

Conference Sectional Proposal Guide

Your roadmap to submitting a compelling sectional proposal for the 2027 WSCA Annual Conference.

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 4-5, 2027 | Kalahari | Wisconsin Dells, WI

WISCONSIN SCHOOL COUNSELOR ASSOCIATION
WSCA

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☆ CALL FOR PROPOSALS

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 a Discount

Presenters receive $50 off registration **limit of 2* ($100 for expert speakers). Registration to attend is not required in order to speak.

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.

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CONTENT GUIDELINES

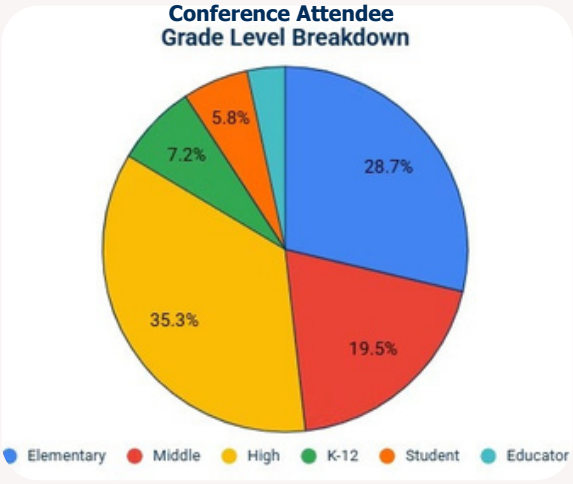
What Content Are We Looking For and Who Is It For?

Workshop Topics

Topics foryour considerationmay 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.

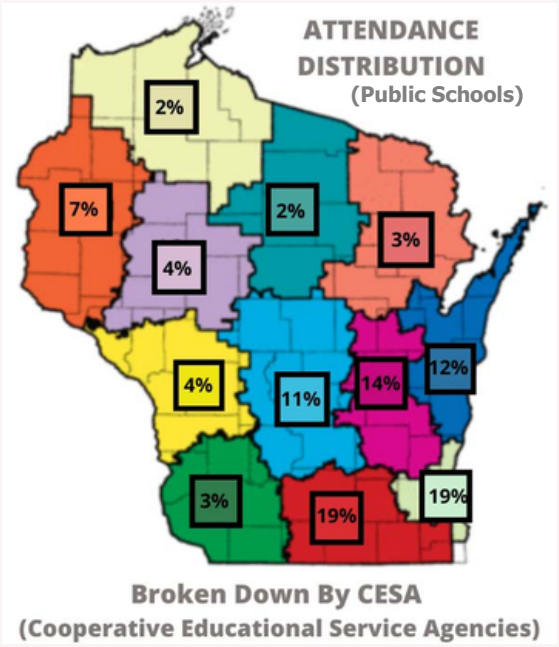


Your Audience

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 workshop 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!

CONFERENCE STRUCTURE

Sectional Formatting and Configuration

Presentation Duration

Proposals are available for 20, 60, or 90 minute presentations. We do our best to honor these timing requests, but may not always be able to honor options outside of 60 minutes.

Content Track

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

Grade Band

Identify your target audience: **Elementary, Middle, High School,** or **Other** (if selecting "Other," you will be required to submit an explanation).

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.

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PROPOSAL DEVELOPMENT

Crafting Your Content: Essential Elements

A strong sectional 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 presentation's value and helping potential attendees decide if your session meets their professional learning needs.

1

Learning Objectives

The two required learning objectives should be specific, **measurable outcomes** attendees will achieve. Use **action verbs** like "participants will be able to..." rather than vague goals. Be sure to explicitly incorporate and reference these learning objectives throughout your presentation so participants can track their progress.

2

Sectional Title

Use your creativity to develop an **intriguing, memorable title** that sparks curiosity and interest among potential registrants that also clearly identifies the topic that will be covered.

Keep it short and concise—aim for no more than 10-12 words that capture the essence of your content and inspire selection.

3

Sectional Description

Craft a brief description of what the sectional is about and its main purpose. Make it clear and compelling. **The length should be kept to 75 words/ 500 characters.** You should include:

- What participants will take away—skills, knowledge, tools, or resources they can immediately apply. Reference your chosen ability level to clarify what they'll learn.
- How you'll teach—lecture, hands-on activities, group discussions, case studies, or other interactive elements.

4

Speaker Biography

Your Speaker(s) Biography will be used to introduce you and your co-presenters (if applicable) at the conference session, and will also be listed in the speaker area of the conference app.

You'll need to stick to a **limit of 2-3 sentences** and are required to **use 3rd person language.**

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IMPORTANT INFORMATION

Presenter Guidelines & Considerations

Sectional Presenter Timeline

1

March 1, 2027

Sectional Presentation Proposals Due

2

End of March 2027

Speakers Notified of Selection

3

April 15, 2027

Presenter Acceptance Confirmation Form Due

4

July 15, 2027

Final Title, Description, and Biography Content Due

5

November 1, 2027

Handouts Document Content Due

Presenter Considerations

Discounted Rate

Speakers receive a $50 discount for Conference Registration - ***limit of 2**. An additional $50 discount applies for "Expert" sectionals. Speakers are not required to register in order to speak.

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**.

Submission Timing

You do not need to have your presentation completed prior to submission. Focus on crafting your title, description, and learning objectives now and you can finalize your content in the fall.

Presenter Teams

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

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IMPORTANT INFORMATION

Selection Criteria & Submission

Selection Criteria

Sectional 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 Presenting: While we understand that circumstances can change, please submit a proposal *only if you can commit to traveling and presenting if selected.* WSCA promotes our schedule early, and last-minute cancellations or changes significantly affect our ability to deliver a quality event and meet participant expectations.

Important Policy: Sectionals 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 sectionals@wscaweb.org. We're here to support you through the proposal process!