



The forum for school counseling association leadership

## Schedule At-a-Glance

**THURSDAY, JULY 9**

Presenting Sponsor:



Supporting Sponsor:



### Elevate

12–1 p.m.

**Check-in**

Hilton New Orleans Riverside

1 p.m.

**Welcome**

Jill Cook, CAE, ASCA Executive Director

1:10–2:30 p.m.

**Strategic Foresight in Action: Leading School Counseling Associations Forward**

Jennifer McNelly, CAE, American Society of Safety Professionals CEO

2:30–3:30 p.m.

**Pinnacle Award Presentation  
ASCA Update**

3:30–3:45 p.m.

Break

3:45–5:15 p.m.

**Elevated Discussion - From Insight to Action: Applying Foresight to Association Leadership**

Jennifer McNelly, CAE, American Society of Safety Professionals CEO

Sherry Jennings, Sound Governance

Stacy Sjogren, Out of the Woods Consulting

5:15–5:30 p.m.

Break

5:30–6:30 p.m.

**Elevated Discussions**

Pinnacle Finalist Roundtable

Building a Sustainable Advocacy Program (Even with Limited Capacity)

Messaging That Resonates: Marketing the Value of Membership

Revamping Committee Structures

Using Social Media + Storytelling to Drive Membership Growth

Wisdom Well

6:30–7:30 p.m.

**Dinner Reception**



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## FRIDAY, JULY 10

7:15–8 a.m.

**Breakfast**

8–8:45 a.m.

**Advocacy Update**

Deirdra Williams & Amanda Fitzgerald, Ed.D., CAE

8:45 a.m.–9:45 a.m.

**ASCA Board of Directors Linkage  
Committee and Test Vote**

9:45–10 a.m.

**Break**

10 a.m.–12:45 p.m.

**Elevated Discussions**

**10–12:00**

Governing from Strength: You Know More Than You Think

**10–11:15**

Reaching the Unreached - Membership Engagement Idea Exchange

From Ideas to Impact: How We Passed (or Advanced) Legislation

Using Technology the Right Way – From Data Integrity to Member Engagement

Aligning Professional Development with Member Needs and Data

Wisdom Well

**11:30–12:45**

Engagement in a Burned-Out Profession: Rethinking What Participation Looks Like

VoterVoice Demo

From Recruitment to Retention: Building Member Value That Sustains Engagement

Designing Year-Round Professional Learning That Members Value

Wisdom Well

12:30–1:30 p.m.

**Lunch**

1:30–2:45 p.m.

**Elevated Discussions**

Leadership Over Legacy: Building Sustainable SCA Leadership Models

We're Still Trying to Get a Seat at the Table

Holding Outcomes Without Holding the Wheel

Good Boards Lay the Groundwork for Better Boards

Beyond Problem-Solving: How SCA Support Drives Growth, Not Just Recovery

Wisdom Well

2:45–3 p.m.

**Break**

3–4:15 p.m.

**School Counselor of the Year**

Danielle Crankfield, 2026 School Counselor of the Year®

4:15–4:30 p.m.

**Delegate Sign-in  
Break**

## ASCA Business Meeting

4:30–6 p.m.

**ASCA Business Meeting**