



Preconference Workshop Proposal Guide

Your roadmap to submitting a compelling workshop proposal for the 2026-2027 WSCA Annual Preconference.

This guide will walk you through everything you need to know to craft a successful proposal and share your expertise at the Midwest's leading school counseling specific conference.

November 4, 2026 | Kalahari | Wisconsin Dells, WI



Present at the Midwest's Leading School Counseling Conference

The Wisconsin School Counselor Association Annual Conference is a top professional event in the Midwest. It focuses on the successes and challenges faced by school counselors in the region. This meeting brings together experts from across the country, K-12 school counselors, educators, and leaders. All are working to improve education and advance school counseling.

We are looking for fresh, innovative workshop ideas. These sessions should cover important topics in modern school counseling. Are you a school counselor with proven ways to help students? A researcher with new findings? Or a community leader creating better access to education? We want to hear from you! This is your chance to share new ideas, effective practices, and fresh approaches that are shaping the future of school counseling in Wisconsin and beyond.

Why Should You Submit a Proposal?



Receive an Honorarium

Get **\$650** for a full-day workshop or **\$400** for a half-day workshop. This acknowledges your valuable work and knowledge.



Shape the Conversation

Share your knowledge with a large regional audience. These educators are dedicated to making school counseling excellent.



Broaden Your Impact

Connect with hundreds of K-12 education professionals. Help create lasting positive change in school communities across the region.



Network and Collaborate

Meet other professionals, share new ideas, and build valuable connections that can lead to new opportunities.



Be a Leader

Presenting at this key event shows you are a thought leader and an active part of the school counseling profession.

What Content Are We Looking For and Who Is It For?

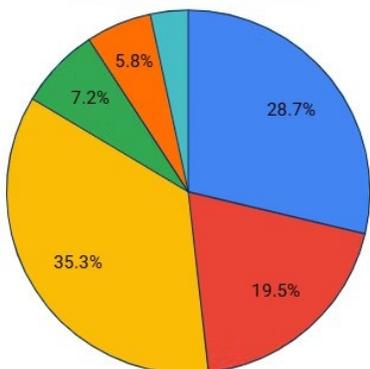
Sectional Topics

Topics for your consideration may include, but are not limited to, the following areas. **All topics must be directly applicable to the role of a school counselor:**

- Executive Functioning & Learning Support
- Integrated School Counseling & Behavioral Health Strategies
- Positive School & Personal Climate/Culture
- Technology & Productivity for Counselors
- Career & Academic Planning (ACP/E4E)

Important Note: While we appreciate time-tested approaches, preference will be given to proposals offering fresh perspectives rather than duplicates of past-year presentations.

Conference Attendee Grade Level Breakdown



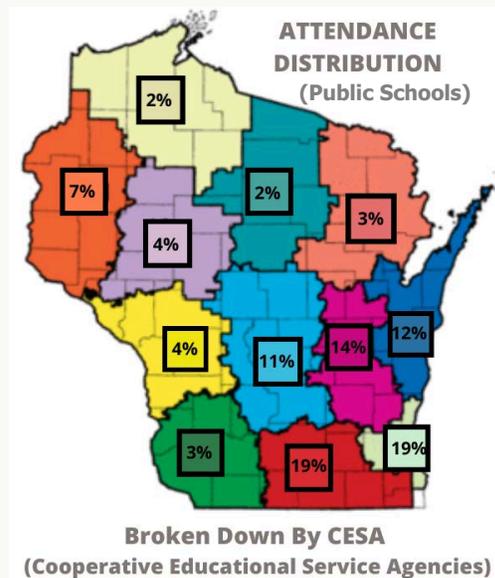
Elementary Middle High K-12 Student Educator

Your Audience

WSCA conference attendees are **experienced professionals** from Wisconsin and the greater Midwest region. The majority hold master's degrees and actively seek advanced, practice-ready content they can implement immediately in their schools. Your presentation should move beyond foundational concepts to deliver sophisticated strategies, nuanced applications, and innovative solutions to complex challenges.

Professional Roles Represented:

School Counselors (K-12), School Psychologists, School Social Workers, School Administrators, Counselor Educators, Graduate Students in School Counseling Programs, Professionals from Public, Private, and Charter Schools



From Rural to Urban
Only 7 of the 421 public school districts in WI have over 10,000 students!

From Solo to Small Team
Over 50% of public school districts in WI have 3 or fewer counselors!

Workshop Formatting and Configuration



Workshop Duration

Choose from a **half-day (3 hours)** workshop running either 9:30 AM - 12:30 PM or 1:30 PM - 4:30 PM, or a **full-day (6 hours)** workshop from 9:30 AM - 4:30 PM.



Content Track

Select the track that best represents your workshop's primary focus: **Social/Emotional, Academic/Career, Access/Opportunity, or Leadership/Advocacy.**



Grade Band

Identify your target audience: **Elementary, Middle, High School, or K-12** (if selecting K-12, ensure robust content for all grade levels).

- Please thoughtfully consider the audience that will **most benefit** from your presentation. When you select a specific grade band, the majority of your material should be directly applicable to that group. **Please do not request to select K-12 unless the bulk of your content can genuinely be used by counselors at any level.** Our counselors consistently express appreciation for the *depth* of content over the *breadth* of coverage.

Ability Level

Introductory

Designed for counselors who are new to the topic or seeking a foundational understanding. These sessions introduce key concepts, essential terminology, and core frameworks. Content focuses on building baseline knowledge and clarity

Professional

Designed for counselors with a working knowledge of the topic who are ready to deepen their understanding. These sessions move beyond foundational concepts and focus on practical implementation, case studies, and structured problem-solving.

Expert

Designed for counselors with established training and sustained implementation experience. These sessions assume comprehensive knowledge of core frameworks and do not introduce foundational concepts. Content should focus on advanced evaluation, strategic refinement, systems integration, leadership-level decision making, or field advancement. Sessions must move beyond explanation or demonstration.

General

Reserved for sessions addressing profession-wide themes, policy updates, statewide initiatives, or issues that affect school counselors collectively. This category is not appropriate for topic-specific instruction, skill development, or advanced practice refinement.

Crafting Your Content: Essential Elements

A strong workshop proposal includes clear learning objectives, an engaging title, a comprehensive description, and alignment with professional standards. Each element plays a critical role in helping reviewers understand your workshop's value and helping potential attendees decide if your session meets their professional learning needs.

1

Learning Objectives

One learning objective must have an equity focus for the WSCA Preconference. Review this helpful [informational sheet](#) about developing a learning objective through an access/opportunities lens. Typically, presenters submit **three learning objectives total**. Be sure to explicitly incorporate and reference these learning objectives throughout your presentation so participants can track their progress.

2

Workshop Title

Use your creativity to develop an **intriguing, memorable title** that sparks curiosity and interest among potential registrants. Remember, WSCA members pay an additional registration fee to participate in Preconference workshops, so your title should convey clear value. **Keep it short and concise**—aim for no more than 10-12 words that capture the essence of your content and inspire registration.

3

Workshop Description

Your description can be **up to 125 words**, allowing enough space to provide a compelling overview while remaining concise enough to be included in printed publications for the Preconference event. Use this space to clearly articulate what participants will learn, why it matters, and what makes your approach unique or valuable. Focus on outcomes and benefits rather than simply listing topics.

4

ASCA Standards Alignment

Determine which [ASCA School Counselor Professional Standard](#) best aligns with the content your workshop will address. This alignment helps school counselors quickly identify professional development opportunities in specific competency areas they wish to develop or strengthen. Clear standards alignment also demonstrates your understanding of the professional framework guiding school counseling practice.

Presenter Guidelines & Considerations

Preconference Timeline



Presenter Considerations

Honorarium

WSCA pays **one fee of \$650** for a full-day workshop or **\$400** for a half-day workshop, regardless of the number of presenters.

Travel & Lodging

The presenter is responsible for the cost and arrangement of travel and lodging. Additional details for making these arrangements are available at wscaweb.org.

Minimum Attendance

A workshop must draw a **minimum of 15 participants** to be held. Presenters will be notified by mid-October if a workshop may need to be canceled due to low enrollment.

Presenter Teams

Workshops can be run by individuals or by a group/panel of presenters. WSCA's suggested **maximum number of presenters is five people**.

Selection Criteria & Submission

Selection Criteria

Preconference proposals will be carefully evaluated and accepted based on several key factors:

- **Timeliness and relevance** of the topic to current school counseling practice
- **Level of interest** the topic is likely to generate among conference attendees
- **Clarity and organization** of the proposal submission
- **Demographic** and geographic representation to ensure diverse perspectives
- **Innovation and freshness** — diverse and innovative programs are strongly encouraged

 **Commitment to Present:** While we understand that circumstances can change, please submit a proposal *only if you can commit to traveling and presenting if selected*. Attendees pay extra for Preconference workshops, and last-minute cancellations or changes significantly affect our ability to deliver a quality event and meet participant expectations.

 **Important Policy:** **Workshops encouraging the purchase of books, materials, or services will not be accepted.** WSCA policy states that all presenters or participants who wish to sell materials at the conference must purchase an exhibit space separately.

Ready to Share Your Expertise?

[Submit Your Proposal](#)

[Contact Us with Questions](#)

Questions or requests for additional details can be sent to precon@wscaweb.org. We're here to support you through the proposal process!