



Media Contact

Kathleen Rakestraw
(703) 683-2722 • krakestraw@schoolcounselor.org

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Rosie Rodriguez Selected as 2025 School Counselor of the Year Finalist



ALEXANDRIA, VA – The American School Counselor Association (ASCA) is pleased to announce Rosie Rodriguez, school counselor, Chester E. Jordan Elementary School, El Paso, Texas, as a finalist for the 2025 School Counselor of the Year® awards program (#SCOY25). The school serves 791 students, pre-K–5th grade. Rodriguez, who has been a school counselor since 2013, earned her bachelor’s degree from the University of Texas – El Paso and her master’s degree from Sul Ross State University.

“She is an outstanding school counselor who is a champion for students and is committed to providing an effective comprehensive school counseling program,” said Brenda Carnero, Chester E. Jordan Elementary School intervention coach. “She is a true role model to the school counseling profession.”

As an elementary school counselor, Rodriguez has made social/emotional learning (SEL) the foundation of her efforts to ensure all students achieve academic success and attain lifelong interpersonal skills. Given the broad impact of SEL, it was essential to have all education partners committed to a strong SEL program, Rodriguez said. Weekly, teachers deliver lessons Rodriguez developed focused on SEL components and including student-centered activities. “Advocacy for the curriculum’s implementation was crucial,” Rodriguez said. “To ensure fidelity and

consistency, I pushed for SEL time to be embedded in teachers' daily schedules. Although teachers initially had concerns about dedicating instructional time to SEL, they quickly recognized the benefits. SEL became a vital tool that supported academic progress, improved behavior and enhanced the positive learning environment on our campus."

To ensure SEL continued at home, Rodriguez organized SEL family nights to help families understand its importance and how to implement it effectively. After witnessing the positive impact and the improved campus culture, Rodriguez began sharing her SEL plan with other school counselors, presenting at her district, the Lone Star State School Counselor Association conference and the ASCA Annual Conference.

"Each year, the School Counselor of the Year[®] program shows us what the research tells us – that school counselors have a significant impact on students' academic achievement, social/emotional development and plans for life after graduation," said Jill Cook, ASCA executive director. "Through their dedication, contributions and excellence, these finalists have demonstrated their commitment to the values and mission of the school counseling profession."

The School Counselor of the Year[®] and finalists will be celebrated in Washington, D.C., in January 2025 and will participate in online events during National School Counseling Week, Feb. 3–7, 2025.

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About the American School Counselor Association

The American School Counselor Association (ASCA) is a nonprofit, 501(c)(3) professional organization based in Alexandria, Va. ASCA promotes student success by expanding the image and influence of school counseling through leadership, advocacy, collaboration and systemic change. ASCA helps school counselors guide their students toward academic achievement, career planning and social/emotional development to help today's students become tomorrow's productive, contributing members of society. Founded in 1952, ASCA has a network of 53 state and territory associations and a membership of approximately 43,000 school counseling professionals. For additional information on the American School

Counselor Association, visit www.schoolcounselor.org.