**ASCA State Newsletters 2024–25 Production Schedule and Editorial Calendar**

**Contact**: Katy O’Grady, [katy@docreative.com](mailto:katy@docreative.com), 703-989-1730

*Please note: I will send email reminders for the content and list deadlines.*

|  |  |  |
| --- | --- | --- |
| Issue | Deadlines & Delivery Dates | Theme |
| September 2024 | Content due 8/8  List due 8/26  Deliver 9/5 and 9/16 | **Fresh Start**  *Feature articles from ASCA:* Start the year strong with out-of-the-box approaches, interactive games and great groups; leverage funds for your program. |
| November 2024 | Content due 10/10  List due 10/25  Deliver 11/5 and 11/15 | **Stopping Trouble**  *Feature articles from ASCA:* Adolescent drug prevention, vaping in schools, students’ explicit images online, suicide, shootings and catastrophes. |
| January 2025 | Content due 12/6  List due 12/18  Deliver 1/6 and 1/16 | **Communicate and Connect**  *Feature articles from ASCA:* Program PR, promotion and websites; using AI in education; telling your story; family engagement. |
| March 2025 | Content due 2/6  List due 2/21  Deliver 3/5 and 3/14 | **Heroes Without Capes**  *Feature articles from ASCA:* Support underrepresented colleagues and neurodiverse students; teach students to challenge appearance discrimination and be their own hero. |
| May 2025 | Content due 4/11  List due 4/25  Deliver 5/5 and 5/15 | **Center on the Senses**  *Feature articles from ASCA:* Incorporate music, visual arts, drama and dance into school counseling; create sensory paths and calming spaces. |

**Content items for each issue:**

1. Leadership letter from your president/chair or other association leader (**500 words max.**; shorter is fine.)
2. Photo of the letter author if different from the author of previous letters
3. Optional: a second page of content (**700 words maximum**; more info below)
4. Optional: **up to 6 photos** to include with your content

Text should be in a Word document; photos/images should in separate files, as high resolution as possible. You do not need to do any layout. Sending documents and images via Google drive is fine.

**Note on Second Page Content**

This page is optional and you do *not* have to provide an article on the theme of the issue—the other feature stories in the issue will address that topic. (Of course, you are welcome to send an article on the topic if you wish.) You can use the second page to promote your conference, announce award application dates or winners, share legislative updates – whatever association news you would like to convey to members.

You can send up to 6 photos and I will incorporate them into your page. Past examples of second pages:

* <https://www.schoolcounselor.org/Newsletters/September-2021/ISCA-Is-Ready-for-2021-22?st=IL>
* <https://www.schoolcounselor.org/Newsletters/September-2021/Missouri-News?st=MO>
* <https://www.schoolcounselor.org/Newsletters/November-2021/Learning-and-Recognition-with-ISCA?st=IN>
* <https://www.schoolcounselor.org/Newsletters/January-2022/Student-and-School-Counselor-Wellness-Greatest-(1)?st=NM>
* <https://www.schoolcounselor.org/Newsletters/March-2022/NDSCA-School-Counselor-Spotlight-Julie-Sjol?st=ND>

**Sharing Newsletters on Your Website**

We encourage your SCA to make the newsletter available as a member benefit on your website. The best way to do this for each issue is by including a link to the Leadership Letter page. That will then also display links to the other articles in the issue – your state articles and the shared articles. We can provide a square image similar to the newsletter header to link to on your site – here is an example.



**More than two state articles?**

We can assist if you have more to share than the leadership letter and a second article. An approach that several states have used is to post the complete text of the articles on their site, then, for each article, provide headlines, authors, a short excerpt, and a link to the full text. Here is an example from Colorado:

<https://www.schoolcounselor.org/Newsletters/January-2022/Sharing-Strategies?st=CO>