

Cost Benefits Analysis

Respondent	Makes Job Hard	Most Important	Least Important
1 Board or Leader	I am very new in my position, but I would say working to help local school administration and district leadership clearly understand the role of the school counselors. 2. Helping school counselors to understand the importance of advocacy and connecting their role/job to school goals for improvement. All that we do must connect to the vision, mission and goals of student improvement for the school.	Voice/advocacy as related to legislation.	
2 Board or Leader	Lack of understanding or even caring to gain an understanding (superintendent, principals, teachers, etc.) of the role of school counselors Inappropriate utilization of time takes away from time with students We do not have a true district level advocate to assist us in changing the way we are viewed	GSCA provides professional development opportunities that are essential to the growth and development of counselors across the state	I can't think of anything that I don't feel is an essential part of GSCA at the moment
3 Board or Leader	Coordinating non-counseling duties - 504 and RTI High student to counselor ratio -375 to 1	Professional Development & Advocacy	
4 Board or Leader	Time Student Ratio Non Counseling Duties	Networking to share resources	Journal
5 Board or Leader	Pressure to perform to my institution's standards for tenure and promotion Lack of appreciation for/understanding of my discipline Lack of formal mentoring	Opportunities to network with those in my discipline Resources for my students and grads Legislative updates	Can't think of anything. Many things GSCA provides are essential to my students even if they are not important to me.
6 Board or Leader	* Large student to counselor ratios so can't reach all students * A misunderstanding across schools and districts about what a school counselor's responsibilities within a school should be and a misuse of school counselors across schools and districts. * Administrator buy-in for comprehensive school counseling programs	*Professional development opportunities * A voice at the table through our advocacy people (However, there needs to be more transparency with our members about what GSCA is saying at these tables and how members are being represented to help provide reassurance).	I don't know that there is something they provide that is the LEAST important, but I do think we need to brainstorm providing as many tangible resources as possible so Georgia school counselors find benefit in being a member. There are other state associations doing great things (i.e Virginia) that we can get ideas from.
7 Board or Leader	Time, Support, Advocacy	Advocacy	Unsure
8 Board or Leader	Administration Other duties and responsibilities Time	Conference and legislative support	Don't know what all is offered
9 Board or Leader	Working with others who have differing values about the roles of a school counselor Scheduling/time management Balancing my roles professionally and personally	collaboration and networking with like-minded professionals whom are as passionate about the profession advocacy for our profession and thus our students	

Get More Money-Members	Get More Money-Nonmembers
More webinars. Maybe look at what we currently offer and how we can revamp and make more relevant and current to what is happening in schools for counselors.	Communication efforts need to be revamped. Tell our story so they can see the benefit of membership.
I think more should be done regionally throughout the year for members to be able to see the direct benefits of membership. For example, workshop series or collaborative events should be offered.	Local 5K events, Scholarship Galas, Raffles, Shirts and other GA specific school counselor gear
Mentoring Leadership Academies resources sharing	Webinar subscriptions Resource Subscriptions
Central location of training sites Members only resources	Higher conference rate for nonmembers to get them to join Webinar fee for non members
I'd like to see more spotlighting of members, podcasts, maybe short videos. Some of that seems to have dropped off.	
Leadership Development Academy/Institute - several workshops (some in person and some online) throughout the year. (Free for members. Cost for non-members) Financial support for the first (15-20) Georgia school applying for RAMP (pay their ramp application fee) - Virginia does this. Grad student services to increase student membership (grad student career cafe/academy: Resume feedback, interview tips, networking opportunities)	The ability to join webinars for a fee. Creating and selling counselor swag (t-shirts, mugs, posters, etc.)
It needs to be open to all school counselors and not just GSCA members. The purpose is to recruit and support new school counselors. As part of this leadership team it was very disheartening to be told multiple times that I was only allowed to provide support for GSCA members.	Be more inclusive.
Become a provider for LPC, NBCC, RPT continuing ed.	Most people view GSCA as a yearly conference. How would non members know that it offers more and is the more worth paying out of pocket for a membership?
virtual collaboration social opportunities	

Respondent	Makes Job Hard	Most Important	Least Important
10 Board or Leader	Time to complete required activities due to critical instruction/grade level Unrelated duties-attendance tracking that could be completed by a secretary	GSCA provides the opportunities for growth and connections.	N/A
11 Board or Leader	1. constant mental health needs of students and the large amount of time they consume 2. large caseloads where we are doing everything quickly and nothing in-depth 3. demands of stakeholders who have no idea what we do and don't value what we don't	Access to other professionals to network and collaborate	While i love them, i dont have time to read the emailed articles of interest
12 Board or Leader	1. Large caseload 2. Doing work outside of your counselor scope b/c it needs to be done but no one else is doing it (i.e. attendance phone calls 3. Not being able to provide services to all student b/c of time taken with other tasks	GSCA Fall Conference GSCA Region Meetings	Journal
13 Board or Leader	High counselor/student ratios Lack of understanding of the role of a school counselor Lack of mental health resources for younger children	Continued advocacy for school counselor ratio reduction, funding, role definition	T-shirts
14 Board or Leader	1) Financial support to provide additional resources to students. 2) Ability to access mental health resources for families when needed 3) Building administrators not fully supporting the role of a school counselor.	The journals and the web resources that are available online .	N/A - all things provided by GSCA are very beneficial.
15 Board or Leader	Non-School Counseling Duties 504 Plan Coordinator RTI	Professional Learning, publications, sharing good news Advocacy for the School Counseling Profession/Social Media Promotion A voice at the State Legislative table	I think that all the work that GSCA does benefits school counselors throughout the state of Georgia. I think EVERY school counselor should be a member of their state professional organization :)
16 Board or Leader	-Finding time to complete everything with so few hours in the day. -Access to leave the building for professional development opportunities. -Non counseling duties	GSCA provides so many professional development opportunities and support to counselors all over the state. Also, great networking opportunities.	Can't think of anything.
17 Board or Leader	Professional learning/development Resource limits (time mostly) Misunderstanding of what school counseling is meant to be	Professional learning advocacy	Within association recognition/awards
18 Board or Leader	Non counselor duties such as RTI chair, SST chait, 504 chair. Planning lessons for large group classroom counseling. Managing day to day tasks when crisis occur.	Professional Learning Advocacy for the Profession	
19 Board or Leader	Ratios Non-counseling duties Stkaeholders not understanding the training ans role of the school counselor	Lobbyist Professional Development Professional Recognition	None that I can think of
20 Board or Leader	Time: Findin the time meet goals & all deadlines	Advocacy and PD	N/A
21 Board or Leader	Time, lack of mentorship and consistent leadership	Community, connection to the bigger picture/purpose	Nothing at this time

Get More Money-Members	Get More Money-Nonmembers
New member session at conference to describe all that GSCA has to offer, walk through the website and all that is there, explain EB and LT, explain ways to get involved.	I'm really not sure...other than charging for webinars and mini-conferences but then you run the risk of not pulling in non-members at all...so, I really don't know.
Maybe reduced rate for those in years 1-5 of their career? They have the energy and will be the future of the organization, hook them in early. Maybe some conference sponsorship scholarships from organizations to cover registration and hotel (hotel is often the deal breaker financially).	income from non-members? i am not sure I understand, why would a non-member provide income to gsca? Do you mean like conference sponsorships?
Detailed schedule of webinars (In advance) so they can be promoted better Membership only resources Resources according to levels Conference programs and resources from this year and several years on the website	Joining webinars for a fee \$10-20 Higher conference rate for non-members More leveled meetings throughout the year (available only to members)
Professional development (webinars, etc)	Offering state accepted professional development for a fee
New counselor cohorts (to meet at least 3 times throughout the school year).	
I have received positive feedback that we opened the Region Meetings to non GSCA members.	How about a little charge for non GSCA members to attend the Region Meetings. Counselors are also looking for ways to earn CEU's but we don't offer them for the Region Meetings. I have a lot of request for CEU to be given for attending the Region Meetings.
More support to new counselors in the state as well as counselors in the state who do not have supervisors or support at their district office.	Just more networking and word of mouth from current members. Also, is there a one-pager or bulletin that discusses the benefits of joining GSCA. Would be great to send to counselors.
More varied/engaging professional learning Meaningfully connecting members to each other Meaningful volunteer options and experiences	I am unsure of this. Possibly invest such as an endowment and seek donations to this end.
	More outreach to student services leaders in the rural counties.
Webinars/blogs focused on areas of concerns: new counselors, rural areas, mental health,	Perhaps Webinars. I am not really sure what the question is asking.
Discount for 1st time membership, provide more webinars, podcasts, more info to districts & superintendents on CKES	Offer a signing gift, partial membership for Beacon or a fee to receive the BEACON and the connection.
Emerging Leader program	I'm not sure

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22	Board or Leader	Feeling worthy and respected as a professional Feeling organized Establishing a work/life balance	Professional Connections	Some of the electronic communications are hard to keep up with because they come so frequently.
23	Board or Leader	-performing non-counseling duties -time -working with counselors and others that do not know what we really need to be doing and not willing to join GSCA	-Fall Conference	-some positions on Leadership Team

Get More Money-Members	Get More Money-Nonmembers
A greater focus on getting first-year counselors to attend the conference.	Counseling workshops at various times throughout the year.
-offer outside resources to do with our daily lives	Charge for what members get for free?? Webinars, Region meetings, etc.