

# ASCA Monthly Update

MAY 2026

## ASCA Board of Directors

The slate of candidates has been announced. Their statements can be [found here](#).

As per ASCA policies, state school counselor associations may promote the elections as a whole but may not use SCA resources to endorse, promote or solicit votes for individual candidates. No appearance shall be given that ASCA or an SCA is endorsing a candidate. ASCA is available to review promotional language if desired.

## Pinnacle Award application upcoming deadline

Applications for the 2026 Pinnacle Award are due Monday, May 18 by 11:59 p.m. ET.

Projects submitted must have taken place between January 2025-March 2026. If you missed a coaching session, a recording is available at <https://schoolcounselor.org/pinnacle>.

[Review 2026 Overview, Eligibility, Criteria](#) and access the application.

## Upcoming Meetings & Dates

### May

- 1 State/Territory Request Form for Elevate is due
- 18 Pinnacle Award Applications due
- 21 SCA Share
- 26 SCOY Submission Deadline

### June

- 3 Elevate Individual Registration forms due

## MAY UPDATES

### New ASCA-Certified School Counselors®

Congratulations to the latest class of ASCA-Certified School Counselors®:

- Ashley Arzola, Orange, Calif.
- Sandra Arteaga-Hernandez, Milwaukee, Wis.
- Kathryn Buchan, Roseville, Calif.
- Rachel Copeland, Herndon, Va.
- Maya Dix, Milwaukee, Wis.
- Kimberly Easley, Milwaukee, Wis.
- Lauren Eierman, Milwaukee, Wis.
- Savannah Emmi, Muskego, Wis.
- Allyson Evans, Cookeville, Tenn.
- Jeffrey Hargis, Broomfield, Colo.
- Sandra Khan, Stockton, Calif.
- Sarah Moore, Milwaukee, Wis.
- Carol Ochoa, San Diego, Calif.
- Gabriela Oliveras-Bonaparte, Milwaukee, Wis.
- Amy O'Neil, Milwaukee, Wis.
- Eduardo Padilla, Orange, Calif.
- Dulce Rosas Bucio, Milwaukee, Wis.
- Kelli Savage, Wonewoc, Wis.
- Elizabeth Vasquez, Herber, Calif.

### Information-Gathering Tool: Suicide Concern

The ASCA Ethics Committee has finalized a new edition of the Information-Gathering Tool: Suicide Concern. A few committee members will be presenting a webinar on the updates on May 20.

### 2027 ASCA Annual Conference Call for Proposals

Have an idea for a 2027 ASCA Annual Conference session? Submit your proposals by Aug. 23, 2026.



## IN CASE YOU MISSED IT

### [State/Territory Request Form](#)

Elevate & ASCA Business Meeting - July 9 & 10,  
New Orleans, LA

Schedule and other details available at  
<https://schoolcounselor.org/elevate>.



Individual registration has been sent to all  
submitted participants and is due June, 3.

All Elevate participants must be current ASCA  
members at the time of the meeting. There is  
no registration fee to attend.



### ASCA Annual Conference

Registration is open for the 2026 ASCA  
Annual Conference in New Orleans, La.  
July 14-17.

## IN CASE YOU MISSED IT

### 2027 SCOY Timeline

The [2027 timeline](#) is now available on [Affiliate Exchange](#). Each state/territory association must submit their winner by May 26, 2026.

From the state award winners, the review committee will select the finalists and the 2027 School Counselor of the Year. All School Counselor of the Year honorees will be notified regarding details about the 2027 celebration after the selection process is complete.



### SCA Share

All SCA leaders are welcome to attend these virtual meetings to share resources, brainstorm, network and support each other. 2025-26 meetings will be held the third Thursday at 4 PM ET/1 PM PT. Please add the following dates to your calendar. [Register here](#).

- May 21, 2026



### SCA Assistance and Coaching

As you land into the new year, reach out when you have questions or need support. Direct questions [to Leisl by email](#), or call/text 571-329-0934 or schedule time to meet with Director of Affiliate Relations any [time that fits your schedule here](#).

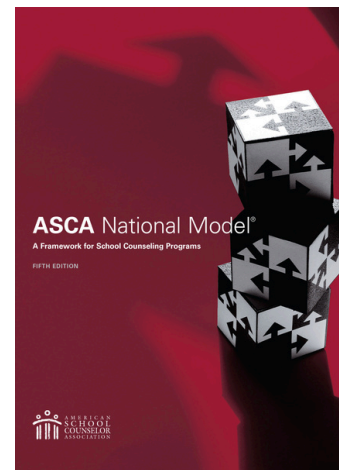
### Social Media Office Hours

Need help with your association's social media strategy or want advice on best practices? Schedule [office hours](#) with ASCA's social media manager, Kayla Shelton.

## ASCA National Model<sup>®</sup>, Fifth Edition

[This page](#) houses the main links for the 5<sup>th</sup> Edition, including Templates and the [PDF for free download](#). It's currently linked right on the homepage of the website.

Watch [this webinar](#) for a detailed review of all the changes to the 5<sup>th</sup> edition, and this one for the [updates to the templates](#).



The SCA pricing for the ASCA National Model, fifth edition, is \$5 each plus shipping, with a required quantity of at least 100. The PDF is free to download, as already mentioned. We'll need the final quantity, shipping address, and a date by which they must arrive to proceed.

One final reminder with SCA pricing for publications – please follow ASCA Publication policies for SCAs, which are included in full, below.

No online sales are permitted. Should an SCA choose to sell these directly to attendees at the event rather than just give them away, they cannot be listed above the public ASCA Member rate. In this case, for the ASCA National Model, 5<sup>th</sup> edition, that rate is \$14.95. As with other publication sales, the SCA may retain any portion of the difference between the rate of \$5 and this public ASCA Member rate.

### **ASCA Publications**

SCAs may request ASCA publications to sell at conferences and trainings. Online sales are not permitted. ASCA offers deep discounts on publications to ensure SCAs are able to support comprehensive school counseling programs within each state. ASCA suggests the SCA set pricing to align with ASCA's published prices to fully leverage a non-dues revenue stream for their time and work to sell these publications at the state level. If SCAs wish, the publications may be included in the registration cost of a training.



# Out and About

Jill Cook met with the American Heart Association.

Amanda Fitzgerald participated in the American Academy of Pediatrics Trauma-Informed Coalition meeting.

Eric Sparks attended a screening of Case for Kindness on Capitol Hill.

ASCA staff met with Rebecca Polinsky of Triple Dividend Partners.

ASCA staff participated in the National Alliance of Specialized Instructional Support Personnel meeting.

Eric and Jill met with the Strada Education Foundation about possible collaborative opportunities at their office in D.C.

ASCA staff attended the ASCA National Model<sup>®</sup> pilot final training with school counselors in Seminole County, Fla.

Amanda participated in a School-Based Health Alliance meeting.

# Out and About



## PRESS

ASCA provided sources to the following publications:

- [Government Technology](#) – A story about how students are using AI to search for colleges.
- [Education Week](#) – Angie gave an interview on the State of the Profession report, and ASCA provided additional sources.
- [Chalkbeat](#) – A story on how college counselors are using AI. The story references a study ASCA conducted with Ball State University on AI usage in school counseling.
- [Hechinger Report](#) – A story about how AI affects career options for students.
- [American School Board Journal](#) – An interview with 2026 School Counselor of the Year Danielle Crankfield.
- [KFF Health News](#) – A story about how children's mental health is affected when their parent or caregiver gets detained by ICE.