National School Counseling Week Toolkit  
February 1-5, 2016

National School Counseling Week is all about promoting school counseling and celebrating with your students, staff, and community. Many of you are looking at ways to share your counseling programs on a weekly or even daily basis, but in February a week is set aside to bring national recognition to school counseling programs across the United States. :) So this toolkit is packed with ideas that I and fellow counselors have used or found over the years. A couple of valuable resources I have found:

- ASCA - [www.schoolcounselor.org/](http://www.schoolcounselor.org/)
- Pinterest - [https://www.pinterest.com/](https://www.pinterest.com/)
- Colleagues - Both regional and state MSCA [http://moschoolcounselor.org/](http://moschoolcounselor.org/)
- National Suicide Prevention Lifeline - [http://www.suicidepreventionlifeline.org/GetInvolved/Materials](http://www.suicidepreventionlifeline.org/GetInvolved/Materials)
- [https://www.teacherspayteachers.com](https://www.teacherspayteachers.com)
- Military - always willing to do presentations and supply give-aways
- Colleges - close to your community or institutions that your students tend to go to are usually willing to provide give-aways, speakers, or set up group visits.

Celebrating with STUDENTS:

- Create bulletin board with messages about self-help or careers
- Hand out a Werthers Candy with the message “You are “werth” the effort!”
- Pass out a Hugs poem with a chocolate Hug on it.
- Attach a message that says “No joke, I’m here if you need me. See your school counselor,” to a Laffy Taffy.
- Hand out Life Line Ribbon Card. “It carries the message that there are those who care and are willing to help” (this is the website I got this from - [http://www.suicidepreventionlifeline.org/GetInvolved/Materials](http://www.suicidepreventionlifeline.org/GetInvolved/Materials))
• Hand out fun puzzles for students and staff to complete with this saying, “Sometimes we all need help piecing things together. See your school counselor.”
• Attach a Blow Pop or piece of gum to “Before you blow see your school counselor.”
• “Whether you’re on a roll or need a break, the school counselor’s door is always open.” Attach to a Tootsie-Roll.
• Provide little bags of Pretzels: “Feeling like you are tied up in knots? Unravel yourself with the help of your school counselor.”
• Attach a Lifesaver candy to the Lifesaver Poem.
• Everyone has a star with their name on it in the cafeteria and once they find it they bring it to the guidance office to get a small treat. (I love this activity because I get to think about each one of my students when I right their name and they all have to come in our office which could open up the door or make it easier for them to come back). I have included several different versions of this same activity - stars, lego blocks, ribbons, hearts, etc.
• “If you are in a crunch see your school counselor.” Attach a Crunch Bar.
• Dress up days: “Let’s team up and celebrate, wear your favorite team attire”. Kids of all ages love wearing hats. “Help me celebrate and wear your favorite hat.”
• “Show self-control, see the counselor before you blow.” Attach bubble gum.
• Have students write down their dreams and receive a treat.

Have your students write down their “Bucketlist” at the beginning of the year or 1st semester and then revisit it during National School Counseling Week to see if they are making any progress. (Our teachers do this as well).
• Have a banner signing at lunch with a theme for the week.
• Guess how many of something are in a jar and have prizes for the winner.
• Minute Meetings: touch base with each one of your students for a minute and ask them 4 questions (sheet included). Then give them a piece of “Now or Later” candy.
• Hand out card with important links for students, staff, and parents.
● “Be curious like a “KAT”! Attach to a Kit Kat.
● Slide show with information or tips on topics for students to run in commons area or during lunch.
● Host a Career Day. Invite parents, former graduates, and community members.
● "Have we told you “REESENTLY” how much we enjoy being your JYJ Counselors? Celebrating National School Counselor Week from .......". I attached a Reese’s Peanut Butter Cup to the note.

Celebrating with your STAFF:
● Staff Appreciation: Breakfast, lunch, snacks, sweets, fun things/messages in their mailboxes. People always respond well to food. :)
● Buy mini 100 Grand bars and printed off address labels that say "Your support of the School Counseling Program is worth 100 Grand!". I put them in all of the teacher and staff members mailboxes.
● Hot Cocoa Bar set up in teacher workroom.
● Set up mini workshops or folders on a shared drive with information on topics like test taking skills, self-esteem, defusing an angry student, college readiness, and transitioning.
● Put trails mix in the teacher workroom with a sign that says “Thanks for going the extra mile with us to keep our kids on track.”
● Appetizers in teacher workroom.
● “Thanks for chipping in!” Put chips and dip in the teacher workroom.
● Attach a 3 Musketeers to “Teachers, Administrators, and School Counselors work together for student success.”
● Make and extra duty coupon and pass out to staff throughout the week.
● “When it comes to being a great group to work with, you take the cake!” Have cake or cupcakes in the workroom.
● **Cupcakes and Counselors**
  Have cupcakes set up somewhere on campus along with counseling information for the staff to come pick up on breaks. I have done this before at the elementary level and called it Donuts and Data. I had donuts set up along with brochures I had made with data on our school counseling program (ex. number of guidance lessons to date, number of
students seen individually broken up by reason, number of small group sessions done, etc). What better way for your staff to see how amazing your program is???

Here’s the SCOOP:

It’s National School Counseling Week and we’re NUTS about our SWEET school family.

Thank you for your part in RAISING such ‘value-able’ leaders!

Celebrating with PARENTS/COMMUNITY:

• Host a Guidance Advisory Committee Meeting.
● Host a Morning Muffin Session or Donuts and Coffee reception for parents or community members that are interested in Career Information or How to Make Our Students More Employable.

● Attend a PTO meeting or Board meeting and present information about your program.

● Set up a table at a ballgame with information, tips, or strategies on topics pertaining to your student population.

● Provide business cards with community agency that could provide assistance or help.

**Advocacy** - public support for a particular cause, program or policy. So Celebrate with your students, staff, and community and continue to gain that support for your program. Because “Who You Are Has Made a Difference”!!!!!!