



National School Counseling Week 2025 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. 3-7. The sample messages below reflect the 2025 theme “School Counseling: Helping Students Thrive.”

Monday

Good morning. This is [insert name], your school counselor, and today is the first day of National School Counseling Week. The theme of this year’s week is “School Counseling: Helping Students Thrive.”

I want to talk about what it means to truly thrive. Thriving means growing, succeeding and feeling fulfilled in all areas of your life, and as a school counselor, I want to help you achieve that. There are several areas where I can help you thrive, including your academic growth, your emotional well-being and your career exploration.

- For example, thriving academically means setting goals, staying motivated and finding joy in learning. I can help you develop strategies to be successful academically.
- Thriving emotionally means feeling balanced, resilient and supported. If you’re feeling stressed or anxious, I’m here to listen and help you navigate your feelings.
- Thriving in your future means understanding your strengths and passions. I can help you explore different careers and plan for a future that excites you.

Helping you thrive is my goal. I hope you’ll reach out when you need support or just want to chat. Let’s work together to THRIVE the rest of this school year.

Have a wonderful day!

Tuesday

Good morning. This is [insert name], your school counselor, and this week we are celebrating National School Counseling Week. Yesterday, I shared with you that we are focusing on how school counselors help all students thrive. But how do we know when you’re thriving?

I know you’re thriving when I see you meeting your goals. I know more about how you’re doing than you may think. Even if we’ve never sat down and chatted one on one, I know if you’re succeeding in your classes, if you could use some help in managing your time or if you would benefit from some coaching in managing friendships. I use information gathered from grades, from discussions with your teachers, from

meetings with school administrators and more to make sure I have information on all students in the school.

Then, when I visit your class or invite you into groups, I know what lessons you need. When I see improvements in your grades, your attendance, your class participation and more, I know that you're meeting your success goals.

When you THRIVE, I thrive, too. If thriving feels out of reach, let's talk. I'm here for you.

Wednesday

Good morning. This is [insert name], your school counselor, and this week we are celebrating National School Counseling Week. Did you know that thriving at school includes ensuring we all enjoy a positive school environment? Thriving in your school environment means feeling safe, included and valued. I, along with your teachers, principals and all school staff, am dedicated to creating a space where everyone can feel respected and supported.

We do this in several ways, including:

- Promoting respect and inclusivity, celebrating different cultures, backgrounds and perspectives.
- Building strong relationships among everyone in our school community with open communication, active listening and empathy.
- Creating engaging and interactive learning environments that respond to different learning styles.
- Supporting mental health and well-being, as well as physical health, through sports and exercise
- Encouraging student voice and leadership.
- Celebrating student achievements and encouraging accomplishments.
- Ensuring our school facilities are accessible to students and staff of all abilities and are safe and welcoming, giving students spaces to relax and socialize while learning.

Do you feel like our school gives you the appropriate space to thrive? Let us know. Tell me or your teachers what you think. In the meantime, do something positive to help our community thrive today.

Thursday

Good morning. This is [insert name], your school counselor, and this week we are celebrating National School Counseling Week. As we've been discussing this week, the 2025 theme is "School Counseling: Helping Students Thrive."

The concept of thriving can be difficult to understand. What does it feel like to thrive? You know that feeling when you get a good grade on a test? Or when you ace a new skill in a sport or game? Think about that feeling. Thriving means feeling pleasure in your daily activities and having a sense of purpose. It means being able to manage your challenges, like homework or interactions with friends. It means maintaining supportive relationships and feeling a sense of belonging at school and in your community.

It means feeling like you are growing and learning. It means being able to adapt and bounce back when you experience setbacks. And it means maintaining balance in your life.

That may sound like a lot for a young person. But it's what I want for each of you. When I talk to you about social/emotional learning, I'm hoping to help you develop the types of skills you need to thrive in day-to-day life – skills like resilience, self-motivation, adaptability to change and effective communication skills.

Are there any skills you'd like to work on? Make an appointment to come talk with me, and let's make a plan. Have a wonderful day today.

Friday

Good morning and welcome to the final day of National School Counseling Week. This is [insert name], your school counselor. For our last day talking about how school counselors help students thrive, I'd like to share a wonderful quote with you from the poet Maya Angelou:

“My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor and some style.”

This is my hope for each of you. That you are passionate about learning and discover what brings you joy. That you approach your peers with compassion. That you pass through daily life with good humor, bringing your own style and sense of self. And that you follow your arrow wherever it leads. I can't wait to see what each of you does. I'm grateful to be part of your journey.

Go. Be amazing. Thrive.