



AMERICAN  
SCHOOL  
COUNSELOR  
ASSOCIATION

JUNE  
2025

# ASCA Monthly Update

JUNE 2025

## Congratulations to the 2025 Pinnacle Award Finalists!

The 2025 ASCA Pinnacle Award finalists and their projects are

- Iowa: "Ripples of Advocacy: Building Legal & Legislative Empowerment for Iowa School Counselors"
- Oklahoma: "Supporting Emergency and Alternative Licensure"
- Pennsylvania: "Building and Sustaining Excellence in Governance"
- Wisconsin: "From Foundation to Flourish: WSCA Tiered Support for School Counseling Program Implementation"



## 2025 LDI & ASCA Business Meeting

July 10-July 11, Long Beach, Ca.

LDI is scheduled to begin at 1 p.m. PT on July 10; July 11 is expected to conclude by approximately 6 p.m. PT. An [updated schedule is available here.](#)



## Upcoming Meetings & Dates

### June

1 LDI State/Territory Individual Registration Form Due

15 [ASCA-Certified School Counselor application deadline](#)

### July

10-11 LDI

12-15 ASCA Annual Conference

# JUNE UPDATES

## ADVOCACY

ASCA signed on to a [letter](#) calling on Congress to fund the Student Support and Academic Enrichment grant program under Title IV-A of ESSA at its authorized level of \$1.6 billion. The Title IV-A flexible block grant supports well-rounded education, safe and healthy students, and the effective use of education technology.

ASCA [signed on as a supporter](#) for the Retaining Educators Takes Added Investment Now (RETAIN) Act introduced by Sens. Durbin (Ill.) and Smith (Minn.) and Representatives Schneider (Ill.-10) and Stevens (Mich.-11) during Teacher Appreciation Week. The RETAIN Act creates a fully refundable tax credit for teachers, paraprofessionals, school-based mental health providers and school leaders in Title I schools.

On May 13, Jill Cook attended a dinner hosted by [Jobs for the Future](#) (JFF) and [American Student Assistance](#) (ASA) about career navigation. JFF CEO Maria Flynn and ASA executive vice president Julie Lammers co-hosted a fireside chat with the acting assistant secretary of the Department of Education and other guests about key priorities for helping young people navigate their education and career options after high school and pursue meaningful employment.

ASCA collaborated with the National Association of School Psychologists to offer two webinars regarding the cancellation of the Bipartisan Safer Communities Act's mental health grants. Amanda Fuchs Miller, former Deputy Assistant Secretary for Higher Education Programs at the U.S. Department of Education, led the webinars and discussed the rules, procedures and available options for appeals for grantees whose grants have been or may be canceled.

ASCA [signed on to a letter](#) to congressional appropriators for Fiscal Year 2026, encouraging them to provide \$35 million for the U.S. Centers for Disease Control and Prevention, \$25 million for the National Institutes of Health and \$1 million for the National Institute of Justice to conduct public health research into firearm morbidity and mortality prevention.

## IN CASE YOU MISSED IT

### Contact Changes

Board of Director and Operational Committee leader transitions are happening now and in coming months. Remember to send updated contact information and board rosters to Leisl as soon as you're able.

### ASCA Board of Directors

The slate of candidates has been announced. Their statements can be found here.

As per ASCA policies, state school counselor associations may promote the elections as a whole but may not use SCA resources to endorse, promote or solicit votes for individual candidates. No appearance shall be given that ASCA or an SCA is endorsing a candidate. ASCA is available to review promotional language if desired.



### ASCA Annual Conference

A social media toolkit is now available for the 2025 Annual Conference and the Leadership Development Institute.



# Navigate AND Innovate

JULY 12-15, 2025 • LONG BEACH, CALIF.



## CONFERENCE PROMOTION

### EMAIL MARKETING

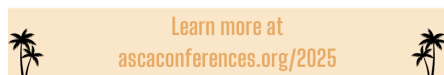
Planning a meetup at the conference? Craft a message with all the details and send it to Leisl for ASCA to send your message to all conference registrants from your state. [View a sample message from last year.](#)

### SOCIAL MEDIA MARKETING

ASCA has created graphics for your organization to invite your followers to the conference. [Fill out this form](#) to select which graphics you would like customized with your logo.



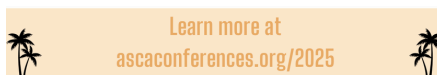
is navigating  
to #ASCA25!



Option 1



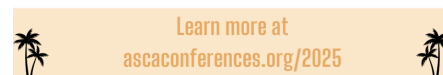
is navigating  
to #ASCA25!



Option 2



Meet us in Long Beach!



Option 3

Option 4: [Short video](#)

**Sample messaging:** [Your organization] is navigating to Long Beach for #ASCA25! Join us and [ASCA handle for the platform you're using] July 12-15 for the best school counseling PD you can get this summer. Learn more at [ascaconferences.org/2025](https://ascaconferences.org/2025)

ASCA handles:



@weareASCA

@weareasca.bsky.social

@ASCAtweets

@American School Counselor Association

## IN CASE YOU MISSED IT

### 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.

### Governance Capacity Building

Each SCA is eligible to select one package each year that meets their governance training needs. Any costs beyond the provided ASCA allotment will be contracted and paid directly by the SCA to the consultant. [Request your selection today.](#)

### 2025 RAMP Office Hours

RAMP® office hours are one of several resources for those seeking to earn RAMP® for their school. Office hours events give applicants an opportunity to ask questions as they are working on various sections of the application. RAMP® team captains are there live to offer immediate responses to questions. This resource is available to members and nonmembers.

Click the date below to join.

[Thursday, June 12, 5 p.m. EDT](#)

[Thursday, Aug. 14, 5 p.m. EDT](#)

[Thursday, Sept. 18, 5 p.m. EDT](#)

[Thursday, Oct. 9, 5 p.m. EDT](#)





# Out and About

Jill Cook participated in the Hispanic Association of Colleges and Universities annual forum.

Amanda Fitzgerald participated in the School-Based Health Alliance board meeting.

Amanda participated in a meeting about student attendance hosted by the National Coordinating Committee on School Health and Safety.

Amanda met with staffers from Rep. Walberg's (R-Mich.) office and from Rep. Bonamici's (D-Ore.) office.

ASCA staff met with the North Carolina School Counselor Association about affinity groups.

Jill and Amanda met with Jobs for the Future regarding its new career navigation center.

ASCA staff participated in the International Association of Exhibits and Events women's forum.

ASCA staff met with the Evidence-Based School Counseling Conference leadership.

# Out and About



## PRESS

ASCA provided sources for the following publications:

- *U.S. News & World Report* – A story about various college tasks high school students can complete during each summer of their high school year.
- *K-12 Dive* – A story on teens' changing attitudes about life after high school.