



AI IN SCHOOL COUNSELING

AN **ASCA@HOME** EVENT

Event Program

Watch sessions live Jan. 8–9, 2026, or
on demand through Dec. 31, 2026



TRACK 1: Streamline Your School Counseling Program

Level Up School Counseling with AI

All Levels

All School Counselors

Artificial intelligence is reshaping education, and school counselors can harness it to enhance, not replace, the human connections at the heart of their work. Explore how AI tools can streamline program management, boost efficiency and personalize support in academics, career readiness and social/emotional learning. See live demonstrations of school-counselor-friendly AI tools, and design a practical roadmap for integrating AI responsibly. Walk away with ready-to-use strategies that free up more time for what matters most: connecting with students.

LEARNING OBJECTIVES:

- Analyze the opportunities, challenges and ethical implications of AI in school counseling programs
- Implement two AI tools that support academic planning, career readiness or social/emotional learning
- Design an AI integration roadmap aligned with the ASCA National Model®

SPEAKERS:

Dyann Wilson, School Counselor, Brabham Middle School, Willis ISD, Willis, Texas

Amy Storer, Instructional Coach/Tech Integration Mentor, Lincoln Elementary School, Montgomery ISD, Montgomery, Texas

Practical AI Tools for ASCA-Aligned School Counseling

All Levels

All School Counselors

We hear about AI every day, but what does it mean for school counseling in particular? Explore how you can use AI to align your daily practice with the ASCA National Model®. Learn how AI-powered tools can streamline activity tracking, generate ASCA-aligned reports, provide predictive compliance alerts and suggest activities based on the ASCA Student Standards. Through practical examples and guided discussion, discover how to responsibly use AI to

save time, strengthen program delivery and enhance outcomes for students – without losing sight of ethical considerations or professional standards.

LEARNING OBJECTIVES:

- Identify specific ways AI can support ASCA National Model® implementation, including activity logging, compliance tracking and standards-based reporting
- Apply ASCA Ethical Standards to evaluate appropriate and responsible uses of AI in school counseling practice
- Demonstrate how AI-generated insights can be integrated into school counseling programs to improve student outcomes and program accountability

SPEAKER:

Noel Roberts, Founder/Managing Director, ReMynd Student Services – Hong Kong

The AI Integration Spectrum: From Efficiency to Innovation

All Levels

All School Counselors

Explore how you can move from experimenting with AI tools to fully integrating them into systems that enhance efficiency, collaboration and innovation. Using the AI Integration Spectrum, examine how to save time (efficiency), streamline workflows (integration) and align technology with data and program goals to drive systemic change (innovation). Leave with a practical framework and examples aligned with the ASCA National Model® for immediate application.

LEARNING OBJECTIVES:

- Identify where current school counseling practices fall within the AI Integration Spectrum
- Apply AI tools to streamline a program process aligned with ASCA Professional Standards & Competencies

SPEAKERS:

Branden Marin, School Counselor, Orange Vista High School, Perris, Calif.

Dawn Mann, Counselor on Special Assignment, Val Verde Unified School District, Perris, Calif.

TRACK 1: Streamline Your School Counseling Program

ASCA National Model® + AI

All Levels

All School Counselors

Discover how AI can enhance, not replace, the work of school counselors using the newly released fifth edition of the ASCA National Model®. Learn how to ethically and effectively use AI tools to strengthen data-informed decision-making, streamline program planning and elevate direct and indirect services for each and every student. Understand how AI can assist with many aspects of the Manage component, including identifying data priorities, writing achievement gap goals and creating lessons aligned with the ASCA Student Standards, all while keeping important considerations around confidentiality, bias and ethics at the forefront.

LEARNING OBJECTIVES:

- Identify ways AI tools can support the design, planning and implementation of the school counseling program aligned with the ASCA National Model®
- Apply AI to streamline tasks and enhance the delivery of direct and indirect student services

SPEAKER:

Sarah Kirk, ASCA-Certified Trainer®, Carlsbad, Calif.

Reclaim Time: Automate Administrative Tasks with AI

Beginner

All School Counselors

School counselors are pressed for time. Learn how AI can help you reduce burnout by automating administrative tasks, including drafting parent/guardian emails, translating communications, creating newsletters, writing letters of recommendation, preparing school counseling program materials, analyzing data and generating reports. Effectively manage your time and increase direct student services. Explore ethical considerations, practice AI applications and gain hands-on experience to implement in your school counseling program.

LEARNING OBJECTIVES:

- Identify at least five administrative tasks within the ASCA National Model® framework where you can use AI to increase efficiency

- Apply the use-of-time 5-day calculator to analyze and increase direct service time with students by using AI on administrative tasks
- Discuss where and how appropriate it is to use AI in your work based on current research and professional guidelines

SPEAKERS:

Jacqueline Moreno, School Counselor, Hildebrandt Intermediate School, Klein, Texas

LaTonya Rudolph, Assistant Principal, Alice Johnson Junior High, Channelview, Texas

Veronica Rivera, Licensed Professional Counselor Associate (*Supervised by Evelyne Fitzgerald, Ph.D., LPC-S, RPT-S*), Private Practice, The Woodlands, Texas

Using AI to Analyze and Display Pre-/Post-Assessment Data

Intermediate

All School Counselors

Work smarter with AI, especially when the demands of the school counselor's job are enormous. Learn about free, practical tools to quickly analyze pre-/post-assessment data, visualize results and clearly demonstrate changes in student learning, application and outcomes. Grounded in ASCA Professional Standards & Competencies B-PA 4 (assess and report program impact), learn how to apply reliable measures, use multiple data points, safeguard confidentiality and present findings in user-friendly language. Walk away with workflows to complete ASCA achievement gap, lesson plan and ASCA small-group data reports showing how school counseling moves the needle.

LEARNING OBJECTIVES:

- Use at least one free AI tool to summarize pre-/post-assessment data and generate a visual aligned to ASCA reporting formats
- Develop a data-informed report to assess and measure the school counseling program's impact

SPEAKERS:

Dawn Mann, School Counselor on Special Assignment, Val Verde USD, Perris, Calif.

Branden Marin, School Counselor, Val Verde USD, Perris, Calif.

School Counselors as Efficiency Engineers

Beginner

All School Counselors

AI will not replace the school counselor, but school counselors who use AI will augment their impact. Focus on AI as an efficiency partner. Learn the practical art of prompt engineering and the skill of crafting clear instructions to streamline daily tasks. Discover how to ethically use AI tools to quickly generate resources and complete administrative duties, allowing more time for direct student service. Focus on using generative AI to create a tailored career exploration lesson and its corresponding pre-/post-assessment questions.

LEARNING OBJECTIVES:

- Apply the principle of iterative prompt engineering to generate at least three time-saving resources for daily work
- Analyze how the strategic use of AI tools frees up school counselor time for direct student services

SPEAKERS:

Kelsey Kman, Counselor Program Manager, University of Colorado – Boulder

Jennifer Correnti, School Counselor & Director of Student Personnel Services, Harrison School District, Harrison, N.J.

In Case You Missed It: Practical AI Tools

All Levels

All School Counselors

Are you looking for ways to integrate AI tools such as ChatGPT into your lesson plan development process? Walk away with skills to use AI tools to develop diverse and effective lesson plans tailored to student needs. Review and develop your abilities as a prompt engineer, which is crucial for generating targeted, specific lesson outcomes. Learn about various lesson types, such as social/emotional learning, academic support and career readiness, and see a live demonstration of prompt creation. Engage in interactive activities to practice prompt engineering and understand best practices to avoid common pitfalls.

LEARNING OBJECTIVES:

- Describe how to use AI tools to create effective lesson plans for different school counseling scenarios
- Explain the basics of prompt engineering to generate specific lesson outcomes, student interventions and program planning aligned with the ASCA Student Standards
- Identify best practices and common pitfalls when using AI tools in educational settings.

SPEAKER:

Noemi Alvarado, School Counselor, Santa Ana Unified School District, Costa Mesa, Calif.

Ask the Bot to Breathe: How AI Can Help Lead Mindful Moments

All Levels

All School Counselors

What if technology could help educators create calmer, more mindful classrooms? Explore how AI chatbots can support the implementation of Mindful Moments – brief, evidence-based yoga and mindfulness activities designed for the classroom or school counseling setting. Learn how school counselors and other educators can use a chatbot to generate age-appropriate Mindful Moments, and customize the Mindful Moments to meet student needs aligned with the ASCA Student Standards. See a live demonstration of a chatbot in action, learn how to create effective prompts for Mindful Moments, and discuss best practices for balancing technology with authentic connection and presence.

LEARNING OBJECTIVES:

- Identify practical ways a chatbot can support the implementation of Mindful Moments
- Create effective chatbot prompts for generating Mindful Moment scripts
- Integrate daily Mindful Moments aligned with ASCA Student Standards in school counseling and classroom settings

SPEAKER:

Sarah Kirk, Owner, Yoga 4 Classrooms, Carlsbad, Calif.

AI for Anti-Bullying Groups

Beginner

All School Counselors

Build an ASCA-aligned small-group counseling plan for grades 7–12 that targets bullying and cyberbullying, from peer dynamics to bystander action, using ethical, practical AI to speed planning and strengthen outcomes. Identify ASCA Student Standards relevant to bullying; complete the ASCA small-group plan and data report, and generate session-by-session activities (role plays, discussion stems, exit tickets) without uploading personal information – all while emphasizing group confidentiality, tech/records ethics and equity guardrails consistent with ASCA's Ethical Standards. Walk away with a refined anti-bullying group plan, a prompt library for bystander skills and digital citizenship.

LEARNING OBJECTIVES:

- Map an anti-bullying group to ASCA Student Standards and specify participation, standards and achievement indicators in the ASCA small-group plan and data report
- Design a complete small-group plan and data report for bullying/cyberbullying
- Generate differentiated session activities (bystander scripts, restorative questions, digital-civility mini-lessons)
- Evaluate impact via standards-based pre-/post-assessments

SPEAKER:

Glen Pate, School Counselor, Hamilton Attendance Center, Hamilton, Miss.

Vibe Coding School Counseling Solutions

All Levels

All School Counselors

Discover the transformative potential of vibe coding as a hands-on approach to streamline and enhance school counseling processes using ChatGPT and Google Apps Scripts. This interactive session introduces the vibe coding mindset, blending practical automation with creative problem-solving for school counselors. Gain an overview of vibe coding, and see how snippets of code can boost efficiency and student support. Then, practice two real-world strategies: matching Tier 2 interventions and drafting recommendation letters. Suitable for all levels, though basic coding familiarity will be helpful, this session offers guided demos for using ChatGPT, Google Apps Script and Google APIs. Leave with skill, inspiration and ready-to-implement strategies for your school counseling program.

LEARNING OBJECTIVES:

- Identify basic concepts of the vibe coding mindset
- Apply vibe coding practices using ChatGPT and Google Apps Scripts

SPEAKER:

Tony Yang, School Counselor, Jefferson Elementary School, Rochester, Minn.

Leverage Canva AI for Engaging SEL Resources

All Levels

All School Counselors

In today's visually driven world, engaging students in SEL requires creative and accessible resources. Learn practical strategies to harness the power of Canva's AI features to design compelling SEL materials. Discover how AI tools within Canva can transform abstract SEL concepts into vibrant visuals, interactive worksheets and impactful presentations. From generating unique imagery for emotion regulation activities to quickly formatting family-friendly handouts, learn to create professional-quality resources in minutes, saving valuable time and enhancing student engagement, all while considering ethical use and maintaining the school counselor's human touch in all AI-assisted creations.

LEARNING OBJECTIVES:

- Utilize at least two AI-powered features within Canva (e.g., Magic Write, Text to Image) to generate SEL-focused content
- Design engaging, age-appropriate visual resources (e.g., posters, worksheets) that support core SEL competencies like self-awareness, emotion regulation and social skills
- Discuss best practices for creating accessible and inclusive SEL materials using Canva AI, while adhering to ethical considerations regarding student privacy and content accuracy

SPEAKER:

Shannon Bell, Mental Health Coordinator, Prince George's County Public Schools, Md.

AI Tools for Academic & Career Planning: Implications for Rural School Counseling

All Levels

All School Counselors

Large caseloads negatively affect school counselors' effectiveness in supporting students' postsecondary planning needs, a reality that is especially likely for rural school counselors. Explore the PowerSchool AI tool, PowerBuddy, as an example of leveraging AI to support students with developing a personalized academic and

career plan. Discuss PowerBuddy and tools like it in the context of your potential to empower rural students in their academic and career planning process and support you in making the most effective use of your time supporting students with their postsecondary goals.

LEARNING OBJECTIVES:

- Explore PowerBuddy (part of PowerSchool AI) as a tool to support high school students with creating academic and career plans
- Evaluate the potential of AI tools for supporting student academic and career plan creation and maximizing school counselor use of time
- Discuss ethical implications of integrating AI tools into academic and career planning

SPEAKERS:

Liz Dinwiddie, Assistant Professor & School Counseling Specialization Coordinator, Colorado State University

Sarah Henry, Assistant Professor, Virginia Tech

Allison Fears, Assistant Professor, East Carolina University

Boost Student Success with AI

All Levels

All School Counselors

Learn about a practical, easy-to-follow approach for designing and delivering chatbot-based instruction that helps students build critical ASCA Student Standards, especially self-management skills tied to coping, perseverance and goal-setting. Hear what chatbot-delivered instruction looks like in everyday school settings and how school counselors can use AI-assisted tools to extend their reach, save time and increase student engagement. Learn how to align chatbot content with ASCA Student Standards, script short interactive lessons and use simple evaluation tools to track student growth.

LEARNING OBJECTIVES:

- Describe a clear, three-step workflow for creating chatbot-delivered interventions that can be adapted to any school setting
- Design short, engaging chatbot lessons aligned with ASCA Student Standards
- Use simple evaluation tools to measure student engagement and skill development

SPEAKERS:

Jungnam Kim, Ph.D., Associate Professor, University of Nevada – Las Vegas

Grace Park, Ph.D., Assistant Professor, Ball State University

Ching-Chen Chen, Ph.D., Associate Professor, University of Nevada – Las Vegas

Tam Villar, Ph.D., Associate Professor in Residence, University of Nevada – Las Vegas

Tamekia Bell, Ph.D., Assistant Professor, University of Nevada – Las Vegas

Integrate AI in Academic, Career and SEL Development

All Levels

All School Counselors

As AI reshapes education and the workforce, school counselors must be prepared to guide students through these changes across all developmental levels. Explore how AI can support academic development, postsecondary readiness and social/emotional learning in elementary, middle and high school settings. Learn about the needed skills, dispositions and knowledge to effectively integrate AI tools into your school counseling programs. Focus on common AI platforms like ChatGPT and Google Gemini. Learn the importance of ethical and responsible AI use, and discover effective AI practices in promoting digital literacy and student agency for each and every student.

LEARNING OBJECTIVES:

- Differentiate the AI-related skills and knowledge needed by school counselors at the elementary, middle and high school levels to support students' academic, career and SEL development
- Identify AI tools that enhance school counseling practices across developmental stages, including tools for academic support, career exploration and emotional well-being
- Evaluate ethical and developmental considerations when using AI with students, including issues of bias, privacy and age-appropriate implementation

SPEAKER:

Erik Hines, Professor, George Mason University

AI Chatbots: Risk Awareness of Digital Relationships

All Levels

All School Counselors

Learn about emerging threats of AI chatbots for our students, looking at recent research and opportunities to advocate for change in policy and protection parameters in AI chatbot platforms. Access tools to educate students about the risks of AI chatbots, and explore the characteristics of healthy relationships. Walk away with a complete lesson plan with ready-to-use materials to conduct a lesson around healthy relationships, AI chatbot risks and digital awareness.

- Discuss statistics and research around the scope and prevalence of AI platforms, in particular the rising engagement of youth in AI chatbot relationships
- Describe advocacy policies emerging to protect youth on AI platforms
- Access lessons and materials to educate students around these concerns

SPEAKER:

Trish Hutchinson, School Counselor, Cardigan Mountain School, Canaan, N.H.

From School Counseling to Coaching: Integrate AI Coaches as Step-Down Support in School Counseling Systems

All Levels

All School Counselors

Explore practical ways to integrate AI coaches as step-down support in school counseling programs. See how tools like chatbots and digital journaling platforms can augment school counselor capacity in structured, developmental and coaching tasks. Learn to use AI ethically and effectively to make school counseling services more accessible and efficient, without replacing the school counselor's relational role. Participate in a demonstration of a trained AI coach prototype showing how this technology can support social/emotional learning, academic planning and career readiness activities under school counselor supervision.

LEARNING OBJECTIVES:

- Identify areas where AI coaches can be used as step-down support in school counseling systems
- Apply practical strategies for introducing AI-assisted coaching tools in school counseling programs while maintaining ethical and relational integrity
- Evaluate ethical and equity considerations when integrating AI in school counseling practice

SPEAKER:

Jennifer Young, Associate Professor, University of the Cumberlands

Implement Efficient, Effective School Counseling Interventions and Programs with AI

All Levels

All School Counselors

K–12 students face myriad academic, social/emotional and mental health challenges requiring efficient, effective school counseling services. However, school counselors are often hindered by high caseloads, role ambiguity and gaps in implementation. Generative AI is a viable tool to enhance intervention and program

implementation. Explore how implementation science and generative AI can support school counselors in delivering data-informed services that maximum outcomes. Hear case examples illustrating how to responsibly use AI to guide intervention and program planning.

LEARNING OBJECTIVES:

- Explain how implementation science can support student success in academic, career and social/emotional development
- Describe how generative AI can strengthen school counselors' use of implementation science frameworks
- Interact responsibly with generative AI to increase efficiency and effectiveness of interventions and programs

SPEAKER:

Jeffrey M. Warren, Ph.D., Professor of Counselor Education and Associate Dean, School of Education, North Carolina Central University

Navigating AI and Ethics in School Counseling Practice

Beginner

All School Counselors

Explore findings from a national survey about school counselors' perspectives on using AI in practice. Examine how AI can support administrative efficiency, communication and program development, while engaging in dialogue about ethical challenges, data privacy, loss of human connection and overreliance on technology. Through guided discussion and research insights, consider how to balance innovation with professional integrity. Walk away with practical resources and a clearer understanding of how to responsibly integrate AI tools to enhance, not replace, school counselors' essential human work.

LEARNING OBJECTIVES:

- Describe foundational concepts of artificial intelligence and its emerging applications in school counseling
- Identify ethical considerations and privacy concerns related to the use of AI in educational settings
- Evaluate scenarios to determine when AI can be an appropriate tool and when human expertise is essential
- Apply practical strategies and resources for the responsible and ethical integration of AI into school counseling practice

SPEAKERS:

Malti Tuttle, Associate Professor and School Counseling Program Coordinator, Department of Special Education, Rehabilitation and Counseling, Auburn University, Auburn, Ala.

John McCall, Ph.D., Assistant Professor and School Counseling Practicum and Internship Coordinator, Auburn University, Auburn, Ala.

Katelyn R. Nelson, Ph.D., Academic Innovation & Emerging Technologies Specialist, Biggio Center for the Enhancement of Teaching and Learning, Auburn University

David T. Marshall, Ph.D., Associate Professor, Department of Educational Foundations, Leadership and Technology, Auburn University

Meet Morgan – Your AI School Counseling Thought Partner

All Levels

All School Counselors

Meet Morgan, an AI-powered thought partner developed to support school counselors in case conceptualization, ethical decision-making and cultural responsiveness. Especially helpful in rural or under-resourced areas, Morgan can help with tasks like identifying risk factors, setting goals and considering ethical, legal and cultural implications in real-world scenarios. Grounded in the ASCA National Model® and ASCA Ethical Standards and ASCA Professional Standards & Competencies, this session includes a live demo, participant collaboration and practice using case examples. Gain practical tools, insights and a clearer understanding of how AI can ethically support – not replace – professional judgment.

LEARNING OBJECTIVES:

- Explain how AI can ethically support school counselors in strengthening case conceptualization, ethical decision-making and cultural responsiveness
- Analyze real-world student scenarios using AI to identify strengths, risk factors and culturally responsive treatment goals grounded in the ASCA National Model® and ASCA Ethical Standards
- Engage in collaborative, hands-on practice with Morgan (GPT) to build confidence in integrating AI tools into professional judgment without compromising school counselor autonomy or ethics.

SPEAKER:

Thang Tran, Assistant Professor and School Counseling Coordinator, University of Nebraska – Omaha

Ethical AI Use in School Counseling

All Levels

All School Counselors

Explore how to ethically integrate AI into a school counseling program aligned with the ASCA National Model®. Analyze real-world ethical dilemmas and apply the ASCA National Model® Define, Manage, Deliver and Assess components to guide responsible decision-making. Examine practical applications of AI tools, address issues of bias and informed consent, and use free ASCA National Model® templates to ethically document, evaluate and advocate for student-centered technology use.

LEARNING OBJECTIVES

- Apply the ASCA National Model® to evaluate and ethically integrate AI tools within your school counseling program
- Interpret and uphold the ASCA Ethical Standards – including A.2: Confidentiality, A.9: Technology and B.1: Responsibilities to Students – when using AI platforms in school counseling
- Implement the ASCA Professional Standards & Competencies, specifically: B-PF 6: Use technology and data ethically and effectively, B-SS 3: Collaborate with educators and stakeholders, B-SS 5: Advocate for equity and access in digital contexts
- Collaborate and advocate with school and district leaders to develop evidence-based, ethical AI policies using ASCA National Model® templates and data-informed decision-making.

SPEAKERS:

Kimberly Brown, School Counselor, Greenville County School, Greenville, S.C.

Christy Conley, Lead School Counselor, North Oconee High School, Bogart, Ga.

Navigating the Dangers of AI Companions

All Levels

All School Counselors

Explore the potential risks that AI companions/chat bots pose to students, including privacy violations, psychological and emotional harm, and hazards to human relationships and social skills. As AI chatbots and digital companions become increasingly accessible

to students, they bring new risks school counselors must understand. Explore how emotionally responsive AI systems can compromise privacy, distort social/emotional development and blur the boundaries of authentic human connection. Examine the psychological and relational hazards of relying on AI for companionship, and gain strategies to promote digital literacy, ethical awareness and healthy technology use among students.

LEARNING OBJECTIVES:

- Identify potential risks associated with AI companions and chatbots, including privacy violations, emotional dependency and negative effects on students' social/emotional development
- Analyze how interactions with AI systems may influence students' mental health, empathy and help-seeking behaviors in educational and school counseling contexts
- Develop strategies to promote digital literacy, ethical awareness and healthy human connection among students navigating AI-driven technologies

SPEAKERS:

Lisa Kilcourse, School Counselor, Newtown, Conn.

Beth Murphy, Library Media Specialist, Newtown, Conn.

Support Neurodivergent Students with AI Tools

All Levels

All School Counselors

School counselors can use AI to create practical, affirming supports for neurodivergent students that honor differences rather than promote masking. Learn to leverage AI tools to design resources such as visual schedules, personalized social stories, sensory-friendly classroom strategies and simplified text versions of lessons or instructions. Explore how these tools connect to the ASCA National Model® and ASCA Student Standards, supporting access to school counseling services for each and every student. Through demonstrations and guided practice, leave with ready-to-use prompts, concrete examples and a framework for integrating AI into classroom, group and individual interventions.

TRACK 3: Ethics, Equity and AI Literacy

LEARNING OBJECTIVES:

- Create neurodivergent-affirming school counseling supports (e.g., social stories, visual schedules, sensory tools) using AI tools for classroom, group and individual settings
- Adapt AI-generated materials to meet diverse student communication and regulation needs while aligning with the ASCA Student Standards
- Integrate AI-designed supports into your school counseling program to enhance accessibility for neurodivergent students

SPEAKER:

Brandon Gernux, School Counselor, Madison Elementary, Santa Ana Unified School District, Santa Ana, Calif.

AI-Created Deepfakes

All Levels

All School Counselors

There is an alarming trend in schools across the country where students are using generative artificial intelligence (GAI) tools to create fake sexual images of their peers. GAI, like many new technological advances before it, brings with it exciting new opportunities as well as new risks. How should the accessibility of GAI change our internet safety messages for children, youth, and families? In 2024, the National Center for Missing and Exploited Children received more than 67,000 reports of child sexual abuse materials or other sexually exploitative content related to GAI. Discuss how we must update prevention messaging about this trend using a trauma-informed approach.

LEARNING OBJECTIVES:

- Identify and access at least three resources available online to address self-generated and GAI content with elementary, middle or high school audiences.
- Explain why targeting sexting prevention messaging to potential requesters and re-sharers, instead of focusing on messaging to teenagers sending those messages, is more trauma-informed, especially when facing GAI creation material.
- Articulate why it is important to address self-generated and GAI content in prevention programs and messaging with young children, not just tweens and teens.

SPEAKER:

Cynthia Smith, Program Manager, Outreach, National Center for Missing & Exploited Children

AI-Powered Data Analysis for School Counselors

All Levels

All School Counselors

Discover how AI can help school counselors transform multiple forms of data into meaningful insights that support data-informed decision-making. Start with a brief framing activity and real examples from practice; then see how AI can analyze qualitative student feedback, quantitative data (e.g., surveys, early-warning indicators and schoolwide data), as well as time-tracking data that reveals how well you're serving each and every student. Address how AI can summarize, categorize, visualize and translate these datasets into actionable insights that strengthen program planning and student support systems. Conclude with guidance on ethical guardrails, responsible use and practical implementation across diverse school contexts.

LEARNING OBJECTIVES:

- Use AI to analyze qualitative, quantitative and time-tracking data to inform equitable, data-informed school counseling decisions.
- Apply AI-generated summaries, visualizations and patterns to strengthen program planning, identify trends and support the development of early-warning or at-risk indicators.
- Implement ethical and FERPA-safe practices when integrating AI into data analysis workflows across diverse school settings.

SPEAKER:

Brett Muskavage, School Counselor, Meridian School District, Bellingham, Wash.

Leverage AI to Expand Access and Support for Marginalized Students

All Levels

All School Counselors

School counselors face increased demands and time constraints. They also have the added expectation to decrease student opportunity and resource gaps. Hear about ways AI tools like ChatGPT support the delivery of a school counseling program by improving school counselor practice. Explore the use of AI to reduce the burden of administrative duties and make data-informed decisions from a social justice lens. Explore practical examples demonstrating how productivity helps school counselors better connect with underserved student groups.

LEARNING OBJECTIVES

- Explain how the ASCA National Model®, ASCA Ethical Standards and Multicultural and Social Justice Counseling Competencies can help school counselors leverage AI in school counseling program implementation
- Identify ways AI can improve efficiency when performing administrative duties so school counselors can provide more direct services to students who face barriers to success

SPEAKER:

MaatenRe Ramin, Counselor Education and Supervision Doctoral Student, Bowie State University

AI as a Legal and Ethical Advocacy Tool in College Admissions

AI has had a dramatic impact on students' college admission submissions. AI is bringing unique challenges but, more importantly, greater opportunities in the advising, assessing and advocating roles in college admissions. AI is affecting how admissions officers are evaluating how students are preparing their submissions. Understand recent research in the ethical and legal use of AI in college admissions, along with practical strategies to uphold the Family Educational Rights and Privacy Act (FERPA); the ASCA Ethical Standards; and the ASCA, College Board and the National Association of College Admissions best practices in AI. Walk away knowing how to legally and ethically use AI as a powerful advocacy tool to level the playing field in college admissions.

LEARNING OBJECTIVES:

- Identify key legal and ethical guidelines – including FERPA, ASCA Ethical Standards and major college admission organizations' best practices – relevant to the use of AI in college counseling and admissions
- Discuss how AI is currently influencing the roles of school counselors, admissions officers and students in the college admissions process
- Strategize ways to use AI tools to protect student privacy, uphold ethical standards and support equitable admissions outcomes
- Explain how AI can be used as an advocacy tool to reduce barriers and promote fairness for students navigating the college admissions process

SPEAKER:

Carolyn Stone, Ed.D., Professor Emeritus, University of North Florida

Use AI to Collect, Analyze and Report on Data

All Levels

All School Counselors

Accountability via data is an ASCA National Model® cornerstone, yet manual collection and reporting steal time from direct student work. Walk away with a highly practical, step-by-step workflow to transform data practices using Google Workspace and AI. Learn to leverage Google Forms for efficient pre-/post-assessment gathering, the generative intelligence of Gemini for instant analysis and Google Docs for rapid, compelling ASCA-aligned results reports. See how to conduct basic pre-/post-assessment analysis, instantly summarize open-ended feedback and generate the required report narrative. Spend less time crunching numbers and more time demonstrating your impact!

LEARNING OBJECTIVES:

- Design high-impact pre-/post-assessments in Google Forms that directly measure growth across specific ASCA Student Standards
- Use Gemini to analyze raw data from Forms/Sheets, converting spreadsheet data into concise, plain-language summaries and actionable insights (e.g., automatically classifying student responses under specific ASCA Student Standards)
- Utilize Gemini within Google Docs to draft polished, advocacy-ready reports, including executive summaries, identified achievement/opportunity gaps and data-informed recommendations, in minutes instead of hours

SPEAKER:

Russ A. Sabella, Ph.D., Professor and Program Coordinator, Florida Gulf Coast University

AI for Parent Communication

All Levels

All School Counselors

Learn how AI can revolutionize family communication by enabling you to efficiently draft newsletters, emails and FAQs that truly engage families. By leveraging user-friendly AI tools, you can quickly generate clear, relevant and accessible content tailored to families' needs and interests. This approach not only saves

time but also ensures that messages are more likely to be read and understood, fostering stronger school-home connections. See practical examples of how AI streamlines the communication process. From gathering key information to producing polished drafts, AI can help empower you to enhance family engagement through effective, data-informed outreach.

LEARNING OBJECTIVES:

- Identify at least three ways AI can streamline family communication tasks such as newsletters, emails or FAQs
- Use at least one AI tool to generate a clear, accessible family-facing message from a brief prompt or set of key points
- Revise AI-generated content to better reflect school data, family needs and culturally responsive communication practices
- Outline a quick workflow for creating family updates more efficiently
- Describe at least one ethical or practical consideration when using AI for family communication

SPEAKER:

Russ A. Sabella, Ph.D., Professor and Program Coordinator, Florida Gulf Coast University

District-Level Teams for Responsible AI Use

All Levels

All School Counselors

As AI tools enter schools, school counselors need a clear role in both system-level planning and student-facing instruction. Learn how school counselors can lead or contribute to district- and school-level AI teams, help shape policies that protect students and design practical lessons on responsible AI use. Leave with concrete steps and classroom-ready ideas to adapt right away.

LEARNING OBJECTIVES:

- Identify the key members and purpose of effective district- and school-level AI implementation teams
- Describe the unique contributions school counselors bring to AI planning and policy
- Outline core topics students should be taught about responsible AI use (ethics, accuracy, boundaries, etc.)

TRACK 4: Collaboration & Communication Using AI

- Draft a simple action plan to strengthen school counselor involvement in AI teams and responsible-use education

SPEAKER:

Ben Samara, School Counselor, Riverside Elementary School, Princeton, N.J.

Showcase Your Program with AI Design Tools

All Levels

All School Counselors

Use AI-enhanced design tools like Canva to create engaging infographics, flyers and visuals that spotlight your program. Learn ways to share these resources with students, families, the community and other education partners to advocate and educate for your school counseling program.

LEARNING OBJECTIVES:

- Leverage AI design features for polished, professional materials
- Simplify branding and messaging for school counseling programs
- Improve engagement with education partners using compelling visuals

SPEAKER:

Hanna Kemble-Mick, Dean of Elementary School Counseling/Counselor Leader Coordinator, Auburn-Washburn USD 437, Topeka, Kan.

From Inclusion to Belonging: Using AI & Collaborative Frameworks

All Levels

All School Counselors

AI is changing how school counselors plan, connect and communicate, but its power isn't in replacing relationships, it's in enhancing them. Explore how you can integrate AI into your school counseling programs to promote belonging and efficiency – and serve each and every student. Learn practical ways to use AI tools for collaboration and inclusive communication that strengthen both school counselor practice and student outcomes. Walk away with hands-on strategies and guided examples that transform AI from a buzzword into a bridge for connection and belonging.

LEARNING OBJECTIVES:

- Identify three practical ways AI can support data-informed decision-making within comprehensive school counseling programs
- Use AI to enhance inclusive communication and create culturally responsive materials that promote belonging
- Apply collaborative frameworks that integrate AI tools to increase efficiency and reduce school counselor workload without losing personal connection
- Develop an action plan for using AI to strengthen collaboration among school counselors, teachers and families

SPEAKER:

Ralita Cheeks, Ell Saline, School Counselor, Author, Founder, Lead Learn Belong™ LLC

TRACK 5: Future-Proof Your Program

Prepare Students for an AI-Influenced Workforce

Beginner

All School Counselors

AI's influence on the workforce requires a new roadmap for student advising. Learn ways school counselors can reframe career conversations using current economic data. Analyze the data demonstrating that the most critical skills for job security are uniquely human, such as resilience, creativity and analytical thinking. Gain actionable strategies to prioritize these non-automatable power skills and learn ways to develop students' workforce-ready competencies required in the AI era.

LEARNING OBJECTIVES:

- Differentiate between job tasks facing automation vs. augmentation using current labor data to inform career counseling discussions
- Align school counseling strategies with student standards to prepare students for the evolving job market

SPEAKERS:

Kelsey Kman, Counselor Program Manager, University of Colorado – Boulder

Jennifer Correnti, School Counselor & Director of Student Personnel Services, Harrison School District, Harrison, N.J.

AI Trends Every School Counselor Should Know

All Levels

All School Counselors

Break down the six most important AI trends directly affecting school counseling practice, including students using AI for emotional support, predictive analytics, deepfake harm, AI-generated academic advising and the growing pressure for school counselors to use AI themselves. Explore the legal and ethical considerations behind each trend, and learn practical strategies for keeping student safety, confidentiality and human connection at the center. Hear how to evaluate new AI tools, advocate for district-level safeguards and prepare your communities for responsible, human-centered AI use now and into the future.

LEARNING OBJECTIVES:

- Identify and explain the six emerging AI trends directly affecting school counseling
- Apply ethical and legal decision-making frameworks
- Evaluate the risks and benefits of AI systems used in K–12 settings
- Develop strategies to guide students, families and educators for the current and future AI world

SPEAKER:

Sarah Carpenter, Lead School Counselor, Ladue Schools, St. Louis, Mo.

The School Counselor's Happy Meal of Mick Nuggets and Tech Tools

All Levels

Elementary, Middle School Counselors

Order up a session that's equal parts fun and future-focused. At the AI Drive-Thru, school counselors get a four-piece Mick Nugget meal packed with practical, ready-to-use ways to integrate AI into everyday school counseling. Discover how to save time and spark creativity with tools like Brisk, and add some student success Sriracha using SchoolAI to help students reflect and get future-ready. Explore how AI actually works, understand key ethical guardrails with the Human–AI–Human Model, and see real examples from a fourth-grade tech team. Leave ready to bring AI into your school counseling program safely, creatively and confidently.

LEARNING OBJECTIVES:

- Understand how generative AI works, and explain it using simple, student-friendly metaphors
- Analyze ethical considerations for AI use in school counseling using the Human–AI–Human Model
- Apply tools like Brisk to streamline lesson planning, communication and daily tasks
- Create student-centered AI tools, such as custom chatbots in SchoolAI, to support learning

SPEAKER:

Hanna Kemble-Mick, Dean of Elementary School Counseling/Counselor Leader Coordinator, Auburn-Washburn USD 437, Topeka, Kan.

TRACK 5: Future-Proof Your Program

School Counselors and College Admissions

All Levels

All School Counselors

Explore how artificial intelligence is shaping students' college applications and professional practice at the secondary level and college admissions space. See demonstrations of different platforms to help guide your students with postsecondary planning.

LEARNING OBJECTIVES

- Discuss core AI tools and trends in college admissions counseling
- Use AI platforms for admissions research and student advising
- Create customized AI workflows for building college lists and supporting diverse student needs

SPEAKER:

Stephanie Smith, K–12 Director of School Counseling, Bernards Township School District, Basking Ridge N.J.

Future-Proofing Your Career

Learn how to stay ahead of emerging AI trends in education by exploring effective strategies for adapting to rapidly evolving technologies as part of your ongoing professional development. Focus on preparing students for an AI-driven world. Hear practical insights and actionable tips for staying on top of new tools and approaches, ensuring your work remains relevant and impactful as technology transforms the educational landscape. Whether you are a seasoned school counselor or new to the profession, leave equipped with the knowledge and resources to support yourself and your students' success in the future.

LEARNING OBJECTIVES:

- Use current technology trends to promote student success
- Engage in ongoing professional development and self-assessment

- Provide leadership in guiding technological change
- Advocate for a modern, future-ready school counseling program
- Consult with education partners on emerging needs and tools

SPEAKER:

Russ Sabella, Ph.D., Professor and Program Coordinator, Florida Gulf Coast University

AI in School Counseling Research

All Levels

All School Counselors

Integrating AI tools that enhance efficiency and support data-informed decisions can help position you and your program for success in an AI-driven educational landscape. Explore practical tools, creative strategies and ethical considerations, all grounded in real school counselor experiences. Have your device handy to try out recommended tools and plan your future steps.

LEARNING OBJECTIVES:

- Discuss how school counselors nationwide are using AI effectively
- Identify high-impact AI applications to streamline tasks and strengthen program development
- Apply ethical and equity-focused practices when using AI to support students and protect data
- Develop a personal roadmap for AI adoption that aligns with professional standards and future trends

SPEAKERS:

Carol Dahir, retired Professor of School Counseling, New York Institute of Technology

Rachel Geesa, Associate Professor, Educational Leadership, Ball State University

Angie Hickman, ASCA Director of Research & Marketing