

National School Counselor Week Ideas:

Celebrate School Counselor Results—share your program and your results with your administrator, staff, school board members, and superintendent. You can create a power point presentation, a brochure, or a poster board and conduct a presentation about your program results. Some school districts have a poster session show in which multiple school counselor programs create a poster session and invite district officials, including school board members to come. Refreshments create an “art show” appeal and is an excellent way to network and advocate for the profession of school counselors.

Bulletin Board—Decorate a specific bulletin board or wall with information about National School Counselor Week. Provide information about school counselor activities and information for students.

Newsletter—Create a National School Counselor Week Newsletter sharing how school counselors are integral to student success. Use this newsletter to market your school counseling program.

Staff In-service—Provide an in service based on the needs of your school during National School Counselor Week. Examples include violence prevention, how to deal with difficult students, etc.

Board Presentation—So often school counselors wait to present at board meetings until they know that their job is on the line. National School Counselor Week is an excellent time to conduct a school board presentation. Make sure that you include results about how your program is making a positive difference and how that aligns with the district’s mission. (See a sample board presentation on the CASC website under advocacy tool kit, in fact the A-Z advocacy tool kit provides wonderful ideas that can be incorporated during National School Counselor Week.)

Proclamation—On our website we have a proclamation provided by American School Counselor Association. Encourage someone at the district level, often the supervisor of school counselors to fill out a proclamation that the school board would present to school counselors. When accepting the proclamation make sure that you give a brief acceptance speech discussing the importance of having school counselors and how we are integral to student success.

Certificates—Also, on our website is a sample certificate that can be awarded to school counselors by administrators or by district officials. These certificates can also be given to staff members who support your counseling program.

Games—Many school counselors come up with fun games and activities that students can do during National School Counselor Week. Some examples include counselor trivia, scavenger hunt, word scrabble (sample provided on our website.)

Daily Announcements—Put announcements in the bulletin about school counselors. See the sample announcements on our website provided by the American School Counselor Association.

Guidance Lessons—Conduct a special guidance lesson to students highlighting the services that you provide.

Hand out materials—you can purchase stickers, book markers, posters and pencils through ASCA www.schoolcounselor.org for a nominal price or you can make your own. Hand these materials out to students. You can also have students make posters.

Wear a special shirt—you can have counselor shirts made from vista print with positive messages, such as School Counselors Rock.

Provide something for the staff- Examples might include a thank you note for supporting school counselors, one site provided staff with coffee and pastries with a note that said “Thanks a Latte!” You can get as creative as you want.

Organize an area meeting or counselor dinner/lunch—Many restaurants will allow groups to organize a fundraising lunch or dinner in which a percentage of the money earned is donated back to the organization. You can donate money back to CASC or to your own organization.