

Celebrating National School Counseling Week – TOOL KIT

February 4-8, 2019

Public relations activities

- ✓ Have a proclamation signed by the district superintendent, mayor or other dignitary in your area celebrating the work of Counselors at your school.
- ✓ Present a personalized Certificate of Appreciation to your counselors
- ✓ Make morning announcements to help start each day of the week off with a special message from the school counseling department
- ✓ Call your local newspaper or television station and ask to have a story run about your school counseling program sometime during the week
- ✓ Advertise to parents and teachers what counselors do for and with students relative to the academic, social/personal, and/or career/workplace domains
- ✓ Create a school counselor publication/brochure and mail/email to parents
- ✓ Post an Appreciation note on your school's marquee to celebrate counselors all week long!
- ✓ Provide a luncheon for the counselors

Fun/creative activities

- ✓ Create a display/bulletin board in a main area that highlights the role of the school counseling staff
- ✓ Give staff members a sharpened pencil with a note saying, "**School Counselors Point You in the Right Direction.**"
- ✓ Give staff members a glue stick with an attached card stating: "**School Counselors Get You Out of Sticky Situations**"
- ✓ Give staff members a pair of scissors with an attached card stating: "**School Counselors Are A Cut Above the Rest**"
- ✓ Give each staff member a peppermint patty or lifesaver saying, "**You are worth a mint to us**" Compliments of the School Counseling Department

- ✓ Make tags with the following saying: **L**isteners, **I**nformers, **F**riends, **E**ncouragers, **S**cholars, **A**dvocates, **V**isionaries, **E**ducators, **R**einforcers, attach to Lifesavers and distribute to staff
 - ✓ Provide desserts for the staff in the faculty lounge. The sign will say **STRESSED** spelled backwards is **DESSERTS**
 - ✓ Provide each staff person a zip lock bag with pieces of bubble wrap in it. Attach the following prescription:

Pop several stress relieving capsules every 6-8 hours as needed. When you are stressed and full of troubles, just grab a sheet and smash some bubbles! Watch your problems go with a loud “pop pop.” Soon your spirits will be back on top. This is therapeutic and once in a while you’ll find yourself begin to smile! Warning: This may become addictive. In case of overdose, please seek professional counseling. From: Your School Counselor
 - ✓ Hang posters around the school, highlighting school counseling services. Examples include:
 - Mirror – “School counselors help us see the positive side.”
 - Light Bulb – “Counselors light the way.”
 - Several light bulbs – “Seeing your counselor for help is a bright idea.”
 - CD – “Need someone to listen? See you school counselor.”
 - Hand – “Counselors lend us a helping hand.”
 - Umbrella – “Find shelter under the school counseling umbrella”
 - Telephone – “Need someone to talk to? Call on your counselor today.”
 - ✓ ***Check out the ASCA website to order additional materials to promote NSCW***
 - ✓ ***Join the ASCA SCENE to discover creative ways other school counselors are promoting National School Counseling Week***
 - ✓ ***Join CASC – California Association of School Counselors***
www.schoolcounselor-ca.org
-

IDEAS from CASC – California Assoc. of School Counselors

Monday: Happy National School Counseling Week

Take a picture/video with the new [National School Counseling Week](#) sign

Tuesday: Lessons Learned

School counselors: Take a photo with the sign – "[As a school counselor, I have learned...](#)"

Wednesday: Lessons Shared

School Counselors: Download the "[As a school counselor, I want my students to know...](#)" sign

Supporters: Download the "[My school counselor taught me...](#)" sign

Thursday: Life #Goals

School Counselors: Download the "[This School Counselor's #Goal](#)" sign and share your school counseling goals

Supporters: Download the "[Thank you _____ \(insert school counselor's name\) for helping me set my #goal to become a...](#)"

Friday: Building Better Humans

School Counselors: Download the "[I'm Building Better Humans by...](#)" sign

Supporters: "[My school counselor helps me be better by...](#)"

National School Counseling Week Sample Morning Announcements

Monday

Good morning. This is [insert name], your school counselor, and today is the first day of "National School Counseling Week." Our focus for the week is "Building Magical Futures."

This week, we will talk about how you can build your future and make it magical in the process. It starts with setting a goal for where you want to be – tomorrow, next month, next year and beyond – and steadily working toward that goal.

The great artist Michelangelo famously said, "The greatest danger for most of us is not that we aim too high and we miss, but that it is too low and we reach it."

What are your goals? What is standing in your way?

My job as your school counselor is to help you look to the future, at what your life can be once you finish school. I can help you deal with the obstacles that everyday life brings and help you reach your full potential. That's what school counselors do: We help. Come by and talk to me soon.

Tuesday

Good morning. This is [insert name], and today is the second day of "National School Counseling Week." The message today is about how a positive attitude can help you in building your future.

Many things can get you down – hard classes, friendship troubles, family problems and not understanding where you fit in. When you're faced with tough times, it's very easy to lose focus and become distracted by the present. The future seems so far away, but it's not.

In his book, "Where the Sidewalk Ends," writer Shel Silverstein talks about overcoming the things that can get you down: "Listen to the mustn'ts, child. Listen to the don'ts. Listen to the shouldn'ts, the impossibles, the won'ts. Listen to the never haves, then listen close to me ... Anything can happen, child. Anything can be."

Dr. Seuss said much the same thing in his famous book, "Oh the Places You'll Go," when he wrote: "You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose."

At times it might not seem this way, but you have more control over your future than you think. As your school counselor, I'm here to help steer you in the right direction, to help you build your own magical future.

Wednesday

Good morning. This is [insert name], and today is the third day of "National School Counseling Week." Today's message is about turning your dreams into reality.

America is a nation of innovators – people with big ideas who want to change the world. Think for a moment about the innovations in technology that have come during your lifetime – smart phones, social networking (Facebook, Instagram, Vine), streaming TV and movies. Those are just a few.

Albert Einstein, the great scientist, believed the best ideas usually are the ones that people don't think will work. "If at first the idea is not absurd, then there is no hope for it," he said

Steve Jobs, the founder of Apple and the visionary behind many of the innovations I just mentioned, famously said, "Innovation distinguishes between a leader and a follower."

Einstein and Jobs took their ideas and dreams and turned them into reality. You can, too. As your school counselor, I can help guide you. Talk to me about your hopes and dreams, and let's work together to help you achieve them.

Thursday

Good morning. This is [insert name]. Today is the fourth day of "National School Counseling Week." Our message today is about overcoming challenges, even when it is tough.

The inventor Thomas Edison said, "Our lives are not determined by what happens to us but by how we react to what happens, not by what life brings to us, but by the attitude we bring to life. ... There are two types of people: those who fear failure so they never try and those who fear failure so they never quit."

Don't let others get you down. As "Winnie the Pooh," A.A. Milne once wrote, "You're braver than you believe, and stronger than you seem, and smarter than you think."

And finally, these words from Thomas Jefferson, author of the Declaration of Independence and the third president of the United States: "I like the dreams of the future better than the history of the past."

As your school counselor, I'm here to help you overcome the challenges you face in your lives. I want to help you build your own magical future.

Friday

Good morning. This is [insert name]. Today is the final day of "National School Counseling Week." Our last message this week looks at how we can make the right moves to ensure we stay on the right path.

John Lennon, a member of the Beatles, once wrote in a song, "Life is what happens when you're busy making other plans." What he meant is that we are so focused on the trivial things that we don't take the time to focus on what's important.

For many of us, life moves so fast that focus is elusive. It seems like the only constant is change. Sometimes it's best to step back, take a deep breath and look at the big picture of what's ahead. At others, it takes determination, persistence and motivation just to make it through the day. But you can do it.

Albert Einstein, the famous scientist I quoted earlier this week, knew this when he said, "We cannot solve our problems with the same thinking we used when we created them."

Your teachers are here to help. Your principal is, too. And when you need someone who will listen and help you take that deep breath, remember that your school counselor is always here for you.

Thanks to all the students and staff for helping to make this a great week.



**ADDITIONAL INFORMATION CAN BE FOUND AT THE FOLLOWING WEBSITES AND
ON-LINE ARTICLES:**

<http://www.schoolcounselor.org/content.asp?contentid=271>

- This link to ASCA's website discusses the role of the school counselor and what he or she does. It also provides links to support the need for school counselors at each developmental level.

http://kidshealth.org/kid/feeling/school/school_counselors.html

- This website is geared towards kids wanting to know about their school counselor and how a school counselor can help them. Although geared towards the primary grades, this website includes beneficial information for kids on being bullied, coping with divorce, etc.

<http://www.schoolcounselor.com/>

- Schoolcounselor.com is a helpful resource for school counselors at all levels. The homepage provides hot topics, links to newsletters and e-articles, interview questions, and more.

<http://schoolcounselorcentral.com>

- Professional Development Tools and Web Apps for School Counselors

http://youthdevelopment.suite101.com/article.cfm/what_is_a_school_counselor

- This online article answers some FAQ's regarding the school counselor profession. This would be a great article to share with students and/or staff or to use as a basis for developing brochures of your own.

<http://www.collegeboard.com/student/plan/starting-points/114.html>

- For the middle and secondary school counselors, this link is a great tool to help students know what questions to ask counselors regarding college readiness. This link might also prove useful for counselors to be prepared for the many queries students might have about post-secondary education.

<http://www.wisegeek.com/what-does-a-guidance-counselor-do.htm>

- Another article useful for educating students, staff, and parents, wisegeek.com discusses responsibilities of school counselors from the elementary level through high school.

http://www.austinisd.org/academics/docs/gc_Cnslr_Bro_04_En.pdf

- This link provides an example of an informed consent brochure that counselors can use to have available for new students, families, and parents informing them of the role of the school counselor.

http://www.essortment.com/all/guidancecounsel_rjkv.htm

- Essortment.com provides helpful information about the roles and responsibilities that school counselors have at the elementary, middle, and high school levels.