

ASCA State Newsletters: Writing Toolkit for SCA Leaders

May 2021

Ideas for your letter:

- Considering the theme of the issue, can you share a relevant professional or personal experience? This could be a time when you struggled with a situation or succeeded with a particular approach. You can share something you learned, recognize your own challenges, and even laugh at yourself.
- What is the most important thing your state SCA is working on right now? Why is it important? What do members need to know and what do you need from members?
- What new effort is going on with your association? How will this benefit your members? Why should they get involved, and how can they learn more?
- What is the biggest concern of school counselors in your state right now? What is your association doing to help with this? What resources can you share related to this?
- Have any school counselors in your association (including you) recently won awards or professional acknowledgements?

Sample Leadership Letters

General topics:

<https://asca-prod.azurewebsites.net/newsletters/august-2017/president-s-letter-school-counselors-are-fearless?st=mo>

<https://asca-prod.azurewebsites.net/newsletters/november-2019/equity-and-iphones-say-what?st=MI>

<https://asca-prod.azurewebsites.net/newsletters/february-2018/president-s-letter-for-2018,-passion,-growth-and?st=TX>

<https://asca-prod.azurewebsites.net/newsletters/february-2018/president-s-letter-conferences-offer-connection?st=IN>

Working with Families issue:

<https://asca-prod.azurewebsites.net/newsletters/april-2018/president's-letter-our-vsca-family?st=VA>

<https://asca-prod.azurewebsites.net/newsletters/april-2018/president's-letter-let's-listen?st=MT>

Classroom Management issue:

<https://asca-prod.azurewebsites.net/newsletters/august-2017/president-s-letter-give-me-5!?st=pa>

Beyond Your Building issue:

<https://asca-prod.azurewebsites.net/newsletters/october-2017/from-the-chair-the-many-ways-we-give?ST=CT>

<https://asca-prod.azurewebsites.net/newsletters/october-2017/president-s-letter-connecting-beyond-your-buildin?ST=GA>

<https://asca-prod.azurewebsites.net/newsletters/october-2017/president-s-letter-reinforcing-our-resources?ST=NJ>

Promote Your Program issue:

<https://asca-prod.azurewebsites.net/newsletters/december-2017/president-s-letter-planning-and-promoting-our-pro?st=vt>

Career Readiness issue:

<https://asca-prod.azurewebsites.net/newsletters/february-2018/president-s-letter-set-students-path-to-discover?st=ri>

<https://asca-prod.azurewebsites.net/newsletters/february-2018/president-s-letter-four-tips-for-career-readiness?st=MN>

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