



YOUR MEMBERSHIP  
DOLLARS AT WORK  
SINCE 1965

# Professional Development Opportunities

**2023-2024 School Year**

**Look inside for 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.

Create your own experience and have **WSCA on your terms.**

WISCONSIN SCHOOL COUNSELOR ASSOCIATION

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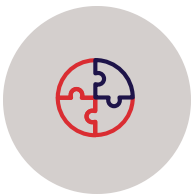
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# WSCA, More than a Conference



## LEARNING

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.



## LEADERSHIP

Leadership is one of the four tenants of the school counseling role. Join WSCA for opportunities to begin your leadership journey or expand on your resourceful problem-solving, systemic collaboration, interpersonal influence, social justice advocacy, and professional efficacy. If not you, then who?



## COLLABORATION & CONSULTATION

Connections between colleagues and like-minded individuals can be some of the most supportive. WSCA offers opportunities to build relationships, receive support, and collaborate. Member consultation support is available, and our Special Interest Groups let members network based on interests.



Look for  
this sign!



## LOOKING FOR FUNDING TO ATTEND WSCA EVENTS?

DPI's Get Kids Ahead Funding can be used for WSCA membership dues, conference registration, or other WSCA PD such as our summer academy or ASCA model training!

**99.9% of schools received Kids Get Ahead Initiative funding!**



# 59th Annual Conference "Team WSCA: The Power of US"

## November 1-3, 2023

### Kalahari Convention Center Wisconsin Dells, WI

Join Team WSCA and find the power of Us at this year's 2023 Annual Conference!

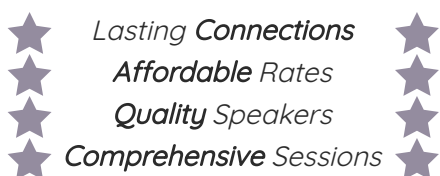
This event qualifies for the

**GET KIDS AHEAD  
INITIATIVE!**

#### Why Attend?

The November 2023 WSCA Annual Conference will be filled with professional development, personal growth, and networking.

WSCA believes the value of attending the conference in person includes spending time together, networking, and empowering each other to be confident in our school counselor practice.



#### Build Your Schedule NOW!

We have worked hard this year to have our schedule ready for you early so that your excitement can build all summer long! Check out our **sectional grid** for a view of all the amazing topics, **preconference workshops** for more in-depth learning, and our two stellar **keynote speakers**.



#### Opening Keynote Principal Kafele

Thursday, November 2nd  
"Just One Counselor Can  
Completely Alter the  
Trajectory of a Child"



#### Closing Keynote Dr. Mylien Duong

Friday, November 3rd  
"The Psychology of  
Polarization"

The quality of our conference for the price is a fantastic value!

Register by October 2 for the early bird rate!

# Regional National School Counseling Week Breakfast

February 9, 2024  
7:30am - 11:00am

Throughout the State

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

This event qualifies for the

**GET KIDS AHEAD  
INITIATIVE!**

## Regional Connections with Statewide Content

Our NSCW Breakfasts provide a unique opportunity to collaborate with colleagues in your region while still feeling a statewide connection.

- This year, WSCA will host seven regional local events with a meal and networking time. There will also be a virtual option for folks who can't attend in-person.
- The keynote speaker and WSCA content will then be streamed, connecting all concurrent events into one general session.

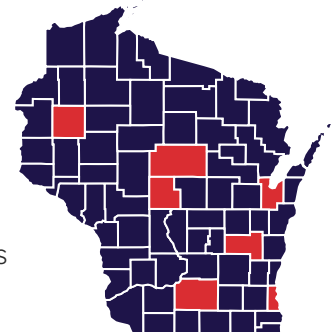
This event always focuses on **equity and leadership**, and we will be sure to have fantastic content that will inspire our work in these areas.

## Invite Your Administrators

NSCW is the perfect time to focus on the high value 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 afterward.

## NSCW Breakfast Locations

- Milwaukee
- Green Bay
- Waunakee
- Fond du Lac
- Wausau
- Wisconsin Rapids
- Turtle Lake
- Virtual





Expand your understanding of how counselors are essential to supporting students through their career pathways!

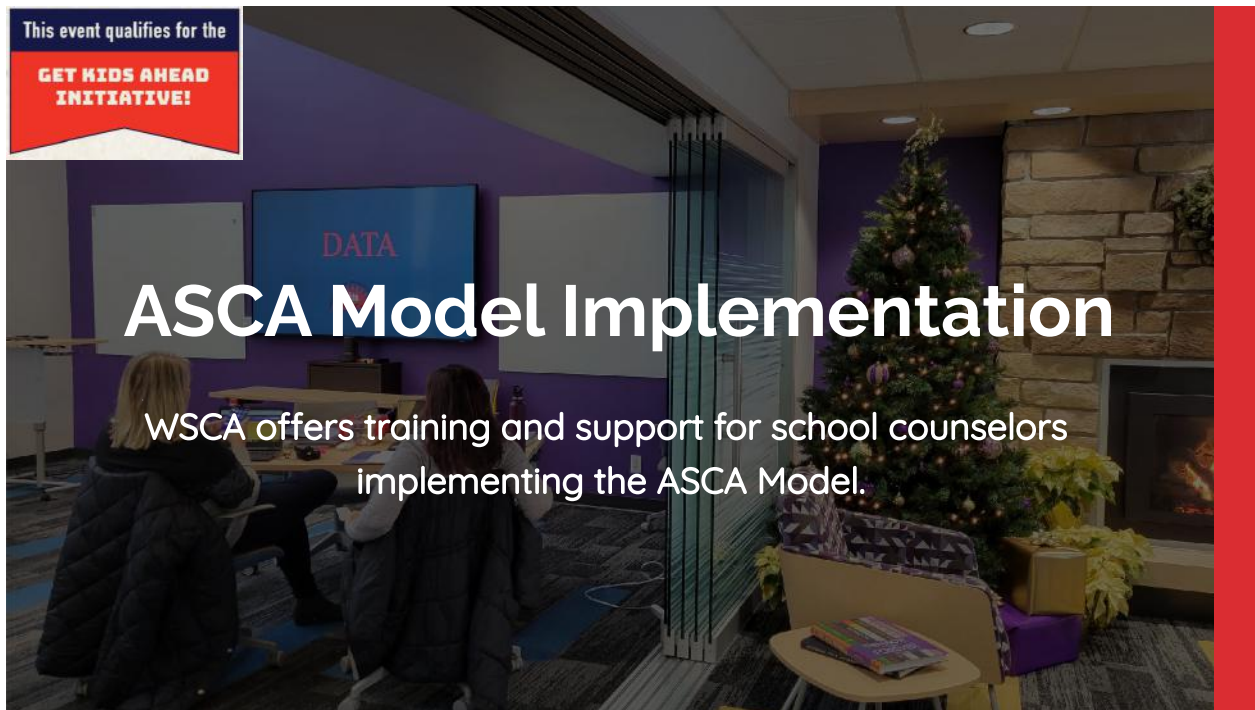
### **NEW Regional Connections to Help You Plan Your Career Program**

We are pleased to bring together counselors, administrators, and educators from middle school through post-secondary for our inaugural Spring Career Summit. This one-day, in-person regional event will be filled with valuable resources and networking opportunities that will expand your understanding of how counselors are essential to supporting students through their career pathways.

The purpose of the Summit is to facilitate learning, best practice sharing, and dialogue among K-12 and post-secondary educators and business/industry partners. Through participation in workshops, presentations, and small group interactions, the Summit aims to achieve the following objectives:

- To create a forum to share observations and insights about the ever-changing world of careers and post-secondary options.
- To discuss the challenges and opportunities for the successful delivery of career planning for tomorrow's students and employers.
- To acquire an appreciation and understanding of the similarities as well as differences of career programs throughout the state.
- To provide a venue to build a network of colleagues who are also vested in high-quality career programs for youth.

Registration and location details coming soon.



# ASCA Model Implementation

WSCA offers training and support for school counselors implementing the ASCA Model.

## ASCA Model Training - Four Tiers

**Beginning Model Implementation** - In these sessions, you'll learn the ins and outs of the ASCA National Model and the framework of a comprehensive school counseling program: Define, Manage, Deliver, and Assess. Discover how to align your school counseling program with the mission of the school and district and effectively demonstrate change in student outcomes.

**NEW! Intermediate Model Implementation** - If you have taken the beginning model implementation but don't feel quite ready to move into the advanced level yet, this new intermediate tier is for you! Refresh your knowledge of what you previously learned while getting the support you need to move further ahead on your ASCA Model journey.

**Advanced Model Implementation** - Includes two full days of professional development with coaching and feedback on program implementation.

**RAMP/WSCPAR Camp** - A one-day opportunity that will support school counselors in compiling all the application components for RAMP or WSCPAR.

## 2023-2024 ASCA Model Training Dates

Location	Level	Day 1	Day 2	Day 3
Gillett	Beginning	8/21/2023	10/24/2023	1/25/2024
Rhineland	Beginning	9/26/2023	12/11/2023	3/4/2024
Portage	Beginning	12/5/2023	2/26/2024	5/22/2024
Rock County	Beginning	1/3/2024	2/29/2024	5/20/2024
Fennimore	Beginning	1/10/2024	2/28/2024	4/16/2024
Ashland	Intermediate	9/25/2023	12/12/2023	3/5/2024
Port Washington	Intermediate	9/29/2023	1/22/2024	4/22/2024
Depere/Appleton	Intermediate	11/29/23	3/8/2024	5/3/2024
Waukesha	Intermediate	12/1/2023	2/15/2024	4/15/2024
Turtle Lake	Intermediate	12/13/2023	2/21/2024	4/30/2024
Chippewa Falls	Intermediate	12/14/2023	2/22/2024	5/1/2024
WSCA Office	Intermediate	1/5/2024	2/23/2024	5/23/2024
West Salem	Intermediate	Pending	Pending	Pending
Waupaca	Advanced	9/27/2023	4/12/2024	n/a
WSCA Office	Advanced	10/4/2023	4/8/2024	n/a
Milwaukee	Advanced	10/9/2023	4/10/2024	n/a
Eau Claire	RAMP Camp	9/18/2023	n/a	n/a
WSCA Office	RAMP Camp	10/3/2023	n/a	n/a
Milwaukee	RAMP Camp	9/11/2023	n/a	n/a

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# ASCA Model Implementation (cont.)

## ASCA Model Overview

Bring your administrator and join WSCA staff for an overview of what a comprehensive school counseling program should look like, as well as updates on school counselor professional standards, ethics, and student standards. These 90-minute presentations are FREE!

ASCA MODEL OVERVIEWS (8:00-9:30 AM, IN-PERSON)	
Gillett	8/21/2023
Ashland	9/25/2023
Rhineland	9/26/2023
Port Washington	9/29/2023
Depere/Appleton	11/29/23
Waukesha	12/1/2023
Portage	12/5/2023
Turtle Lake	12/13/2023
Chippewa Falls	12/14/2023
Rock County	1/3/2024
WSCA Office	1/5/2024
Fennimore	1/10/2024
West Salem	Pending

## ASCA Model RAMP Cohort

Is your program getting ready to RAMP and submitting in fall 2024? Join this cohort for support as you work on your application!

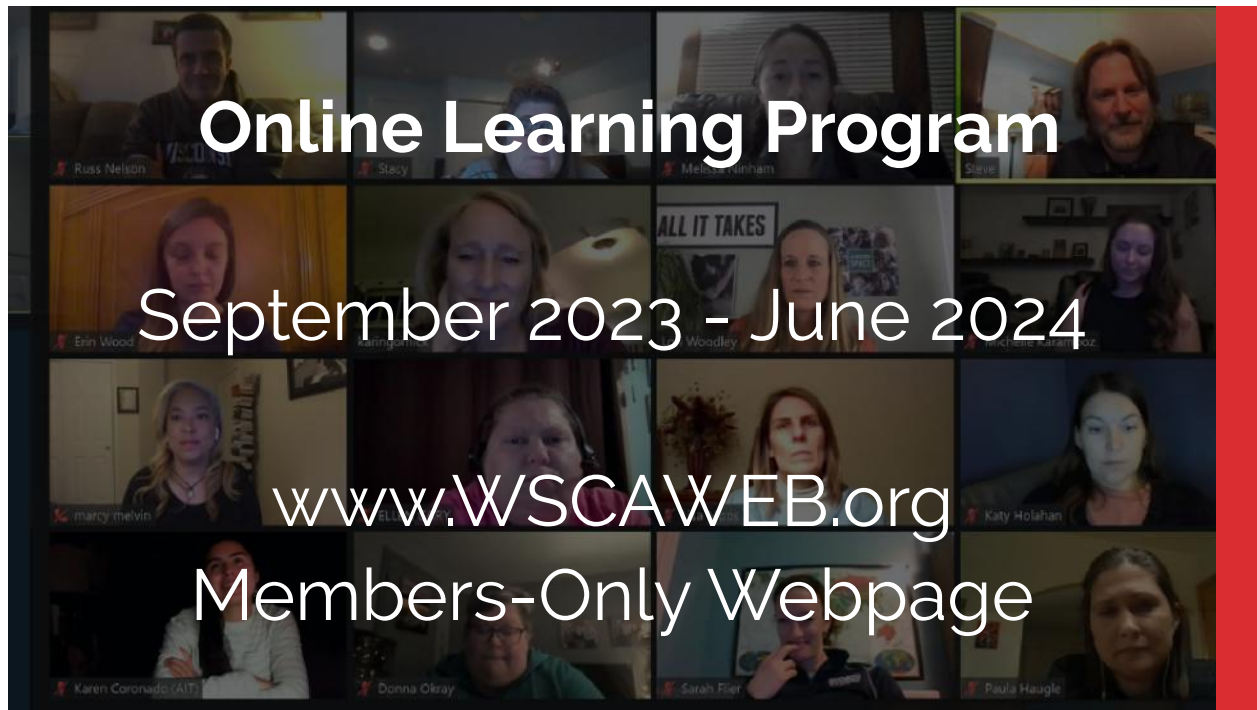
This group will provide instruction, support, and discussion.

ASCA MODEL RAMP COHORT (9:00-10:00 AM, VIRTUAL)			
<b>September (9/15/23)</b> <ul style="list-style-type: none"> <li>Review Completed Model Components</li> <li>Discuss Implementation &amp; Data Collection Plan</li> </ul>	<b>December (10/20/23)</b> <ul style="list-style-type: none"> <li>Share Shop &amp; Peer Collaboration</li> </ul>	<b>November (11/17/23)</b> <ul style="list-style-type: none"> <li>Review Completed Model Components</li> <li>Discuss Implementation &amp; Data Collection Progress</li> </ul>	<b>December (12/15/23)</b> <ul style="list-style-type: none"> <li>Share Shop &amp; Peer Collaboration</li> </ul>
<b>January (1/19/24)</b> <ul style="list-style-type: none"> <li>Mid Year Check In</li> <li>Continue Implementation &amp; Data Collection</li> </ul>	<b>February (2/16/24)</b> <ul style="list-style-type: none"> <li>Share Shop &amp; Peer Collaboration</li> </ul>	<b>March (3/15/24)</b> <ul style="list-style-type: none"> <li>RAMP Portal, Discuss Model Component Requirements</li> <li>Discuss Ongoing Implementation &amp; Data Collection</li> </ul>	<b>April (4/19/24)</b> <ul style="list-style-type: none"> <li>Share Shop &amp; Peer Collaboration</li> </ul>
<b>May (5/17/24)</b> <ul style="list-style-type: none"> <li>RAMP Portal - Application Requirements &amp; Reflections</li> <li>Analyze Data &amp; Charts/Graphs</li> </ul>	<b>June/July (6/14/24, 7/19/24)</b> <ul style="list-style-type: none"> <li>Independent Application Work</li> <li>Share Shop &amp; Peer Collaboration</li> </ul>	<b>August (8/16/24)</b> <ul style="list-style-type: none"> <li>RAMP Portal - Application &amp; Reflection</li> </ul>	<b>September (9/20/24)</b> <ul style="list-style-type: none"> <li>Final Countdown!</li> </ul>

## ASCA Model Coffee Chats

Join WSCA leaders with your cup of java to talk about any and all things related to ASCA model implementation! If you are just beginning a model program or at the point of applying for RAMP, all levels are welcome, this is your space to talk and collaborate.

ASCA MODEL COFFEE CHATS (8:30-9:30 AM, VIRTUAL)	
9/28/2023	10/26/2023
11/28/2023	1/11/2024
2/20/2024	3/14/2024
4/23/2024	5/21/2024



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

### Content Experts In the Comfort Of Your Own Home (Or Office)

WSCA is proud to offer monthly professional development by school counseling content experts from Wisconsin and the nation! Learn live or at your own pace, and participate in this virtual community of counselors dedicated to extending their professional knowledge.

Most 2023-2024 online learning program content will only be available to WSCA members, with some stakeholder presentations being open to the public.

### On-Demand Learning Archive

Over 150 videos of high-quality content are available anytime on-demand in our Online Learning Archive! Items are tagged by level and topic to help make navigation easy.

### 2023-2024 Online Learning Topics

- Creating and Maintaining 504 Plans: A Four-Step Plan
- Non-Traditional Career Pathways
- Historical Black Colleges and Universities 101
- Beyond Study Skills: Real Strategies To Help Students Improve Weak Executive Functioning Skills
- Catchy Career Readiness Ideas for Elementary Students
- Equity in Action
- New Ethics Resource for Suicide Concern
- Compassion Resilience for Educators
- Mental Health Pathways & Get Kids Ahead (GKA) Initiative
- Elementary Groups & Games
- Strategies for Working with Students who are Vaping



## Trauma-Informed Care Training

### *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.

### *Trauma-Informed – Beginning Systems Change*

This training provides 18 hours of instruction as well as an implementation action plan period between sessions. Teams will 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.

### *Trauma Responsive – Advanced Systems Change*

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.

Details for Trauma Aware Training  
<https://www.wscaweb.org/trauma-aware/>

## ASCA Model Training

WSCA is here to support your school or district in implementing the ASCA model comprehensively.

The districtwide ASCA National Model training program leads all school counselors in your district through developing, implementing, and assessing a school counseling program aligned with the ASCA National Model. Throughout the training, ASCA-Certified Trainers consult with district leaders to align the training to your district's unique needs and provide five full-day workshops leading to the implementation of an ASCA National Model school counseling program in every school in your district. At each session, school counselors start or complete components of the ASCA National Model, have access to the WSCA ASCA National Model portal, and receive feedback from the Trainers along every step of the training.

Details for District ASCA Model Training  
<https://drive.google.com/file/d/1X57PQdRjDBYrU1QUuYSB3J3tavwyAx-X/view?usp=sharing>

# Advocating for School Counselors

WSCA sets a high value on promoting the school counselor profession throughout the state and nationwide. We have worked long and hard to cultivate relationships that allow us to be at the table as important discussions and decisions are made in these areas. Our ever-popular Afternoon on the Hill events are a great culmination of much of the work we do behind the scenes throughout the year.

## Afternoon on the Hill

Join in to advocate for the profession you love virtually or under the dome!

### In-Person and Virtual Options

After a few years of successful virtual Afternoon on the Hill events, we plan to continue hosting a virtual spring event and hold the in-person Afternoon on the Hill in conjunction with our annual preconference.

Whether you attend virtually or in person, this event is always FREE!

### If Not You, Who?

Here are three great reasons to consider participating in WSCA's Afternoon on the Hill:

1. Connect with other passionate school counselors from across the state
2. Develop Your Advocacy Skills
3. Represent Your Profession with YOUR Legislator (You are the expert!)

### WSCA Support Every Step of the Way

The events will always begin with a discussion of effective strategies for meeting with our elected representatives in the WI Legislature. Leaders will also share information on key issues and talking points for your meetings.



November 1, 2023 (WI Capitol)

1:15 - 6:00 pm

April 19, 2024 (Virtual)

12:30 - 4:00 pm

# 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

The Wisconsin School Counselor Association awards professional school counselors and a variety of other key professionals in our schools each year at our annual conference.

*Nominations for awards due Sept. 15, 2023*

Find more information at <https://www.wscaweb.org/awards-scholarships/professional-recognition-awards/>

## Volunteering with WSCA

The WSCA Board and Committees are always working on many new and exciting projects that need your help. We are looking for volunteers to serve on different committees to develop these projects and provide assistance where needed.

Find more information at <https://www.wscaweb.org/about-wsca/get-involved/>

## WSCA Regional Ambassadors

WSCA is looking for Ambassadors in each CESA region that will allow our organization to better understand counselor needs across the state. We are actively seeking leaders from the following CESAs: 3, 7, 8, 10, 11, 12

Find more information at <https://www.wscaweb.org/about-wsca/get-involved/wsca-ambassador/>

## Leadership Academy

The Wisconsin School Counselor Association is proud to continue the WSCA Leadership Development Program. This year-long program will explore leadership from the school counselor position and provide participants the opportunity to deepen their understanding of individual leadership strengths and leadership philosophy.

*Cohort 7 applications due March 1, 2024*

Find more information at <https://www.wscaweb.org/about-wsca/get-involved/leadership-academy-2024-2025/>

## Grad Student Conference Champions

Each year, an outstanding group of school counselors and school counseling students help ensure an exceptional WSCA Annual Conference experience for attendees, while also getting an insider's view of the event. The WSCA Annual Conference Champion Program trains a selective and enthusiastic group of volunteers to serve as room hosts, guides, helpers, and much more. And, perhaps best of all, WSCA covers the cost of conference champions' registration and hotel.

Find more information at <https://www.wscaweb.org/about-wsca/graduate-students/>

# Special Interest Groups (SIG)

Special Interest Groups (SIGs) nurture the growing diversity in our association by providing "micro-communities."

Each group has a specified virtual monthly meeting, a face-to-face meet-up opportunity at conference, and an ongoing discussion board and resource folder.

SIGs have been reorganized for 2023-2024 to make participating easier and more meaningful.

1

## Elementary

*Sept. 13, Oct. 11, Jan. 10, Feb. 14,  
Mar. 20, Apr. 17 @ 3:30 pm*

2

## Middle School

*Sept. 11, Jan. 8, Mar. 11,  
May 13 @ 4:00 pm*

3

## High School

*Oct. 10, Dec. 12, Feb. 13,  
Apr. 9 @ 4:00 pm*

4

## Multi-Level

*Oct. 4, Dec. 6, Feb. 7,  
Apr. 3 @ 3:30 pm*

5

## Rural & Small Town

*Sept. 21, Oct. 19, Jan. 18, Feb. 15,  
Mar. 21, Apr. 18 @ 3:30 pm*

6

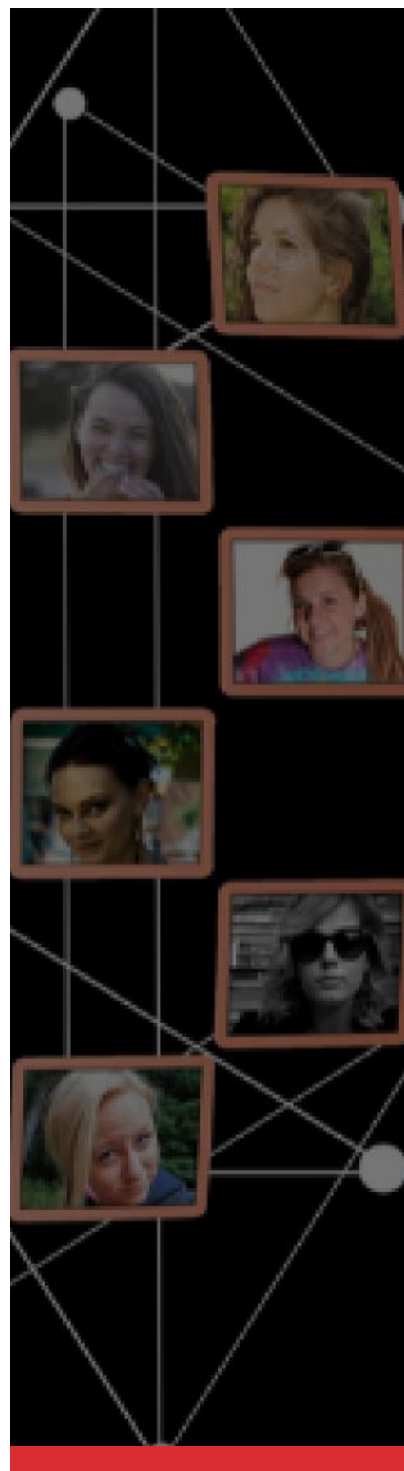
## District Leaders/Supervisors

*Sept. 20, Nov. 15, Jan. 17, Mar. 20,  
May 15 @ 9:00 am*

7

## Counselors of Color

*Oct. 18, Dec. 20, Feb. 21,  
Apr. 17 @ 9:00 am*



# 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 to help even some of the stickiest situations. Areas that MEMBERS could receive support are:

1

Ethics

2

Advocacy

3

RAMP/WSCPAR/ASCA Model

4

General School Counseling

WSCA members have exclusive access to our consultation request form. The form is meant to be used when situations arise where the support and expertise of your statewide association is needed.



# Ongoing Information, Communication, and Support



## 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.

## 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.



## POSITION STATEMENTS & OTHER RESOURCES

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



# Commitment to Professional Learning for Equity & Excellence

**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 career, 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 Performance Indicators:**

**Equity/Inclusion**

- Diversity of counselor representation across the WSCA organization
- Membership demographics
- Equity Indicators for WSCA sponsored and 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
- WSCPA & RAMP

**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.

**ADVOCACY, LEADERSHIP, & STAKEHOLDER ENGAGEMENT**

**Commitments:**

- Key Stakeholders (including but not limited to school administrators, policymakers, 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**

- Partnership
- 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 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 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

**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 calculate the ROI of projects consistently
- Director of operations vacancies
- Participation in Leadership Development Institute
- Compliance with WSCA Volunteer and Staff Handbook policies
- Utilization of WSCA provided resources

The WSCA Directors of Operations have developed a five-year Strategic Plan that lays out our association's commitment to professional learning for equity and excellence for all Wisconsin School Counselors. We encourage all members, stakeholders, and other interested parties to review this document for more insight on our commitments, initiatives, and performance indicators!

[Click here to view WSCA's Strategic Plan from March 2021](#)

## 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.

