Board?

SAMPLE COALITION RESOURCE:

PHEAA SCHOOL SERVICES DIVISION

- Classroom lessons, large assembly presentations, and parent workshops are available on topics such as financial aid, completing the FAFSA, Jump Starts, Career Research and Planning, Scholarship Search, Affordability, and Making Smart Choices
- Publications and materials are available through:
 - www.educationplanner.org
 - www.mysmartborrowing.org
 - www.youcandealwithit.org

STEP 2: FORM A POWERFUL COALITION

– REFLECTION ACTIVITY

- How did your district form a powerful coalition?
- Do you have any tips to share?
- How could you do so if you have not yet done so?

STEP 3: CREATE A VISION FOR CHANGE.

- *There will probably be many great ideas and solutions floating around. Link these concepts to an overall vision that people can grasp easily and remember.*
- *A clear vision can help everyone understand why you're asking them to do something. When people see for themselves what you're trying to achieve, then the directives they're given tend to make more sense.*

STEP 3: CREATE A VISION FOR CHANGE.

Consider all the possible career/college resources, technologies, curricular departments, events, and past efforts.

- What are you **doing already** that can be now be linked to 339 evidence?
- What new items/curriculum/events need to implemented to be gather evidence or add to a career portfolio?

STEP 3: CREATE A VISION FOR CHANGE.

- Will your efforts be classroom based? Online? Made up of special events? Or a combination of all of these?
- Will these occur each year or just during certain years?
- How will you collect all this data? Who will maintain these records

STEP 3: CREATE A VISION FOR CHANGE.

- What technologies will you use to document/organize the chapter 339 evidence and career portfolios?
- Is the technology you are currently using working for you? Is something new needed?
- Who is managing your PIMS reporting of this?
- How will you be able to show someone the career portfolios if asked?

STEP 3: CREATE A VISION FOR CHANGE— REFLECTION ACTIVITY

- How did your district form your vision?
- Do you have any tips to share?
- How could you do so if you have not yet done so?

STEP 4: COMMUNICATE THE VISION.

- *What you do with your vision after you create it will determine your success.*
- *Your message will probably have strong competition, so you need to Communicate IT frequently and powerfully, and embed it within everything that you do.*
- *Talk about it every chance you get. Use the vision daily to make decisions and solve problems. When you keep it fresh on everyone's minds, they'll remember it and respond to it.*

STEP 4: COMMUNICATE THE VISION.

Once your leader and your stakeholders determine what you will do, make sure everyone knows.

- Faculty meetings? In-service days? Professional development days? Opening day activities? After school meetings?
- Email? Google classroom? Faculty message boards? Printed materials (*gasp!*)? Letters (*oh my!*)?

STEP 4: COMMUNICATE THE VISION – REFLECTION ACTIVITY

- How did your district communicate your vision?
- Do you have any tips to share?
- How could you do so if you have not yet done so?

STEP 5: REMOVE OBSTACLES.

- *Put in place the structure for change, and continually check for barriers to it. Removing obstacles can empower the people you need to execute your vision, and it can help the change move forward*
- *But is anyone resisting the change? And are there processes or structures that are getting in its way?*

STEP 5: REMOVE OBSTACLES.

What is holding you back from your Chapter 339 plans?

- Funding? *Budget for next year now?*
- Staff? *What faculty, training, or knowledge is needed?*
- Technology? *What training, platform, or program is needed?*
- Delivery time? *Where can this happen?*
- Curriculum writing? *Plan now for summer review...*
- Others?

STEP 5: REMOVE OBSTACLES – REFLECTION ACTIVITY

- How did your district remove obstacles?
- Do you have any tips to share?
- How could you do so if you have not yet done so?

STEP 6: CREATE SHORT-TERM WIN.

- *Give your company a taste of victory early in the change process. Without this, negative thinkers might hurt your progress.*
- *You want each smaller target to be very achievable,.*
- *Your change team may have to work very hard to come up with these targets, but each "win" that you produce can further motivate the entire staff.*

STEP 6: CREATE SHORT-TERM WIN.

- What are you going to do now in the 2017-18 school year?
- Which of your current programs can you add evidence collect to? Could you use?
 - Pittsburgh National College Fair (2/8 and 2/9) reflection?
 - A reflection assignment after using www.pacareerzone.org ?
 - 11th grade lessons: pre/post tests using Google Form?
- ***Celebrate those accomplishments and make sure your leaders and stakeholders know what you did!***

STEP 6: CREATE SHORT-TERM WIN— REFLECTION ACTIVITY

- How did your district create short-term wins?
- Do you have any tips to share?
- How could you do so if you have not yet done so?

STEP 7: BUILD ON THE CHANGE.

- *Each success provides an opportunity to build on what went right and identify what you can improve.*
- *After every win, analyze what went right, and what needs improving.*
- *Set goals to continue building on the momentum you've achieved.*

STEP 7: BUILD ON THE CHANGE.

- What worked during the 2017-18 school year?
- Now that you have some time, what can you add next time?
- How can what you've done be expanded to other grade levels or to other activities?
- Who else can be part of your k-12 Guidance Advisory Board?

STEP 7: BUILD ON THE CHANGE— REFLECTION ACTIVITY

- How can your district build on the change?
- Do you have any tips to share?
- How could you do so if you have not yet done so?

STEP 8: ANCHOR THE CHANGE IN CULTURE.

- *To make any change stick, it should become part of the core of your organization.*
- *Make continuous efforts to ensure that the change is seen in every aspect of your organization.*
- *It's also important that your leaders continue to support the change. This includes existing staff and new leaders. If you lose the support of these people, you might end up back where you started.*

STEP 8: ANCHOR THE CHANGE IN CULTURE.

- Be sure that your stakeholders keep this in mind during strategic planning.
- During curriculum writing, is EVERY department/curricular area considering Chapter 339 implementation?
- Does your technology department/PIMS reporter have regular method for reporting?
- How will you store career plan records? Who will be able to access them if stakeholders change?
- Will your school calendar or other publications reflect any activities?

STEP 8: ANCHOR THE CHANGE IN CULTURE

REFLECTION ACTIVITY

- How can your district anchor this change in your culture?
- Do you have any tips to share?
- How could you do so if you have not yet done so?

USE ALL OF YOUR RESOURCES!

- Again, this presentation is not intended to replace any other K-12 Guidance training. Please consider attending PDE trainings offered in your area.
- You are strongly urged to use the available online and printed resources as well. ***The resources available from PDE and your AIU are highly recommended.***

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