

ASCA Monthly Update

MAY 2025

SCA Share

Join the last SCA Share before LDI on May 14 at 3pm ET. We will be focusing on current advocacy efforts and board transition/onboarding. [Register here.](#)

Sign-on Opportunity

Please consider this sign-on letter opportunity. ASCA along with a number of partner organizations are requesting \$250 million to be divided between the [Mental Health Service Professional Demonstration Grant Program](#) and the [School-Based Mental Health Services Grant Program](#). We hope your organization will sign this year's community letter. [You can read the letter here.](#)

These programs have a history of bipartisan support, and we hope to demonstrate the breadth of organizational support for these critical programs once again. Please include your organization by May 19 using [this link](#) and feel free to forward this sign-on opportunity other education-related organizations.

Upcoming Meetings & Dates

May

1 [LDI State/Territory Request Form Due](#)

14 [SCA Share](#)

26 [School Counselor of the Year from SCA due to ASCA](#)

29 [Vendor demo: joyn AMS 3-4pm E.T.](#)

June

1 [LDI State/Territory Individual Registration Form Due](#)

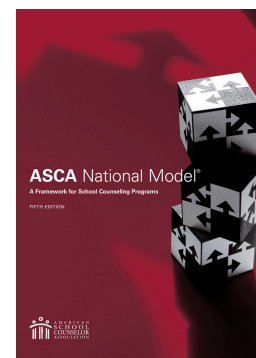
MAY UPDATES

Share Your Perspective

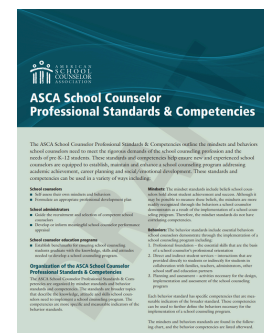
ASCA is seeking public comments on two key standards documents, the ASCA National Model® and the ASCA School Counselor Professional Standards & Competencies.

Share your comments by May 19, 2025. Simply click on the links above to respond to questions about the draft documents.

[The ASCA National Model®: A Framework for School Counseling Programs](#): This document outlines essential components of a school counseling program that align with the school's mission. The proposed fifth edition is concise and streamlined and will be available in PDF format for free in late spring. [Click here to provide feedback.](#)



[ASCA School Counselor Professional Standards & Competencies](#): These standards define the necessary mindsets and behaviors for school counselors to effectively support pre-K–12 students. [Click here to provide feedback.](#)



COLLABORATION

On April 9, Jill met with six international visitors from the Palestinian Territories who were in the U.S. to meet with education leaders across federal and local government, the private sector, nonprofits and academia. The visit was led by **CRDF Global** for the [U.S. Department of State's International Visitor Leadership Program](#). This initiative highlights U.S. best practices in secondary school administration, focusing on interactive, student-centered learning that prioritizes critical thinking, problem-solving and teamwork.

MAY UPDATES

SCOY Deadline approaching

SCA submissions for the 2026 School Counselor of the Year are due to ASCA May 26. View the [full timeline and more details here](#).



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.

New Vendor Discount

Come learn more about association management software (AMS) vendor, [joyn](#) on Thursday, May 29 from 3-4 p.m. ET. ASCA SCAs receive 10% reduction on the recurring core module fee. [Register here](#).





Navigate AND Innovate

JULY 12-15, 2025 • LONG BEACH, CALIF.



CONFERENCE PROMOTION

EMAIL MARKETING

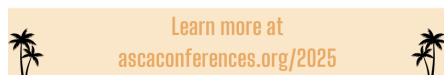
Planning a meetup at the conference? Craft a message with all the details and send it to Leisl for ASCA to send your message to all conference registrants from your state. [View a sample message from last year.](#)

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.



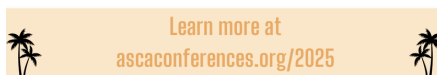
is navigating
to #ASCA25!



Option 1



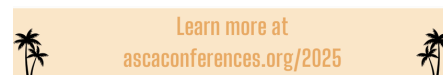
is navigating
to #ASCA25!



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

ASCA handles:



@weareASCA

@weareasca.bsky.social

@ASCAtweets

@American School Counselor Association

IN CASE YOU MISSED IT

2025 LDI & ASCA Business Meeting

July 10-July 11, Long Beach, Ca.

Details below include FAQ about LDI, ASCA Business Meeting (formally Delegate Assembly) and the ASCA Annual Conference



Schedule

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. A [tentative schedule is available here](#).

All updates will be made to the Affiliate Exchange LDI page with a short-cut alias at www.schoolcounselor.org/ldi so you can be sure to have up-to-date information available without having to search through email.

ASCA Annual Conference - Delegate Rate

Those attending LDI and ASCA Business Meeting are eligible for the the delegate rate to attend the ASCA Conference:

- After May 1 – \$449

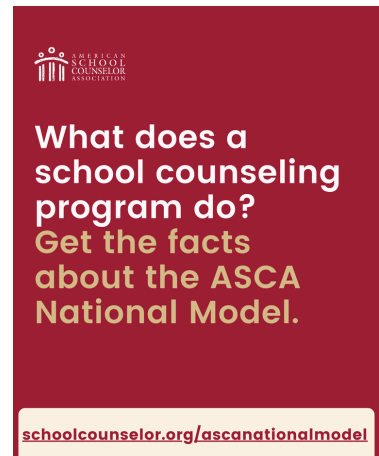
[Register for the ASCA Conference online](#) by adding the email for the individual and selecting "Member" and then "Delegate rate" option.

DEPARTMENT OF EDUCATION

ASCA is conducting a **[campaign through VoterVoice](#)** to advocate to preserve the Department of Education to ensure the statutory requirements can be fulfilled.

New Resources in the Advocacy Toolkit

ASCA has updated the resources in the [advocacy toolkit](#), including new messages and graphics for the Get the Facts campaign.



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. **The new cycle has begun. Request your selection today.**

SCA CALENDAR

View the calendar for upcoming SCA events and deadlines [here](#).

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, May 15, 5 p.m. EDT](#)

[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 met with the executive director of the National Association of School Psychologists.

Amanda Fitzgerald participated in the HRC Project Thrive meeting.

Amanda met with the National Association of School Psychologists, the National Association of Elementary School Principals and the National Association of Secondary School Principals about revising the School Safety Framework.

Eric Sparks participated on a panel for Advance CTE about the role of the school counselor in career development.

Eric and Amanda met with The School Superintendents Association and the Public Interest Privacy Center.

ASCA staff participated in the Association for Counselor Education and Supervision's School Counseling Interest Network meeting.

ASCA staff participated in the Pennsylvania School Counselors Association virtual conference.

Out and About



PRESS

- *Public Health Watch* – A story about mental health in Texas schools.
- *EdSurge* – A story about use of social media by students.
- *USA Today* – A story about concerns over the future of the College Scorecard.
- *The 74 Million* – A story on FERPA investigations in Maine and California.
- *The New York Times* – A story on how school counselors affirm students' gender identities and whether it's a FERPA violation.