



AMERICAN  
SCHOOL  
COUNSELOR  
ASSOCIATION

AUGUST  
2025

# ASCA Monthly Update

AUGUST 2025

## New ASCA Board Members

Congratulations to the newly elected ASCA Board of Directors members, who take office Oct. 1, 2025, for a three-year term:

- Laura Fortson-Williams, School Counselor, Deptford Middle School, Sewell, N.J.
- Brittany Norman, Lead School Counselor, Onslow County Schools System, Jacksonville, N.C.
- Nikki Poindexter Ham, Ed.D., Assistant Professor, Bowie State University, Bowie, Md.



## Upcoming Meetings & Dates

### August

13 [SCA Annual Report: A Deeper Dive](#)

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

## AUGUST UPDATES

### Elevate

Did you hear the news in Long Beach? LDI transformed to Elevate as ASCA continues to support SCAs be equipped to lead effectively. Participants are encouraged to submit an event [evaluation here](#).

### SCA Annual Report: A Deeper Dive

Join Angela Hickman, ASCA's Director of Research and Marketing, for a granular exploration of the SCA Annual Report on August 13 at 4 p.m. ET. We provided a synopsis at Elevate, but in this session, we will unpack more of the data and identify key areas SCAs may want to focus their attention. [Register here](#).

### Congratulations to the 2025 Pinnacle Award Winner!

The 2025 ASCA Pinnacle Award was awarded to the Oklahoma School Counselor Association for their "Supporting Emergency and Alternative Licensure" program.



### 2026 ASCA Annual Conference Session Proposals

If you have an innovative idea for next year's conference in New Orleans, La., (July 11-14, 2026), consider submitting a proposal. Breakout session proposals are due soon. [Submit your proposals](#) by Aug. 24, 2025.



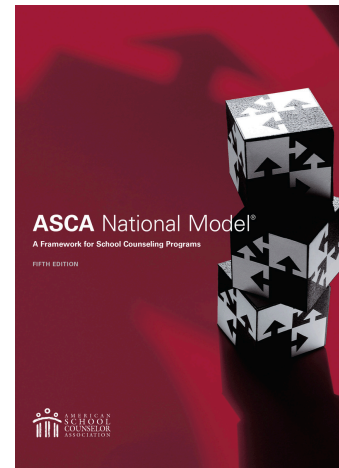
### 2025 ASCA Annual Conference Photos

Download Your Conference Photos: Looking for your conference headshot or RAMP® photos? [Click here](#).

## ASCA National Model<sup>®</sup>, Fifth Edition

This page houses the main links for the 5<sup>th</sup> Edition, including Templates and the PDF for free download. It's currently linked right on the homepage of the website.

Watch this webinar for a detailed review of all the changes to the 5<sup>th</sup> edition, and this one for the updates to the templates.



The SCA pricing for the ASCA National Model, fifth edition, is \$5 each plus shipping, with a required quantity of at least 100. The PDF is free to download, as already mentioned. We'll need the final quantity, shipping address, and a date by which they must arrive to proceed.

One final reminder with SCA pricing for publications – please follow ASCA Publication policies for SCAs, which are included in full, below. No online sales are permitted. Should an SCA choose to sell these directly to attendees at the event rather than just give them away, they cannot be listed above the public ASCA Member rate. In this case, for the ASCA National Model, 5<sup>th</sup> edition, that rate is \$14.95. As with other publication sales, the SCA may retain any portion of the difference between the rate of \$5 and this public ASCA Member rate.

### **ASCA Publications**

SCAs may request ASCA publications to sell at conferences and trainings. Online sales are not permitted. ASCA offers deep discounts on publications to ensure SCAs are able to support comprehensive school counseling programs within each state. ASCA suggests the SCA set pricing to align with ASCA's published prices to fully leverage a non-dues revenue stream for their time and work to sell these publications at the state level. If SCAs wish, the publications may be included in the registration cost of a training.

## IN CASE YOU MISSED IT

### SCA Assistance and Coaching

As you land into the new year, reach out when you have questions or need support. Direct questions to Leisl by email, or call/text 571-329-0934 or schedule time to meet with Director of Affiliate Relations any time that fits your schedule here.

### Contact Changes

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

### 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, 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 has been invited to serve on the American Society for Association Executives ethics committee. The one-year term began July 1.

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

Jill attended the National School Public Relations Association conference.

Amanda was a presenter at the Indiana School Counselor Association's LDI.

Amanda participated in the Title IV-A Coalition meeting.

ASCA staff participated in the Special Olympics Banner Schools scoring session.

Jill participated in an LFA management meeting.

# Out and About



## PRESS

ASCA provided sources for the following publications:

- [EdSurge](#) – A story on AI usage among high school counselors.
- *U.S. News & World Report* – A story about how parents can help their students prepare for the SATs and ACTs.