

# ASCA Monthly Update

FEBRUARY 2025

## New Resources in the Advocacy Toolkit

ASCA has updated the resources in the [advocacy toolkit](#), including new messages and graphics for the Get the Facts campaign.



What does a school counseling program do?  
Get the facts about the ASCA National Model.

[schoolcounselor.org/ascanationalmodel](https://schoolcounselor.org/ascanationalmodel)

## ASCA in Your Neighborhood

ASCA's hitting the road, virtually, that is. ASCA members are invited to join the neighborhood dialogue to share how you're maintaining supportive and welcoming learning environments in your school communities and helping each and every student succeed. Discuss the current landscape and dig into relevant conversations for you and your work. [Register here](#).

## Upcoming Meetings & Dates

### March

- 1 LDI details available
- 1 [ASCA Conference](#) early bird registration deadline
- 10 Applications open for 2025 ASCA Pinnacle Award
- 12 [SCA Share](#)
- 13 ASCA Pinnacle Award Coaching session
- 18 [Quarterly Advocacy Meeting](#)
- 20 ASCA Pinnacle Award Coaching session
- 31 Application Deadline for 2025 ASCA Pinnacle Award

## FEBRUARY UPDATES

### BOARD FOCUS GROUPS

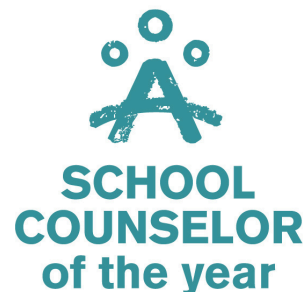
Please consider sharing with your board and any affinity group participants who may also be ASCA Members:

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 with a disability and school counselors who identify as LGBTQ+. 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. Space is limited, so please register as soon as possible. If you are interested in participating, 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. Thank you in advance for your participation. [View dates and times and sign up here.](#)

### SCOY TIMELINE

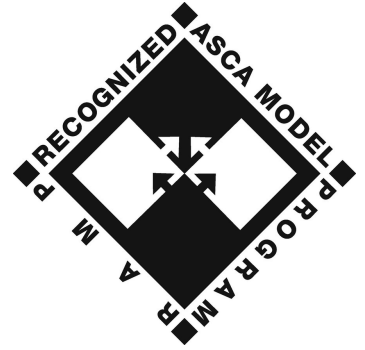
The 2026 timeline is now available on [Affiliate Exchange](#). Each state/territory association must submit their winner by **May 26, 2025**. From the state award winners, the review committee will select the finalists and the 2026 School Counselor of the Year. All School Counselor of the Year honorees will be notified regarding details about the 2026 celebration after the selection process is complete.



## FEBRUARY UPDATES

### RAMP OFFICE HOURS ARE BACK

Upcoming office hours dates include March 20 and April 24. All office hours begin at 5 p.m. ET. Visit the [RAMP® Office Hours](#) page to access the meetings.



### 2025 Check-In

Schedule a yearly check-in call with Jill Cook and Leisl Moriarty by March 31.

### NEW ASCA U SPECIALIST COURSE

ASCA has added a new ASCA U Specialist course - [Solution-Focused School Counseling](#).

## IN CASE YOU MISSED IT

### CONFERENCE REGISTRATION OPEN

Registration is now open for in-person and virtual for the 2025 ASCA Annual Conference July 12-15, Long Beach, Calif.



Navigate  
AND  
Innovate  
JULY 12-15, 2025  
LONG BEACH, CALIF.

### SCA CALENDAR

View the calendar for upcoming SCA events and deadlines [here](#).

### Governance Capacity Building

Each SCA is eligible to select one package each year that meets their governance training needs. Any costs beyond the provided ASCA allotment will be contracted and paid directly by the SCA to the consultant. **The new cycle has begun. Request your selection today.**

### SOCIAL MEDIA UPDATE

ASCA is now on [Bluesky](#), an X (Twitter) alternative – @weareasca.bsky.social

Please take a moment to [complete this brief form](#) about SCA use of Bluesky so we can capture all account handles and provide support, if desired.

### 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.



# Out and About

Jill Cook attended a Learning First Alliance meeting

Amanda Fitzgerald joined the Department of Education's Unlocking Career Success webinar, and Jill participated as a panelist.

Jill and Amanda attended a meeting at the Department of Education to celebrate the accomplishments of Secretary Cardona and department staff over the past four years.

ASCA staff attended ASCA National Model training with the Seminole County, Fla., school counselors.

ASCA staff met with The Education Trust to discuss updating the School Counselors Matter white paper.

ASCA staff met with the North Dakota School Counselor Association about advocacy efforts.

ASCA staff participated in the National Coalition on Personnel Shortages in Special Education and Related Services meeting.

# Out and About



## PRESS

- [Marquette Today](#) – *A story highlighting the ASCA-Certified School Counselor recognition.*