



WSCA MONITORING REPORT

ENDS

September 2021

Data from July 1st, 2020 - June 30th, 2021

This report contains data that is accurate as of June 30, 2021, unless otherwise specified.



LETTER FROM THE EXECUTIVE DIRECTOR

School counselors have always and will continue to be at the forefront of everything that the Wisconsin School Counselor Association does. Even with COVID significantly impacting our work we continued to center our focus on supporting our members.

Below are some of the significant events in 2020-2021:

- The WSCA annual conference was canceled to ensure school counselor safety
- Creation of an online learning program that partnered with school counselors and organizations not from just Wisconsin but across the United States
- New technologies and resources were curated to meet the needs identified by our members through surveys
- Hosted a virtual Meet & Greet with State Superintendent candidates
- Hosted virtual Afternoon on the Hill event
- Hosted first-ever Virtual Job Fair
- First annual National School Counseling Week breakfast event
- Announced our first Equity in Action award winner
- For the first time in over a decade, a Wisconsin school counselor was selected as an ASCA School Counselor of the Year finalist

WSCA is only as strong as its members which is why we continue to listen to our member's needs, reflect on what they are saying to create meaningful plans, and then act to implement the best support possible.

In this monitoring report, you will find high-level data on how WSCA met the ENDS from July 1, 2020-June 30, 2021. It is not meant to be all encompassing or to document every detail of the WSCA.

Stacy Eslick
Executive Director

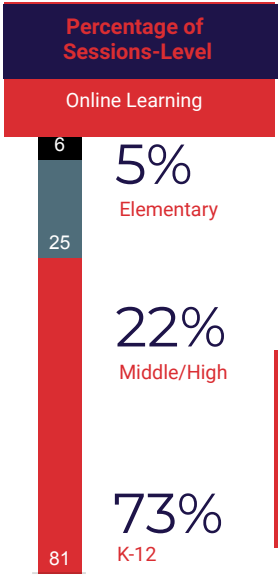


"Often when you think you're at the end of something, you're at the beginning of something else."

~ Fred Rogers

WSCA Online Learning Program (1A-1G, 2)

The 2020-2021 WSCA Conference was canceled due to the global Covid-19 Pandemic. In order to still help school counselors practice to the highest level of effectiveness using an equity lens, increase knowledge of current trends in school counseling and raise awareness on state and national issues, WSCA decided to [pivot to providing an annual virtual professional development program titled "2020-2021 Online Learning"](#). [Detailed information about the online learning program can be found here.](#)



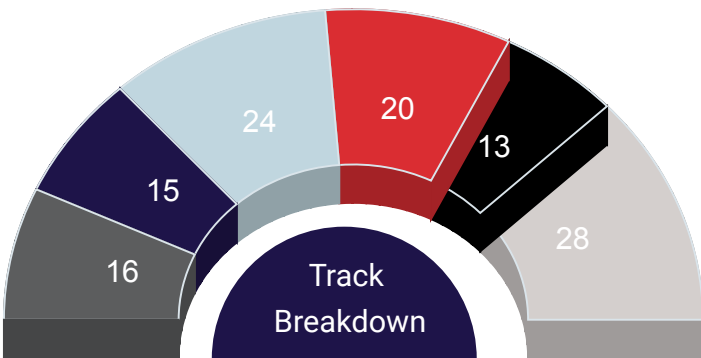
The 2020-2021 Online Learning Program App had 676 participants. **All counselors have the opportunity to attend online learning sessions and access was provided to WSCA members for free.**

676 Known Participating Users of the App

16 FREE Online Learning Sessions Available to ALL Counselors

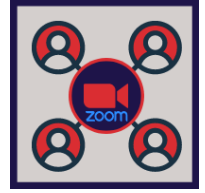
All online learning sessions had to have a satisfactory response to the following prompt:

How will your presentation include an equity lens to the important work that counselors provide?



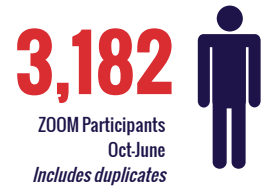
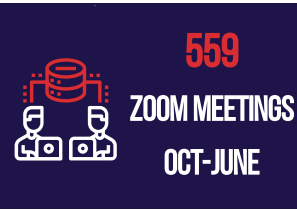
Total # of Online Learning Sessions **115**

Online Learning	
# of Sessions By Track	
Academic Career Postsecondary	16
Counseling During Covid	15
Equity	24
Leadership & Advocacy	20
Self Care	13
Social Emotional	28



TOTAL ZOOM MEETING MINUTES OCT-JUNE

ZOOM MEETINGS



Data: WSCPAR & ASCA Model (1A-1G, 2)

Wisconsin School Counseling Program Accountability Report WSCPAR :

WSCPAR submissions were postponed in 2020-2021 due to the global Covid-19 Pandemic.

ASCA MODEL:

27 Data and ASCA Model Sessions were offered live and on-demand through the WSCA Online Learning Program.

A Data Special Interest Group (SIG) was offered monthly.

ASCA Model Registrants who registered for ASCA Model training in 2019-2020 were given access to all of these resources in addition to members at no cost.

No face to face ASCA model training was offered in 2020-2021 due to COVID.

Advocacy/Public Relations (1A-1G, 2)

WSCA Award Winner Recognition

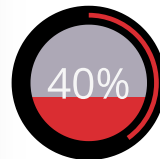
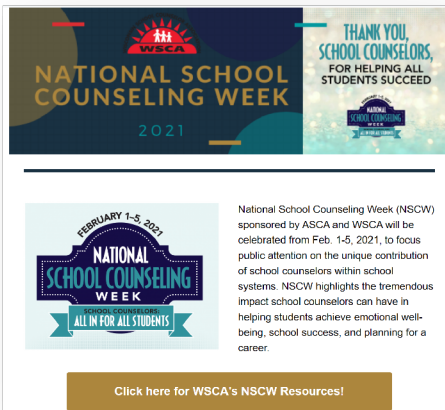
WSCA distributes press releases and social media announcements for WSCA award winners highlighting successful school counseling programs. Counselor advocacy is highlighted below due to WSCA notifying stakeholders of counselor impact on students. **All winners have press releases distributed to stakeholders.**



National School Counseling Week

Information about National School Counseling Week (February 1-5, 2021) was distributed to all WSCA members.

National School Counseling Week received proclamations signed by both DPI State Superintendent Stanford Taylor & Governor Evers, and highlighted in the DPI Connect-ED newsletter.



NCSW Eblast Open Rate
40%
Out of 7,085 emails sent

4936
NCSW WSCA
Webpage Views

214 
Social Media Interactions

February 2021 NSCW Breakfast (Virtual - Zoom)

February 2021 saw our first ever NSCW breakfast, a new event which will take the place of our fall summit now that conference has moved to November.

- Social Virtual Breakfast
- WSCA Presentation on the School Counselor Role
- Professional Recognition Awards Announced
- Keynote speaker Mandy Savitz-Romer.
- Optional Counselor Networking



 **198**

Participants took part in our inaugural NSCW Breakfast event

Professional Development (1A-1G)

TOP 5 Desired Future PD Topics

Summer Academy 2020

(post event survey)



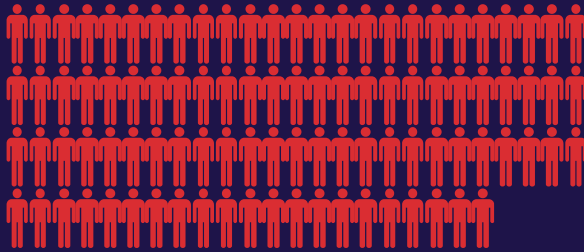
1. SEL
2. Mental Health
3. Technology
4. Equity/Cultural Competency,
5. School Counselor Role

WSCA Summer Academy (and in the past, Fall Summit) rotates throughout the state to bring professional development opportunities to counselors. Topics are selected based on current state/national trends using an equity lens, member feedback and connection to the WSCA Ends.

All counselors are invited to attend these professional development workshops.

96%

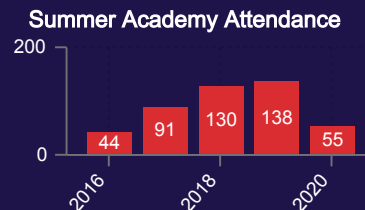
Attendees were very satisfied or satisfied



August 2020 Summer Academy (Virtual - Qiqo Chat)

In early summer of 2020, WSCA Leadership made the decision to move the 2020 Summer Academy ONLINE ONLY due to Dane county mandates and increases in Covid-19 cases throughout the area. This warranted a pivot to an online event platform.

With this change came the opportunity to hold several shorter sessions instead of longer full day ones. The 2020 Summer Academy held 12 different presentations focused on topics that were of most interest to our members.



ROUND TABLES ON RACE WITH DR. CAROLYN STRONG

This series of Round Tables on Race discussions will begin with a conversation about bias and culminate with a plan for allyship and a call to action. The round tables and work during these critical conversations will be participant driven.

- Session 1: Identifying & Mitigating Bias (02/18)
- Session 2: Privilege (03/18)
- Session 3: Allyship & Advocacy (04/15)
- Session 4: Changing School Climate & Culture (05/20)



Derek Francis and Dr. Carolyn Strong were contracted to facilitate three in-depth learning opportunities for members and all school counselors around racial equity.



Racial Equity 101 Series

- July 15 – Identity Reflection
- July 22 – Bias & Privilege
- July 29 – Cultural Humility

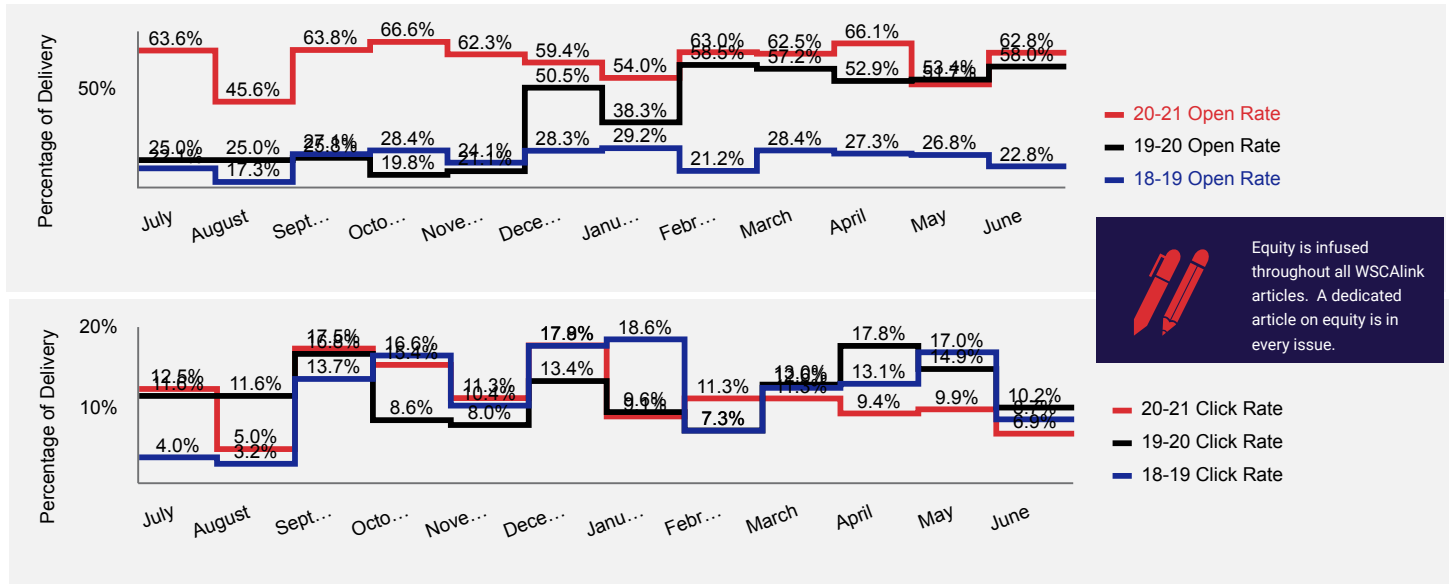
Lets Talk About Race

- August 5 – How to talk about race with students
- August 12 – How to talk about race with families
- August 19 – How to talk about race with staff

Publications (1A-1G, 2)

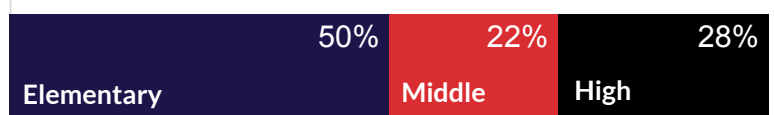
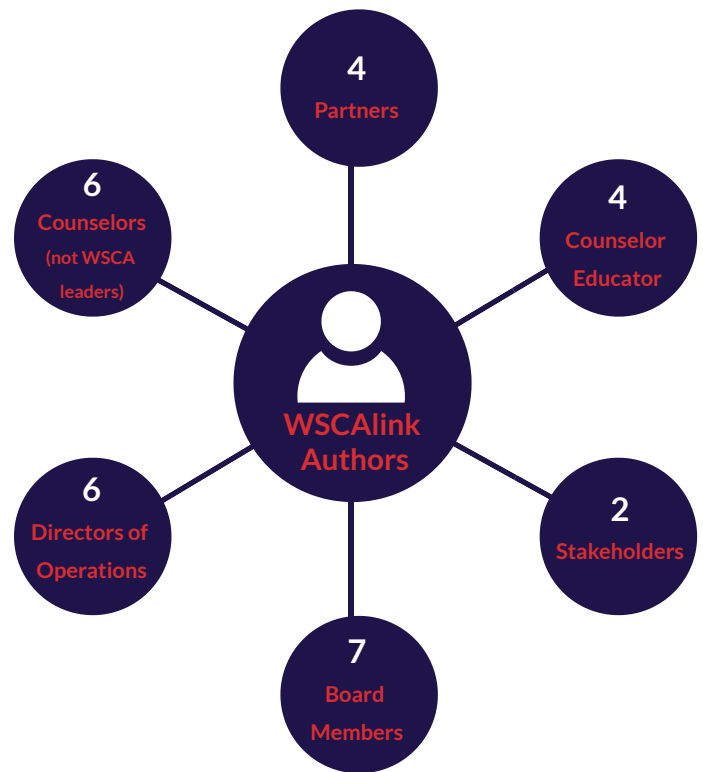
WSCALink is a monthly WSCA content created electronic newsletter delivered via email to all WSCA members. The newsletter and archive are also available on the WSCA website. Five times per year Counselink is embedded into the WSCALink publication. Counselink is a combination of WSCA created content as well as national content created by ASCA. Content in all twelve issues supported school counselors (active and pre-service) being knowledgeable about effective equitable school counseling practices, state and national updates as well as current trends.

WSCALINK
ENGAGEMENT



2020-2021 Publications	
Month	Theme
July	AODA (Vaping)
August	WSCALink: Changing Times
September	WSCALink: Grow Your Program Counselink: Grow Your Program
October	WSCALink: SEL
November	WSCALink: Mental Health Collaboration Counselink: Mental Health Collaboration
December	WSCALink: Advocacy
January	WSCALink: Gender Focus in School Counseling Counselink: Gender Focus in School Counseling
February	WSCALink: Self Care
March	WSCALink: Partnerships and Parents Counselink: Partnerships and Parents
April	WSCALink: Counseling Services
May	WSCALink: Career Readiness Counselink: Career Readiness
June	WSCALink: Professional Development

WSCALINK AUTHORS

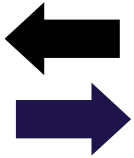


Government Relations (1A-1G, 2)

Government Relations largest program is the annual Afternoon on the Hill in conjunction with the WSCA conference. **This year due to COVID-19 the event was virtual.** Participants receive training and resources prior to meeting with legislators to advocate for the counseling profession. **Afternoon on the Hill is a free event and open to all counselors.** In addition to **Afternoon on the Hill**, **all WSCA members receive information about advocacy and legislative issues related to school counseling via WSCALink.** Members are encouraged to act on opportunities to advocate and provide feedback on state and national initiatives and efforts.



Senator Meetings



Representative Meetings



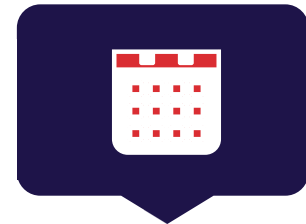
21

VIRTUAL Afternoon On the Hill Participants

Advocacy Communications

2020-2021 Advocacy WSCALink Content	
Month	Content
July	DPI Proposed Changes to PI34 Update
August	PI34 Proposed Changes Feedback Request
September	DPI Proposed Changes to PI34 Contact Update
October	DPI Proposed Changes to PI34 Meeting Update
November	School-Based Mental Health Professionals Federal Grant Program Awarded to DPI
December	Recognizing Kelly O'Connell for Leadership in Facilitating Feedback to DPI on PI34. DPI Removed School Counselors from the Proposed Pupil Services Licensing Rule Changes
January	School Counselor COVID Advocacy Position Statement
February	Andrea Donegan Announced as the New DPI School Counseling Consultant
March	FAFSA Filing Status in WISEdash for Districts Memo in Response to WSCA Advocacy, Collaboration, and Partnership with DPI Save the Date for DPI Superintendent Candidate Meet & Greet
April	WSCA Virtual Afternoon on the Hill
May	WSCA Virtual Afternoon on the Hill Results and Call to Action for Future Advocacy
June	State Budget Update

Yearly Highlights



September

September 17, 2020: met with DPI regarding PI34 which resulted in removal of proposed licensure changes due to concerns of impact on equitable access to qualified/trained school counselors for ALL students.



March

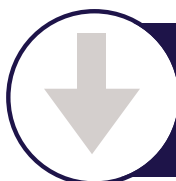
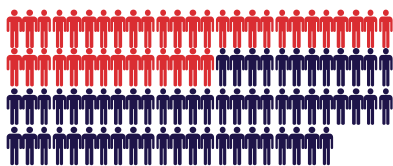
March 26, 2021 First ever superintendent meet & greet to meet the 2 superintendent candidates and ask questions collected from school counselors around the state.

Membership (1A-1G, 2)

WSCA membership is open to anyone who is interested in the field of school counseling and wants to be professionally informed and involved. There are multiple membership categories: **Professional (licensed as a school counselor from the DPI)**, Affiliate, Student, Retired. It is critical school counselors join their state School Counselor Association, the ASCA Ethical Standards state the following responsibility to self (school counselor): Maintain membership in school counselor professional organizations to stay up to date on current research and to maintain professional competence in current school counseling issues and topics. School counselors maintain competence in their skills by utilizing current interventions and best practices.

40%

Of school counselors in Wisconsin are members of WSCA



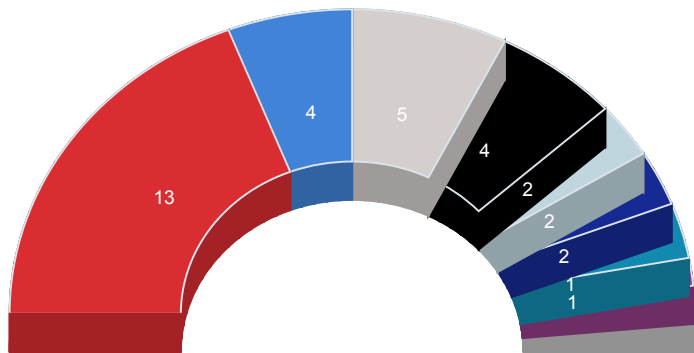
Membership numbers decreased due to the cancelled annual conference, when many people plan their renewals.

Professional Recognition & Scholarships (1A-1G, 2)

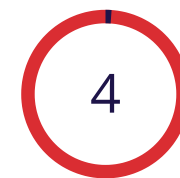
WSCA awards 9 Professional Recognition awards to counselors and friends of the profession. These awards are meant to promote individuals who are exceptional leaders and advocates for the profession. Award winners demonstrate their knowledge, implementation, evaluation, and support of comprehensive school counseling programs. **All WSCA members that are school counselors are eligible to apply to and receive the SCOY, Team of the Year, and Equity In Action awards.** WSCA also awards High School and Graduate Student Scholarships. High School Scholarships give students voice to the impact their school counselors have on their post-secondary plans.

2021-2022 Professional Recognition Nominations

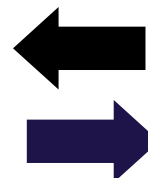
100% Of awards available received nominations and were awarded



WSCA Scholarship Submissions



Graduate Students



High School Students

■ School Counselor of the Year	13	■ School Counseling Team	4
■ Friend of School Counseling	5	■ Secretarial/Support Staff	4
■ Supervisor-Administrator	2	■ Mary Gehrke-McAllister Leadership	2
■ Equity in Action	2	■ Jerome Henning Legislator	1
■ Professional Writing	1		

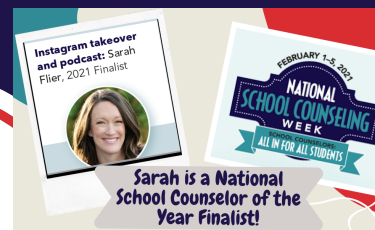
The Professional Recognition & Scholarship Committee was pleased to add the new Equity In Action award for the 20-21 school year. This award showcases school counselors who demonstrate excellence in equity practices in their schools.

Wisconsin's School Counselor of the Year Selected as National School Counselor of the Year Finalist



1 of 5 Finalists

Sarah Flier, Wisconsin's 2019-2020 School Counselor of the year, was 1 of the 5 finalists chosen for ASCA's National School Counselor of the Year, who were recognized during NSCW!



Social Media/ Technology (1A-1G, 2)

WSCA Member Social Media Preference



Members have identified Facebook as their number one source for counseling information after WSCA publications. Facebook was a significant communication tool for COVID and Racial Equity updates.

By the use of social media, WSCA promotes professional development that not only is organized and presented by the state association, but also shares relevant and pertinent information from various resources across the nation. **All counselors are welcome to join WSCA social media groups.**

WSCA FACEBOOK GROUP ENGAGEMENT

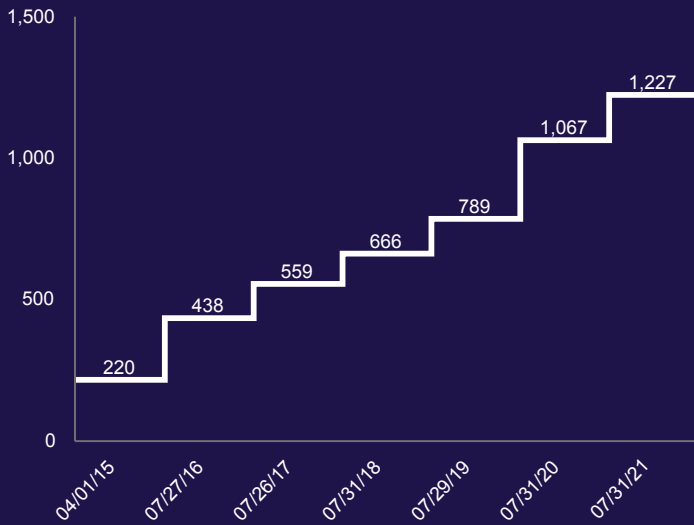
**% change from previous year*

15%
Increase in Group Members

23%
Increase in Active Group Members

WSCA Facebook Group Member Growth

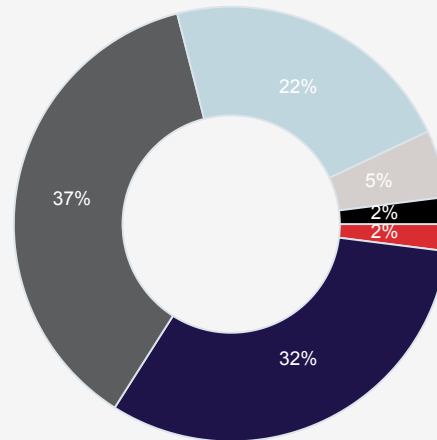
Number of Group Members



WSCA Facebook Group Member Demographics

Gender:
90% Female
10% Male

90%



Age Range:

- 18-24 2%
- 25-34 32%
- 35-44 37%
- 45-54 22%
- 55-64 5%
- 65+ 2%



Additional WSCA Social Media

Instagram Followers



41% increase (312 to 440)

Instagram Posts



283% increase (173 to 663)

Pinterest Followers



8% increase (156 to 168)

Pinterest Pins



22% increase (504 to 1120)

Twitter Followers



12% increase (1811 to 2036)

Tweets

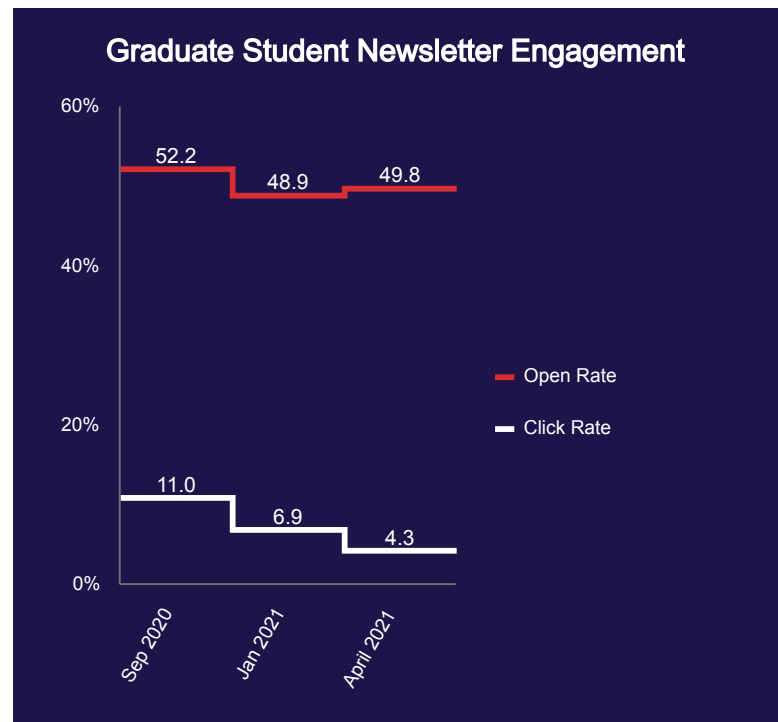
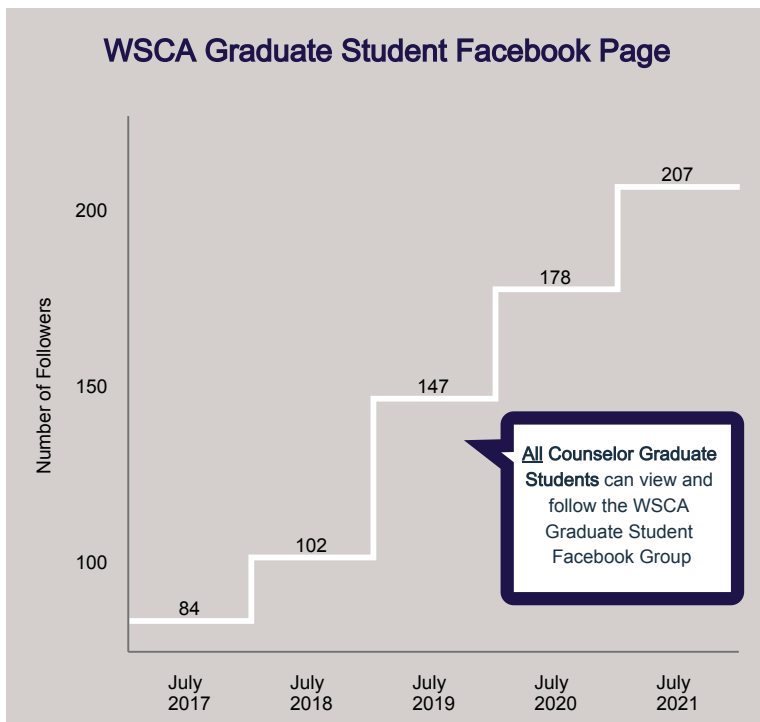


13% increase (3042 to 3430)

**% change from previous year*

Graduate Students (1A-1G, 2)

All school counseling graduate students have the opportunity to be involved in WSCA sponsored activities.



2020-21 Graduate Student Articles

The WSCA Graduate Student Newsletter was delivered electronically to all Graduate Student Members via email 3 times in 2020-21.

- Summer Academy
- Why graduate students should attend WSCA conference?
- Building Connections in the Midst of COVID, Racial Injustice, and Heated Political Climate
- Creating a Virtual Office
- Current Trend: Being resilient through hope
- Providing Equity In Schools During a Time of Change
- Easy Advocacy Ideas for NSCW
- Volunteering at the Conference
- How can I be a leader as a graduate student
- Journaling Prompts on Becoming a More Effective Leader

Leadership Academy (1A-1G, 2)

2020-2021 saw the third cohort of participants in the WSCA Leadership Development Program. This year-long program explored leadership from the school counselor position and provided participants the opportunity to deepen their understanding of individual leadership strengths and leadership philosophy. Participants had cohort training in addition to observing and participating in WSCA leadership meetings, WSCA Summer Academy and WSCA NSCW Breakfast virtually. Program participants were expected to be better equipped to lead their profession at the building, community, and state levels. All WSCA members working in schools are eligible to apply for this free training opportunity.

Cohort 3 School Setting

K-5

▼ 43%



K-8

▼ 14%



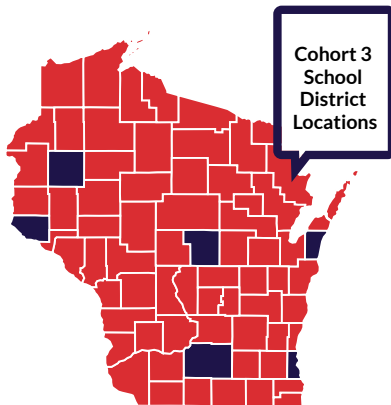
K-12

▼ 14%



9-12

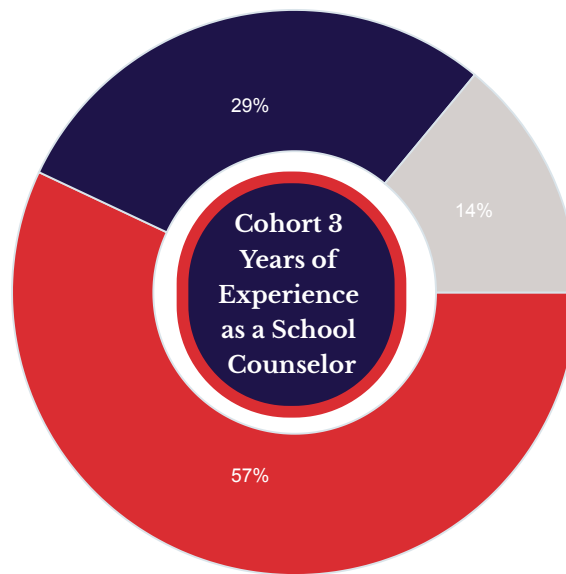
▼ 29%



71%



of Cohort 3 members have indicate interest in becoming involved in WSCA leadership.



- 1-4 Years 57%
- 5-10 Years 29%
- 11-15 Years 14%

“ I really like being able to build community with state leaders in school counseling through the meetings of the Directors of Operations and Board of Directors. ”

C3 Member

Cohort 3 Members Reported

- “Collaborating with other leaders in the organization was a huge benefit.”
- “I liked when we did readings and reflections, and shared with each other.”
- “The support I received throughout this year was incredible.”
- “My confidence in my role and advocacy for my program has grown a lot.”

Key Stakeholders (2)

WSCA continues to build partnerships with key stakeholder groups about the role of school counselors and essential services provided in the school community. Below are some highlights of this work.

WSCA leadership invited to participate in DPI activities:

- DPI PI34 Licensing Scope Statement Input
- Wisconsin State Superintendent Business, Marketing and Information Technology Education Advisory Council Member
- Education Stakeholder Call with key community education stakeholders and DPI policy staffers

DPI School Counseling Consultant included in WSCA leadership activities:

- WSCA Board Meetings
- WSCA Directors of Operations Meetings
- WSCA Leadership Academy
- DPI Bimonthly Featured WSCALink Article
- ASCA Model Master Trainer
- DPI Counseling Consultant invited to cofacilitate workshops with WSCA leaders
- DPI Counseling Consultant presented at WSCA events
- ASCA National Conference Leadership Development Institute & Delegate Assembly – (attended 2017 Denver, invited & declined 2018 Los Angeles, 2019 Boston, 2020 Virtual)



WSCA has worked with the following stakeholders on behalf of counselors, note this list is not all inclusive but a snapshot of the connections being cultivated.

- American Institute for Research (AIR)
- American School Counselor Association
- Ascendium Education Philanthropy
- Association of Wisconsin School Administrators
- California Association of School Counselors
- Center for Applied Research Solutions (CARS)
- Child Trends
- Childrens Wisconsin
- College Goal Wisconsin
- Great Lakes Mental Health Training and Technical Assistance Center
- Hatching Results
- Family Centered Treatment Foundation
- Madison Metropolitan School District
- Milwaukee Coalition for Children's Mental Health
- Milwaukee Public Schools
- National Child Traumatic Stress Network (Duke University/UCLA)
- Rogers Behavioral Health
- School Crisis Recovery and Renewal Project
- St. A's
- School Counselor Association Executive Director Collaboration Group
- University of Wisconsin Stout Emerging CTE Center Steering Committee
- University of Wisconsin System
- University of Wisconsin - Badger Talks
- University of Wisconsin Whitewater
- Wisconsin Association of College Admissions Counselors
- Wisconsin Association of Pupil Service Organizations (WAPSO)
- Wisconsin Association of School Boards
- Wisconsin Association of School Councils
- Wisconsin Department of Children and Families
- Wisconsin Department of Financial Institutions, Office of Financial Literacy
- Wisconsin Department of Health and Human Services
- Wisconsin Department of Justice, Office of School Safety
 - OSS Advisory Committee
 - OSS Threat Assessment Committee
 - OSS Grant Writing Committee
 - OSS Crisis Response Committee
- Wisconsin Department of Public Instruction
- Wisconsin Institute for Public Policy and Service
- Wisconsin Public Radio
- Wisconsin Rural Schools Alliance
- Wisconsin School Nurse Association
- Wisconsin Office of Childrens Mental Health
- Wisconsin School Psychologist Association
- Wisconsin School Social Work Association
- Wisconsin Technical College System



When Schools Go Dark, School Counselors Shine: School Counseling During a Global Pandemic

Authors: Molly Strear, Helen Duffy, and Ashley Sunde

WSCA was a key contributor to a national report on the impact counselors had in responding to COVID.

WSCA was a collaborator on a research project conducted by the Wisconsin Institute for Public Policy and Service (WIPPS) to learn about the impact of COVID on Wisconsin middle and high school students.

**The Voices of Wisconsin Students:
Learning, Coping, and Building Resilience During COVID-19**

Sponsors (2)

WSCA continues to expand sponsors that want to connect with school counselors to share resources, collaborate and support students and families. This list is not all inclusive as there were other opportunities for sponsoring not indicated below.

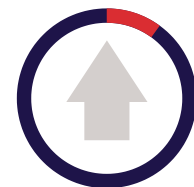
2020-2021 Annual Sponsors

Thank you to our Sponsors!



Increase in Annual Sponsorships

With the cancellation of our annual conference, WSCA made an effort to connect individually with stakeholders and partners who have a history of partaking in that event to provide personalized offers of sponsorship packages which could help share their organization's message with Wisconsin School Counselors while not being able to meet in person. This resulted in a huge increase in our annual sponsorship levels, and allowed WSCA to share topical content throughout the year.



900%

Increase in annual sponsorships, compared to prior year

Other 2020-2021 Sponsors



**2020
SUMMER
ACADEMY**

**THANK YOU TO OUR
SPONSORS**

