**WSCA Public Relations Chair**

**Position Role and Responsibilities**

**OUR MISSION:**

To advance the profession of school counseling in preschool through post secondary in order to maximize the educational, academic, career and personal-social growth of each student.

**GOVERNING (ENDS) POLICIES:**

**School counselors are highly qualified practitioners.**

1. School counselors are experts in the implementation of the *Wisconsin Comprehensive School Counseling Model* and the *American School Counselor Association National Model.*

a. School counselors are thorough in applying the *Ethical Standards for School Counselors*.

i. School counselors are culturally competent.

ii. School counselors are responsible with technology.

b. School counselors are skilled at using data and evidence-based practices to guide program decisions.

2. School counselors are visionary leaders who impact the state and national agendas surrounding education and student success.

**Qualifications:**

The WSCA Public Relations/Advocacy Chair:

A. must be a member of the Wisconsin School Counselor Association.

B. must be a Professional, emeritus or retired members.

**Term of Office:**

The WSCA Public Relations/Advocacy Chair:

* Shall be appointed by the President
* Shall serve a 3-year term.

**Role Description:**

The WSCA Public Relations Chair advocates, develops community connections, and provides education and leadership to all counselors. The Chair assists with informational and educational initiatives to help encourage and support all counselors in their development of effective local public relations programs

**Role Responsibilities**:

1. Cooperate with other WSCA board members in developing public relations initiatives for annual work plan.
2. Serve as a consultant in public relations matters when appropriate.
3. Promote and encourage all counselors to develop effective local public relations programs.
4. Promote WI SCENE and other social media that promote WSCA and professional school counseling.
5. Promote National School Counseling Week (first week in February) and other events that promote professional school counseling and WSCA.
6. Develop educational and promotional materials to share with the membership.
7. Develop community connections and alliances with community agencies and businesses.
8. Provide leadership and coordination for the Public Relations Committee.

**WSCA Staff Responsibilities:**

1. Develop a plan of action and budget request to be submitted to the Executive Director.
2. Submit a Monitoring Report as requested by the Executive Director (5-6 times/year).
3. Submit a written annual report of the activities and recommendations to the Executive Director.
4. Complete duties that may be assigned or directed by the Executive Director.
5. Attend the Leadership Development Institute (LDI) and any Board meetings throughout the year as requested by the Executive Director..
6. Recruit sectional presenters and host sectionals at WSCA conference.
7. Hold a transitional meeting with the new Public Relations Chair to discuss job descriptions, tasks, calendars, etc.
8. Write articles as needed for publication.
9. Contact membership as needed.
10. Maintain records and transition successor into role.

**Public Relations Chairperson**

**Timeline of Responsibilities**

**Revised April 2015**

**July**

* Connect with Professional Development Chair, Professional Recognition Chair, and any other committee handing out awards to have applicants add their local newspaper name to their application.
* Create a Public Relations Calendar for the year with final revisions.
* Create a state-wide media contact list to include newspaper, TV and radio stations to coincide with CESAs.

**August**

* **Attend WSCA LDI / board meeting**
* **Attend Summer Academy**
* **Submit Counselink article**
* **Work to Obtain Sponsorships and Partnerships, if asked to do so**

**September**

* **Attend WSCA Board meeting**
* **Meet with committee members to review and implement work plan for upcoming year.**
* **Develop calendar for committee.**
* **Work to Obtain Sponsorships and Partnerships**

**October**

* **Submit Conference Sectional Proposal**
* **Start promoting NSCW by securing airtime, interviews, print space for first week in February.**

**November**

* **Attend WSCA Board meeting.**
* **Submit Counselink article**

**December**

* **Develop and make accessible materials to help members promote National School Counselor week locally in February**
* **Promote WSCA Conference**

**January**

* **Attend WSCA Board meeting. Promote WSCA Conference**
* **Verify winners of WSCPAR, scholarships, other awards.**

**February**

* **Attend WSCA conference**
* **Submit Counselink article**
* **Promote National School Counselor Week Present Sectional at Conference.**

**March**

* **Review partnership sponsorships.**
* **Send thank you letters and renew/expand for following year.**
* **Submit information to local papers on award winners.**
* **Find out how to thank sponsors and exhibitors.**

**April**

* **After third year transition new chair**
* **Work to Obtain Sponsorships and Partnerships**

**May/June**

* If going to ASCA, connect with other PR chairs from other state school counselor associations.
* Determine national holidays to celebrate in the career, social/emotional and academic domains (college signing days, no name calling week)