

AP Counselor Credential Program



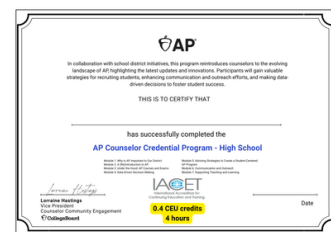
The AP[®] Counselor Credential Program is a comprehensive online professional development collection of courses designed specifically for school counselors. This credential aims to equip counselors with the knowledge and tools necessary to effectively support and empower all students on their Advanced Placement[®] (AP) journey.

In collaboration with school district initiatives, this program reintroduces counselors to the evolving landscape of AP, highlighting the latest updates and innovations. Participants will gain valuable strategies for recruiting students, enhancing communication and outreach efforts, and making data-driven decisions to foster student success

GROW COUNSELORS' UNDERSTANDING OF AP

Join us in this transformative journey to empower your students with the opportunities and benefits of AP.

Together, we can make a lasting impact on their academic and personal growth.



HIGH SCHOOL CREDENTIAL

Estimated 4 hrs (0.4 CEUs)

- Understand the value and benefits of AP courses
- Cultivate a supportive AP program
- Effectively communicate and make outreach to students and families about the AP program
- Expand counselors' understanding of how AP contributes to career readiness through skills like critical thinking, problem-solving, communication, and persistence

MIDDLE SCHOOL CREDENTIAL

Estimated 3 hrs (0.3 CEUs)

- Connect middle school learning to AP success
- Develop and evaluate AP readiness strategies
- Bridge career and academic aspirations

Visit cb.org/APcounselors for more information.

HIGH SCHOOL COUNSELOR LEARNING OBJECTIVES

1 – WHY AP IS IMPORTANT

Participants will be able to:

- Explain the importance of AP for student access, readiness, and postsecondary opportunity.
- Interpret AP participation and performance data to identify gaps and inform action.
- Distinguish the roles of school leaders, AP teachers, AP coordinators, and counselors in a successful AP program.
- Describe the counselor's role in expanding access and fostering a sense of belonging in AP.

2 – A (RE)INTRODUCTION TO AP

Participants will be able to:

- Understand the evolution of the AP program and its future direction.
- Gain comprehensive knowledge about the benefits of AP courses and exams for students.
- Explain what college and career readiness means and how the AP Program supports it by helping students build the skills they need for success after high school.

3 – UNDER THE HOOD: AP COURSES AND EXAMS

Participants will be able to:

- Explain the structure, content, and expectations of various AP courses.
- Describe how AP is expanding access and relevance through new courses, inclusive design, and project-based learning that builds essential college and career skills.
- Understand how AP exam scores are determined and their implications for college credit and placement.
- Compare AP and dual enrollment pathways so you can help students and families choose the option that fits their goals.

4 – CULTURAL COMPETENCY AND DATA-DRIVEN DECISION MAKING

Participants will be able to:

- Understand the needs of students from all backgrounds using data.
- Develop strategies to create a welcoming environment that supports all students in accessing AP courses.
- Utilize AP Potential data to identify students who may benefit from AP courses.

5 – ADVISING STRATEGIES TO CREATE A STUDENT-CENTERED AP PROGRAM

Participants will be able to:

- Identify students who would benefit from AP courses.
- Develop strategies to encourage students not broadly participating in AP to enroll in AP courses.
- Revisit AP Potential data to support advising strategies.

6 – COMMUNICATION AND OUTREACH

Participants will be able to:

- Communicate the value of AP courses to students and parents.
- Offer techniques for addressing common concerns and misconceptions about AP courses.
- Conduct effective parent-teacher-student conferences regarding AP enrollment.

7 – SUPPORTING TEACHING AND LEARNING

Participants will be able to:

- Understand the difference between offering AP classes and building a comprehensive AP program.
- Effectively counsel students when they face difficulties in AP courses.
- Offer insights and information about supports available to enhance teaching and learning in AP courses.
- Guide students in using AI tools responsibly to support, not replace, their learning in AP courses.

MIDDLE SCHOOL COUNSELOR LEARNING OBJECTIVES

1 – WHY AP IS IMPORTANT

Participants will be able to:

- Explain why AP participation matters for students' long-term college and career outcomes.
- Identify how middle school course placement and expectations shape students' future readiness for AP.

2 – A (RE)INTRODUCTION TO AP

Participants will be able to:

- Understand the evolution of the AP program and its future direction.
- Gain comprehensive knowledge about the benefits of AP courses and exams for students.
- Explain what college and career readiness means and how the AP Program supports it by helping students build the skills they need for success after high school.

3 – THE ROLE OF THE MIDDLE SCHOOL IN AP READINESS

Participants will be able to:

- Explain the importance of building an AP-ready culture in middle school.
- Recognize the counselor's role in fostering student access to and readiness for AP.
- Reflect on ways to integrate AP readiness practices in your school.

4 – CONNECTING MIDDLE SCHOOL EXPERIENCE TO AP SUCCESS

Participants will be able to:

- Connect academic skill-building and equitable access to expand AP Readiness for all students.
- Develop strategies to build perseverance, confidence, and support systems that prepare students for advanced learning.
- Strategize ways to collaborate with teachers to build skills.

5 – AP READINESS AND CAREER EXPLORATION IN MIDDLE SCHOOL

Participants will be able to:

- Recognize how early career exploration in middle school supports academic motivation, AP readiness, and long-term college and career success.
- Identify strategies and tools — including BigFuture® and AP Career Kickstart — that connect students' interests and skills to future pathways.
- Apply counseling practices that integrate career awareness and AP preparation into individual, small-group, and classroom settings.

6 – COMMUNITY ENGAGEMENT STRATEGIES FOR AP SKILL BUILDING

Participants will be able to:

- Explain the importance of early, consistent family and community engagement in building an AP-ready culture.
- Determine which communication and outreach strategies best help families understand how middle school skills connect to AP success.
- Implement tools and activities—such as AP Potential, family events, and community partnerships—to expand access to advanced coursework.

7 – MEASURING PROGRESS AND ACTION PLANNING

Participants will be able to:

- Identify key metrics and data sources used to measure AP readiness and program impact in middle school settings.
- Evaluate how well your school's current data analysis efforts prepare students for future success in AP and other rigorous coursework.
- Develop an action plan to strengthen AP readiness through collaboration, data-informed decision-making, and family engagement.