



National School Counseling Week 2024 Sample Morning Announcements

ASCA has prepared sample morning announcements for you to consider using with your students as you celebrate National School Counseling Week, February 5-9. The sample messages below reflect the 2024 theme “Standards-Based, Student-Focused.”

Monday

Good morning. This is [insert name], your school counselor, and today is the first day of National School Counseling Week. The theme of this year’s week is “School Counselors: Standards-Based, Student-Focused.” Did you know that I have standards for school counseling, just like your teachers have standards for learning?

A standard is basically a way to measure excellence or quality. So, at the start of each school year, I use my standards to develop a plan to support your success in school. I use standards to help you build a strong foundation for learning.

You may have heard of the author, Henry David Thoreau, who wrote *Walden*. He says that “if you build castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.” That’s what I hope to help you do – to build foundations for your dreams.

My standards help me do that. Do you feel like you need to build up your foundation? Come see me and let’s talk!

Tuesday

Good morning. This is [insert name], your school counselor, and this week, we are celebrating National School Counseling Week. Yesterday, I told you that I use my standards to develop a plan to support your success. Did you know there are also standards I want to help you learn? These are specific skills you need as you grow and gain maturity.

Through exercises we may do in class, in group discussions, or even one-on-one conversations, I want to help you learn coping skills, how to work well with your fellow students, how to make informed decisions and even how to take responsibility for your actions. These are all important skills that help us be good friends, family members and, someday, employees.

The essayist and poet Ralph Waldo Emerson, wrote, “What lies behind us and what lies before us are tiny matters to what lies within us.” I hope I can help you cultivate what lies within you.

I get excited when I see you using a skill you've learned – whether you're successfully working on a group project with other students or you're resolving a conflict. If there are some specific skills you'd like to work on, I'd love to help. Have a great day.

Wednesday

Good morning. This is [insert name], your school counselor, and this week, we are celebrating National School Counseling Week. As you know, our theme for this week is "School Counselors: Standards-Based, Student-Focused." On Monday, I shared with you that I use standards to plan a school counseling program for our school.

I want to tell you about one particular standard that is very important to me. This standard is to collaborate with families, teachers, principals and other school staff to help you be successful. I know that you have many influences in your life, including your families and other adults here at the school. We all want to work together to support you. I take that responsibility very seriously.

I want our school to ensure every student feels supported as an individual and as part of the bigger school community. Do you feel supported by the adults in your life? Do you have ideas for how I could work with your families to help you have positive feelings about school? You know where to find me. Have a wonderful Wednesday.

Thursday

Good morning. This is [insert name], and we are still celebrating National School Counseling Week. Because our theme is "Standards-Based, Student-Focused," I want to talk to you about how I stay focused on each of you – even in a school of many students.

Do you know why I try to greet you by name each day? I want to get a sense of how you're feeling and I also want you to feel warmly welcomed to school. But when I'm in my office, I'm also learning about you. I'm looking at lots of school data that tells me how all of the students are doing. I'm looking at grades, at your attendance, your extracurricular choices and your achievements. When I know what makes you YOU, I know how I can best help you.

Is there anything you think I should know about you? Are you struggling with something or is there a success you'd like to share? Come see me. I'm here to listen to you.

Friday

Good morning. This is [insert name], and today is the final day of National School Counseling Week. I've enjoyed talking with you this week about how I use standards to guide my work and how I stay focused on you. But I also use my standards to help show everyone what school counselors do.

At one time, we were called guidance counselors, but not anymore. That's because a school counselor does so much more. My job is to help you develop the skills to be successful in school

and life, including academics, social-emotional learning, and life readiness. When everyone in the school and our community understands what school counselors do, I can better help you succeed.

I hope you've learned something about school counseling this week and all the ways I am here for you. As I've said all week, my No. 1 goal is for you to feel like you are a vital member of this school community who is learning, leading and succeeding alongside their peers. While we're celebrating National School Counseling Week this week, I hope you know that I celebrate you every single day.

Have a safe and fun weekend!