

2021-2022 School Year

# Professional Development Opportunities

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## Conferences & Events

Each year, WSCA offers several events that present opportunities for professional development, personal growth, and networking. WSCA is committed to providing Wisconsin School Counselors with events and an annual conference that recognizes the educational and professional development needs of counselors.

## Specialized Training

With experts both on our own staff and on-call, WSCA proudly offers a variety of specialized training options to help individuals or districts work towards their professional development goals. Whether it is our 3 year ASCA Model Training, our District Trauma Training, or another specialty, WSCA is dedicated to providing high quality instruction in areas of need.

## Collaboration & Networking

Connections between colleagues and like-minded individuals can be some of the most supportive. With that in mind WSCA offers a number of opportunities to build relationships and collaborate. Special Interest Groups let members network based on topic, and our new quarterly book club will be the perfect way to research and connect.

A wide variety of ways to build your professional support system.

No matter where you are in your professional journey, WSCA offers top notch opportunities to help you build your knowledge, support your students, and operate at YOUR highest level of effectiveness.



2021-  
2022



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## 57th Annual Conference

reUNITED

"One Community, Together Again"

November 10th-12th, 2021

Kalahari Convention Center  
Wisconsin Dells, WI

## The 2021-2022 conference will be our first year to experience this great event at the Kalahari!

After our cancelled November 2020 conference, we are looking forward to the 2021-2022 conference more than ever! 2021-2022 will now be our first year with a new location and a new date, and will allow us all to reUNITE after time apart due to the Coronavirus! Join us for another fabulous conference with professional development, personal growth, and networking.

The Wisconsin School Counselor Association is proud to be a nationally recognized leader due to our amazing conference and outstanding members. We have one of the highest attended conferences in the nation, with an incredibly diverse and high volume of sectionals presented by local and national experts.

### Nationally Known Speakers

This year we are excited to share that, along with our fantastic keynote speakers, Derek Francis will be joining our number of nationally known presenters. The cross-cultural counselor, educator and trainer will be running an afternoon Preconference workshop on Wednesday the 10th, as well as presenting sectionals at the conference on Thursday the 11th and Friday the 12th.



## Keynote Speakers



**November 11, 2021 - OPENING KEYNOTE SPEAKER**

**Julia Cook**

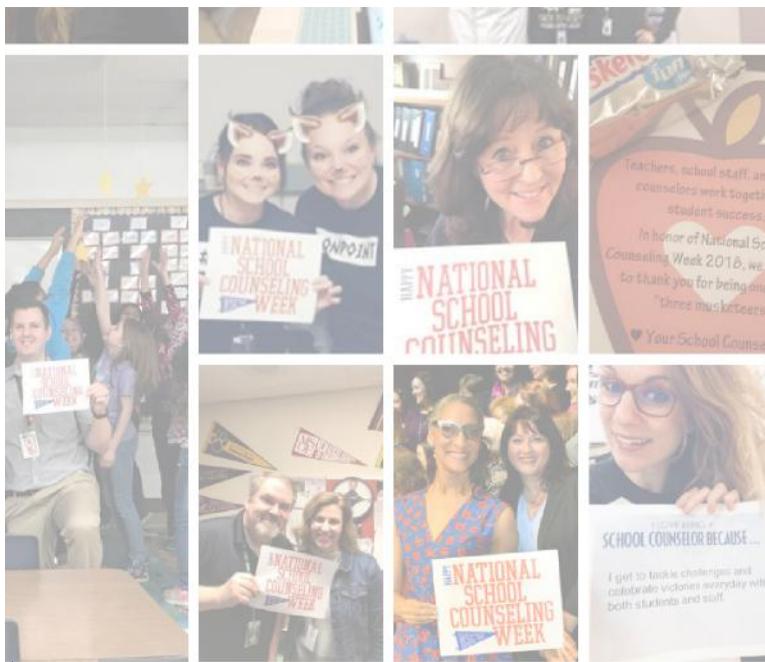


**November 12, 2021 - CLOSING KEYNOTE SPEAKER**

**Dr. George Koonce**

The safety and health of our members and colleagues is of the utmost importance to WSCA. To find out how the Kalahari is helping ensure a safe visit for all, please view their [continuously updated webpage regarding COVID-19 procedures](#).

Find more information and register online at: <https://www.wscaweb.org/conferences/2021-annual-conference/>



## Regional National School Counseling Week Breakfast

February 11th, 2022  
7:30am - 11:00am

Throughout the State

## Join fellow counselors in your region to celebrate National School Counseling Week!

This great event will allow you to join us for a morning of connection, learning, and celebration of our profession during National School Counseling Week! With conference no longer being held in February, this event will be our mid-year opportunity to gather and re-energize.

National School Counseling Week is an incredible way for you to advocate for your programs in your schools, and in turn WSCA will use the week to celebrate all you do!

### Regional Connections with Statewide Content

Our NSCW Breakfasts will provide a unique opportunity to collaborate with colleagues in your region, while still feeling a statewide connection. Each CESA region will be host to a local event with a meal provided and networking time built in. Then the keynote speaker and WSCA content will then be streamed in, connecting all of the concurrent events into one general session.

### Celebrate Professional Recognition and Scholarship Winners

This celebratory event will now be our yearly platform from which to announce our annual professional recognition winners, as well as highlight those who have been selected to receive our high school and graduate student scholarships. This will be such a great opportunity to cheer them all on from your region!

### Interact on Social Media and Win Prizes

A great way to celebrate and advocate all week long is to use the daily prompts and share out on social media. WSCA always creates a webpage where you can find printable signs for each day, and has a #hashtag where all can follow along with the great work you are all doing in your schools. Posts from the #hashtag will be collected at the end of the week, and all will be entered into prize drawings which will be announced at the breakfast!



### Invite Your Administrators

NSCW is the perfect time to focus on the high value that a cohesive relationship between School Counselors and Administration brings to our schools. WSCA encourages you to invite your administrators to attend, and will provide tips on how you can continue the conversation afterwards.

# Online Learning Program

September 2021 - June 2022

[www.WSCAWEB.org](http://www.WSCAWEB.org)  
Members-Only Webpage



## Monthly members-only content available both live and on-demand throughout the entire school year!

We recognize the critical importance of creating a space for counselors to come together not just for content but to collaborate, share experiences and be with colleagues who “get” the challenges and rewards of being a school counselor. WSCA is committed to providing more than just professional development by creating a virtual community of counselors to support each other with our online learning program.

Content for the 2021-2022 online learning program will be available to WSCA members only, with live sessions and on-demand recordings being available through our NEW members-only content pages on our website. In addition to new content, all past sessions will also be available there.

### Highlights of this program include:

- Over 100 sessions already on-demand, with more coming this year
- Access to join each event either live or on-demand
- A wide variety of topics with themes recurring on specific days of the month
- Sessions will be offered in varying lengths from quick tips to series
- Similar to conference, practicing school counselors will be sharing their knowledge and expertise
- Content from trusted WSCA sources and partners
- Content designed around tracks, similar to conference sectionals and preconference

### Members Only Content

This page is for WSCA members. Please log in if you have a current membership. To learn more about WSCA, please click the learn more button below.

[Log In](#)

[Learn More](#)

K-POSTSECONDARY



**Equity, Racism, and Systemic Barriers in Rural Wisconsin: School Counselors as Advocates (K-12)**  
Presenter: Paula Haugle & Juan Ramirez  
Description: Whether you are new to the issue of equity or are a passionate crusader, join the discussion and share strategies and ideas of how to address issues of equity, racism, and systemic barriers in rural Wisconsin. This is not a sit and get session. Resources and strategies will be shared, we will have open discussions and take time to begin analyzing your school's current situation and creating a plan of action. Bring an open mind, your device and any school data you may have. Let's work collaboratively to see what we as school counselors can do to move the needle and allow more equitable access to education and services for our students.



**Integrating Collaborative and Proactive Solutions into an EMTDSS (Equitable, Multi-Tiered, Multi-Domain, System of Support) (K-12)**  
Presenter: Rachel Pufall & Ivy Meierotto  
Description: This virtual offering will allow participants to dig deeper into the “how” of Collaborative and Proactive Solutions. Using multiple learning modalities (lecture, collaboration, reflection), participants will walk away with tangible plans for next steps on their CPS journey.



**Hidden in Plain Sight: The Native American Cultural Landscape (K-PS)**  
Presenter: Omar Poler  
Description: In using place-based experiential learning, we can explore the revolving relationship between Indians and non-Indians in the development of campus buildings and landmarks over time. We can examine and interrogate Indigenous landmarks created between 700 and 2500 years ago. In interpreting the significance of the landmarks, we can provide an overview of American Indian history leading us to a greater awareness of modern indigenous nations and peoples.

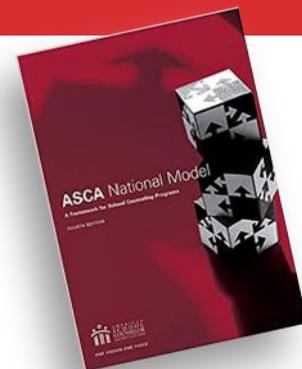
### Online Learning Tracks

-  Social/Emotional
-  Leadership/Advocacy
-  Academic/Career/Postsecondary
-  Equity
-  Online Engagement Strategies/Virtual Learning/Technology
-  Self Care

Find more information and register online at: <https://www.wscaweb.org/resources/virtual-professional-development/>

# ASCA Model Training

WSCA is excited to offer a three-year professional development training model to support counselors in the transition to the ASCA model.



The ASCA Model training series is designed to lead school counselors through the development, implementation, evaluation and improvement of a comprehensive school counseling program built on school-specific data. In addition to face to face training, participants are given access to an online portal for assignments to receive ongoing feedback and coaching from Master ASCA trainers. The training consists of six full-day workshops over the course of three school years. Each session will review information from the previous session and discuss the tasks assigned during the previous session.

## YEAR 1

The first year of training will include three full days of professional development with coaching and feedback on program implementation between training dates.

Year 1 training dates and locations for 2021-2022 are:

Waukegan	12/06/2021	1/31/2022	03/04/2022
Milwaukee	03/21/2022	04/25/2022	05/23/2022
La Crosse	10/22/2021	12/03/2021	02/04/2022
Rhineland	12/10/2021	01/28/2022	02/25/2022
Stevens Point	12/09/2021	01/26/2022	02/24/2022

## YEAR 2

The second year of training will include two full days of professional development with coaching and feedback on program implementation between training dates with an optional third day for core curriculum or WSCPAR coaching.

Year 2 training dates and locations for 2021-2022 are:

Waukesha	10/27/2021	01/10/2022	As Needed
Green Bay	10/25/2021	01/07/2022	As Needed
Wausau	01/27/2022	03/11/2022	As Needed

## YEAR 3

Year 3 of training will provide a one-day RAMP CAMP training to support school counselors putting all the comprehensive counseling components together.

A number of sessions will be scheduled throughout the state each year. In 2021-2022 there are RAMP Camps scheduled at:

- Pre-Conference - November 10th, 2021 "RAMP Up Your School Counseling Program" (Morning Half Day, Free for Members!)
- RAMP Camp - June 7th, 2021, Waunakee, WI

### This training helps school counselors to:

- Review ASCA model
- Effectively utilize data in a school counseling program
- Develop Annual Student Outcome Goals that align with ASCA Mindsets and Behaviors Standards
- Select standards that align with classroom lessons, small groups and activities addressing student developmental needs
- Align with the school's vision and mission
- Develop school counseling program resources to complete WSCPAR

### Learning Outcomes:

- Transition to the ASCA model
- Create Annual Student Outcome Goals that reflect the ASCA Mindsets and Behaviors Standards
- Create action plans to collect data on impact of school counseling program
- Prepare for an Annual Administrative Conference
- Utilize the online WSCA ASCA Model RAMP Portal

Feel free to reach out to WSCA if your district or counseling team would like to work with us to set a location and time of your choosing.

# Trauma Informed Care Training



## Trauma Informed - Beginning Systems Change

This training is modeled after the Breakthrough Series Collaborative Methodology in which teams of people learn what child traumatic stress is and how its impact on children interferes with students' ability to function academically and socially/emotionally in a school environment. Teams will practice seeing baffling behaviors as symptoms of traumatic exposure, engage in action periods to test out alternative ways to respond to those behaviors at all three PBIS tiers, and then share strategies & lessons learned in role specific (affinity) groups to ensure cross district/building peer-based learning. In addition, community partners creating trauma informed systems of care will also participate in the training to create collaborative partnerships to best serve students. This comprehensive training provides 18 hours of instruction as well as implementation informed action periods between sessions.

## Trauma Aware - ALL staff awareness

Trauma awareness is the first step in creating a common language among ALL school staff regarding the impact trauma has on youth. This training is designed to be inclusive of everyone in the school system including but not limited to teachers, assistants, clerical, food service, custodial, bus drivers, guest teachers, pupil services and administrators. Being trauma aware does not automatically translate to creating a trauma responsive community. However, trauma awareness is a building block to creating systems change in schools to become trauma responsive.

## Trauma Responsive - Advanced Systems Change

You have individuals in your schools providing trauma informed care. This training is designed to build on the passion and energy of those leaders as you work to ensure your school is experienced as trauma responsive by all students, staff and families. This training will provide targeted learning, coaching and consultation for those who assume a leadership role in creating and sustaining a trauma responsive school environment. Topics will include implementation of responsive practices, use of organizational assessments to guide and monitor progress, cultivating relationships necessary for systemic change, identification of areas for improvements, and forming concrete plans for continuing to build and maintain contextually relevant responsive practices.



Feel free to reach out to WSCA if your district or counseling team would like to work with us to set a location and time of your choosing.

Find more information online at <https://www.wscaweb.org/trauma-aware/>



## Special Interest Groups (SIG)

The Wisconsin School Counselor Association is excited to offer Special Interest Groups (SIG).

Special Interest Groups (SIGs) nurture the growing diversity in our association by providing "micro-communities" within which members can network and add value to their WSCA membership experience. These smaller subsets of members are formed for the purpose of knowledge sharing and discussion among members with similar interests whether they are the specific subjects, issues, or type of institution or students they serve. Each SIG will have a dedicated WSCA google currents group, monthly virtual connections, and meet up opportunities at the annual WSCA conference.

After a first successful year, feedback we have received from initial members will allow WSCA to build exactly what is needed and desired. These are your groups, we are just facilitating! Sign up for a SIG today to be connected with like-minded colleagues and be set up to network with them throughout the upcoming 2021-2022 school year. Each group will have specified virtual monthly meetings, and will have a face-to-face meet-up opportunity at conference!

### Current SIGs:

- Adolescent Emotional Well Being
- Counselors of Color
- Early Career School Counselors
- Elementary School Counseling
- Retired and Active
- Rural and Small Town
- Implementing Collaborative and Proactive Solutions (Ross Greene)
- District Counseling Leaders

**Elementary School Counseling SIG**

A WSCA supported community of counselors interested in Elementary school counseling

WSCA's  
Recommended  
Reading

For Adults



Artwork Credit to: Jane Mount

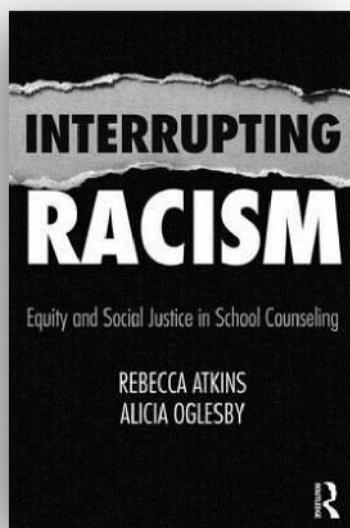
## WSCA Book Club

Another exciting new project brought to you by WSCA is a quarterly book club!

With this book club, we hope to connect ourselves and our members in the shared community of learning. As professionals, we are often required to read a hefty amount for professional development. This group will be a place to dig into more professional matters, but also to explore some of the fictional stories that help us grow within our personal lives as well.

Each quarter members of the book club will be polled to decide which book we should read for that set of 3 months. Once decided upon, there will be a discussion forum opened on the WSCA Book Club Google Site for general chatter throughout quarter. At the end of the quarter, a guided reflection will be sent to all members of the club, and a zoom book club meeting will be held. Join the meeting with your reflections, and let the discussion flow!

**Join in for this first book club and be part of a special book club meet up at the 2021-2022 Conference in November!**



**Our first book will be:**

**Interrupting Racism: Equity and Social Justice in School Counseling**

by Rebecca Atkins & Alicia Oglesby

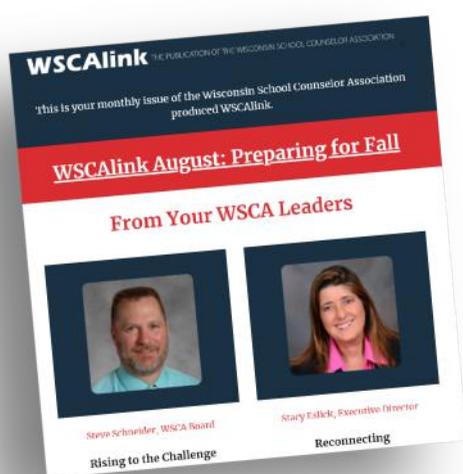
**Start Date:** October 1st, 2021

**End Date:** December 7th, 2021

Find more information and sign-up online at: <https://www.wscaweb.org/about-wsca/get-involved/book-club/>

# Ongoing Information, Networking, & Communication Support

WSCA is proud of the numerous resources and ongoing support pieces that are continuously produced throughout the year.



## WSCAlink

WSCA's WSCAlink is our electronic newsletter, emailed to members every month. The newsletter contains up-to-date state news, professional articles, DPI news, association updates, and professional development opportunities.

The WSCAlink is sent to all active current members of WSCA on the first Monday of every month.

The most current WSCAlink and archive can be found at [www.wscaweb.org](http://www.wscaweb.org)

## Eblasts & Social Media

WSCA prides itself on keeping our state's counselors up-to-date with the most current information and news regarding our association's work as well as current events that affect the school counseling community.

Through our timely eblasts and numerous social media channels, members and stakeholders can always feel that they have the information they need to practice at their highest level of effectiveness.

WSCA can be found on social media via facebook, twitter, instagram, and linkedin.



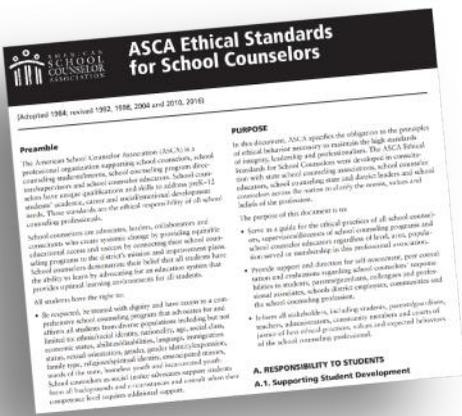
## Position Statements & Other Resources

When crisis or special situations arise, WSCA is dedicated to being a leading voice in stating a comprehensive position, creating a timely resource, and generally supporting counselors where they are at.

Many of these resources are shared publicly initially, but are then kept in a members' only database for future access after that point, which can be accessed through our members' only webpages at [www.wscaweb.org](http://www.wscaweb.org)

# Ongoing Information, Networking, & Communication Support

WSCA is proud of the numerous resources and ongoing support pieces that are continuously produced throughout the year.



## Coaching & Consultation

In any professional career there are moments when we need the advice and support of others. WSCA's leaders are well equipped to listen to situations and share advice or resources that can help even some of the stickiest of situations. A few of the areas that MEMBERS could receive support in are:

- Ethics
- Advocacy Consultation
- RAMP/WSCPAR/ASCA Model Consultation
- General School Counseling

## Leadership Development

We have so many different opportunities to help build up our members into amazing state and national leaders of the school counseling profession! Some areas that members can look forward to taking part in include:

- Professional Recognition
- Leadership Academy
- Graduate Student Conference Fee Waiver (volunteer)
- Leadership opportunities through volunteering with WSCA



## Wisconsin School Counselor Association

Our vision is for Wisconsin to be the model for excellence in equitable school counseling practice, exemplified by the advocacy, leadership, and expertise of the members of the WSCA.



W: [www.wscaweb.org](http://www.wscaweb.org)  
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## WSCA's Strategic Plan at a Glance

### EXCELLENCE IN EQUITABLE SCHOOL COUNSELING PRACTICE

#### Commitments:

- School counselors (active and pre-service) have the knowledge necessary for effective school counseling practices to develop, implement, and evaluate comprehensive school counseling programs.
- School Counselors have the knowledge about current ethical and professional practices and their application.
- School counselors are knowledgeable about trends in school counseling and education.
- School counselors are knowledgeable about leadership and advocacy principles. School counselors are knowledgeable about equitable and culturally responsive practices.

#### Key Initiatives:

- 1.1 Determine the school counselor population, profiles, and needs.
- 1.2 Create and Implement Membership Engagement Strategy.
- 1.3 Define the Value of WSCA Membership
- 1.4 Foster an Environment of Being a Data Driven Organization.
- 1.5 Actively Support Equity Efforts Across the School Counseling Profession.
- 1.6 Ensure all School Counselors have Access to High Quality Resources
- 1.7 Create Opportunities for Leadership & Advocacy
- 1.8 Enhance Visibility and Awareness of the School Counselor Role

#### Key Performance Indicators:

- Equity/Inclusion
  - Diversity of counselor representation across the WSCA organization
  - Membership demographics
  - Equity Indicators for WSCA sponsored and/or hosted events
  - Locations of WSCA sponsored events
- Events & Resources
  - Satisfaction rate of counselors and stakeholders participating in WSCA events
  - Counselor engagement in WSCA sponsored events, resources, & coaching/consultation
  - Resources focused on highly effective counseling
  - ASCA Model Training

#### Membership

- Membership Engagement Metric
- Percentage of school counselor, WSCA membership vs. school counselor population
- Membership Retention Rate
- Graduate Student Membership
- Member Input & Feedback

#### Leadership Development

- Graduate Student leadership metrics
- School Counselor leadership metrics
- WSCA leadership metrics
- Leadership Academy
- Award Winner leadership metrics
- WSCPAR & RAMP

### ADVOCACY, LEADERSHIP, & STAKEHOLDER ENGAGEMENT

#### Commitments:

- Key Stakeholders (including but not limited to) school administrators, policy makers, and community members will understand the impact made by the school counselor implementing a comprehensive school counseling program.
- School counselors are knowledgeable about leadership and advocacy principles.

#### Key Initiatives:

- 2.1 Increase Awareness of WSCA Value for School Counselors and Their Role to Stakeholders
- 2.2 Become the Trusted Source for Wisconsin School Counseling Information
- 2.3 Establish and Nurture Partnerships Centered on Equity
- 2.4 Create Opportunities for Local, State, and National School Counselor Leadership & Advocacy

#### Key Performance Indicators:

- Advocacy
  - School counselor role education
  - Advocacy resources
  - Afternoon on the Hill engagement
  - WSCA "at the table" at the Local, State, & National Levels
  - Legislative agenda
  - Leadership
  - State and National Awards
  - WSCA Directors of Operations & Staff
  - Equity metrics
  - Stakeholder Engagement
  - Partnerships
  - Promotion of the School Counseling profession
  - Press releases
  - Promotion of legislative agenda
  - National School Counselor Week metrics

### ORGANIZATIONAL EFFECTIVENESS

#### Commitments:

- Our organizational values set our standards of behavior always using an equity lens.
- We plan our work and use our strategies to guide our decision making and measure our performance.
- We use effective, data-driven processes and tools that help us achieve our goals, and enable us to demonstrate our compliance with our governing structures.
- We uphold our professional standards & ethics working with passion and motivation.
- We have the professional qualifications and personal competencies to help our members succeed.
- We are focused on creating systems, structures, and processes that allow seamless transitions to minimize association services disruption
- We continuously strive to improve through leadership & professional development.

#### Key Initiatives:

- 3.1 Ensure staffing and frameworks (including operational policies, procedures and tools) to

#### Key Performance Indicators:

- Advocacy
  - Progress and measurement of Strategic Action Plan Initiatives
  - Data Dashboards
  - Monitoring Reports
  - Financial Reports
  - Use The Phillips ROI Methodology or something similar to consistently calculate the ROI of projects
  - Director of operations vacancies
  - Participation in Leadership Development Institute
  - Compliance with WSCA Volunteer and Staff Handbook policies
  - Utilization of WSCA provided resources

- meet current and emerging organizational needs
- 3.2 Effectively Attract and Retain Volunteer WSCA leaders
- 3.3 Optimize Technology, Data Management, & Recordkeeping
- 3.4 Design a framework to effectively support members

