



National School Counseling Week 2027 Sample Morning Announcements

ASCA has prepared sample morning announcements for you to consider using with your students as you celebrate National School Counseling Week, Feb. 1–5. The sample messages below reflect the 2027 theme “School Counselors Make History.”

Monday: 75 Years of Making History

Good morning! I’m [your name], your [job title here]. Sometimes history starts with an idea that sounds impossible.

This week is National School Counseling Week, and our theme is “School Counselors Make History.” Why? Because school counselors help students imagine what’s possible, discover their strengths and take steps toward the futures they want.

For centuries, people dreamed of flying. Then, in 1903, the Wright brothers got an airplane off the ground. What once seemed impossible became the beginning of something entirely new.

Making history doesn’t always start with a history-making moment. Sometimes it starts with an idea, a goal or one small step forward. Your school counselor is here to help you figure out what that first step might be. What history will you make?

Tuesday: Your Story Starts Here

Sometimes making history means finding your voice. Malala Yousafzai was still a student when she began speaking out for something she believed every girl deserved: the opportunity to go to school. She showed that you don’t have to wait until you’re an adult to make a difference.

During National School Counseling Week, we’re celebrating how school counselors help students find their own voices and discover what matters to them. Your school counselor can help you explore your interests, recognize your strengths and find opportunities to use them. What matters enough to you to speak up for it?

Wednesday: Behind Every Milestone

Big achievements rarely happen in one giant leap. When humans first walked on the moon in 1969, the world saw an extraordinary moment. What they didn't see in those few historic steps were the years of learning, problem-solving, setbacks and teamwork that made them possible.

That's something worth remembering during National School Counseling Week. The milestones you're working toward may take time, and the path probably won't be perfectly straight. Your school counselor is one of the people who can help you work through challenges, consider a different path and keep moving forward.

A setback doesn't have to be the end of the story. Come see me if you'd like to talk about hitting your next milestone.

Thursday: The Next Chapter Is Yours

What if something that seems permanent can actually change? For decades, the Berlin Wall divided a city and separated people from their families and friends. Then, in 1989, the wall came down. Something that had seemed permanent suddenly wasn't.

That's worth remembering during National School Counseling Week. A challenge you're facing today doesn't have to define what happens tomorrow. Your school counselor can help you look at a problem differently, consider your options and decide what to do next.

You may not know exactly how the story ends. You just need to decide what comes next.

Friday: History in the Making

What will students be reading about in history books 50 years from now? And who will make that history? Maybe it's someone sitting in your classroom today.

The people who make history don't know exactly where their lives will take them when they're students. They're discovering what interests them, learning what they're good at, overcoming challenges and deciding what they want to do next. Sound familiar?

As National School Counseling Week comes to a close, we're celebrating the school counselors who help students turn possibilities into plans. They listen, advocate, encourage, challenge and help students see opportunities they may not have seen for themselves.

School counselors make history by helping students make theirs. Take a moment today to thank your school counselor.