Professional Development for School Counselors, Teachers, Parents, and Students

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Russell Sabella
I hear it repeatedly, “I can’t find professional development for my school staff that is meaningful, relevant, and practical.” Many trainers do not understand the issues that school counselors and other educators face today and how to help them. Educators need knowledge, skills, and attitudes that will genuinely make a positive difference in the lives of children and their families.

Over the last 25 years, I have worked with tens of thousands of school counselors, teachers, leaders, and others to develop better interventions that help students succeed. My philosophy for training is simple: provide training that allows you to do your job more effectively, efficiently, and enjoyably—starting today (I call this the E³ of professional development). My work has included advancing various competencies, the most popular of which are described in this catalog.

Each workshop/presentation can be customized to fit your staff’s and organization’s needs. Some districts have opted for the “Trio Package” which includes training in (a) developing comprehensive school counseling programs (based on the ASCA National Model™), (b) Solution-focused Brief Counseling and Conferences, and (c) the Datability Boot Camp. This can be completed as part of a two or three-day event such as a professional development drive-in, counselor academy, or series of online meetings.

I encourage you to check out my comprehensive vita for an overview of my work, particularly the expansive range of topics I have delivered and the number of participants I’ve had the pleasure to work with around the country. To book one or more of these workshops, contact Dr. Sabella directly via email (sabella@schoolcounselor.com) or by completing an online inquiry form.

Sincerely,

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Data Boot Camp for School Counselors and Administrators (Live or Online)

The Data Boot Camp for School Counselors and Administrators 2.0 (DBC 2.0) workshop is now online! The DBC 2.0 is designed to provide you with step-by-step instructions for learning tips, tricks, and shortcuts when dealing with data in your work. Participants start with the basics and work their way up to more powerful functions such as accessing, collecting, analyzing, and managing data as well as reporting results. The DBC 2.0 helps participants to make more informed decisions, better monitor student progress, and be more accountable.

The online Data Boot Camp provides both written and video instruction demonstrating data skills in a user-friendly manner. With 39 videos covering 206 minutes (almost 3.5 hours) of content, what you see is what you learn. In addition to the videos, included are practice spreadsheets, links, resources, and a copy of the T.E.A.R.S. add-in. Watch a short introductory video and learn more by visiting http://www.mydatabootcamp.com/. Also, check out the newly developed AutoCTG app which automates the creation of data charts and even a full-fledged closing the gap report.

Live Datability Bootcamp

Of course, this popular workshop is still available as a face-to-face training. The live “Datability” Boot Camp is typically conducted as a demonstration (half-day or less) or hands-on practice training (full day). For the full-day workshop, participants bring their laptops and follow along in a “watch and do” format. In some cases, I’ve found that local universities are happy to provide a computer lab at no cost, usually in exchange for a 10-minute presentation about their degree programs. Some universities have even sponsored a catered lunch, provided T-shirts, and offered a VIP tour of the campus.

Sample Competencies

- Four ways to access, collect, or import data into Excel including using pervasive tools such as Google Forms.
• Navigating and formatting your data.
• Splitting or merging data.
• Sorting, filtering, describing, and disaggregating.
• Analyzing differences among individuals and groups.
• Monitoring progress over time.
• Creating useful charts/graphs.
• Conducting a time and task analysis.
• Use powerful add-ins for making quick calculations.
• Monitor student progress.
• Understand and use the power of pivot tables.
• Creating a narrated, self-advancing, multimedia results report and communicate to other stakeholders about how your school counseling program is making a positive difference in the lives of students.
• Convert your narrated results report to video and post to social networking in under 5 minutes.

Click **here** to see a checklist of all the competencies covered, either live or online.

*Participants in the live workshop all receive a free two-year pass to the online data boot camp.*
Solution-Focused Brief Counseling, Classrooms, and Parent Conferences

To change what we do is to change what we view.

You can act your way to a new way of thinking. And, you can think your way to a new way of acting.

People have problems because they have not thought of solutions.

This experiential workshop is designed for both beginning and experienced school counselors, educators, and other human service professionals who want to learn an innovative approach to empowering students and stakeholders to better use their strengths.

This model uses a systematic, five-step approach in which students/parents focus on solutions rather than problems. Participants learn how to help others discover exceptions to problems and explore future behavior that is more “on track.” The focus is on the student’s/parent’s strengths and abilities rather than their weaknesses or deficits. Students/Parents derive solutions for themselves and, therefore, are more involved in their success and committed to change. Finally, because they find solutions that work, students, parents, and others increase their confidence and motivation to do better. When counselors, teachers, parents, or others use this approach on solutions rather than problems, the overall process becomes briefer and more inspiring.

Sample Competencies

Through a combination of discussion, video cases, handouts, practice exercises, and role-plays, participants should be able to:

- Identify the major principles of solution-focused brief counseling, classrooms, conferences, parenting, and/or consultation (SFBC).
- Help students/parents identify and more enthusiastically move toward solutions to reach their goals.
- Use innovative solution-focused brief counseling/conferencing assessment and interview methods that initiate change even in the first interview.
- Implement the five-step solution-focused brief counseling/conferencing change process.
• Learn how to facilitate positive change among the student’s stakeholders (e.g., family members, teachers, parents, and friends) as a result of his/her progress.
• Systematically foster solution-focused collaborations among counselor, student, parent, and teachers.
• Understand how the SFBC model can be applied to other areas such as career planning, MTSS, small groups, committee meetings, personal development, and teaching.
• Learn about resources, including websites, for further SFBC professional development.

People who apply the solution-focused methods find that, by focusing on solutions rather than problems, their meetings are more positive and less stressful. SFBC users report that, instead of leaving work drained of energy, they are energized and full of hope for their students and for themselves. And, they don’t encounter as much “resistance” as they would have expected.

Sample Handouts


SFBC Guidelines

• If it works, don’t fix it ... do more of it.
• If it works just a little, build on it.
• If it doesn’t work, do something different. That is, when you find yourself in a hole, stop digging.
SFBC Principles

- Make no assumptions about the cause or origin of the problem.
- Keep an indirect focus on problems and a direct focus on solutions.
- Minimum intervention with maximum results.
- Focus on strengths/resources rather than weaknesses/deficits.
- Keep a present-future orientation.
- Focus on actions as opposed to insights.

SFBC Assumptions

- Students have many of the personal resources and abilities to solve their current challenges.
- Focus more on what is right and working rather than what is wrong and the problem.
- Exceptions to every problem can be co-created by you and the student/parent to build solutions. That is, as the stock market, peoples’ behavior fluctuates and contains clues to the right focus.
- Small changes can quickly lead to bigger changes.
- Progress is directed towards the presence of positive actions rather than the absence of negative actions.
Working with Anxious Children and Teens: Strategies and Best Practices

Anxiety is a normal part of living. It’s a biological reaction—the body’s way of telling us something isn’t right. However, for some people, anxiety is persistent, irrational, and overwhelming. It may interfere with daily activities and get in the way of student achievement. Dr. Sabella will overview various contributing factors to anxiety among children and adolescents, as well as several practical interventions. Participants will learn about approaches, resources, and tools that they can deliver, as part of a comprehensive school counseling program, to help kids calm themselves down and stay on track.

Sample Learning Objectives:

• Understand contributing factors to stress and anxiety among today’s children and adolescents.
• Identify five techniques for helping children to relax.
• Review the principles and techniques of rational-emotive behavior counseling and solution-focused counseling for helping kids manage stress.
• Describe three ways that technology contributes to stress and provides tools for relaxation.

Handout:


AREAS OF FOCUS

• Stress factors
• The role of technology (social media stress)
• Progressive muscle relaxation
• Decision fatigue
• Breathing
• Stress and relaxation cycle
• “FoMo” disease
• The role of stinkin’ thinkin’
• Creative relaxation (e.g., art, movement)
• Biofeedback
• Solution-focused approach to relaxation
• Sample stress inventories
• Guided Imagery
• Resources for classroom lessons
• Relaxation and mindfulness apps
Technology Tips, Tricks, and Shortcuts for Educators

Learn about the most powerful features of various applications, including word processing, spreadsheet, multimedia, and social media. Dr. Sabella shares his most coveted tips, tricks, and shortcuts to help you become more productive and have more fun in your work!

You can expect lots of practice, handouts, and time for questions and answers. Similar to the Data Boot Camp (described above), this workshop can be conducted as a hands-on or “view and do” format with user laptops. Or, if you like, a half-day demonstration or keynote address for larger groups has proven to be helpful as well.

Handouts

- Video tutorials and more http://schoolcounselor.com/techtips/
- Sabella Handouts: http://schoolcounselor.com/professional-development/handouts/

Sample Competencies

Like all professional development areas, this one can be customized to your technological competency needs.

Microsoft Word

- Never retype the same phrase, page, or anything else ever again. I’ll show you how to automatically insert customized content.
- Generate personalized communications, certificates, letters, name tags, or anything else (including printables or emails).
• Change the look of all your headings and other document components, all at once.
• Copy and paste multiple items at once.
• Customize your quick access toolbar with your most used functions at the tip of your fingers.
• Automatically create a table of contents that updates after editing.

Web Browser

• Add extensions or add-ins to really power-up your browser.
• Send a page to someone via email with one click.
• Create buttons or URL shortcuts to “speed-dial” to your most frequently visited sites.
• Download every file (e.g., PDFs) on a web page with one command.
• Automatically copy all emails in an online directory and quickly paste into your email “To” field.

Google Tools

• A WHOLE bunch of Google search tips that will save you hours, hours, and more hours. Spend less time searching and more time finding!
• Google Voice
• Google Forms
• Google Type Talk

Click on any of the following to connect with me online:
Media Interviews for School Counselors

Many school districts have and maintain a communications department that handles all things media related. However, there may be instances where you, as a school counselor, will need to be “media-ready.” Engaging with media outlets for the first time can be intimidating. Learn some best practices for effectively working with members of the press.

Learning Objectives:

- Explain the importance of developing talking points.
- Conduct focused and compelling interviews.
- Develop a working and collaborative relationship with local media.
- Identify dos and don’ts for conducting media interviews.

Handouts:

Broke is no joke. School counselors and educators play a vital role in the success of our students and of our future. And yet, they continue to be financially undervalued and underpaid, struggling to make ends meet on an educator’s salary.

Perhaps in our lifetimes, we will see all educators in the United States be treated more respectfully and professionally—especially when it comes to salary, benefits, and working conditions. Other countries do this already. But until that time, many of us need to monetize our unique time and talents beyond the classroom to gain greater financial freedom.

Based on the new book (see https://schoolcounselor.com/sidehustle/), this workshop will help inspire you, give you insights into how side hustling is done, and give you the tools to make it happen. Dr. Sabella will overview several areas in which school counselors have successfully used their knowledge and skills to add extra paychecks to their income every month, such as:

- Creating Resources
- Authoring a Book
- Public Speaking
- Developing Tools
- Selling Merchandise
- Adjunct Teaching
- Private Practice Counseling

From setting up your company to promoting your product or service, this workshop gives you the detailed information you need to start a side hustle or get your existing one to the next level.
Cyberbullying & Digital Reputation

One of my most popular professional development programs, Cyberbullying & Digital Reputation, covers these two important issues in a detailed and practical manner. The presentations/training includes three segments which address staff, students, and parents. The goal of this workshop is to help participants better understand the nature of the risks that technology may pose among children as well as the tools and activities they can use to keep kids safer.

A typical day includes conducting student assemblies in the morning, meeting with staff after school, and then working with parents in the evening.

For Staff

Dr. Sabella takes a comprehensive and multi-level approach to bullying/cyberbullying emphasizing a multi-tiered model that includes prevention, intervention, and postvention. The workshop is designed as a “launching off point” for a year-long process that helps educate students about confronting cyberbullying and using technology responsibly.

All school staff will receive a DVD disc which includes over 3.8 Gb of actual presentation files—everything needed to work with students and others—the PowerPoints, handouts, videos, and links for months ahead.

Cyberbullying & Digital Reputation can be customized to fit within 90 minutes or up to a full day (6 hours). There are a host of handouts online for your review at http://schoolcounselor.com/professional-development/handouts/ and http://www.guardingkids.com/p/guardingkidscom-resources.html.
For Students

In this 55-90-minute assembly, students will become more aware of cyberbullying, their digital reputations (public posting of personal/private information), and the “Rules of the Road.” This assembly is customized for either elementary students (4th-5th grade) or middle/high school students (6th - 12th grade). Remember, you can download and preview the actual presentations and accompanying material by visiting http://www.guardingkids.com/p/guardingkidscom-resources.html.

For Parents

Parents and caretakers need to understand how to make informative decisions about how their children use technology and how they monitor, supervise, set up family policies, and provide support.

This meeting will help parents to understand the potential risks of technology among children and several ways to reduce that risk using both human and technological strategies. See http://schoolcounselor.com/safety for more info and click here to download and preview the presentation materials.
Liven Up Your Groups

When done well, small group counseling and whole classroom lessons are effective and efficient ways for students to advance knowledge, skills, and attitudes across all domains (i.e., academic, social, emotional, and career).

Dr. Sabella can help you to learn and practice various group processes and activities to make your lessons come alive and “stick.” You’ll learn how to set up and deliver activities such as:

- Art
- Behavioral Desensitization
- BiblioCounseling
- CinemaCounseling
- Diads or Triads
- Didactic Information
- Discussion
- Diversity Training
- Fishbowl
- Games
- Go To Your Corner! or Values Clarification.
- Go-Around
- Guided Imagery/Fantasy
- Inner/Outer Circle
- Music/Movement
- Outdoor adventure
- Panels/Debates
- Poetry/Writing
- Psychodrama or Role-Play
- Puppets
- Skip-Around
- Smaller Group Breakouts
- Software (technology)
- Surveys
- Team Building
- Warm-ups

Handouts:

Counseling Theory Review and Practice

Counselors need a “road map” for helping students and others most effectively and efficiently move in new directions. In a practical and meaningful way, Dr. Sabella will further counseling theory comprehension and skills for getting the most out of coveted meeting times with students and other stakeholders.

Sample Competencies

- Watch, learn, and practice common approaches to helping others change, including person-centered, REBT, Choice, Behavioral, and Solution-focused.
- Review the ABCDE’s of REBT.
- Review the ABC’s of Behavioral modification
- Review the three Rs and WDEP approach to making responsible choices.
- Integrate one or more counseling approaches to fit the counselor, student, and counseling issues.
- Conceptualize student challenges to move into action more effectively and efficiently.
- Help students concentrate on both behaviors and thoughts that produce successful plans for success.
- Practice more intentionally and confidently.
- Focus on more of what is relevant and necessary for real change in a reasonable time.
- Empower students to take on their own responsibilities and do more of what works.
- Help students engage in self-talk that is more reasonable, rational, and logical.
- Promote “out of the box” thinking that minimizes barriers and helps students get unstuck.
- Use counseling homework and other learning activities that help students throughout the week.
- Develop a repertoire of techniques for facilitating change in various circumstances.

Handouts

Customized Webinars

Each webinar is customized by topic and by length (either 60 or 90 minutes). Full-day workshops can be delivered in a series of four (4) webinars over any time frame. Also, think about combining live training with follow-up webinars so that participants can have a consistent and long-term opportunity to learn and strengthen their skills.

Below you will find descriptions of webinars that have already been quite well-received.
Creating Compelling Charts: A Picture is Worth a Thousand Words

School Counselors, administrators, and other educators are compelled to make data-driven decisions, monitor student achievement, and communicate results. Initiatives such as the ASCA National Model™ and MTSS include these as critical components of an overall school counseling program.

This workshop will help attendees understand the differences among various charts and their appropriate uses. This "nuts and bolts" training will also show participants how these charts are created and customized using Microsoft Excel and other productivity tools.

Sample Competencies

- Accessing data from different sources.
- Overview of what data looks like in Microsoft Excel.
- Explore bar, line, and other types of charts.
- Creating a bar chart in two steps.
- Disaggregation charts.
- Creating a picture or waffle chart using PowerPoint.
- Adding a goal line (RtI).
- Customizing the look of your chart (colors, font, etc.).
- Save a new format as a template for future charts.
- Animating chart bars or arrows (e.g., percent change).
- Create a Closing the Gap Report, automatically!
- Narrate your report.

Handouts

- http://schoolcounselor.com/techtips/
- https://schoolcounselor.com/autoctg/
Solution-Focused Scaling with Students, Parents, and Stakeholders

The solution-focused counseling model encourages others to think about times when their problems did not exist, how these times contributed to the absence of the problem, and how to recreate such circumstances in their present situations. The focus is on the student’s/parent’s strengths and abilities rather than their weaknesses. The students/parents themselves derive solutions. Therefore, not only are they more involved in their success, but the solutions fit their unique lifestyles. Finally, because they find their own solutions that work, often self-esteem is increased. With this emphasis on solutions rather than problems, counseling becomes brief. This webinar covers the popular solution-focused scaling approach with lots of handouts and resources. Teachers who want to conduct solution-focused conferences with parents should also attend.

This webinar takes participants through the entire process, including:

- Explaining the scale.
- Exploring progress already made using detailing, mind mapping, mine fielding, cheerleading, amplifying, and possible reframing/refocusing.
- Exploring future progress.
- Moving from complaints/wishes to appropriate goals.
- Moving from external to internal motivation.
- Teaming with all stakeholders (parents, students, and staff)
Cyberbullying

Cyberbullying involves the use of information and communication technologies to support deliberate, repeated, and hostile behavior by an individual or group, with the intention of harming others.

This webinar helps participants better understand the nature of cyberbullying and provides helpful tips and resources for reducing risk.

Developing Multimedia Results Reports

Using Microsoft Excel and PowerPoint, this webinar will help participants to develop self-advancing, narrated, multimedia results reports. In essence, counselors will learn how to create a three-minute digital story that demonstrates the positive impact they have on students and other stakeholders. And now, you can use a new tool called AutoCTG (https://schoolcounselor.com/autoctg/) to automate most of the process.

Communication/Collaboration Technologies to Reach and Teach Our Stakeholders

Social media such as Facebook, Twitter, and YouTube have great potential for helping school counselors disseminate important information and interact with students and stakeholders. This comprehensive training incorporates focuses on free or almost free services that counselors can use to enhance their school counseling programs.
How to Use Google Forms to Collect and Analyze Data

Although student information systems house insane amounts of data, school counselors sometimes need data not collected (e.g., social, emotional, career data). This webinar will demonstrate how to do this most effectively and efficiently using technology. Specifically, counselors will learn how to use Google Forms (free with a registered Google account) to do just this. Google Forms allows for free and unlimited data collection and can even provide a quick summary of your results! From homework completion rates to event RSVP’s, to cyberbullying surveys, this webinar will show you how to get the information you need.
About the Trainer

Dr. Russell A. Sabella is Professor of counseling in the College of Health Professions and Social Work, Florida Gulf Coast University. His concentration of research, training, and scholarship includes counseling technology, comprehensive school counseling programs, counseling theory, group counseling, cyberbullying, digital reputation, and solution-focused brief counseling/consultation.

Russ is the author of numerous articles published in journals, magazines, and newsletters. He is the co-author of four books including School Counselor Side Hustle: How School Counselors and Educators Can Monetize their Time and Talents Beyond the Classroom (Sabella & Associates, 2019); Confronting Sexual Harassment: Learning Activities for Teens (Educational Media, 1995), Counseling in the 21st Century: Using Technology to Improve Practice (American Counseling Association, 2004), and Stress Management (Faulkner Press, 2017).


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Download Dr. Sabella’s Comprehensive Vita here (PDF)
Broke is no joke. School counselors and educators play a vital role in the success of our students and of our future. And yet, they continue to be financially undervalued and underpaid, struggling to make ends meet on an educator's salary.

Perhaps in our lifetimes, we will see all educators in the United States be treated more respectfully and professionally, especially when it comes to salary, benefits, and working conditions. Other countries do this already. But until that time, many of us need to monetize our unique time and talents beyond the classroom to gain greater financial freedom.

This book spotlights several school counselors and educators who are already doing it. Their stories will help inspire you and give you insights into how side hustling is done. Our side hustle spotlights share the valuable lessons they have learned and then give us sage advice.

School Counselor Side Hustle covers seven main areas which include:

• Creating Resources  
• Authoring a Book  
• Public Speaking  
• Developing Tools  
• Selling Merchandise  
• Adjunct Teaching  
• Private Practice Counseling

Visit https://schoolcounselor.com/sidehustle/ to see the Table of Contents