



National School Counseling Week 2025 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. 3-7. The sample messages below reflect the 2025 theme “School Counseling: Helping Students Thrive.”

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 Counseling: Helping Students Thrive.”

I want to talk about what it means to truly thrive. Thriving means growing, succeeding and feeling fulfilled in all areas of your life, and as a school counselor, I want to help you achieve that. There are several areas where I can help you thrive, including your academic growth, your emotional well-being and your career exploration.

- For example, thriving academically means setting goals, staying motivated and finding joy in learning. I can help you develop strategies to be successful academically.
- Thriving emotionally means feeling balanced, resilient and supported. If you’re feeling stressed or anxious, I’m here to listen and help you navigate your feelings.
- Thriving in your future means understanding your strengths and passions. I can help you explore different careers and plan for a future that excites you.

Helping you thrive is my goal. I hope you’ll reach out when you need support or just want to chat. Let’s work together to THRIVE the rest of this school year.

Have a wonderful day!

Tuesday

Good morning. This is [insert name], your school counselor, and this week we are celebrating National School Counseling Week. Yesterday, I shared with you that we are focusing on how school counselors help all students thrive. But how do we know when you’re thriving?

I know you’re thriving when I see you meeting your goals. I know more about how you’re doing than you may think. Even if we’ve never sat down and chatted one on one, I know if you’re succeeding in your classes, if you could use some help in managing your time or if you would benefit from some coaching in managing friendships. I use information gathered from grades, from discussions with your teachers, from

meetings with school administrators and more to make sure I have information on all students in the school.

Then, when I visit your class or invite you into groups, I know what lessons you need. When I see improvements in your grades, your attendance, your class participation and more, I know that you're meeting your success goals.

When you THRIVE, I thrive, too. If thriving feels out of reach, let's talk. I'm here for you.

Wednesday

Good morning. This is [insert name], your school counselor, and this week we are celebrating National School Counseling Week. Did you know that thriving at school includes ensuring we all enjoy a positive school environment? Thriving in your school environment means feeling safe, included and valued. I, along with your teachers, principals and all school staff, am dedicated to creating a space where everyone can feel respected and supported.

We do this in several ways, including:

- Promoting respect and inclusivity, celebrating different cultures, backgrounds and perspectives.
- Building strong relationships among everyone in our school community with open communication, active listening and empathy.
- Creating engaging and interactive learning environments that respond to different learning styles.
- Supporting mental health and well-being, as well as physical health, through sports and exercise
- Encouraging student voice and leadership.
- Celebrating student achievements and encouraging accomplishments.
- Ensuring our school facilities are accessible to students and staff of all abilities and are safe and welcoming, giving students spaces to relax and socialize while learning.

Do you feel like our school gives you the appropriate space to thrive? Let us know. Tell me or your teachers what you think. In the meantime, do something positive to help our community thrive today.

Thursday

Good morning. This is [insert name], your school counselor, and this week we are celebrating National School Counseling Week. As we've been discussing this week, the 2025 theme is "School Counseling: Helping Students Thrive."

The concept of thriving can be difficult to understand. What does it feel like to thrive? You know that feeling when you get a good grade on a test? Or when you ace a new skill in a sport or game? Think about that feeling. Thriving means feeling pleasure in your daily activities and having a sense of purpose. It means being able to manage your challenges, like homework or interactions with friends. It means maintaining supportive relationships and feeling a sense of belonging at school and in your community.

It means feeling like you are growing and learning. It means being able to adapt and bounce back when you experience setbacks. And it means maintaining balance in your life.

That may sound like a lot for a young person. But it's what I want for each of you. When I talk to you about social/emotional learning, I'm hoping to help you develop the types of skills you need to thrive in day-to-day life – skills like resilience, self-motivation, adaptability to change and effective communication skills.

Are there any skills you'd like to work on? Make an appointment to come talk with me, and let's make a plan. Have a wonderful day today.

Friday

Good morning and welcome to the final day of National School Counseling Week. This is [insert name], your school counselor. For our last day talking about how school counselors help students thrive, I'd like to share a wonderful quote with you from the poet Maya Angelou:

“My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor and some style.”

This is my hope for each of you. That you are passionate about learning and discover what brings you joy. That you approach your peers with compassion. That you pass through daily life with good humor, bringing your own style and sense of self. And that you follow your arrow wherever it leads. I can't wait to see what each of you does. I'm grateful to be part of your journey.

Go. Be amazing. Thrive.



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!



National School Counseling Week 2023 Sample Morning Announcements

Every great success starts with a dream. With that in mind, ASCA has prepared sample morning announcements for you to consider using with your students as you celebrate National School Counseling Week, Feb. 6-10.

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: Helping Students Dream Big." Did you know that my number one goal, as a school counselor, is to help you succeed?

Whatever you need to be successful at school – whether that's learning how to stay motivated to complete your work, having positive relationships with your fellow students, advocating for yourself or overcoming barriers – I'm here for it. You've probably heard of actor and producer Tyler Perry. He said, "I don't think the dreams die. I think people give up. I think it gets too hard." Sometimes achieving your dreams IS hard, but I'm here to help you not give up.

As your school counselor, I want to help you achieve your dreams. What are your dreams? How can I help you make a plan to achieve them? Let's talk about it. Have a great Monday!

Tuesday

Good morning. This is [insert name], your school counselor, and this week, we are celebrating National School Counseling Week. Yesterday, I talked about how my job is to help you be successful and work toward your dreams. But did you know that I've achieved one of my dreams just by being your school counselor?

It's true. Olympic skier Lindsey Vonn said, "Follow your dreams. If you have a goal, and you want to achieve it, then work hard and do everything you can to get there." My goal was to become a school counselor so I could support students like you. And I couldn't be happier to be here.

Every day is different, but I can tell you that I get tremendous joy in seeing you succeed. Your dreams are my dreams. Thanks for helping me make my dreams come true! Have a great Tuesday!

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: Helping Students Dream Big." Today, I'd like to talk about my dreams for our school.

My dream for our school is that every student feels supported and welcome. That we treat each other with kindness, embracing and celebrating our differences, listening and learning from each other. Author Audre Lorde said, "Tomorrow belongs to those of us who conceive of it as belonging to everyone, who lend the best of ourselves to it, and with joy."

How can you help me meet my goals for our school? Can you reach out to someone today to ensure they feel like they are part of our school community? Do you feel like you belong? Let's talk about how we can make our school a safe and nurturing space for all of us. 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. As we talk about "dreaming big," how can our school help YOU dream big? Yesterday, I mentioned that my dream was that everyone in our school feels like they belong and that we create a welcoming and inclusive community together. When we build that kind of environment, our school is even more ready to help you discover and work toward your dreams.

One of our goals here is to help ensure you're ready for what comes next –whether that's college or a career. Did you know that starts as early as kindergarten? As you engage in your school work, you're discovering what gives you joy, what sparks your interest and what your talents are.

At our school, we want to ensure you have access to learning and extracurricular opportunities to help you dream your dreams. Singer Suki Waterhouse said, "Don't stop yourself from doing something you want to do because of what others might think. Only you know yourself best."

Is anything stopping you from trying something new? A new challenge could be the first step to discovering your dreams. If you're uncomfortable about stepping out of your comfort zone, let's talk about it. I can help.

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 "dreaming big." Whether it's your dreams for yourself or for our school, dreams are the fuel that keep us moving forward.

Author Carl Sandburg said, "Nothing happens unless first we dream." Take a minute, and think about your dreams. Dreams don't have to be about a career. Dreams can be about feelings or even helping someone else achieve their dreams. What's one thing you can do today that moves you one step closer to a dream –

any dream? Write it down or draw a picture of it. Look at it when you need encouragement.

My dream for you – for everyone one of you – is that you feel successful here at our school and that you learn all the skills you need to reach your goals in life. I am here for you every day.

Thank you for celebrating National School Counseling Week with us. Have a safe and fun weekend!



National School Counseling Week 2022 Sample Morning Announcements

When we practice teamwork, collaboration and friendship, we are “better together.” With that in mind, ASCA has prepared sample morning announcements for you to consider using with your students as you celebrate National School Counseling Week, February 7-11.

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 “Better Together.” To help support your success, I often collaborate with other school staff, such as our school psychologist, school social worker and school nurse. We are all here for you, working together to serve your needs as you navigate school and life.

Just like I do, you often work in teams to achieve a common goal. “Little Women” author Louisa May Alcott said, “It takes two flints to make a fire.” You’ve probably also heard the phrase “two heads are better than one.” Look around, how are you working in teams today? Are you collaborating on school projects, helping a friend or playing a sport? We are so much stronger together – and, sometimes, you encounter work that requires more than one person to complete.

As your school counselor, I’m here to help you build your teamwork skills so you can be successful in groups both big and small. If you’re struggling with teamwork, come see me, and let’s talk about how you can develop these skills. I work on my teamwork skills every day. Have a great Monday!

Tuesday

Good morning. This is [insert name], your school counselor, and this week, we are celebrating National School Counseling Week. One of my goals is to help you learn new skills to help you succeed. This week, we are focusing on collaboration. Did you know that I work with our principal and assistant principals every day to support you? Yes, I spend a lot of time “in the principal’s office.”

Though we have very different tasks to accomplish each day, our most important job is working together to help all of the students in this school succeed. And guess what? Sometimes we have different ideas. When that

happens, we find ways to compromise. Former defense secretary Colin Powell said we should “never lose sight of the need to reach out and talk to people who don’t share your view. Listen to them and see if you can find a way to compromise.”

Don’t compromise your values, of course, but how can you expand your knowledge and understanding by listening to someone else? I encourage you to challenge yourself to seek out other opinions. What you’ll find out is that you end up with a better solution – one that satisfies everyone.

Want to role play about asking for opinions that are different than your own? Come see me and let’s chat. Now, go have some honest conversations and 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 “Better Together.” Have you ever wondered how I know what’s been going on in your classrooms? Well, I spend a lot of time with your teachers. Together, we look for better ways to help you learn. But, you know, we also can be friends.

Our nation is dealing with a lot right now, and it probably feels like you’re at the center of it. I know you want to feel safe. I do, too. When I’m worried or when I need a good laugh, I talk to my friends. And just like you, I have many friends right here in this school.

The author of “The Lion, the Witch and the Wardrobe,” C.S. Lewis, said, “friendship is born at the moment when one person said to another, ‘What? You too? I thought I was the only one.’”

I want to remind you that reaching out to your friends right now is very important. When you share your feelings with your friends, they’ll feel more comfortable sharing theirs. Being “better together” also means celebrating together, playing together, crying together, processing together and so much more.

Sometimes making friends and being open in your friendships is difficult. Let’s talk about it. I have lots of ideas that might help. Have a wonderful Wednesday.

Thursday

Good morning. This is [insert name], and we are still celebrating

National School Counseling Week. As we talk about being “better together,” I would like you to remember that embracing our differences makes us so much more interesting. We all have different abilities, different attributes, different interests, different goals, different families, different perspectives. Imagine what a boring world we’d live in if we were all the same.

Piglet, of Winnie the Pooh fame, said, “The things that make me different are the things that make me ME.”

What makes you YOU? Are you into sports? Do you like to spend time reading? Are you interested in changing the world? Are you new to this school or city? Do you have red hair, brown hair? Are you tall, short? Are you a good listener? Do you enjoy the quiet? Can you quote hundreds of movie lines? Celebrate the things that make you YOU and that make your friends THEM. We are so much more interesting together.

Do you sometimes wonder what makes you YOU? You aren’t alone. I’m an adult, and I sometimes wonder about this, too. We are always growing and changing, and that’s OK. I’m here if you want to talk about it. Let’s grow together and celebrate our differences.

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 we’re “better together.” Whether it’s teamwork, compromise, learning to lean on each other or embracing our differences, these are skills we practice every day.

When you’re spending time with other people – whether it’s your friends, your teachers, your family or even me – remember that you are having an impact. Togetherness also raises the possibility for hurt. Remember to be kind and practice empathy. Judy Blume, author of “Tales of a Fourth Grade Nothing,” said, “Our fingerprints don’t fade from the lives we touch.”

What kind of mark will you leave today? At our school and everywhere you go, I hope you’ll spread kindness, show empathy, provide a shoulder to cry on or an ear to listen. Together, we really are better – if we want to be.

Thank you for celebrating National School Counseling Week with us. Have a safe and fun weekend!



National School Counseling Week 2021 Sample Morning Announcements

Over the past 11 months, school counselors have proven once again that you are heroes. With that in mind, ASCA has prepared sample morning announcements for you to consider using with your students this week.

Monday

Good morning. This is [insert name], your school counselor, and today is the first day of National School Counseling Week. Today, our focus for this week is perseverance, which is when you continue to work towards achieving something despite obstacles, failure and opposition. And one way to persevere is to collaborate, or work cooperatively with others.

In the Marvel's The Avengers, Nick Fury, says "There was an idea to bring together a group of remarkable people to see if we could do something more." Like the Avengers coming together to work toward a common goal or tackle a challenge, you can work with your peers, your teachers or your family to achieve a goal in your community, to support one another or even to do something remarkable. It's easier to persevere when you have someone working alongside you.

As your school counselor, I'm here to help you work on the skills that will help you persevere so you can pursue all of your dreams. Make an appointment with me soon, and think about how you can collaborate with someone to achieve something that matters to you.

Tuesday

Good morning. This is [insert name], your school counselor, and this week, we are celebrating National School Counseling Week. One of my goals is to help you learn new skills to help you succeed. This week, we are focusing on perseverance. I know you've faced many challenges as our schools have moved online [if applicable], as you've missed out on time with friends and family, and as many of your regular activities were postponed or cancelled altogether. Everything is different and that's a lot to handle. Determination is a skill that can be helpful. And, to be honest, it's one I have to practice, too.

In Iron Man, Tony Stark said, "It's an imperfect world but it's the only one we got."

Using your determination when everything feels different is hard. First you have to accept that change has happened and will happen, and you just need to find your footing and do the next right thing.

There are lots of tools to help you stay on target. Making lists and setting goals, and just taking time to process your feelings can help you keep going and stay determined.

You may not have an IronMan suit, but you have me. Hit me up if you want to chat. I'm here to help.

Wednesday

Good morning. This is [insert name], your school counselor, and this week, we are celebrating National School Counseling Week. This week we're talking about perseverance and I've always found inspiration to keep moving forward by doing something for someone else. Sometimes you just need to get out of your own head.

In the Black Panther movie, King T'Challa says "We must find a way to look after one another as if we were one single tribe." Compassion is when we show care for someone else. When you're feeling your worst, helping someone can make you feel better.

How can you help? How can you show compassion to a friend, a relative, a classmate, or a neighbor? Can you be a listening ear for a friend who is suffering? Can you reach out to an elderly relative to let them know you're thinking about them? Can you help a classmate who is struggling with their work? I'd love to hear your ideas. Reach out to me and let's talk.

Thursday

Good morning. This is [insert name], and this week, we are celebrating National School Counseling Week. As we talk about perseverance, I'm reminded of the need to face our fears. Sometimes, fears can be a major barrier to moving forward. We all have things we're afraid of. I know I do.

In Thor: Ragnarok, Thor says, "I choose to run towards my problems and not away from them." You don't have to run TOWARD your problems, but you can only run away from them for so long.

Think about the fears that might be preventing you from persevering. What holds you back from achieving your goals. Fears are perfectly normal and sometimes we need help to face them. Remember that I'm here for you. But

if you aren't comfortable talking to me, reach out to your friends, family or another trusted adult. Speaking your fears out loud is the first step to defeating them.

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 perseverance. It's a skill I practice every day and, like you, I'm still learning.

In the first Iron Man movie, Tony Stark says, "Sometimes you gotta run before you can walk." When a situation demands you perform tasks requiring more skill than you have at the moment, you may feel like you're in over your head.

Have you heard about people who learn by doing something? That's kind of what we've all been doing with virtual learning. Running before you walk means making a few mistakes, but with perseverance, you'll be ready to get back up and try again.

I—and all your teachers—are here to help you succeed. We know you can persevere to overcome challenges and achieve your goals. When you stumble—and you will because we all do—I'll be here to help. Author F. Scott Fitzgerald said, "Never confuse a single defeat with a final defeat." You've got this.

Thank you for celebrating National School Counseling Week with us. Have a safe and fun weekend!



National School Counseling Week 2019 Sample Morning Announcements

Monday

Good morning. This is [insert name], your school counselor, and today is the first day of National School Counseling Week. Our focus for the week is "Providing Lessons for Life."

Author Deepak Chopra once said "The way you think, the way you behave, the way you eat, can influence your life by 30 to 50 years."

As your school counselor, I'm here to help you think through how you want your life's journey to be for 50 or more years. Come by and talk to me soon.

Be great!

Tuesday

Good morning. This is [insert name], and today is a part of National School Counseling Week. The message today is about reflecting on lessons learned.

Have you ever taken a moment to be still and think about past experiences that lead you to where you are? Maybe attending a field trip to an art museum encouraged you to hone in on your passion for drawing and painting. Perhaps reading about characters in your favorite book inspired you to research ancient civilizations. Maybe not getting enough rest the night before a big test lead you to perform less than your best. Bottom line – many experiences and choices we make can help us learn wise lessons that can help or hinder our future.

If you ever want to chat about the lessons you have learned, feel free to stop by and talk to me.

Make good decisions today!

Wednesday

Good morning. This is [insert name], and today is a part of National School Counseling Week. Today's message is about lessons shared.

A wise woman once said, "Sharing is a wonderful thing, especially to those you've shared with."

When we have gained lessons through experiences and situations, many times we hold them close to us. Don't get me wrong; sometimes these lessons are private and should remain confidential. However there are times when a lesson you learned, if shared, can help a fellow student. Here are some examples: when you learn about a more effective way to take notes to prepare for an upcoming exam - share it. When you discover a better way to tackle time management challenges - share it. When you find ways to be a better friend - share it.

As your school counselor, I take pride in sharing my life lessons with the students of [insert school name]. If you ever want to chat, stop by!

Sharing is caring!

Thursday

Good morning. This is [insert name], and today is a part of National School Counseling Week. Today's message is about #goals (hashtag goals).

The definition of goal is "the object of a person's ambition or effort; an aim or desired result." You can establish goals for every area of your life: as a student, friend, daughter or son, sibling and member of society. Goals can be short term (like dedicating 20 minutes each day to physical exercise to maintain your health and wellness) or long term (like studying and working hard to become an architect).

In the words of famed boxer, Muhammad Ali, "What keeps me going is goals." Have you given thought about your life goals? I would love to hear about them. Come by and let's talk!

Make today count!

Friday

Good morning. This is [insert name], your school counselor, and today is the final day of National School Counseling Week. The school counseling staff, like everyone in our school, is here to make a difference in your life. We want to help you learn wise lessons, achieve your goals and become

better human beings.

As Dr. Seuss says,

Be sure when you step, step with care and great tact. And remember that life's A Great Balancing Act. And will you succeed? Yes! You will, indeed!

Our door is always open and we are ready to help you. Nothing is too big or small for us. Thank you for celebrating National School Counseling Week with us. Have a terrific and safe weekend!



National School Counseling Week 2018 Sample Morning Announcements

Day One

Good morning. This is [insert name], your school counselor, and today is the first day of National School Counseling Week. Our focus for the week is "Helping Students Reach for the Stars."

Civil rights pioneer Harriet Tubman once said "Every dream begins with a dreamer. Always remember, you have within you the strength, the patience and the passion to reach for the stars to change the world."

As your school counselor, I'm here to help you explore your dreams and discover how to achieve them. Come by and talk to me soon.

Make today great!

Day Two

Good morning. This is [insert name], and today is a part of National School Counseling Week. The message today is about your aspirations.

Aspirations are defined as a hope or ambition of achieving something. We sometimes call them stars – things you are reaching for. Sometimes aspirations, like stars, can seem so far away that they can't be touched. But that doesn't have to be your reality. Aspirations can be anything you want them to be. A career choice, a personal wellness goal, an academic goal, anything. If you could list one or two things you would like to achieve, what would they be?

A wise man once said, "Your aspirations are your possibilities."

If you ever want to chat about your "stars" or aspirations, feel free to stop by and talk to me.

Live with purpose today!

Day Three

Good morning. This is [insert name], and today is a part of National School Counseling Week. I would like to begin today's message with a quote from Eleanor Roosevelt. She once said, "The future belongs to those who believe in the beauty of their dreams." Let me begin by asking you a question. What can you do to achieve your dreams? Work hard? Sure? Write down your dream on paper so you can see it every day. Of course. But there is one simple thing you must do in order to achieve your dreams – set goals.

Goals, similar to dreams, are things that you aspire to do. You can have a goal to get a certain grade in your most challenging class. You can have a goal to create a time management plan for tackling your homework after school. You can even have a goal to wake up a bit earlier each day so you won't rush in the mornings before school. Goals are things you want to set your mind to accomplish. Do you need help with setting your personal goals? I am here, so stop by and see me.

Stay focused. Be kind. Be great!

Day Four

Good morning. This is [insert name], and today is a part of National School Counseling Week. Today's message is about tapping into your network to reach your dreams.

Pop star Katy Perry once said, "It takes a village to make me who I am." This simple quote has a lot of depth. Each one of us has a village. Your village consists of your classmates, friends, family, teachers and others who surround you each day. Your village can help you become who you want to be. Your village is your network.

Sometimes when we share our dreams and goals with our village, they can provide much needed support to help us achieve them. If you've set a goal to increase your grade in a class maybe discuss your goal with your teacher. He/she could provide you with strategies to help you accomplish what you've set out to do.

Who do you trust in your village to help you with your dreams? Who could be a resource and help you along your path to achieving your goals? Give this some thought and come see me if you want to chat.

Make today count!

Day Five

Good morning. This is [insert name], your school counselor, and today is part of National School Counseling Week. The school counseling staff, like everyone in our school, is here to make a difference in your life. We want to help you dream big and reach your stars.

As Dr. Seuss says,

You're off to Great Places!
Today is your day!
Your mountain is waiting,
So... get on your way!

Our door is always open, and we are ready to help you. Nothing is too big or small for us. Thank you for celebrating National School Counseling Week with us. Have a terrific and safe weekend!



National School Counseling Week Sample Morning Announcements

Good morning. This is [insert name], your school counselor, and today is part of "National School Counseling Week." Our focus for the week is "Liberty and Learning for All."

You might wonder what that means. Liberty is defined as "the power of choosing, thinking, and acting for oneself." And learning means to gain knowledge through systematic study. So this week we will talk about how you can be responsible for your own learning and behavior here at school and at home with friends, parents and teachers.

It's not always easy to be responsible. Every day there are distractions and roadblocks — tough classes, peer pressure, friendship problems, social media, family concerns and more. My job is to help each of you overcome those obstacles to reach your full potential and learn how to be responsible for your learning and your life. That's what school counselors do: We help. Come by and talk to me soon.

Good morning. This is [insert name], and today is part of "National School Counseling Week." The message today is about choosing your attitude and how that attitude can shape your future.

The inventor Thomas Edison once said, "Our lives are not determined by what happens to us but by how we react to what happens, not by what life brings to us, but by the attitude we bring to life. ... There [are two types of people: those who fear failure so they never try, and those who fear failure so they never quit.](#)

Abraham Lincoln, our 16th president, faced great struggles with a divided country during the Civil War. But he had great determination and a never give up attitude. "Always bear in mind," said the man responsible for ending slavery, "that your own resolution to succeed is more important than any other."

A positive attitude causes a chain reaction of positive thoughts, events, and outcomes. To use Edison's words, it is a catalyst, a spark that creates extraordinary results. As your school counselor, I'm here to help you find your spark.

Good morning. This is [insert name], and today is part of "National School Counseling Week." Today's message is about developing the right habits that point you in the in the right direction.

The great philosopher Aristotle said, "Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but we rather have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit."

Think about the choices you make every day. Are you on the right path? Are you doing the things that will help you succeed in school? Are you going to class, doing your homework, listening to your teachers, getting rest and exercise? Are you maintaining a healthy lifestyle?

These things are critical to your future success. Frank Outlaw, a man you probably don't know, once said something very wise: "Watch your thoughts, they become words. Watch your words; they become actions. Watch your actions; they become habits. Watch your habits; they become character. Watch your character; it becomes your destiny."

Good morning. This is [insert name]. Today is part of "National School Counseling Week." Our message today is about acting with compassion. As Aesop, the famous ancient storyteller, once said, "No act of kindness, no matter how small, is ever wasted."

We all know people who are selfish, who seem to think only of themselves. We see this in children who pout over candy and toys, in classmates who behave in an ugly or dismissive way when they walk in the school hallways, and in corporate CEOs who value greed.

<http://www.quoteland.com/share/Aesop-Quotes/4921/>The author Dean Koontz once said, "Some people think only intellect counts: knowing how to solve problems, knowing how to get by, knowing how to identify an advantage and seize it. But the functions of intellect are insufficient without courage, love, friendship, compassion, and empathy."

Remember: It's the random acts of kindness that often can make the biggest difference in a person's life. As your school counselor, I can help you deal with the challenges you face and help point you in the right direction, and I will do so with kindness.

Good morning. This is [insert name]. Today is part of "National School Counseling Week." Our final message focuses on how we deal with change.

Change is constant in today's world, and it can be difficult to keep up with at times when life seems to be moving so fast. But by making the right choices, by being determined and persistent and motivated, you can do it. You can be the change you wish to see in this world.

As the rock band Journey put it, "Don't stop believing."

Harriet Tubman once said, "Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."

Your teachers are here to help. Your principal is, too. And when you need someone who will listen that you can trust, remember that your school counselor is always here for you.

Thanks to all the students and staff for helping to make this a great week. Now let's all work together to be the change.

Good morning. This is [insert name], your school counselor, and today is the first day of "National School Counseling Week." I'd like to talk about "being brilliant." This does not just mean brilliance in your schoolwork and the grades that you get. You also can be brilliant in how you treat people and the world you live in.

It is not easy growing up in today's world. Every day, distractions and other things can keep you from being brilliant — tough classes, peer pressure, friendship problems, depression, and more. My job is to help each of you reach your full potential and be successful. That's what school counselors do: We help. Come by and talk to me soon.

Good morning. This is [insert name], and today is the second day of "National School Counseling Week." The message today is about resilience. Chances are, if you want to be brilliant, you must also be resilient.

Have you ever had a brilliant idea and wondered why it didn't work out? Even the best ideas present you with challenges. People who are resilient are able to overcome those challenges and turn them into successes.

Have you ever heard the phrase, "If at first you don't succeed, try try again"? When you are confronted with a challenge, your ability to "try try again" is resilience in action.

As your school counselor, I'm here to help you develop your resilience. It could be about anything that is giving you trouble. Don't quit — come see me instead and let's talk through the challenges together.

Good morning. This is [insert name], and today is the third day of "National School Counseling Week." Today's message is about curiosity and the power of connections.

Steve Jobs, the founder of Apple, encouraged people to "think different." Ten years ago, Jobs knew that computers were not the only key to Apple's future success. Success to help was in developing tools that allow us to connect — to our music, our pictures, to the Internet, and to others. Born from his curiosity and desire to connect were the the iPhone, the iPad, the iPod, and iTunes.

As your school counselor, I want to encourage you to be curious, to "think different." There is much to be learned from the brilliance that is in each of you.

Good morning. This is [insert name]. Today is the fourth day of "National School Counseling Week." Our message today takes a look at who helped Dorothy in "The Wizard of Oz." The Scarecrow, Tin Man and Cowardly Lion all needed something that was missing from their lives — a brain, a heart, the nerve. The thing they all had in common was character.

As the story progresses, you see how their character helps them overcome what is missing in their lives. By refusing to abandon their friend in the face of the Wicked Witch of the West, their character helps them ultimately get what they need.

Maya Angelou, the famous American poet, once said: "One isn't necessarily born with courage, but one is born with potential. Without courage, we cannot practice any other virtue with consistency. We can't be kind, true, merciful, generous, or honest."

Do you have the courage to be brilliant? Do you have the character? As your school counselor, I can help you develop those skills — and others, too — that will help you to be successful.

Good morning. This is [insert name]. Today is the final day of "National School Counseling Week." Our final message focuses on "what matters."

Actor Matt Damon said recently: "I think what's important for kids to know is your decisions here on earth matter. Your behavior matters. How you treat other people matters."

What you do in school, at home, and in other places makes a difference in your life and in the lives of others. It might be as simple as holding the door open for someone, or as complex as writing a great story or inventing a new way of computing. No matter how big or how small, what you do matters.

In *Oh, the Places You'll Go*, Dr. Seuss writes: "You'll get mixed up, of course, as you already know. You'll get mixed up with many strange birds as you go. So be sure when you step. Step with care and great tact and remember that Life's a Great Balancing Act. Just never forget to be dexterous and deft. And never mix up your right foot with your left."

Thanks to all the students and staff for helping to make this a great week.

Good morning. This is [insert name], your school counselor, and today is part of "National School Counseling Week." You may not know this, but my job is to work with each of you to help you be successful in school and in life so you can build the future you want,

I know that sometimes roadblocks get in the way of your plans — things like peer pressure, friendship issues, family problems and difficulty at school. When you veer

off the path, come and see me. I am here to help you deal with the challenges and frustrations that keep you from being the best you can be. That's what school counselors do. We help you build the future you want.

Make it a great day!

Good morning. This is [insert name], your school counselor, and today is part of "National School Counseling Week."

What do you think success is? What does it look like for you? Former British Prime Minister Margaret Thatcher said success "is a mixture of having a flair for the thing that you are doing; knowing that it is not enough, that you have got to have hard work and a certain sense of purpose."

Did you know that school counselors can help you find your pathway to success? Some people think school counselors are only there for "those" kids, but my job is to help all of you reach your full potential and be successful in school and life. Every day, you face challenges – tough classes, peer pressure, family and friendship problems, and more – that can be roadblocks to future success. I can help you deal with these challenges. That's what school counselors do. Come by, and talk to me soon.

Good morning. This is [insert name], and today is part of "National School Counseling Week." I have a question for each of you: What is one of the biggest keys to your future success?

Have high expectations.

Michael Jordan once said, "You have to expect things of yourself before you can do them." If you want to go to college, do the things now that will get you there – go to class, do your homework, listen to your teachers, get plenty of rest and exercise, maintain a healthy lifestyle, and surround yourself with others who have high expectations.

As Mark Twain said, "It is small people who try to belittle your ambitions. The great ones help you to feel that you can become great."

Expect more from yourself. Experience success. Settle for nothing less.

Good morning. I am [insert name], your school counselor, and today is part of "National School Counseling Week." What traits do you think are important to be successful in life and build a bright future for yourself? Good character? Organizational ability? Kindness? Those are all very important but what about perseverance?

According to the dictionary, perseverance means “steady persistence in adhering to a course of action, a belief, or a purpose; steadfastness.” Have you ever shown perseverance and gone on even when you thought you couldn’t?

Former basketball star Michael Jordan knows a thing or two about it. Listen to what he has to say:

“In ninth grade, my dream was to beat my brother Larry at a game of one-on-one. He’d beat me every time and I’d get mad. In tenth grade, my dream was to make the varsity basketball team, but I didn’t, and I had to play junior varsity all year. When I look back on those experiences, I know they must have built determination in me.”

Michael did not give up. He kept practicing until he achieved success. You can do the same. Just when you think an assignment is too hard or a sport too difficult or a book too long, hang in there. Keep at it.

Perseverance pays off.

Good morning. I am [insert name], your school counselor, and today is part of “National School Counseling Week.”

One of the most important things you can do to build for your future is to take your education seriously. Author and activist Malcolm X said, “Education is our passport to the future, for tomorrow belongs to the people who prepare for it today.”

How are you preparing for your future? You can begin by coming to school, listening to your teachers, turning in assignments. Small steps bring big rewards.

Let education become your passport to a world of possibilities.

Make it a great day!

Good morning. I am [insert name], your school counselor, and today is part of “National School Counseling Week.” Today’s tip is on the value of persistence.

There once was a great quote on the label of a child’s Superman shirt: “Wearing of this garment does not enable you to fly.” You can’t put on a different set of clothes, or act a certain way that betrays who you are deep inside, and expect to be successful. The path to success involves persistence.

Christopher Reeve, the man who played Superman in the movies, was left paralyzed from the neck down years ago in a horseback riding accident. But that didn’t stop him from living his life. By being persistent, he raised funds that will help others with spinal cord injuries live full and complete lives. He directed movies, acted and made speeches across the country. Christopher Reeve talked once about the value of persistence. He said “So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable.”

When he died a several years ago, people talked of how a man who could not move or even breathe without assistance managed to live a full life through determination and sheer will. Through tragedy and the persistence that followed, he truly became a super man.

As Calvin Coolidge, our 30th president, once said, "Nothing in the world can take the place of persistence. The slogan 'Press on' has solved and always will solve the problems of the human race." You are closer to success than you think. Don't give up. Be persistent in your pursuit of excellence.

Good morning. This is [insert name]. Today is part of "National School Counseling Week." Do you know what is one of the biggest keys to your future success and your ability to make a difference in your life and the lives of others? Determination. Booker T. Washington knew something about determination. He rose up from slavery and illiteracy to become one of our foremost educators and a leader of African Americans at the turn of the century.

When he was young he went to school – not as a student, but to carry books for one of the plantation owner's daughters. When he was a young boy, he took a job in a salt mine that began at 4:00 a.m. so he could attend school later in the day. At age 16, he walked much of the 500 miles to Virginia to enroll in a new school for black students.

He graduated from college and went on to work at the Tuskegee Institute. Both the school and Washington made lasting and profound contributions to the South and to the United States. Washington wrote a bestseller called "Up from Slavery." He became an advisor to President Theodore Roosevelt and was the first African American ever to dine at the White House with the president.

Here is what Washington said about determination: "The circumstances that surround a man's life are not important. How that man responds to those circumstances *is* important. His response is the ultimate determining factor between success and failure."

Be determined. Reach for the stars. Make today a great one!

Good morning. This is [insert name]. Today is part of "National School Counseling Week." Today's tip focuses on the power of kindness. When is the last time you did something nice for someone just because? This morning? Last week? Don't underestimate the power that kindness can have on you and those around you and on your ability to be successful.

Mother Teresa said that "kind words can be short and easy to speak, but their echoes are truly endless." Aviator Amelia Earhart said, "No kind action ever stops with itself. One kind action leads to another. Good example is followed. A single act of kindness throws out roots in all directions, and the roots spring up and make new trees. The greatest work that kindness does to others is that it makes them kind

themselves.”

One high school student looked at it this way: “Wherever there’s a human being, there’s an opportunity for kindness. You don't have to plan some big event. You can be strolling the hall in school and say ‘hi’ to a stranger. Simplicity is the way, you know?”

Kindness cuts across race, religion, gender, age and culture. Through it, we can celebrate diversity.

Archbishop Desmond Tutu said, “Do a little bit of good where you are; it’s those little bits of good put together that overwhelm the world.”

So, today do or say something nice to someone, just because. You will feel better for it.

Good morning. This is [insert name], your school counselor, and today is part of “National School Counseling Week.” You are each unique and have qualities that make you a remarkable individual that your friends, family, teachers and classmates see every day.

Someone wise once said, “Our inner strengths, experiences and truths cannot be lost, destroyed or taken away. Every person has an inborn worth and can contribute to the human community. We all can treat one another with dignity and respect, provide opportunities to grow toward our fullest lives and help one another discover and develop our unique gifts.”

I know sometimes it’s difficult to embrace those qualities that make you special. Every day you face challenges – tough classes, peer pressure, family and friendship problems and more – that can be roadblocks to success and celebration. The teachers, the principals, the librarian – everyone in our school is here to help and to make a difference so you can reach your full potential and be successful in school and life.

School counselors can help too. That’s why we are here. Come by, and talk to me soon.

Make it a great day.

Good morning. This is [insert name], your school counselor, and today is part of National School Counseling Week. The school counseling staff, like everyone in our school, is here to make a difference in your life. We want to help you reach your full potential and be successful in school and life.

Every day, you face challenges — tough classes, peer pressure, family and friendship problems and more — that can be roadblocks to future success. I can help you deal with these challenges. That’s what school counselors do: Come by and talk to me soon.

Make it a great day.

Good morning. This is [insert name], and today is part of "National School Counseling Week." In 2009, as a senator from Illinois became our 44th president, our country also celebrated the 200th anniversary of the birth of another Illinois politician – Abraham Lincoln. Lincoln was born in back-woods Kentucky, worked hard, became educated and in 1860 became president of the United States.

Although Abraham Lincoln is rated as one of America's best presidents, he had to overcome great adversity and many failures before becoming president.

Listen to some of Lincoln's experiences:

In 1831, he lost his job. In 1832, he was defeated in his run for the Illinois State Legislature. In 1833, he failed in business. In 1834, he was elected to the Illinois State Legislature. In 1835, his girlfriend died. In 1838, he was defeated in his bid to become the Illinois House Speaker. In 1843, he was defeated in his run for nomination for U.S. Congress. In 1846, he was elected to Congress but in 1848 lost re-nomination. In 1849, he was rejected for a land officer position and in 1854 was defeated when he ran for the U.S. Senate. In 1856, he was defeated in his run for nomination for vice president and in 1858 was defeated in run for U.S. Senate. In 1860, Abraham Lincoln was elected president.

Even though he experienced a great deal of failure, Lincoln kept pushing on despite his circumstances. He persevered and found ways to be successful and used his failures to prepare him for future possibilities. We all experience failure and setbacks at some point. The key is to not give up.

Be determined. Learn from you disappointments. Celebrate your achievements.

Make this day a great one.

Good morning. This is [insert name], and today is part of "National School Counseling Week." Today's tip is based on a cliché: "If at first you don't succeed, try, try again."

We all experience failure at some point in our lives – students, teachers and yes, even principals. Failure is nothing to be ashamed of but something to learn from. Did you know that it took Thomas Edison almost two years of failed attempts, new discoveries, and prototypes before he invented the incandescent light bulb? Later, he joked that, "I have not failed. I've just found 10,000 ways that won't work."

Think of how different our world would be if Edison had quit trying and given up.

Today, don't give up. You may closer than you think.

Make it a great day!

Good morning. I am [insert name], and today is part of "National School Counseling Week." Today we are celebrating diversity.

I'd like to ask you to look around your classroom.
What do you see?

None of us is alike. We look different, sound different and think differently. We are all unique. And what a fabulous school we have as a result. How boring life would be if we were all the same.

The poet Maya Angelou said, "We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their color."

When it comes right down to it, we are all different inside and out, and diversity is the one true thing we all have in common.

Acknowledge your differences and celebrate them. Not just today, but every day.

Good morning. I am [insert name], and today is part of "National School Counseling Week." I bet a lot of you can't wait until today is over, and many of you are counting down the days until the school year ends. You also may know exactly what month and year you will graduate from high school.

But did you know that, even when your formal education is over, you will still be a learner? You will learn many important things that will help you to continue to make a difference?

Shakespeare said, "We bring forth weeds when our quick minds lie still." He certainly did not allow that to happen. Shakespeare wrote 37 plays and 154 sonnets in his 52 years on earth.

Tom Yohe from ABC's Saturday morning public service campaign "Schoolhouse Rock" stressed the importance of learning throughout your life another way:

"As your body grows bigger
Your mind must flower
It's great to learn
'Cause knowledge is power."

Go learn something, and make this day a great one!

Good morning. This is [insert name]. Today is part of "National School Counseling Week." Today's tip focuses on following your passion.

How many of you have thought about what you want to do in five years? Ten years? Twenty years? What do you see yourself doing?

The world is changing rapidly, and your options are unlimited. In fact, many of the jobs that will be out there after you graduate have not yet been invented.

In today's global economy, many of the traditional jobs that were out there when your parents went to work are either automated or handled overseas. The leaders of tomorrow will be the innovators who follow their passion and are determined to succeed.

Use this time now to learn, to discover what you're good at and to figure out what you love.

Find what you are passionate about, and make this a great day!

Good morning. This is [insert name]. Today is part of "National School Counseling Week." Today we are celebrating your future.

How many of you have thought about what you want to be doing in five years? Ten years? Twenty years? What do you see yourself doing? The world is changing rapidly, and your options are unlimited.

Did you know that the top 10 in-demand jobs this year didn't exist in 2004? Did you know that when you enter the job market you will be using technology that has not been invented yet in order to solve problems we don't even know are problems yet?

What an exciting time. Take advantage of your opportunities at school to learn, to discover what you're good at and to figure out what you love. Benjamin Franklin said, "Hide not your talents, they for use were made. What's a sundial in the shade?"

Find your talents. Celebrate your future. Dream big.

Good morning. This is [insert name]. Today is part of "National School Counseling Week." As we focus on making a difference in your life and the lives of others, think about these words from Anne Frank:

"How wonderful it is that nobody need wait a single moment before starting to improve the world."

Anne Frank did not know that her words, written while her family hid from the Nazis during World War II, would reach and touch millions of children and adults. Unfortunately, she did not get to see that happen.

You can make a difference, starting today. Look at yourself and your life. What do you like? What skills do you need to improve? How can you help others to be successful?

Your teachers are here to help you during this journey. Your principal is too. And when you need someone who will listen that you can trust, remember that your school counselor is always here for you.

Make it a great day!

Good morning. This is [insert name]. Today is part of "National School Counseling Week."

There is an old saying that goes, "No man is an island." We need each other, and your actions can affect others around you even when you don't always realize it. Today, try and have a positive impact. Do something nice for someone or for your school. Hold a door open for a teacher, talk to someone you don't know very well. Pick up a piece of trash in the cafeteria, and throw it away.

True success is not only getting what you want but also reaching out and giving to others and to your school and community. Remember the words of Henry Davis Thoreau, "Go confidently in the direction of your dreams. Live the life you have imagined" and you will be a success. Your teachers are here to help you during this journey. Your principal is too. And when you need someone who will listen that you can trust, remember that your school counselor is always here for you.

Make it a great day!

Good morning. This is [insert name]. Today is "National School Counseling Week." Did you know that even when your formal education ends whether that is high school, a vocational school, a community college or a four-year college that you will still be a learner? You will learn many important things that will help you continue to make a difference in your own life and the lives of others.

Shakespeare said, "We bring forth weeds when our quick mind lies still." He certainly did not allow that to happen. Shakespeare wrote 37 plays and 154 sonnets in his 52 years on earth.

Keep learning and make it a great day!

Good morning. This is [insert name]. Today is part of "National School Counseling Week." Today's focus is about dreams. Remember the words of Walt Disney: "If you can dream it, you can do it." Former First Lady Eleanor Roosevelt said, "The future belongs to those who believe in the beauty of their dreams."

What dreams do you have? What are you doing to succeed right now? Someone once said, "Everyone is trying to accomplish something big, not realizing that life is made up of little things." The choices you make today can affect your life tomorrow. Where do you see yourself in five years? In 15 years? What does your pathway to success look like? To make sure you get there, make good decisions. Set goals. Persevere.

Have high expectations. Be kind. And surround yourself with people who do the same to make sure you build the future you envision for yourself.

Dr. Sues says,

You have brains in your head.

You have feet in your shoes.

You can steer yourself in any direction you choose.

You're on your own.

And you know what you know.

And YOU are the guy who'll decide where to go.

Your teachers are here to help you during this journey. Your principal is too. And when you need someone who will listen that you can trust, remember that your school counselor is always here for you.
