



Professional Development Opportunities

2025-2026 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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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?



TIERED PROFESSIONAL SUPPORT

WSCA is excited to share a new opportunity for Wisconsin school counselors to receive training, supervision, mentoring, and coaching support through all stages of their careers.



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.

LOOKING FOR FUNDING TO ATTEND WSCA EVENTS?

Potential funding sources: Title I: Schoolwide Programs & Targeted Assistance Programs; Title II, Part A: Preparing, Training, and Recruiting Licensed Teachers, Principals, and Other School Leaders Grant; Title IVA: Student Support and Academic Enrichment; Perkins V (high school only); Perkins Reserve Grant; IDEA Coordinated Early Intervening Services (limited); DPI Stronger Connections Grant; DPI Federal School Based Mental Health Grant; DPI Education for Homeless Children and Youth Grant; DPI Gifted and Talented Grant; ESSR; College Board AP Test Rebate (\$9/test); Grants from Local Education Foundations and Unions



Find "The Courage Within" at this year's annual conference!

Why Attend?

The November 2025 WSCA Annual Conference will be filled with professional development, personal growth, and networking. Look forward to *Lasting Connections*, *Affordable Rates*, *Quality Speakers*, and *Comprehensive Sessions*.

Build Your Schedule NOW!

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
Faredah Shaheed

"Protecting Students in a Hyper-Connected World"



Closing Keynote
Gerry Brooks

"Personal Climate and Culture ... It's Up to You"

Register by October 1 to save \$75!

"I love WSCA and enjoy coming every year. My admin sees how valuable it is for me and also encourages me to go every year. I love that I come back with things to start using right away."

Regional Professional Development

Connect with local counselors!

Invite your administrators to join you at these great regional opportunities for free!

These regional events move throughout the state, giving school counselors the chance to collaborate with local colleagues and invite administrators into meaningful conversations on important educational topics. These events highlight the significant benefits of fostering a strong partnership between school counselors and administrators, partnerships that directly strengthen their own schools and positively impact the students they serve.

WSCA National School Counseling Week Breakfast February 6, 2026 | 8:00- 11:00am

Local Connections - WSCA Content

Our NSCW Breakfast offers a unique opportunity to collaborate with colleagues in your region while maintaining a state-wide connection. This regional event combines networking time with a national keynote speaker and content from WSCA.

NSCW Breakfast Details

Keynote Speaker

Dr. Allison Edwards will be sure to inspire our work in advocacy and leadership.



Multiple in-person locations throughout the state will be announced soon. Virtual participation is also available.

Find more information and register online at <https://www.wscaweb.org/conference-events/nscw-breakfast-2026/>

20th Annual Summer Academy July 29, 2026 | 9:00am - 4:00pm Wausau, WI

Take a Deep Dive When You Have Time

Not just kids get to have fun in the summer; it's time for you to head to camp, Summer Academy, aka "WSCA Camp," that is! Get all the fun, friends, and learning without sunburn or mosquitoes! Take a deep dive and gain tools to implement right away during the season when you have more time to focus without the distractions of your school day.

Choose From Two Topical Workshops

We are thrilled to be offering workshops with options that focus on student mental health and ASCA Model work. Our primary workshop features speakers from the mental health field who have come highly recommended. The second workshop will offer ASCA Model updates and implementation training.

Find more information and register online at <https://www.wscaweb.org/conferences/2026-summer-academy/>



ASCA Model Training & Support - Designed to Meet Your Needs

Beginning Implementation - Discover how to align your counseling program with the mission of your school and effectively demonstrate change in student outcomes. You'll learn about the ASCA National Model as a framework for a data-driven comprehensive school counseling program: Define, Manage, Deliver, and Assess.

Intermediate Implementation with Optional 1 Day Bootcamp - If you have taken the beginning training or have model components in place but don't feel ready to move into the advanced level, the intermediate training is for you! New this year, an optional 1 day bootcamp will be offered for a fast paced working session to get you ready to jump into the intermediate level which will review model concepts, create systems, and reflect on how your counseling program aligns with district drivers.

Advanced Model Implementation - This training will provide two days to put all the model components together, including a WSCPAR or RAMP application.

RAMP Camp - A one-day workshop dedicated to giving you coaching and plenty of work time on your RAMP application.

2025-2026 ASCA Model Training Dates

Location	Level	Day 1	Day 2	Day 3
Wausau	Beginning	10/06/2025	12/04/2025	02/19/2026
Nekoosa	Beginning	12/02/2025	02/17/2026	04/20/2026
Platteville	Beginning	12/16/2025	02/23/2026	04/13/2026
Hayward	Beginning	TBD	TBD	TBD
Antigo	Intermediate Optional Bootcamp 09/25/2025	10/13/2025	01/08/2026	04/16/2026
Madison	Intermediate Optional Bootcamp 10/08/2025	12/11/2025	02/20/2026	04/29/2026
Milwaukee	Intermediate Optional Bootcamp 11/24/2025	01/27/2026	03/11/2026	04/28/2026
Hudson	Intermediate Optional Bootcamp	TBD	TBD	TBD
Eau Claire	Advanced	TBD	TBD	n/a
Madison	Advanced	TBD	TBD	n/a
Milwaukee	Advanced	TBD	TBD	n/a
Appleton	RAMP	05/19/2026	n/a	n/a
Madison	RAMP	06/15/2026	n/a	n/a

Contact Stacy Eslick at stacye@wscaweb.org for information on customized training for your school, district, or region.

ASCA Model Implementation (cont.)

STANDARD E & ASCA MODEL OVERVIEW FOR ADMINISTRATORS

Bring your administrator with you for an overview of the requirements for a comprehensive school counseling program under state law (Standard e) and the ASCA national model. FREE! Registration Required.

9:00-10:30 am, In-Person

Milwaukee	09/30/2025
Madison	12/15/2025
Whitewater	01/15/2026
Superior	01/30/2026
Hudson	02/27/2026

ASCA MODEL-VERSION 5 UPDATES

Join WSCA staff for an overview of the newly released ASCA Model Version 5 and updated Standard e resources. FREE! Registration Required.

9:00-11:00 am, In-Person

Hurley	09/26/2025
Portage	9/29/2025
Madison	10/02/2025
Green Bay	10/15/2025
Manitowoc	10/16/2025
Milwaukee North	10/20/2025
West Salem Area	10/22/2025
Eau Claire	10/24/2025
Platteville	11/12/2025
Milwaukee South	11/18/2025
Waukesha	12/08/2025
LaCrosse	12/12/2025

11:00 am - 1:00 pm, In-Person

Madison	12/15/2025
Whitewater	01/15/2026
Superior	01/30/2026
Hudson	02/27/2026

WSCP PAR COACHING

Learn the ins and outs of applying for the Wisconsin School Counseling Program Accountability Report (WSCP PAR) award. Topics will cover tips about the process, Q&A, and application work time. No cost and exclusive to WSCA members. Registration Required.

12:00 - 3:00 pm, In-Person

Portage	9/29/2025
Madison	10/02/2025
Green Bay	10/15/2025
Manitowoc	10/16/2025
Milwaukee North	10/20/2025
West Salem Area	10/22/2025
Eau Claire	10/24/2025

MODEL MONDAYS: VIRTUAL SUPPORT 2ND MONDAY OF THE MONTH SEPTEMBER - MAY 3:30-4:30 PM

No matter where you are in your model implementation journey, feel free to drop in at any of the monthly virtual WSCA Model Mondays. We will be happy to answer any questions you have.

POE & RAMP COHORT MONTHLY VIRTUAL MEETING DATE/TIME TO BE DETERMINED BY COHORT PARTICIPANTS

Is your program getting ready to RAMP or apply for the WI Program of Excellence (POE)? Join this cohort for support as you work on your application!

NEW! SCHOOL RAMP COACHING

Is your program ready to RAMP? WSCA is now offering a limited number of monthly coaching sessions for a low fee. Compared to other coaching services, it's a great deal!



Monthly **members-only** content is available both live and on-demand!

WSCA is proud to offer online learning options throughout the year by state and national education experts. Watch live throughout the school year or catch up on-demand on your own time. Make sure to participate in this virtual community of counselors dedicated to extending their professional knowledge. This standout member benefit is complimentary and brings the content you've asked for directly to you. Most 2025-2026 online learning program content will only be available to WSCA members, with some partner presentations being open to the public.

NEW! WSCA will be adding author chats to our online learning program! Books are not included and participants are responsible for securing their own copy of the book that will be discussed.

2025-2026 Online Learning Sessions

<p>September 18th How Counselors Can Help Families Plan for Post-Secondary Education Now with 529 Plans (Elementary/ Middle)</p>	<p>Attend this online learning session to learn how elementary and middle school counselors can help families open doors to postsecondary opportunities through early financial planning. Understanding 529 College Savings Plans, what they are, how they work, and the many benefits of saving with Edvest 529, Wisconsin's college savings plan, can be a game-changer for families. Early financial planning is critical to ensuring students have access to their future education, and this knowledge is directly relevant to your role. You don't need to be a financial expert, the WI College Savings Program is available to meet directly with families and have ready-to-use resources so you can connect them to resources without discussing a families personal financial details. <i>Presenters: Cheryl Rapp & Chelsea Wunnicke, Wisconsin College Savings Program</i></p>
<p>September 24th FAFSA/Financial Aid Updates (High)</p>	<p>Make sure to attend this online learning session for the latest updates on the FAFSA and financial aid. We'll talk about what's changing and what's staying the same. We'll also have a brief refresher on how financial aid is awarded and what to advise families to look for when comparing offers from different schools. <i>Presenter: Katie Sprunger, Associate Director of Financial Aid, Edgewood University</i></p>
<p>October 10th Chaos to Clarity: Mapping Out Your Elementary Curriculum (Elementary)</p>	<p>Whether you're a first-year counselor looking to organize your core curriculum or you're a veteran counselor who is looking to freshen up your lessons, this online learning session will walk through how elementary counselors can use school data to drive and organize the curriculum you provide for all students in your school. <i>Presenters: Sarah Flier & Sarah Wiseman, Elementary School Counselors</i></p>

2025-2026 Online Learning Sessions Continued

<p>October 14th Author Chat: 15 Minute Counseling Techniques: What You Didn't Learn in Grad School (K-12)</p>	<p>As counselors, we spend our days helping kids. Kids come to us with a variety of problems, searching for answers. They want us to listen. And they need us to give them solutions for the issues they are facing. While these solutions may work temporarily, we really never help kids until we give them tools - or techniques - to manage thoughts and feelings on their own. Our job is not to do it for them. Our job is to teach them how to do it themselves! This is the greatest gift we can give. In 15-Minute Counseling Techniques that Work, Allison Edwards provides tools to use in individual or group counseling sessions for grades K-12.</p> <p><i>Allison Edwards is a Licensed Professional Counselor, Registered Play Therapist and founder of All the Feels Company. She graduated from Vanderbilt University where she studied anxiety reduction and emotion regulation in children. Allison simplifies mental health and brain research by teaching practical strategies to empower children and those who care for them.</i></p>
<p>October 29th January 14th April 20th Native American Conversation Series (K-12)</p>	<p>Join a live, interactive conversation series exploring the Native American experience in Wisconsin, past and present. This is not a lecture, webinar, or book study, but a space for dialogue, questions, and shared learning. Together, we will discuss the histories, cultures, and contemporary realities of Wisconsin's Native nations, and explore how these perspectives can inform and enrich our work in schools and communities. Sessions will not be recorded, allowing for open, respectful conversation and the opportunity to build understanding in real time. Mid-day and after-school times are available to accommodate counselors' schedules.</p> <p><i>Presenter: David O'Connor, American Indian Studies Consultant, WI DPI</i></p>
<p>November 19th Addressing Social Media and Digital Conflict (K-12)</p>	<p>In today's digital age, social media and mobile applications have significantly influenced how children and adolescents interact and learn. This online learning session will explore their impact, including technology usage statistics and both the positive (increased connectivity and access to information) and negative (cyberbullying, mental health issues, potential addiction) implications as well as discuss the school counselor's role in helping children safely navigate social media and technology.</p> <p><i>Presenters: Ashley Frutos, Licensed Professional Counselor, Ellie Mental Health- Kingwood, Texas Adeli "Minet" Cortez, Mental Health Intervention Counselor, Cypress-Fairbanks ISD, Lindsey Taylor, Licensed Professional Counselor</i></p>
<p>November The Brain Science of Stress Elimination and Workplace/Life Joy, Purpose, and Connection - 6 Week Cohort Series (K-12)</p>	<p>School counselors, are you... Feeling stressed? Experiencing low energy? Have problems eating or sleeping? We see and hear you! This series continues after the inaugural group of counselors participating last year found great value in continuing to work in the brain "gym" during this six-week cohort. Take advantage of this great opportunity to learn brain strategies to see improvements in your work and personal life by finding joy, purpose, and connection. Join Dr. Raj and a cohort of counselors in taking difficult scenarios at work or in life and using these challenges to activate different components of the Higher Brain to block the negative brain effect of people, situations, and thoughts. Learn how to soothe the Lower Brain, which is linked to stress and survival, while stimulating the Higher Brain, the seat of creativity and critical thinking. Increase tolerance for discomfort, equipping individuals to better manage difficult conversations and adapt to change. Employ a robust toolkit of "brain hacks" —strategic methods based on neuroscience that are applied to real-life challenges and meetings. This series will meet on Tuesdays starting in mid November.</p> <p><i>Presenter: Dr. Niraj (Raj) Nijhawan, The LEO PROGRAM, Life Ecology Organization</i></p>
<p>December 3rd Breakthrough Strategies to Develop Independent Executive Function Skills (K-12)</p>	<p>Did you miss international expert on Executive Functioning, Sarah Ward's, outstanding preconference last year? We are excited she is joining us this year for an online learning session! Whether your students need to complete tasks, classwork, or homework, in this practical strategies online learning session, you will learn concrete tools to help students manage their attention, time, and materials to follow directions, plan, break down, and initiate the steps towards completing and closing out assignments. Help students keep pace to make timely transitions and follow routines. Learn dozens of practical strategies to support students in developing independent executive function skills to self-regulate and manage impulses!</p> <p><i>Presenter: Sarah Ward, Co-Director, Cognitive Connections</i></p>
<p>December 10th Adultification of Black Girls: Understanding the Impact and Taking Action (K-12)</p>	<p>This session is a must for school counselors because the adultification of Black girls who are perceived as older and less innocent than their peers can profoundly shape their school experience, often resulting in harsher discipline, fewer chances for support, and missed opportunities to thrive. We will examine research findings, discuss the impact of this bias in schools and society, and you will leave with practical strategies to ensure Black girls are treated with the same care, understanding, and high expectations as all students, creating environments where they can feel safe, respected, and empowered to reach their full potential.</p> <p><i>Presenter: Dr. Carolyn Strong, CEO, Strong Conversations</i></p>
<p>December 18th "Misbehaving" to Learning (K-12)</p>	<p>Using the root cause analysis process, participants will work through using language and building belief systems that flip the idea of challenging behavior from its "naughty" behavior to understanding the behavior as a communication of a skill deficit or an inability to perform an expectation. We will dive into the understanding of how educators' behavior impacts the students' learning. Walk away with techniques to change your own practice in supporting student behavior utilizing proactive support and environmental design. We will be changing the lens we look at behavior through to overcome the challenging behavioral issues we deal with daily. Already have this belief? Come join us to help gain ways to support others on their learning journey. We don't change students, we can change our behavior and hope for support in change in others.</p> <p><i>Presenter: Katie Berg, Supporting Neurodiverse Students Statewide Coordinator, WI DPI</i></p>

2025-2026 Online Learning Sessions Continued

<p>January 21st The Heart of Brave Leadership for School Counselors (K-12)</p>	<p>Effective advocacy begins with courageous communication. In this session, school counselors will engage with Brené Brown's Dare to Lead principles to better articulate and advocate for their roles within the school community. By embracing vulnerability and leaning into honest, productive conversations, counselors will learn how to set clear boundaries, communicate their value, and foster deeper trust with administrators, teachers, and families. This session provides tools to help not only do the work, but champion it with clarity and confidence. <i>Presenter: Kate Adametz Jenkins, Brené Brown Certified Dare to Lead™ Facilitator</i></p>
<p>January 28th Author Chat: It is more than the miracle question: Deconstructing Solution Focused Therapy (K-12)</p>	<p>The impetus for this book is to help counselors, specifically school counselors, figure out how to utilize a theory, or mindset/belief system, in our everyday work with clients. Dr. Gillen's ideas on how to think like a solution focused counselor were born at the Brief Family Therapy Center (BFTC) in Milwaukee. This is not a strict academic text, instead this guide offers insights and ideas for utilizing Solution Focused Theory based on training at the BFTC, years of supervised practice using Solution Focused Theory, readings, research, and decades of training others on how to utilize Solution Focused Therapy (SFT). <i>Dr. Mark Gillen, Professor Emeritus, CEO Solution Focused Counseling and Coaching LLC, trained at the Brief Family Therapy Center, where SFT originated, and has practiced Solution Focused Counseling since the mid-1980s. He has worked as a school counselor, adventure therapist, and day treatment therapist. He has been training others on the use and application of SFC for more than thirty years.</i></p>
<p>February 18th Alternative Pathways to a High School Diploma (High)</p>	<p>This online learning session explores the importance of alternative graduation pathways and reviews the policies and legal framework impacting students at-risk of not graduating. Learn how local districts can create pathways that will lead to graduation resulting in the economic success of all Wisconsin students and our communities. <i>Presenter: Sherry K. Holly, Alternative Education Consultant & GED/HSED Administrator, WI DPI</i></p>
<p>February 25th Lives Worth Living - Applying Zero Suicide as a Systemic Prevention Approach for Schools (K-12)</p>	<p>This session is for school counselors who support youth suicide prevention and school wellness efforts in their schools and is based on Stephen Sharps' recently published book, Lives Worth Living: Applying Zero Suicide as a Prevention Approach for Schools. The Zero Suicide components, will be contextualized within school settings to shift from reactive to proactive cultures of student support and safety, as well as how this framework integrates into other school structures such as the Multi-Tiered Systems of Support. Insights and actionable tools for school counselors will be shared not just to save student's lives from suicide but to help them create lives worth living. <i>Presenter: Stephen Sharp, School Counselor, Hempfield School District, Pennsylvania</i></p>
<p>March 4th Evidence-Based School Counseling: Brief Interventions for Grades 1–12</p>	<p>This online learning session equips school counselors with practical, research-backed brief interventions to support students' academic, emotional, and behavioral needs. This session covers evidence-based strategies, including Motivational Interviewing, Brief CBT, Solution-Focused Counseling, Mindfulness, and Check-In/Check-Out. Each approach is grounded in recent research (2019–2025) and tailored for use within a school setting. Counselors will leave with tools to implement effective, time-efficient interventions across all grade levels. <i>Presenters: Kotatee Tamba & Kelsey Maleski, Clinic for Attention, Learning and Memory (CALM)</i></p>
<p>March 24th The Psychology of Addictive Technology (K-12)</p>	<p>This session explores the psychological mechanisms behind why many students spend so much time on smartphones, apps, and video games. Participants will gain insight into how apps and devices are intentionally engineered to capture attention, and how this impacts student focus, behavior, and well-being. Actionable recommendations for home and school-based strategies to promote healthier tech habits and support student self-regulation in an increasingly digital world will be shared. <i>Presenter: Ryan McKelley, Psychologist & Professor of Clinical/Counseling Psychology, UW-La Crosse</i></p>
<p>April 15th Understanding and Addressing Chronic Absenteeism (K-12)</p>	<p>Chronic Absenteeism is an international problem, the causes for which existed before and were exacerbated by the pandemic. We have an urgent need for schools, communities, and families to work together to address these causes. No one group can do it alone. School counselors have a critical role to play, and this session will explore that role deeply. Participants will learn about actionable strategies they can put into place immediately to understand why their students are chronically absent and how they can help improve attendance. <i>Presenter: Patrick Hickman, Ohio's Attendance Advisor, Ohio Department of Education and Workforce</i></p>
<p>May 11th Author Chat: Redesigning Schools: A Systemic Change Approach for School Counselors (K-12)</p>	<p>The statistics are real: Black students are more likely to be suspended, more likely to attempt suicide, and less likely to attend college than their white peers. What can we do to change these realities? Do you want to just talk, or do you want to make real change in the lives of children and what they experience every day? In Redesigning Schools, author and professional school counselor Stephen Sharp shares a new framework for implementing effective and sustainable systems change to counter systemic issues impacting students of color and redesign education. You'll discover: Why so many systems remain unchanged despite intensive self-discovery and learning, What the Oppression Cycle is and how to disrupt it, Lessons learned from history and how to design a better future by remembering and not repeating the past. <i>Stephen Sharp is a school counselor and best-selling author, working to provide students with the knowledge and skills to be healthy and successful in the 21st century. Stephen has served on the governing boards of both his local, state and national school counseling organizations. He is a co-founder of the Leadership Summit, a community-based social justice network to provide students the language and tools to understand and combat the many forms of oppression. Stephen is a Nationally Certified School Suicide Prevention Specialist and worked with the Commonwealth of Pennsylvania to pilot an electronic behavioral health screening for schools.</i></p>

Online Learning Program

On-Demand Learning Archive

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

Find more information at <https://www.wscaweb.org/member-only-content/on-demand-learning/>

Social/Emotional Learning & Student

Emotional Well Being

- Using Brainspotting in Schools
- Anxiety in Youth: a Family-Based Treatment Approach
- What is the SUSO Resource Center?
- Identifying Concealed Vaping, Marijuana and Other Substances in the School Setting
- Educating the Child with Cancer & the Cancer Survivor
- Success with Sensory Paths!
- Sources of Strength: Advancing Socioecological Protective Factors
- Treating Tobacco Dependence in Youth & Adolescents
- Identifying Students & Facilitating Tier 2 Social Academic Instructional Groups (SAIG)
- Tobacco Is Changing
- Harmony SEL Support For Your Classroom- Whether In-Person or Distance Learning
- Social and Emotional Needs of Gifted Learners
- Promoting Mental Health in Rural Schools
- Small Talks, How WI Prevents Underage Drinking
- How to Provide Successful Learning Environments for Children & Adolescents Impacted by Covid
- Exploitation Prevention Workshop
- Student Panel: How to Support Them as They Move from Adolescence to Adulthood
- The Columbia Protocol: A Policy Tool Empowering Schools, Youth, and Communities to Save Lives
- Reboundaries and Resilience: Enhancing Skills that Foster Boundary Recognition and Determination
- Free K-5 Mental and Emotional Health Curriculum
- School Refusal: Understanding How Anxiety and Depression Contribute to School Avoidance
- Children's Mental Health - Elevate the Need
- Helping Kids Make Smart Choices Around ATOD
- Vaping Prevention and Cessation Resources from Children's Wisconsin
- Elementary Groups & Games
- Championing Inclusive Schools: ADL's No Place for Hate Initiative
- Creating a Caring and Calm Classroom with e-Learning content from Children's Wisconsin
- The Brain Science of Stress Elimination and Workplace/Life Joy, Purpose, and Connection
- Well-Being Is a Skill: Developing Greater Resilience Through the Healthy Minds Program
- Using the Solution-Focused Approach to Help Students Build Hope and Identify Healthy Coping Strategies
- Respond to Bullying with a Trauma-Informed Care Approach for Parents and Staff

Self Care

- Beyond the Bubble Bath
- Coping with Change and Disruption During a Pandemic
- Common Money Mistakes
- I Need a Large Recharge

Ethics, Leadership, & Advocacy

- Tips For Submitting A Quality Conference Proposal
- Nscw As An Advocacy Tool
- Data Series
- Effective Internship Supervision
- Wscpar Document
- Marketing & Promoting Your Counseling Program
- Lesson Plans, Calendars, Advisory Council
- Beyond The Master's Degree: Education & Career Pathways For School Counselors
- Wisconsin School Counselor Of The Year Panel
- Suicide Assessments: The School Counselors Role
- Updated Asca Ethical Standards
- Legal And Ethical Guidance For Engaging And Supporting Families
- Creating And Maintaining 504 Plans - 4-Step Plan
- Asca Information-Gathering Tool: Suicide Concern
- Beyond The Master's Degree For School Counselors: Pathways To A Ph.D. And Additional Licenses Or Certifications
- Planning For Retirement

Online Engagement Strategies, Virtual Learning, & Technology

- Tech Tools For School Counselors: Digital Tools To Transform Your Practice
- Gathering And Utilizing Essential Social-Emotional Data
- Helping Families Navigate The College Process In The Covid-19 World
- Online Safety For Parents, Guardians, And Community Members
- Solution Focused Tools To Help School Counselors In A Pandemic
- Virtual Calming Room In Action
- Virtual Career Events And Inspire
- Telehealth For School Mental Health
- Anxious Parents - Virtual Parent Book Club
- Tech Tools For School Counselors: Flipgrid!
- Digital Learning Tools For Elementary School Counselors
- Virtual Learning And The Executive Functions
- Between A Rock And A Hard Place: Finding Our Way Through Grief And Trauma During Global Pandemic
- Leading Schools In A Transformational Time
- Youth Mental Health Panel
- How To Educate And Support Students And Families About Cyberbullying
- Words Wound: Preventing And Responding To Cyberbullying
- AI-Ssisting Counselors: A New Chapter In Student Support

Equity

- Making MTSS Work
- Equity, Racism, and Systemic Barriers in Rural WI
- Supporting Your LGBTQ+ Community
- Black Girl Blues: Strategies to Combat Intra-racial Bullying
- Understanding Racial Injustice and Its Impact on Student Mental Health
- Equity and Social Justice: A Student Perspective
- National Day of Racial Healing Live Stream
- Collaborative & Proactive Solutions in EMTDSS
- The Native American Cultural Landscape
- Equitable Trauma-Informed Lens
- Tiered Supports That Promote College Equity & Access
- School Counselors as Social Justice Change Agents
- Racial Injustice & Mental Health Impact
- Data, Leadership & Advocacy to Disrupt Oppression
- Understanding Growth Mindset Through a Multicultural and Culturally Competent Lens
- Leveraging School Counselors to Promote Educational Equity in Social Emotional Support for Students
- Supporting LGBTQ+ Youth In Our Schools
- Educational Equity, Now What?
- Navigating District LGBTQ+ Policies to Support Students
- ASCA Model Equity Alignment
- Re-Setting Education for Equitable Achievement in the Post-Pandemic Era

Academic, Career, & Post-Secondary

- Financial Aid- FAFSA Student Level Data
- Post-Secondary Education with a Disability
- Regional Career Pathways: A "Ready-Made" ACP
- Virtual Career Events and Inspire
- Spark Career Curiosity with Xello for Elementary
- Bucky's Tuition Promise Updates from UW-Madison
- DPI and UW Systems Partner to Create an Equitable and Coherent System of Mathematics
- Post-Secondary Planning for Student-Athletes
- Creative Ways to Engage the Disengaged Learner
- Non-Traditional Post-Secondary Panel
- The Undocumented Experience: The Realities of Citizenship, Policy, and Education in Wisconsin
- Quick Tips for Xello ACP Lessons
- Virtual Job Spotlight Guide
- Youth Apprenticeship
- Student Skills for College Success
- Beyond Study Skills: Real Strategies to Help Students Improve Weak Executive Functioning Skills
- Catchy Career Readiness Ideas for Elementary Students
- Historically Black Colleges & Universities 101
- Registered Labor-Management Apprenticeships: The Other Four-Year Degree
- Navigating Financial Aid, FAFSA Changes, and College Fit with College Aid Pro
- Introducing the Wisconsin Career Readiness Standards
- Online Learning Student Success
- Empowering Elementary Families to Plan for their Futures with a 529 Savings Plan

Tiered Professional Support

WSCA offers opportunities for school counselors to receive training, supervision, mentoring, and coaching support through all stages of their careers. Full or half-year options are available for Tiers 2-4. The role of a school counselor can be demanding and emotionally taxing. Access to tiered support provides counselors a structured program to discuss challenges, seek advice, and receive reassurance. This is critical for preventing burnout and job dissatisfaction regardless of years in the field.

1 TIER 1: School Counseling Practicum Site Supervision Certificate

Online training for practicing school counselors to earn a certificate demonstrating the knowledge needed to be a school-based site supervisor to support high-quality field placement experiences for school counseling graduate students.

2-3 TIER 2: Counselor Supervision - Provisional License with Stipulations TIER 3: Counselor Mentoring -Provisional License

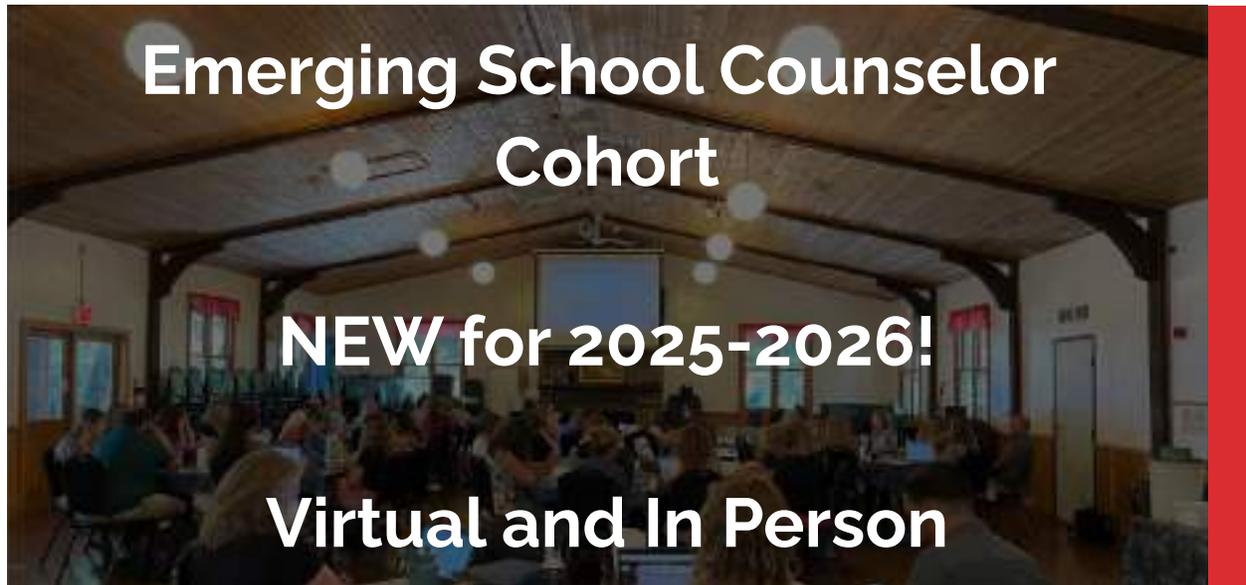
Services included in supervision and mentoring program.	TIER 2: 1-year license with stipulations	TIER 3: Provisional license
Monthly virtual meeting with WSCA counselor mentor to review goals and structured mentoring progression	180 minutes minimum	90 minutes minimum
Mentor, mentee, administrator check-in	Quarterly	1x/semester
The following is also included with Tier 2 & 3 support: <ul style="list-style-type: none"> • Mentor & Mentee Goal-Setting and Working Agreement Meeting • Virtual PLC with other mentees • Emerging School Counselor Cohort registration • WSCA preconference & conference registration • Annual WSCA membership 		

4 TIER 4: Coaching for Practicing School Counselors

Even the most seasoned counselors deserve support. These monthly virtual sessions offer a space to connect with peers, tackle the unique challenges of the role, and gain practical strategies, while also reigniting passion and purpose in your work.

CONSULTATION & TECHNICAL ASSISTANCE

Every counselor faces tough situations where guidance is needed. WSCA leaders are here to listen and share resources on ethics, advocacy, ASCA model, and general school counseling. Members have exclusive access to a WSCA Consultation Request Form, your direct link to the expertise of your statewide association.



The Emerging School Counselor Cohort is the ultimate launchpad for early-career counselors ready to make an impact!

Start Your Career Off on the Right Foot

Through a powerful mix of in-person and virtual sessions, participants gain real-world tools, expert insights, and a strong support network to navigate their first year with confidence.

From mastering the ASCA Model to building mental health strategies, career programming, and advocacy skills, this cohort covers it all. Plus, participants connect with a community that truly understands the journey. The cohort offers three in-person events, starting with an in-person summer session, followed by monthly learning opportunities, and includes key experiences tied to major WSCA events.

At just \$325, it's an incredible investment in a strong start and an unstoppable future!

Date	Topic
ESSC Kick-Off New! Virtual Option 09/05/25, 8:00-12:30	From Theory to Reality- What You Need to Know the First Month
September - Virtual 09/09/25, 2:00-3:00	Cohort Debrief: How are You Doing?
October - Virtual 10/14/25, 2:00-3:00	Planning Your School Year
November - In Person 11/05/25, 9:30-12:30 WSCA Preconference	Reconnect
December - Virtual 12/09/25, 2:00-3:00	Preparing for Transitions
January -Virtual 01/13/26, 2:00-3:00	Advocacy
February - Virtual 02/10/26, 2:00-3:00	Wisconsin Winter Blues-Supporting Students and Staff
March - In Person 03/03/26, 8:30-3:30 WSCA Office	Almost Done! Planning for the Rest of the Year
April - Virtual 04/14/26, 2:00-3:00	Spring Fever, How to Manage
May - Virtual 05/12/26, 2:00-3:00	Woohoo! Reflection and Thinking About Next Year

Advocating for School Counselors

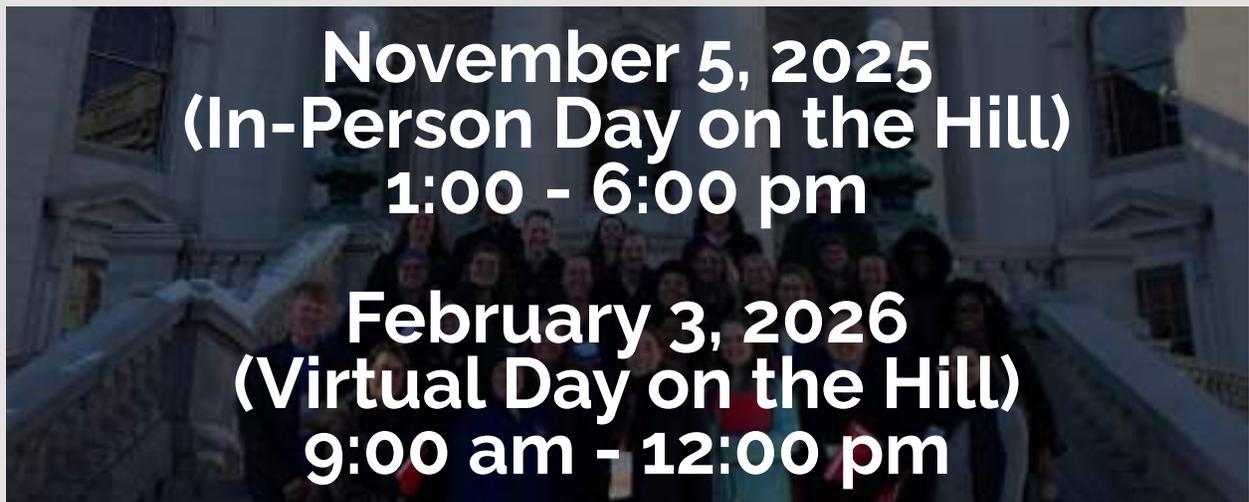
WSCA sets a high value on promoting the school counselor profession throughout the state and nationwide. We have worked long and hard to cultivate relationships that allow us to be at the table as important discussions and decisions are made in these areas. Our ever-popular Afternoon on the Hill events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

Two Advocacy Event Options!

Day on the Hill

WSCA's Day on the Hill is always one of our association's keystone events. Whether you choose to join in person in November or attend virtually in February, this is a great chance to connect with your elected officials with the full backing and support of your professional association. A voice at the table is an excellent way to advocate for our students and profession.

We know that meetings with legislators can be intimidating, but rest assured that advocacy materials will be provided to you in advance, along with tips and advice on how to have an impactful and successful conversation. WSCA leaders will be available to answer any questions you have and provide additional support.



NEW! Regional Advocacy Listening Sessions

WSCA leaders are “going virtual” across all 12 CESA regions this year to hear directly from you. These sessions are your opportunity to share insights and experiences that will shape the advocacy tools and resources WSCA creates to support your local efforts. Your voice will guide how we strengthen school counseling advocacy across Wisconsin.

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:

Volunteering with WSCA

Board of Directors - WSCA needs dedicated school counselor-advocates to become members of the WSCA Governing Board of Directors. The WSCA Board is focused on creating conditions so Wisconsin School Counselors can practice with the highest level of effectiveness using an equity lens.

Board applications due December 14, 2025

Find more information at <https://www.wscaweb.org/about-wsca/wsca-leadership-team/wsca-elections-2026-27/>

Directors of Operations - The Directors of Operations are focused on providing high-quality professional development, resources, networking, and collaboration opportunities for school counselors across the state. They design and implement the programs and services you have come to know and expect from WSCA, using their creativity and innovation to create new programs/services.

Directors are onboarded annually in April

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

Committee Members - WSCA is always looking for volunteers to serve on different committees to develop projects and provide assistance where needed.

New committees members are trained in December

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

Leadership Academy

WSCA 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 9 applications due March 1, 2026

Find more information at <https://www.wscaweb.org/about-wsca/get-involved/leadership-academy-2026-2027/>

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.

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

Professional Recognition

WSCA awards professional school counselors and a variety of other key professionals in our schools each year at our annual conference.

Award nominations are due September 15th

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

Commitment to Professional Excellence

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 amblerival 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
- Location of WSCA sponsored events

Events & Resources:

- Satisfaction rate of counselors and stakeholders participating at WSCA events
- Counselor engagement in WSCA sponsored events, resources & coaching/consultation
- Resources focused on highly effective counseling
- ASCA Model Training

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.

Membership:

- Membership Engagement Metric
- Percentage of school counselor WSCA membership in 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-Winning leadership metrics
- WSCA & SAMP

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 Performance Indicators:

- Advocacy
- School counselor role education
- Advocacy resources
- Advocate on the Hill engagement
- WSCA "at the table" at the Local, State, & National Levels
- Legislative agenda

Leadership:

- State and National Awards
- WSCA Director 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

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

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 dedication.
- 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 enhance association services provided.
- We continuously strive to improve through leadership & professional development.

Key Performance Indicators:

- Advocacy
- Progress and measurement of Strategic Action Plan initiatives
- Data Dashboards
- Monitoring Reports
- Financial Reports
- Use The Philios 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

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 & Retain Volunteer WSCA leaders
- 3.3 Optimize Technology, Data Management, & Recordkeeping
- 3.4 Design a framework to effectively support members

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!

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.

