



ASCA Monthly Update

MARCH 2026



**AMPLIFY
SUCCESS**
New Orleans • July 11-14, 2026

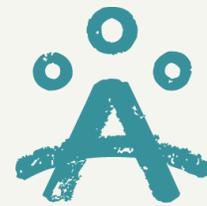
ASCA Annual Conference

Registration is open for the 2026 ASCA Annual Conference in New Orleans, La. July 14-17. Register by May 1 to get a discounted rate!

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.



**SCHOOL
COUNSELOR
of the year**

Upcoming Meetings & Dates

March

19 [SCA Share](#)

24 [Quarterly SCA Advocacy Meeting](#)

31 [Deadline to schedule Check-in Call with Jill Cookk & Leisl Moriarty](#)

April

1 SCA Annual Reports and Data due - Governance/Operations Survey, Advocacy Survey and Membership data and lists

16 [SCA Share](#)

MARCH UPDATES

State/Territory Request Form

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

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



Each SCA submits the State/Territory Request form identifying who will be attending Elevate.

1. All SCAs are asked to submit this form by May 1.
2. Each individual included will then receive a Elevate registration form to complete by June 1. All Elevate participants must be current ASCA members at the time of the meeting. There is no registration fee to attend.

Board Focus Groups

Please feel free to forward this message to school counseling colleagues who fit the criteria. The ASCA Board of Directors is seeking input from ASCA members as part of its ongoing work to directly connect with members. This year, the board is conducting focus groups for school counselors new to the profession (three years or less) and school counselors employed in a rural setting. This invitation is an opportunity to share your insights to help inform the work of the ASCA Board of Directors and the school counseling profession.

Each 90-minute focus group will take place during the times/dates below. To participate, please click the appropriate link below (please select no more than one time slot per group). If your name is selected, you will receive an email with instructions.

New School Counselors (three years or less experience in the field):

- [Sunday, March 29, 6:30 p.m. EDT](#)
- [Wednesday, April 8, 8 p.m. EDT](#)
- [Thursday, April 16, 6:30 p.m. EDT](#)

School Counselors Employed in a Rural Setting:

- [Thursday, April 2, 6:30 p.m. EDT](#)

IN CASE YOU MISSED IT

RAMP® Office Hours

RAMP Office Hours are back for the 2026-2027 application cycle. This will be the first set of applications fully aligned with the fifth edition of the ASCA National Model. [Find more dates for office hours here.](#)



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.](#)

- Mar 19, 2026
- Apr 16, 2026
- May 21, 2026



Quarterly SCA Advocacy Meetings

Leaders gather to discuss policy updates, ask questions, share advocacy strategies, and coordinate efforts to influence change at the state level.

Register for each separately via the links below:

[Tuesday, Mar. 24, 4 p.m. ET](#)

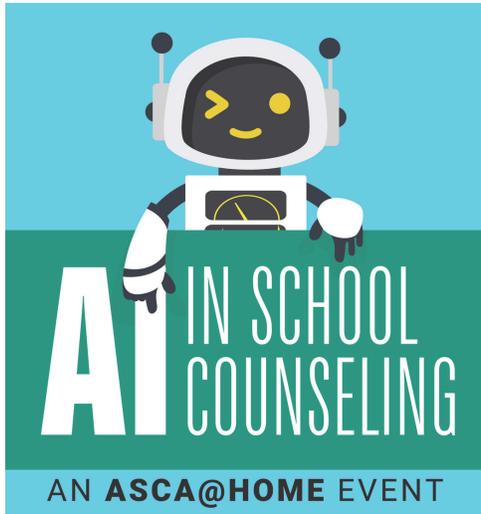
SCA Assistance and Coaching

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.

IN CASE YOU MISSED IT



On Demand: AI in School Counseling

On demand through Dec. 31, 2026.

Register for ASCA@Home! This online event is designed to help K–12 school counselors explore the rapidly evolving role of artificial intelligence in education and student support. The two-day program will feature expert-led sessions, hands-on demonstrations and collaborative discussions on practical AI tools, ethical considerations and innovative strategies school counselors can use to better serve students in an evolving digital world.

ASCA in Your Neighborhood: The Conversation Continues

ASCA's hitting the road again, virtually that is. With recent shifts in education policy reshaping priorities and expectations, staying informed and connected has never been more important. Let's talk about it. ASCA members are invited to join the conversation as we explore the evolving education landscape and its impact on school counseling and the school counselor role. Let's share best practices for thriving in your building while providing school counseling program services to each and every student. This is an opportunity to give and get, be seen and heard, network, equip and empower your colleagues. These collaborative conversations are scheduled for

- Tuesday, April 28, 2026, 7 p.m. EDT



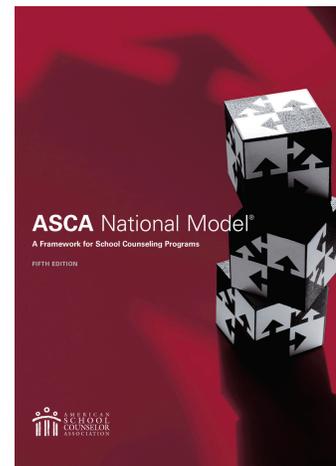
ASCA U Ignite

ASCA U Ignite: Practical Strategies for a Successful Year is an online training that focuses on the ins and outs of building and maintaining a school counseling program.

ASCA National Model[®], Fifth Edition

[This page](#) houses the main links for the 5th 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 5th 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, 5th 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 Craig Robinson, Senior Vice President at Strada.

Amanda Fitzgerald participated in the Women's Business Leaders Conference.

Jill met with AXS.

Amanda met with Getting Smart.

Amanda met with EdTrust.

Amanda participated in a National School-Based Health Alliance executive board meeting.

ASCA staff helped facilitate the ASCA in Your Neighborhood crisis meeting with Cheri Lovre.

Eric participated in the ASCA National Model[®] pilot training for Baltimore County, Md.

Jill met with Chelle Travis from SkillsUSA.

Out and About



PRESS

- ASCA provided sources to the following publications:
- U.S. News & World Report – An article about what students should know about the cost of public vs. private colleges.
- [K-12 Industry Dive](#) – An article covering the new student-to-school-counselor ratios.
- Education Week – A story about the impact of immigration enforcement activities on K-12 students' mental health.