



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION

National School Counseling Week 2026

Sample Morning Announcements

ASCA has prepared sample morning announcements for you to consider using with your students as you celebrate National School Counseling Week, Feb. 2–6. The sample messages below reflect the 2026 theme "School Counselors Amplify Student Success."

Monday

Good morning. This is [insert name], your school counselor, and today is the first day of National School Counseling Week. The theme this year is **School Counselors Amplify Student Success**. Did you know that a big part of my job is to help you set goals, stay motivated and find strategies that work for you? Success begins with confidence and determination. Whether it's academics, friendships or planning for your future, I'm here to support you every step of the way. As Kendrick Lamar says in his song "i," "Keep your head up." You have what it takes to succeed. If you ever need help or just want to talk, come see me. By the way, because our theme includes the word "amplify," I'll be sharing song lyrics all week. If you see me around, tell me about a song lyric that inspires you. Let's make this a great week.

Tuesday

Good morning. This is [insert name], your school counselor, and we are continuing to celebrate National School Counseling Week. Today I want to talk about why it matters to me that you do well at school. As you may remember, this week's theme is **School Counselors Amplify Student Success**. You may have heard the John Lennon lyrics, "We all shine on, like the moon and the stars and the sun." When you shine, it lights up our whole school community. Your growth matters because you have unique talents and dreams. I care about your success because it shapes your future and inspires others. If you ever feel like your light is dimming, come talk to me – I'm here to help you shine bright.

Wednesday

Good morning. This is [insert name], your school counselor, and this week we are celebrating National School Counseling Week. The theme **School Counselors Amplify Student Success** focuses on how I can help you achieve your goals. But what you should also know is that I also want our school environment to feel like a place where all students can thrive.

Our school counseling program is for each and every student – not just some. We work to create a positive, inclusive environment where everyone feels valued and supported. Through classroom lessons, group activities and individual meetings, we help you build skills for academics, relationships and life. I think Bob Marley sums it up best, “One love, one heart... let’s get together and feel all right.”

Thursday

Good morning. This is [insert name], your school counselor, and this week we are celebrating National School Counseling Week with the theme **School Counselors Amplify Student Success**. Today’s focus is how the school staff work together for all students. As Alicia Keys sings, “We are here for all of us.” And that’s the case for us here at [insert name of school]. Helping students succeed is a team effort. Teachers, administrators and school counselors all work together to support you. We share ideas, solve problems and celebrate your achievements as a team. Respect and collaboration are at the heart of what we do – because when we work together, you win.

Friday

Good morning and welcome to the final day of National School Counseling Week. This is [insert name], your school counselor. On this last day of our celebration, I want to **amplify** the support systems outside of school you can lean on for encouragement and support – whether it’s your family, close friends or trusted adults who are part of your community. These are people who can play a big role in your growth and success. They encourage you, help you through challenges and celebrate your wins. Talk to them about your goals, and ask for support when you need it. As Taylor Swift sings, “I had the time of my life fighting dragons with you.” People who love us appreciate having the opportunity to tackle challenges with us. And remember, I’m here too – because I know you can accomplish amazing things.