



ASCA State & Territory Associations **2025 Annual Report**



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Research Conducted by ASCA, First Quarter 2025

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ASCA issues charters to state and territory school counselor associations to foster strong and positive collaboration that promotes ASCA standards and efforts to ensure access to effective school counseling programs for each and every student. ASCA services are provided to affiliated state and territory school counselor associations (SCAs) as a means of support to advance the profession and strengthen each association's viability. Among these services are governance, financial, conference, technology and consultation.

Executive Summary

The ASCA State and Territory Associations 2025 Annual Report offers a detailed look at the structure, leadership and operations of school counselor associations across the United States and its territories. The data reflects a strong foundation of experienced leaders, most of whom are practicing school counselors and active ASCA members. Many associations are adopting policies to monitor their work for stronger governance, demonstrating a commitment to ethical leadership, investing in strategic planning and embracing organizational transparency.

Operationally, associations are increasingly turning to paid staff or management firms to streamline day-to-day functions, allowing boards to focus on mission-driven goals. Member engagement remains high, with most associations offering professional development opportunities and maintaining regular communication. Advocacy efforts are also robust, with many associations pursuing legislative agendas that support school counseling programs, established school-counselor-to-student ratios and student mental wellness.

In addition to these strengths, the annual review identifies areas for continued growth. Associations expressed a need for additional support in governance, advocacy and marketing. Enhancing relationships with state education agencies and increasing participation in policy discussions are also key priorities. This report not only highlights the progress made but also serves as a strategic guide for advancing the profession and expanding the impact of school counselor associations nationwide.

Data Collection Methodology and Respondent Demographics

In early 2025, ASCA distributed two surveys to school counselor association leadership. “SCA Annual Reporting 2025, Governance and Management,” was emailed to board presidents/chairs and executive directors and requested details about governance structures and operational practices. “SCA Annual Reporting 2025, Advocacy,” was emailed to individuals who lead each association’s advocacy/government relations efforts and collected data about state/territory school counseling policies and other advocacy issues. Prior to 2024, the first year ASCA consolidated SCA data reporting, state/territory associations provided these details in a more piecemeal fashion. In 2025, ASCA collected data from all 53 ASCA-chartered state and territory associations.

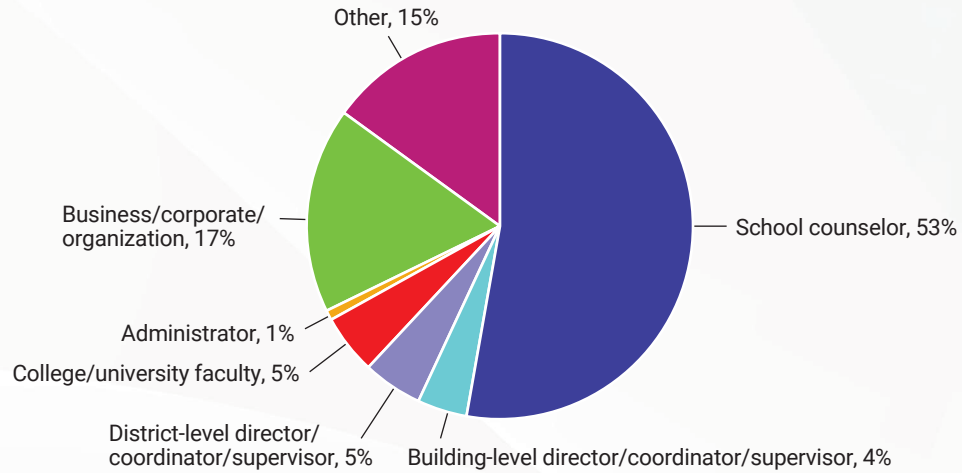
Demographic data was collected for both data-collection instruments.

Among responding executive directors and board presidents/chairs, survey findings indicate a large majority are ASCA members (96%). In terms of their job role, 53% are practicing school counselors, with the next largest percentage composed of businesses/corporations or other organizations (17%), which appear largely to be association management firms or independent contractors employed by SCAs. School counseling supervisors/coordinators account for another 9%.

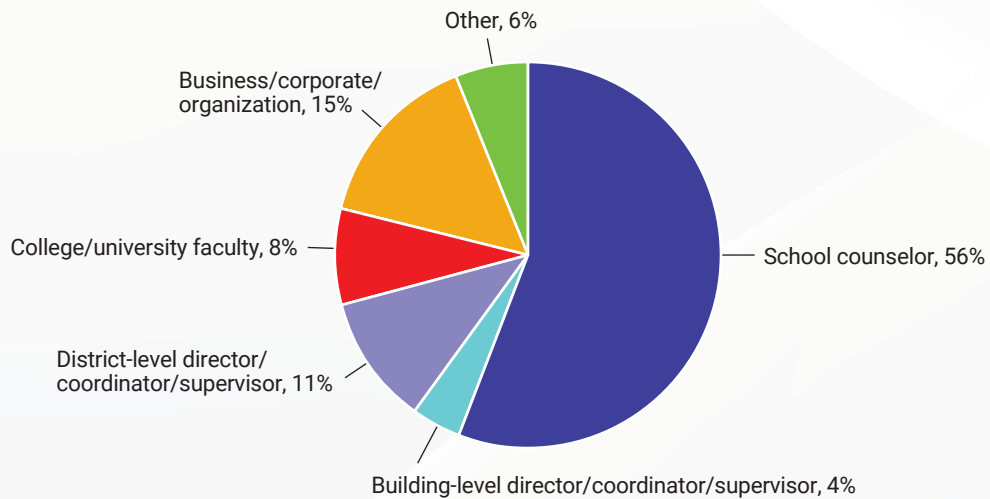
Among advocacy representatives, 98% are ASCA members and 56% are practicing school counselors, while 15% represent businesses/corporations or other organizations. School counseling supervisors/coordinators account for another 15%.

Job Role

Governance & Management Survey Respondents



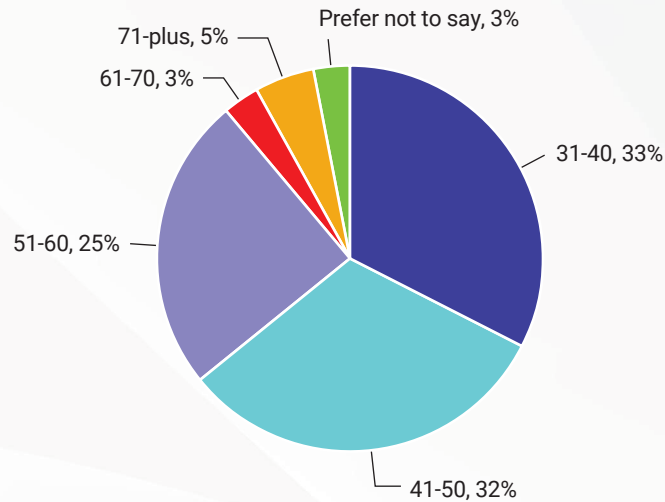
Advocacy Survey Respondents



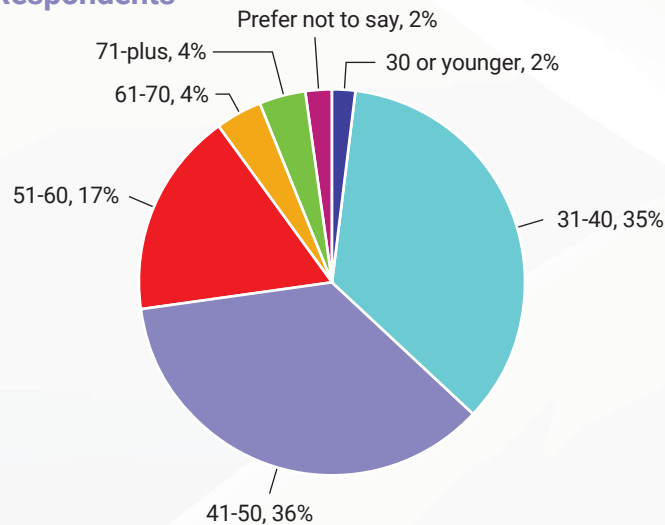
Three quarters of executive directors and board presidents fall between the ages of 31 and 40 (33%) or 41 and 50 (32%). Another one quarter are between 51 and 60, and no respondents are under age 30. Findings are similar among advocacy respondents: ages 31-40 (35%), 41-50 (36%) and 51-60 (17%).

Age

Governance & Management Survey Respondents

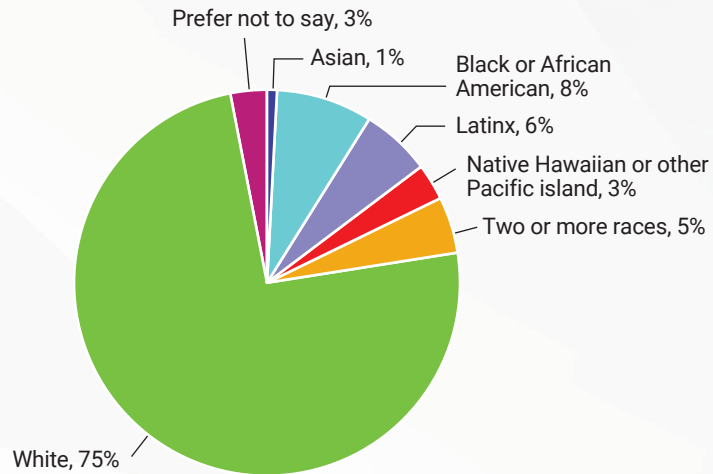


Advocacy Survey Respondents

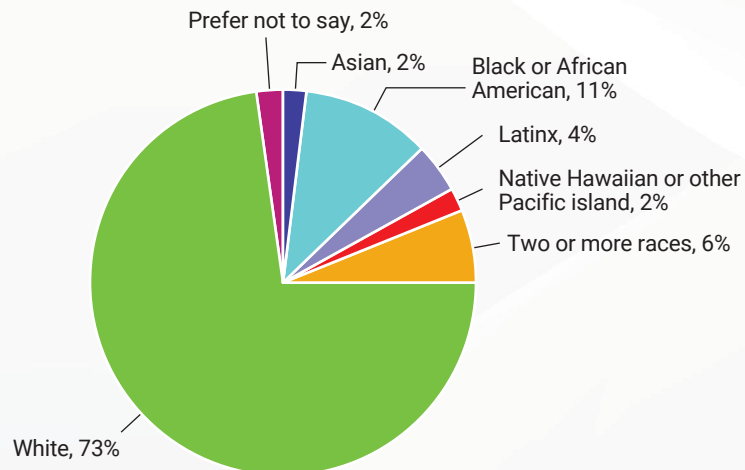


Race/Ethnicity

Governance & Management Survey Respondents

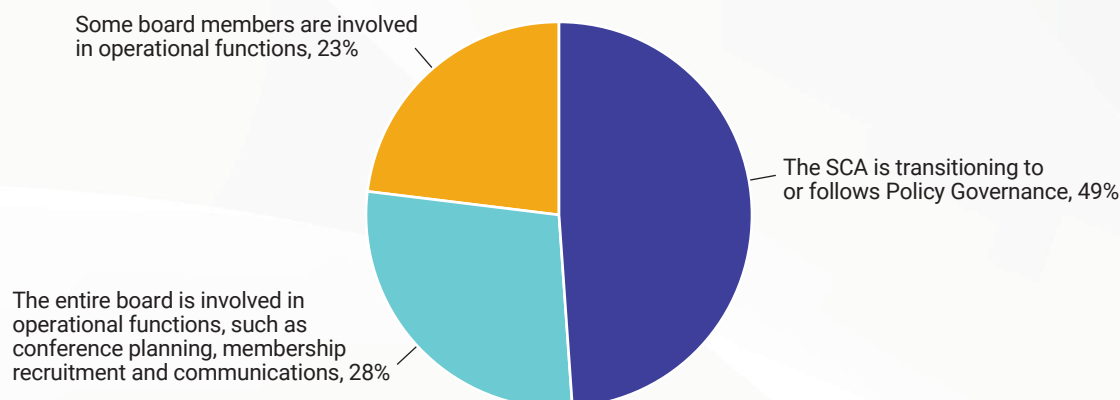


Advocacy Survey Respondents



In terms of respondents' race/ethnicity, 75% of governance/management respondents are white and 8% are Black or African American, with the remainder representing other ethnicities. Similarly, 73% of advocacy representatives are white and 11% are Black/African American.

State/Territory Association Governance Approach



Governance and Board of Directors

Associations should commit to a clear form of governance to ensure accountability, transparency and long-term success. A structured governance model, led by the board of directors, defines appropriate roles and responsibilities, and ensures consistent and efficient decision-making. An established structure builds trust among members and other constituencies by promoting ethical practices and legal compliance. It also provides strategic direction, allowing the association to stay focused on its mission and adapt to change. Ultimately, strong governance supports member engagement, organizational resilience and the sustainability of association goals.

At a minimum, state and territory associations are required to conduct elections annually to select their leadership and maintain organizational accountability and transparency.

Among the 49% of associations (26 states/territories) that are transitioning to or following Policy Governance, 38% (10) have fully implemented Policy Governance, 31% (8) are transitioning to Policy Governance, and another 31% are new to Policy Governance and still working on implementation. Among SCAs transitioning to or following Policy Governance, 62% say they are monitoring policies.

More than half of state/territory associations (53%) are or have worked with a Policy Governance consultant; all but one SCA indicated the consultant was provided as a service by ASCA.

Responses from state/territory associations suggest boards of directors largely understand their roles and responsibilities. For example, more than nine in 10 respondents strongly agree/agree their board members understand the organization's mission and vision (97%), receive timely and relevant information to make informed decisions (97%), review and adhere to the ASCA Ethical Standards for SCA leaders (96%) and understand the organization's strategic goals and objectives (92%).

Strongly Agree/Agree with Governance/Management Statements Members of the Board of Directors ...



Strongly Agree/Agree with Governance/Management Statements SCA ...



Probing further, SCAs were asked about the operations of their boards of directors. Respondents affirmed that their boards conduct regular board meetings and activities with agendas and minutes (100% strongly agree/agree). They also affirm that their association is in good standing with the secretary of state (99%), uses an electronic filing system (such as Dropbox, Google Drive, etc.) to save/manage documents (98%), regularly reviews and/or updates bylaws as appropriate (96%) and develops/reviews the association's policies and procedures (95%). Worth noting, however, is that 28% of respondents disagree/strongly disagree their SCA holds a competitive board election (e.g., multiple people running for a position), and 25% disagree/strongly disagree their SCA has a process for choosing vendors and consultants.

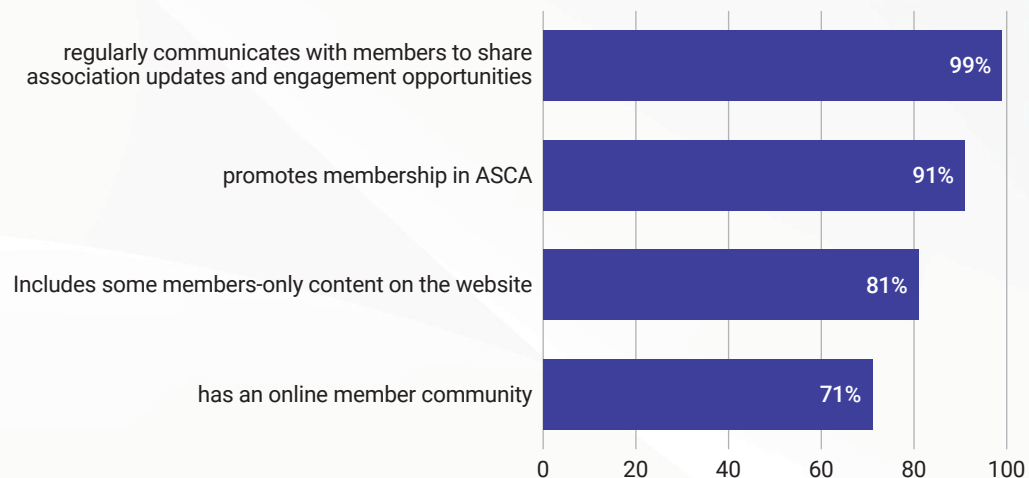
Operations and Management

State and territory associations are required to obtain and maintain corporation status, and to obtain and maintain federal and state (if applicable) tax-exempt status. The majority of SCAs are incorporated as 501(c)3 organizations. Fourteen are 501(c)6.

Hiring paid staff has enabled 37 SCAs to better manage operations. For example, “it has allowed us, the school counselors, to step back from day-to-day management and things we are not necessarily skilled or trained in as school counselors,” according to one responding SCA. “It has streamlined our work to be more efficient and, hopefully, effective.” Comments another, “With the management team handling the day-to-day operations, board members have been able to focus more effectively on other important aspects of the association, such as reviewing and updating our bylaws and policies.”

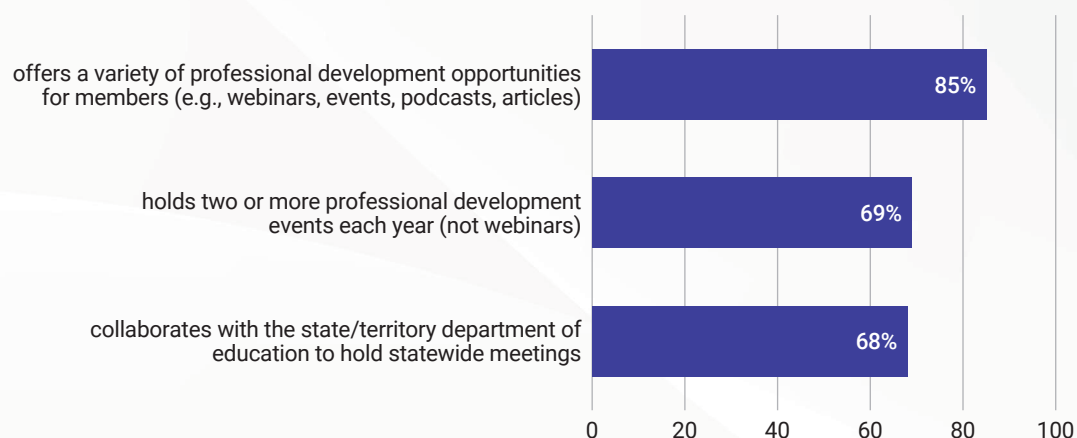
Although part-time staff is the most common approach, eight SCAs report having a full-time staff member or association management firm. This approach has enabled associations consistency in a range of operations functions, including membership, professional development, financial management and other functions, according to leaders.

Strongly Agree/Agree with Statements About Membership Practices SCA ...

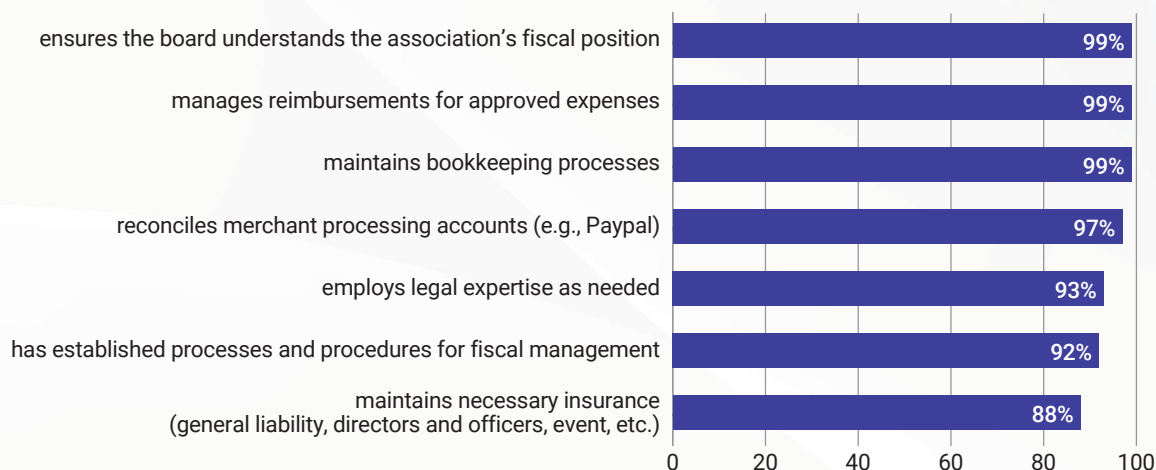


The survey also asked state/territory associations about those practices. For instance, regarding membership practices, nearly all respondents agree their organizations regularly communicate with members to share association updates and engagement opportunities (99% strongly agree/agree) and about nine in 10 promote membership in ASCA (91%). However, 81% agree they include some members-only content on the website and 71% have an online member community.

Strongly Agree/Agree with Statements About Professional Development Practices SCA ...



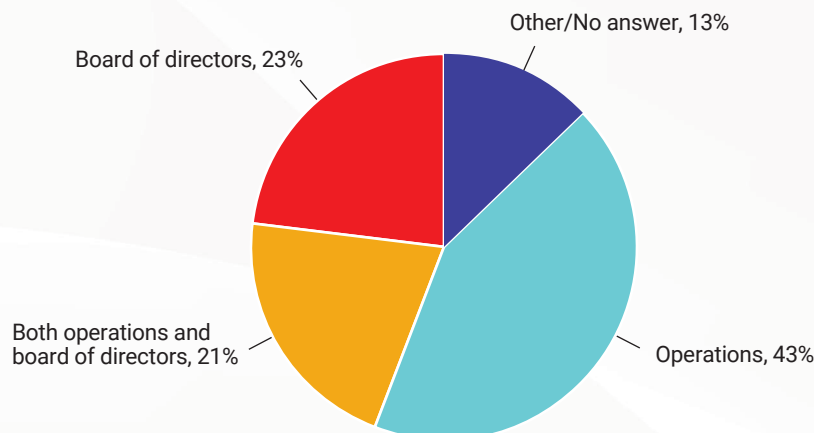
Strongly Agree/Agree with Statements About Financial Practices SCA ...



Although 85% offer a variety of professional development opportunities for members, data points to an opportunity to expand offerings. Currently, 69% hold two or more professional development events each year and 68% collaborate with their state/territory department of education to hold statewide meetings. Unfortunately, five SCAs noted that the coordinator role is unfilled at their state or they don't have a relationship with the person in that role.

Financial practices information was also included in the data collection. For the most part, associations responded very favorably. For example, 99% agree the state/territory association ensures the board understands the association’s fiscal position, manages reimbursements for approved expenses and maintains bookkeeping processes. Associations also reconcile their merchant processing accounts (97%), employ legal expertise as needed (93%), have established processes and procedures for fiscal management (92%) and maintain necessary insurance (88%).

Responsibility for Advocacy



Advocacy and Legislative Priorities

Responsibility for advocacy functions is mixed, according to state/territory leaders. Although 43% indicate this function is managed by operations roles, 23% say board of directors and 21% say both. Another 13% point to a different approach.

Regardless of where advocacy is housed, 44 of 53 state/territory associations report having an advocacy committee and 38 have a legislative agenda. Fully 98% of respondents agree they seek member participation in advocacy efforts and 87% agree their advocacy efforts are effective, a notable improvement from 2024 data (79%). Common issues addressed in legislative agendas include advocating for mandated student-to-school-counselor ratios; expanded pipelines and certification pathways to address counselor shortages; integration of mental health and SEL supports; protection of the school counselor role through legislation and standards; and sustained funding to ensure equitable, high-quality services for all students. Many hold “hill days” in state capitals to engage with state legislators.

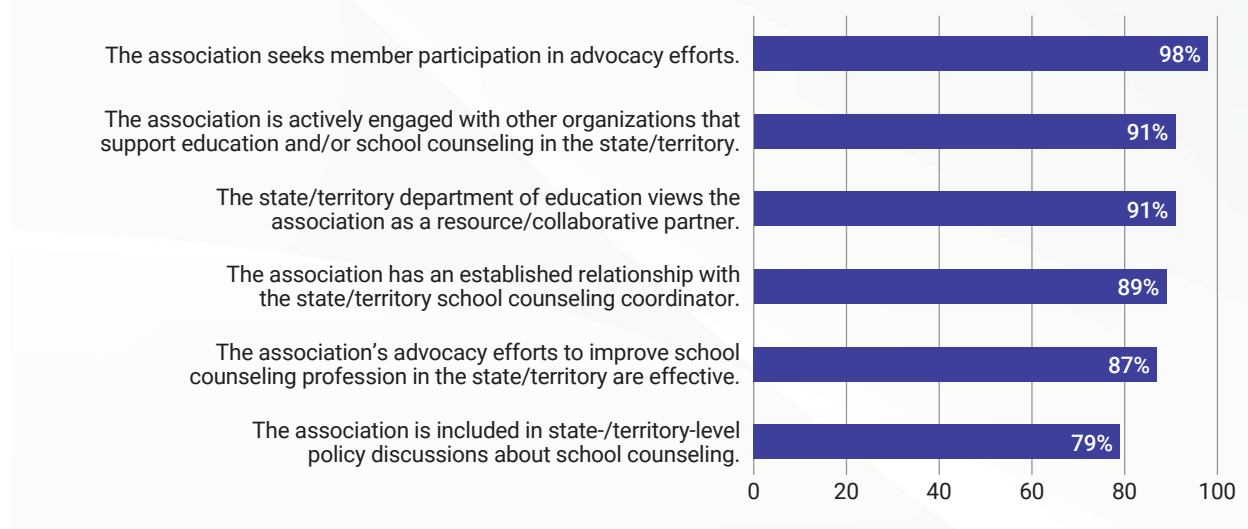
Forty-three percent of SCAs contract with a lobbyist to aid in this work. Of them, 15 say the lobbyist is shared with other organizations (three are unsure). In a number of cases, lobbyists are shared with organizations who may have similar interests; for example, school social workers, state education association or school psychologists.

State and territory associations have made significant headway in influencing school counseling policy. Today, more than three quarters of respondents say their state/territory has a school counseling program and that those school counseling programs are based on the ASCA National Model®. Fifty-seven percent say their state school counselor evaluation instrument is specific to school counseling, up from 44% in 2024. Further, 72% say their state/territory recognizes National School Counseling Week with an official proclamation from the governor or legislature, up from 67% in the year prior.

State/Territory Policies	% of SCAs
State/territory recognizes National School Counseling Week with an official proclamation from the governor/legislature	72%
State/territory has a school counseling program	77%
State/territory school counseling program is based on the ASCA National Model®	76%
State/territory school counselor evaluation instrument is specific to school counseling	57%
State/territory has legislation, current bills, or department of education policy addressing school counselor use of time	40%
State/territory has legislation, current bills or department of education policy addressing the school counselor title (i.e., school counselor vs. guidance counselor)	39%
State/territory has legislation, current bills or department of education policy addressing the student-to-school-counselor ratio	40%

As school counselor associations continue to cultivate relationships with state governments and agencies, they largely agree their states/territories view them as a resource and a collaborative partner (91% strongly agree/agree). Additionally, 89% agree the association has an established relationship with the state/territory school counseling coordinator. More than 90% of respondents say their association is actively engaged with other organizations that support education and/or school counseling in their state/territory.

Strongly Agree/Agree with Statements about SCA Relationship Practices



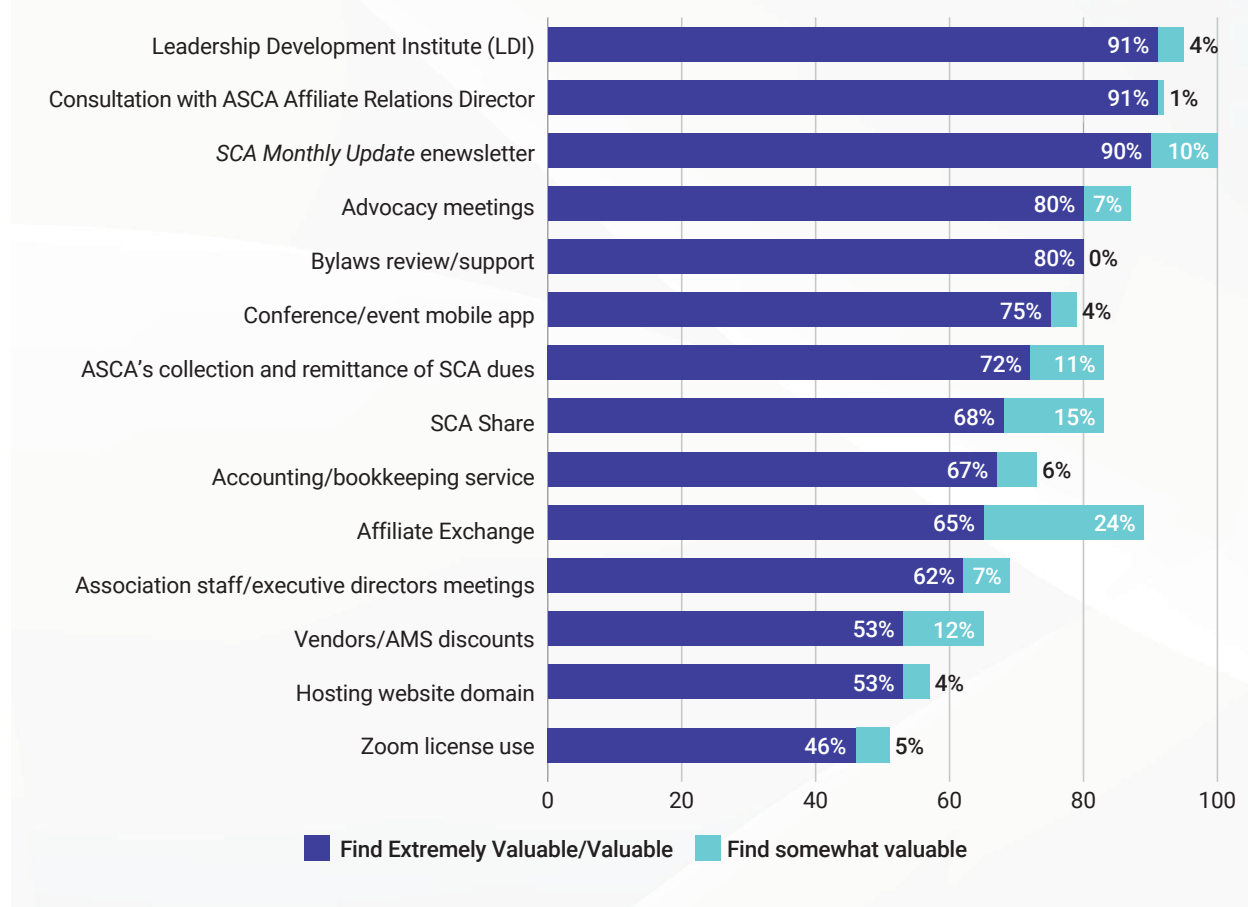
A somewhat smaller percentage (79%) agree the association is included in policy discussions about school counseling. According to one respondent, “We have had listening sessions with our state superintendent of education; however, the actual discussions on policy that would affect school counselors, we aren’t invited to. I do not believe they understand it will affect school counselors, nor do they understand what school counselors do.”

ASCA Services and SCA Needs

ASCA provides a range of services to support SCAs, helping to strengthen their operations and advance the profession locally. These services include governance, financial management, conference support and technology tools.

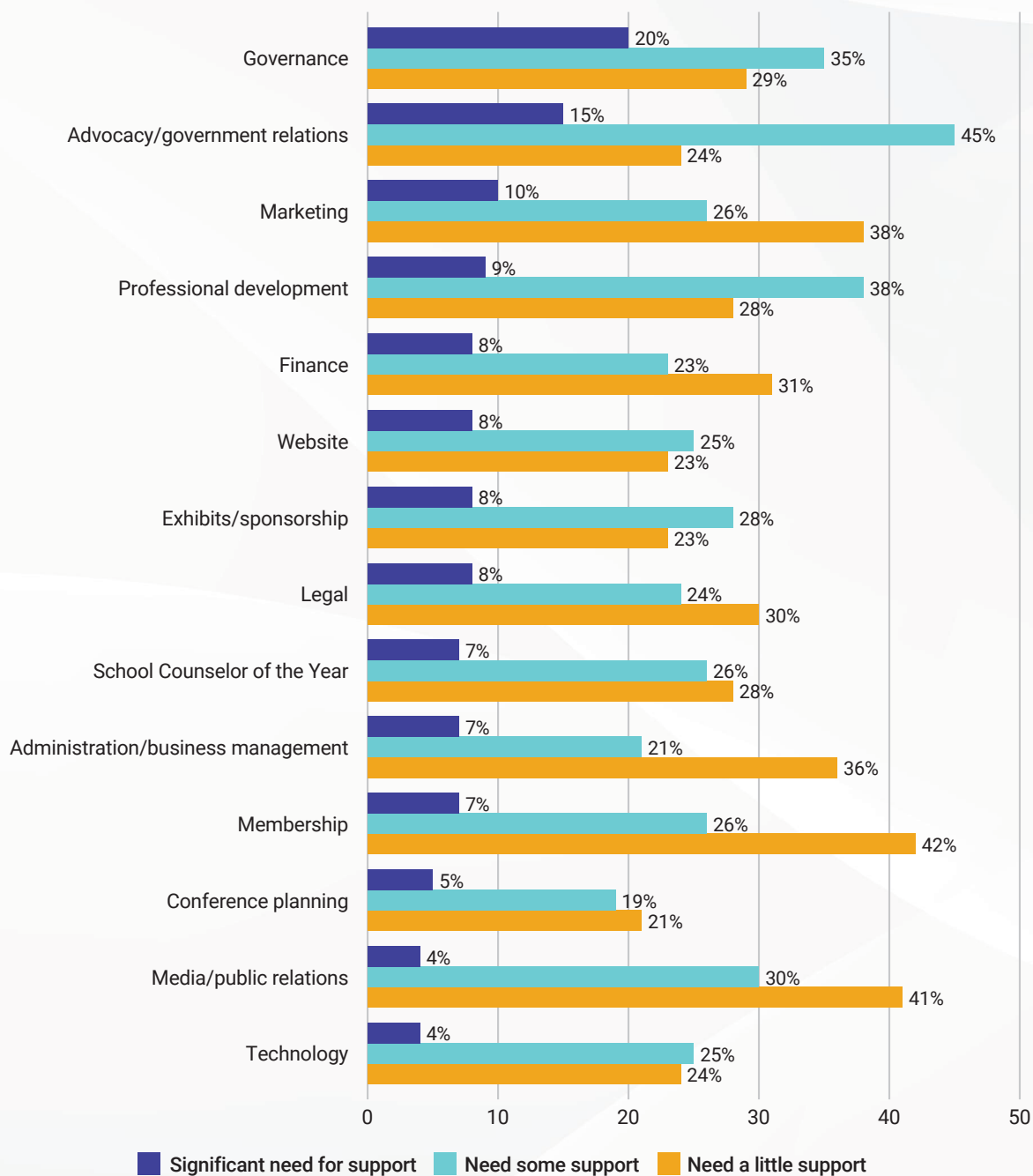
Combining all levels of value (extremely valuable, valuable and somewhat valuable), the *SCA Monthly Update* newsletter (100%) ranks as the most valuable service provided to SCAs by ASCA, followed by Leadership Development Institute (95%) and consultation with ASCA Affiliate Relations Director (92%). Other especially valuable services/support include Advocacy meetings, by-laws review/support, conference app, dues collection, SCA Share, accounting services and Affiliate Exchange. Less-used services include the Zoom license, web hosting and vendor discounts.

Value of Services/Supports Provided by ASCA

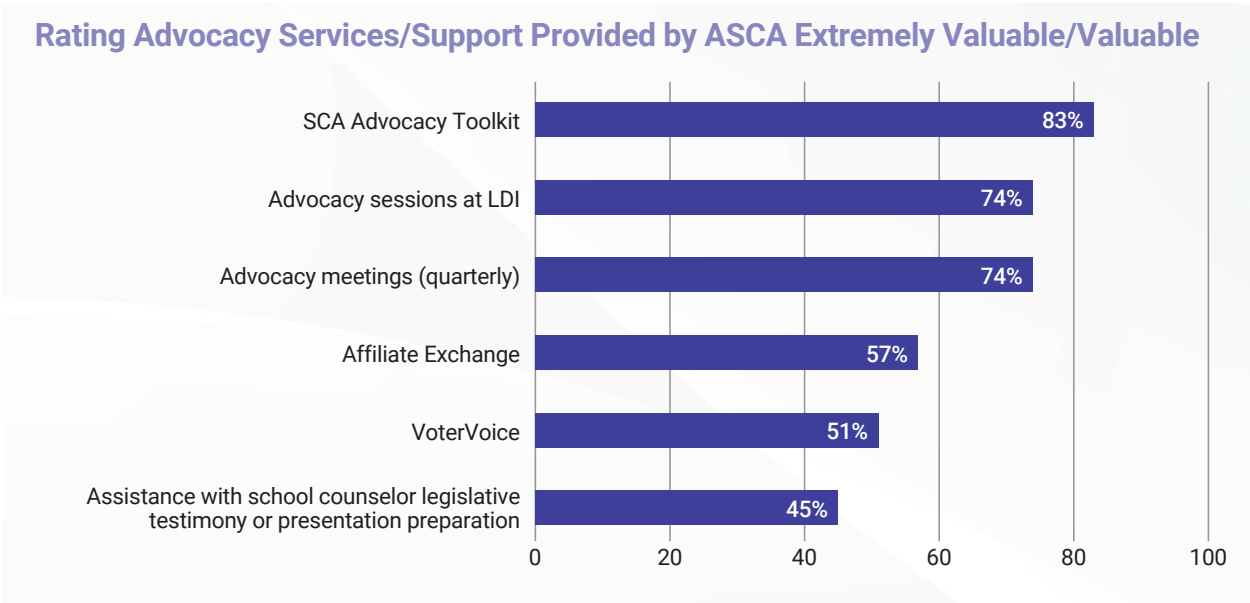


Questions about SCAs' need for support provide more insight into these findings. Governance (20% need significant support; 35% need some) and advocacy/government relations (15% need significant support; 45% need some) are the areas of most need.

State/Territory Need for Support in Key Areas



Asked specifically about ASCA’s advocacy services and support, ASCA’s SCA Advocacy Toolkit was the highest-rated resource, with 83% rating this tool as extremely valuable/valuable. Also ranked highly are the advocacy sessions at the Leadership Development Institute (74%) and quarterly advocacy meetings (74%).



Other resources include the Affiliate Exchange (57% rate extremely valuable/valuable), Voter-Voice (51%) and assistance with legislative testimony or presentations (45%).

Looking Ahead

As we look ahead, ASCA and its affiliated associations are poised to build on the momentum of 2025 by deepening their impact through enhanced collaboration, strategic advocacy and targeted support. Priorities for the coming year include expanding professional development opportunities, strengthening relationships with state education agencies and increasing member engagement. Continued investment in governance training and advocacy tools will be essential to ensure that school counselor associations remain resilient, responsive and effective in promoting equitable access to high-quality school counseling services for all students. Together, we will continue to elevate the profession and empower school counselors to meet the evolving needs of their communities.

Appendix: Association Membership

School Counselor Association	Members 2025	School counselors in state (2023-24)	% of SCs in state who are members*	Average No. of SCs per student
Alabama School Counselor Association	740	1,880	39%	398
Alaska School Counselor Association	180	330	55%	397
Arizona School Counselor Association	934	1,732	54%	645
Arkansas School Counselor Association	680	1,409	48%	344
California Association of School Counselors	2,187	13,164	17%	443
Colorado School Counselor Association	960	3,418	28%	253
Connecticut School Counselor Association	416	1,601	26%	320
Delaware School Counselor Association	319	462	69%	307
District of Columbia School Counselor Association	83	306	27%	303
Florida School Counselor Association	999	6,649	15%	432
Georgia School Counselor Association	1,413	4,634	30%	378
Guam Association of School Counselors	67	80	84%	na
Hawaii School Counselor Association	183	681	27%	249
Idaho School Counselor Association	159	809	20%	391
Illinois School Counselor Association	2,052	3,742	55%	493
Indiana School Counselor Association	545	2,080	26%	497
Iowa School Counselor Association	580	1,460	40%	348
Kansas School Counselor Association	398	1,299	31%	372
Kentucky School Counselor Association	1,098	2,002	55%	328
Louisiana School Counselor Association	469	1,596	29%	444
Maine School Counselor Association	315	588	54%	294
Maryland School Counselor Association	1,166	2,869	41%	310
Massachusetts School Counselor Association	1,958	2,696	73%	339
Michigan School Counselor Association	639	2,488	26%	573
Minnesota School Counselor Association	503	1,609	31%	541
Magnolia State School Counselor Association	400	1,168	34%	374
Missouri School Counselor Association	1,549	3,011	51%	296
Montana School Counselor Association	262	516	51%	289
Nebraska School Counselor Association	517	992	52%	332
Nevada School Counselor Association	1,029	1,055	98%	454
New Hampshire School Counselor Association	292	873	33%	191
New Jersey School Counselor Association	1,363	4,666	29%	298
New Mexico School Counselor Association	226	709	32%	440

School Counselor Association	Members 2025	School counselors in state (2023-24)	% of SCs in state who are members*	Average No. of SCs per student
New York State School Counselor Association	1,815	8,068	22%	314
North Carolina School Counselor Association	2,137	4,543	47%	340
North Dakota School Counseling Association	205	412	50%	289
Ohio School Counselor Association	1,410	4,373	32%	383
Oklahoma School Counselor Association	646	1,935	33%	361
Oregon School Counselor Association	341	1,658	21%	330
Pennsylvania School Counselor Association	1,275	5,302	24%	319
Rhode Island School Counselor Association	298	377	79%	361
Palmetto State School Counselor Association	1,166	2,531	46%	314
South Dakota School Counselor Association	243	426	57%	332
Tennessee School Counselor Association	755	2,340	32%	429
Lone Star State School Counselor Association	1,916	14,131	14%	392
United States Virgin Islands School Counselor Association	62	62	100%	166
Utah School Counselor Association	807	1,417	57%	487
Vermont School Counselor Association	237	481	49%	171
Virginia School Counselor Association	1,934	4,373	44%	288
Washington School Counselor Association	1,022	3,013	34%	363
West Virginia School Counselor Association	329	800	41%	309
Wisconsin School Counselor Association	1,565	2,248	70%	362
Wyoming School Counselor Association	193	306	63%	298

*Note that SCAs members include other professionals in addition to school counselors. However, this percentage generally indicates the SCA's market reach in the state/territory.



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