



A Tiered Approach to State-Level Advocacy

SCA advocacy requires both ongoing and strategic action with a forward-thinking approach. A tiered framework can provide structure and consistency to your efforts throughout the year.

By identifying Tier 1, evergreen, tasks to support throughout the year, your SCA can create better informed and refined legislative priorities and agendas.

Tiers 2 and 3 serve as strategic advocacy both for responding to harmful legislation or building momentum around positive initiatives. Understanding the cyclical nature of this work is essential to long-term success.

When an association achieves a legislative or policy success, the focus often shifts to education and implementation — activities that then may move to Tier 1. Conversely, if harmful or unjust legislation is enacted, developing new strategies or solutions become a Tier 1 priority.

By embracing a cyclical, tiered approach, SCAs can remain agile, strategic and impactful in their advocacy efforts over time, especially through changes in leadership.



TIER 3: Implement and Support

Tier 3 advocacy efforts are focused on interpretation, implementation and monitoring of any new legislation or policy that impacts the school counseling profession. SCAs should be prepared to provide leadership to support or respond to new legislation or policy, including gathering feedback to inform future action.



TIER 2: React and Respond

Tier 2 advocacy efforts include responding to proposed legislation and policy that may impact the school counseling profession positively or negatively. Strategies to organize and build support or opposition should be implemented quickly. Specific efforts may include mobilizing impacted groups, releasing statements or providing testimony on the issue, and organizing grassroots strategies such as VoterVoice campaigns.



TIER 1: Prepare and Engage

Tier 1 advocacy efforts build a strong foundation of member preparation and education, including equipping members with the knowledge and tools to engage in advocacy efforts year-round. Establish systems to assess the legislative and policy landscape in your state/territory and implement effective communication to keep members informed.

Regular Tier 1 activities may include developing strategies for prospective legislation that supports the school counseling profession, as well as identifying any existing laws/policies that may negatively impact the profession. Awareness and education campaigns are designed to inform key decision-makers and SCA members about the school counseling profession and the SCA.

Tiered Approach to SCA Advocacy



TIER 3: Implement and Support

- Work with state education staff to provide interpretation/guidance and plan for implementation and compliance
- Monitor the impact of new law/policy
- Gather information from state and local leaders to help inform future action regarding new law/policy



TIER 2: React and Respond

- Coordinate advocacy action for members when appropriate (VoterVoice)
- Provide testimony to legislative committees to communicate the impact of the school counselor role in regard to topic of bills, initiatives or issues
- Utilize partners and allies to advocate for change and/or share messaging



TIER 1: Prepare and Engage

- Survey members to establish legislative agenda/priorities
- Build bridges by establishing rapport and forging relationships with district leaders, like-minded associations, state education staff, legislators and others
- Coordinate an annual start-of-session meeting for legislators to learn more about school counseling (virtual)
- Participate in state annual education activities/events to promote school counseling
- Establish a network of ongoing communication about legislative and advocacy information (advocacy webpage on SCA website, messaging via listservs and newsletters, etc.)
- Maintain a seat at the table with coalitions and for annual education related meetings
- Organize events for National School Counseling Week
- Create opportunities for members to engage with legislators
- Provide professional development on advocacy
- Maintain advocacy resources for members