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Strategies for Multicultural Career Counseling and the Recruitment of Minority Career Practitioners

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Strategies for Multicultural Career Counseling and the Recruitment of Minority Career Practitioners



PROBLEM



**Stereotyping
&
Assumptions**



**Inadequate
Career
Counseling**



**Cultural &
Social
Illiteracy**



**Lack of
Empathy**



HISTORICAL BACKGROUND



- Public Schools were initially designed for elite white males. Boston Latin was the first and only school in America. First white female to attend in 1859 Boston Latin was of privilege, named Helen Magill White. Her father was the Vice Principal of the school.
- 1835 the Abiel Smith School served as an African American segregated school in Boston.
- Jesse Buttrick Davis is the 1st Professional School Counselor in the United States who implemented a systematic guidance program in the schools. He was one of the founders of the National Vocational Guidance Association (now National Career Development Association NCDA) and National Association of Secondary School Principals.



STEREOTYPING & ASSUMPTIONS



Stereotyping & Assumptions

Case Study

Student makes an appointment to see their professional school counselor. The student lives in a housing project in the city and is always late to class. This student is very likeable but doesn't have any future aspirations. The student's grade point average is 2.9 and is fluent in Spanish and English.

What ethnic background do you think this student is?

Is this student in high school or college?

How would you help this student?



INADEQUATE CAREER COUNSELING

During COVID/ After COVID



**Inadequate
Career
Counseling**

- school counselors and career services practitioners were less likely to schedule appointments (during/after)
- recommended student to school counselor ratio by the American Counseling Association say 250 to 1; but national average is 430 to 1. Some places 1100 to 1.
- unable to provide remote appointments; (1) computer access, (2) Internet access.
- STRADA-GALLUP 2018 - 22% students utilize their career center, however 33% preferred to ask faculty for career services.



Dynamics of Counseling



- The national average for grades K-8 ranges from 613:1 to 787:1. The national average for grades 9-12 ranges from 204:1 to 243:1.
- Create ways for planting a seed for enhancing career aspirations for students (example: career fairs)

(National Center for Education Statistics, <http://nces.ed.gov/ccd/elsi/>)



Who do you know?



1. Jerry Lewis

- (1) American comedian, actor, singer, filmmaker and humanitarian. His success made him a global figure in pop culture and earned him the nickname, "The King of Comedy"

2. Jaime Escalante

3. Marva Collins

- (5) Pastor and civil rights activist

4. Fred Korematsu

- (4) Civil rights activist

5. Michael King Jr.

- (6) 1st Asian American elected to congress

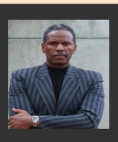
6. Patsy Mink

- (3) Black educator in Chicago, started the Westside Preparatory School.

7. Charles Curtis

- (7) First and only native American Vice President of the United States.

- (2) Teacher at Garfield High School helped increase scores of students in his class.



CULTURAL & SOCIAL ILLITERACY



Cultural & Social Illiteracy

- Accessibility
- Multicultural approach to meet the needs of all members of the community. (2-way approach)
- Community Interest Survey, American Community Survey, or Meetings with community groups to discover: generational shift and providing a voice (baby boomers, gen-z, gen-x, millennials). Each month, *3,5 million people receive an ACS survey
- Building Relationships - Parents, community groups, faith-based organizations.



LACK OF EMPATHY



Lack of Empathy

SCENARIO

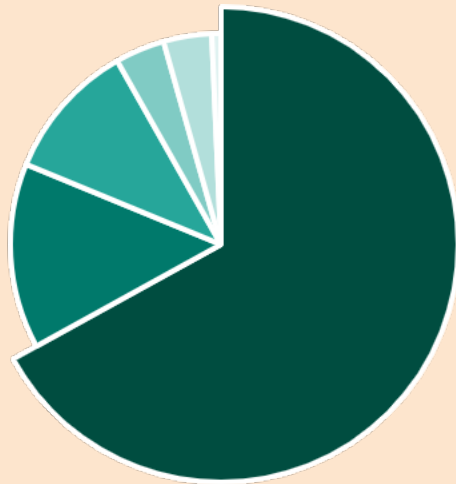
You are a non-minority working as a career counselor in a community of low socioeconomic status, with 90% of students who are minorities.

What would you do?

“No one cares how much you know until they know how much you care” – President Theodore Roosevelt.



DEMOGRAPHICS - K-12 School Counselors



- White, 67.0%
 - Hispanic or Latino, 14.2%
 - Black or African American, 10.6%
 - Unknown, 3.8%
 - Asian, 3.7%
 - American Indian and Alaska Native, 0.7%
- 59.3% Women
 - 40.7% Men
 - 11% LGBT

FACT: 70% of the Teachers in public schools are white.

Source: Zippia.com September 9, 2022



DEMOGRAPHICS – K-12



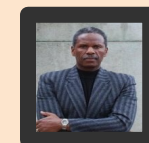
Racial breakdown of the student population in American public schools, as of 2021:

- White students: 45.2%
- Hispanic students: 28.4%
- Black students: 14.9%
- Asian students: 5.4%
- Two or more race students: 4.7%
- American Indian/Alaska Native students: 0.9%
- Pacific Islander students: 0.4%

Note: Percentages do not total 100 because of rounding.

Source: National Center for Education Statistics, 2019-20

The 2015-16 school year was the first in which the majority of public schoolchildren were minorities.



BARRIERS

- underrepresented students have not been adequately served when it comes to guidance counseling within secondary education
- students are less likely to seek out career guidance
- students are less likely to pursue a career in guidance counseling
- language

Demographics

K- 20

SOCIAL ECONOMIC

- lack of access to alternative resources for career guidance
- lack to knowledge regarding available resources within their community
- financial need
- technology
- parental support

AFFECTS

- traumatized (personal, bias, covid)
- lack of confidence
- mental health- NIH
- lack of understanding of career planning
- first generation students
- parents were traumatized as students
- lack of trust
- unable to identify or relate to people who don't look like them

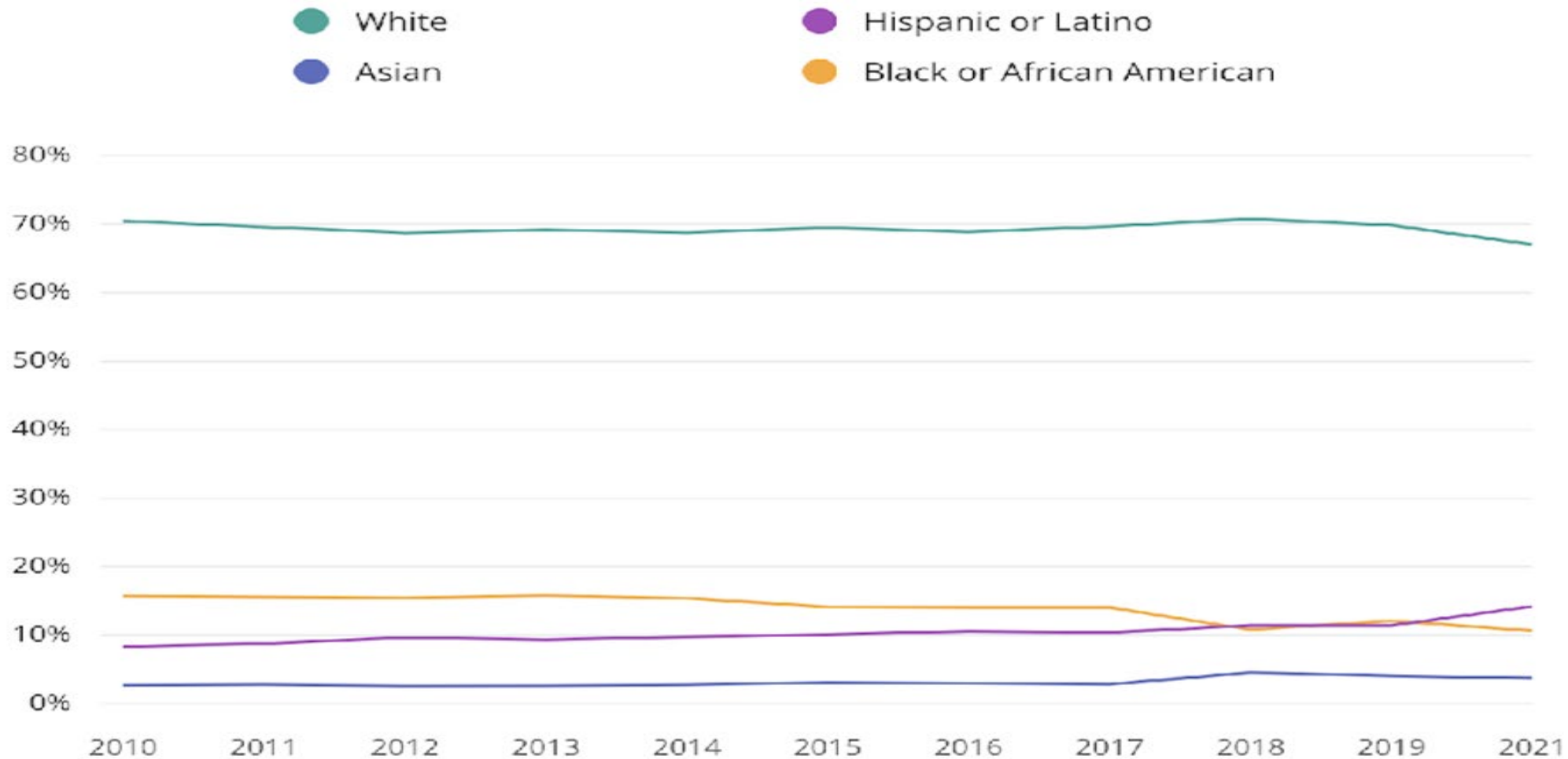


College Counselors

College Counselor Race And Ethnicity Over Time

Using the Census Bureau data, we found out how the percentage of each ethnic category trended between 2010-2019 among college counselors.

Source: Zippia.com September 9, 2022



Teachers



- 70% White
- 10% Black or African American
- 5% Latinx
- 3% Two or more races
- 1% Asian
- Less than 1% are American Indian or Alaska Native, Native Hawaiian or other Pacific island
- 4% prefer not to say

Source: Zippia.com 2010-2017 approximately



Dynamics of Counseling



There are 128,961 public and private K-12 schools in the U.S., according to [2019-20 data](#) from the National Center for Education Statistics (NCES).

Here's how they break down:

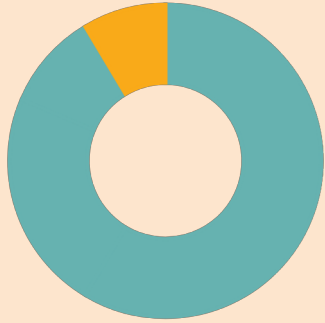
- All: 128,961
- Prekindergarten, elementary, and middle schools: 88,909
- Secondary and high schools: 27,155
- Other, and not applicable/not reported: 12,897

https://nces.ed.gov/programs/digest/d21/tables/dt21_105.50.asp

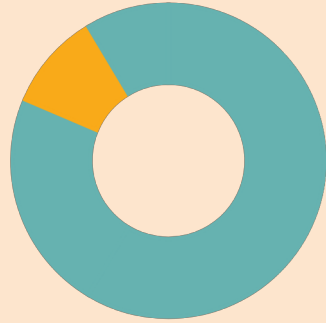


RECRUITMENT STRATEGIES - K-20

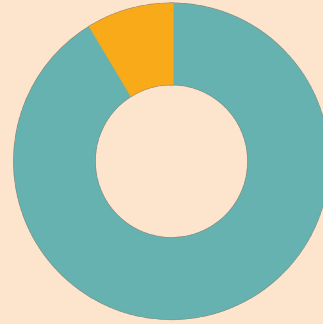
Students/ Graduate



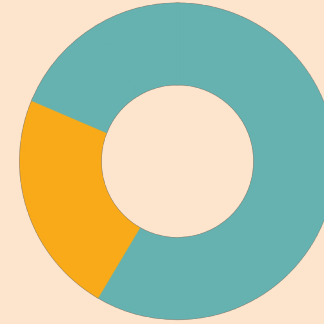
Welcoming ENVIRONMENT



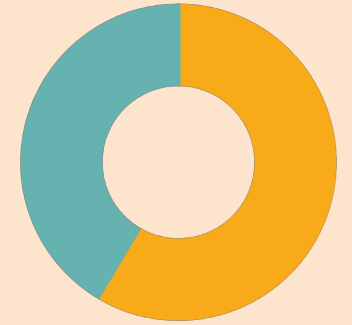
Diversity in Staff Representation



Paid Internship Opportunities



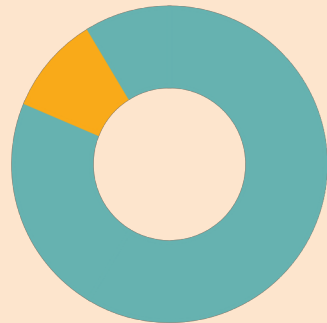
Active Listening



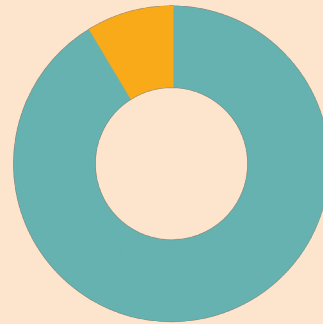
School Counselors/ Career Counselor/Advisor/ Teachers



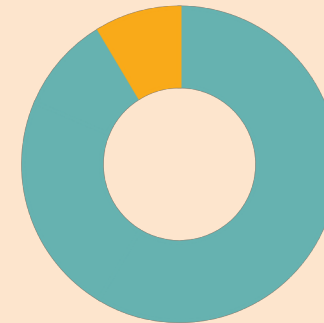
Orientation/Event Presentations



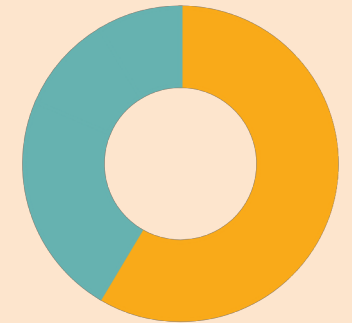
Create Partnerships Clubs & Organizations



Attendance to Multi-Cultural events



Class Presentations (Storytelling)



Marketing Materials





CAREER SERVICES' "ALLY"

Merriam-Webster defines "ally" as "one that is associated with another as a helper; a person or group that provides assistance and support in an ongoing effort, activity or struggle."

Are you an **ALLY**?

What **ACTIONS** have you taken that applies to allyship?

What **Actions** will you take today?



"OUR MAIN PURPOSE
IN LIFE IS TO HELP
OTHERS."

AND
IF YOU CAN'T HELP
THEM, AT LEAST
DON'T HURT THEM."

- Old Proverb



Questions





REFERENCES

1. Zippia the career experts - <https://www.zippia.com/school-guidance-counselor-jobs/demographics/>
2. NCES.ED.GOV - https://nces.ed.gov/programs/digest/d21/tables/dt21_105.50.asp
3. American School Counselor Association - <https://www.schoolcounselor.org/About-School-Counseling/School-Counselor-Roles-Ratios>



THANK YOU

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