



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION

JANUARY
2026

ASCA Monthly Update

JANUARY 2026



School Counselors Amplify Student Success

National School Counseling Week 2026 (#NSCW26) is Feb. 2-6, 2026, to focus public attention on the unique contribution of school counselors within U.S. school systems. The theme is: **School Counselors Amplify Student Success**. National School Counseling Week, presented by ASCA, highlights the tremendous impact school counselors can have in helping students achieve school success and plan for a career. National School Counseling Week is always celebrated the first full week in February. Multiple resources, many of them free, are available to help you celebrate National School Counseling Week.

Upcoming Meetings & Dates

January

15 [SCA Share](#)

20 [Quarterly SCA Advocacy Meeting](#) (rescheduled)

February

2-6 National School Counseling Week

JANUARY UPDATES

Collaboration

ASCA joined other leading K-12 organizations and signed on to a letter to oppose efforts that would override longstanding protections for children & schools under the Gun-Free School Zones Act. You can find it [here](#).

Position Statement Public Comment

The ASCA Position Statement Committee will be revising the following position statements in 2026. Please share any comments you have for the Position Statement Committee by Jan. 15, 2026. [Share comments here](#).

Under review: [Annual Performance Appraisal](#), [Credentialing and Licensure](#), [Gender Equity](#), [Group Counseling](#), [Letters of Recommendation](#), [Peer Support Programs](#), [School Counseling Preparation Programs](#), [School Counselor Supervision](#), [Transgender and Nonbinary Youth](#)

Apply to Run for the ASCA Board

Interested in running for an ASCA Board of Directors position? Applications are due Jan. 31. Download a [sample application form](#) for planning, and [apply here](#).

Lesson Plans: Call for Submissions

Practicing School Counselors and Graduate Students: ASCA is developing three books of sample lesson plans – one each for elementary, middle and high school counselors. Each book will contain approximately 2–4 lesson plans for each of the 30 behavior standards contained in the ASCA Student Standards. Deadline is February 1. [Review details and requirements here](#).

IN CASE YOU MISSED IT

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](#).

- Jan 15, 2026
- Feb 19, 2026
- 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, Jan. 20, 3 p.m. ET](#)

[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, Jan. 13, 2026, 7 p.m. EST
- Tuesday, March 10, 2026, 7 p.m. EDT
- Tuesday, April 28, 2026, 7 p.m. EDT



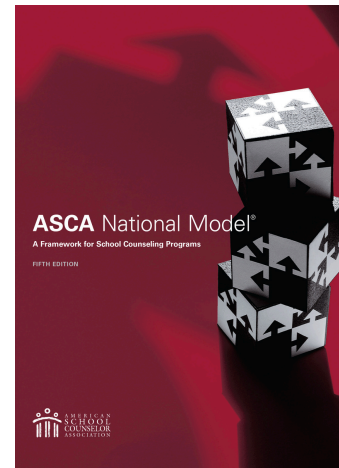
ASCA U Ignite

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

Amanda Fitzgerald participated in the American Academy of Pediatrics Trauma-Informed Partner meeting.

Leisl provided technical support for the Kentucky Department of Education School Counselor Summit.

ASCA staff held an SCA advocacy leader discussion about the impact of ICE.

Amanda attended the NICE K-12 cybersecurity conference and organized a panel that addressed the role of the school counselor in career development.

ASCA staff facilitated a meeting with the Professional School Counseling editorial board.

Jill and Amanda met with ACTE about its school counselor resources.

Amanda attended the Association of Career and Technical Education annual conference.

ASCA staff met with Roadtrip Nation.

Out and About



PRESS

ASCA provided sources for the following publications:

- 2026 School Counselor of the Year Danielle Crankfield was interviewed by NPR's [Here and Now](#).
- *EdSurge* – An article on college and career readiness among high school students, recent federal cuts and how Title 1 schools are piloting AI advising tools.
- [EdWeek](#) – An article about cancellations of federal Mental Health Services Professionals Grants by the Trump administration.