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PALMETTO STATE
SCHOOL
COUNSELOR
ASSOCIATION
ANNUAL CONFERENCE



UNITED!

CONNECT. LEAD. ADVOCATE. INNOVATE.

January 20-22, 2022

Westin Hilton Head Resort and Spa • Hilton Head Island, SC



USCB

UNIVERSITY OF SOUTH CAROLINA BEAUFORT

ACT



Friday, January 21 | 12:00 p.m. – 1:30 p.m.

Closing the Attitude Gap: How to Fire Up Your Students to Strive for Success

Principal Baruti Kafele

SPEAKER BIO: A highly-regarded urban public school educator in New Jersey for over twenty years, Principal Kafele distinguished himself in the classroom and as a school leader. As an elementary school teacher in East Orange, NJ, he was selected as the East Orange School District and Essex County Public Schools Teacher of the Year. As a principal, he led the transformation of four different schools, including “the mighty” Newark Tech, which went from a low-performing school in need of improvement to recognition by U.S. News and World Report Magazine as one of America’s best high schools. Currently, Principal Kafele is one of the most sought-after speakers for transforming the attitudes of at-risk student populations in America.

SESSION DESCRIPTION: Based on Principal Kafele’s best selling book, *Closing the Attitude Gap: How to Fire Up Your Students to Strive for Success*, Principal Kafele asserts that the various gaps in student achievement continue to rank amongst the most important discussions in education today. Equally important for educators is the continued lack of student motivation, undesirable student behaviors and apathy towards achievement across racial, ethnic and socioeconomic lines. In this high energy, interactive session, Principal Kafele argues that one of the greatest difficulties to closing the various achievement gaps is the overwhelming assumption that achievement is in fact, the problem. He says that the achievement gap is a consequence of the failure to adequately address what he calls, the Attitude Gap (the gap between those students who have the will to strive for academic excellence and those who do not) that continues to persist in American classrooms. Principal Kafele contends that unmotivated, underachieving children are actually “most brilliant and most highly capable” but their attitudes toward themselves, toward learning and toward the prospects for their futures are preventing them from striving to maximize their potential. He says that when educators therefore make the transformation of their students’ attitudes toward themselves, learning and the prospects for their futures a priority, the probability for their achievement increases exponentially! Principal Kafele will provide educators with strategies within a framework for closing the attitude gap toward the ultimate elimination of underachievement in their classrooms and schools. He will simultaneously challenge educators to look honestly within themselves toward ensuring academic success through the following: environment for learning, attitudes toward students, relationship with students, compassion for students and relevance in instruction.

Principal Kafele will also be presenting a breakout session.



Visit 40+ Exhibitors at the Institute!



Thursday, January 20, 2:00 p.m. - 5:00 p.m.

The Pre-Conference Learning Sessions include additional opportunities for more professional development and CEU contact hours. The sessions generally cover more in-depth information and allow more opportunity for discussion. **These sessions are not included in the conference registration fee. Sessions are at a minimal fee.** Space is limited for all sessions. Interested participants are encouraged to register early.

All Pre-Conference sessions are being held at the same time, so you may only choose one session to attend.

1. What's Inside Your Backpack? Setting Aside What We're Not Meant to Carry

Jessica Sinarski

SPEAKER BIO: Jessica Sinarski, LPCMH equips parents and professionals to be healers for hurting children. Weaving user-friendly brain science into everything she does, Jessica ignites both passion and know-how in audiences. Extensive post-graduate training and 15+ years as a clinician, consultant, and parent educator led her to create BraveBrains, a resource and training platform for home, school, and community. She is also the author of the *Riley the Brave* picture books and *What's Inside Your Backpack?*

Jessica partners with school districts and child welfare agencies across the country to better incorporate effective trauma-sensitive practices into their work. She also shares her expertise as a contributor to magazines, blogs, and podcasts. When not writing and training, she continues to work as a bilingual therapist and clinical supervisor at an innovative adoption support agency.

ABOUT THIS SESSION: Join Jessica as she presents *What's Inside Your Backpack?: Setting Aside What We're Not Meant to Carry*. The weight of stress, worry, and trauma can have lasting impacts on both body and brain. This shows up in every area of school life – from the classroom to the lunchroom to the staff lounge! Take some time to dig into your backpack and learn strategies to set aside the “books” you’re not meant to carry. Participants will learn concrete tools for lightening the emotional load for staff and students. Trauma-expert and author Jessica Sinarski weaves in the latest brain science to make this inspirational session a lasting change-maker!

Jessica will also be presenting two breakout sessions.



2. Considering Culture: Creating a Safe Place for ALL Students and Staff

Melisa Marsh

SPEAKER BIO: Melisa Marsh, Ph.D. currently serves as the Supervisor of School Counseling for the Cobb County school district in Marietta, GA., where she coordinates the development and supervision of school counseling, student advisement, crisis response, and Hospital Homebound programs. She has 17 years of experience in filling the roles of Georgia State High School Counselor, Supervisor of Counseling, and School Counseling and Advisement Consultant. Melisa received her Ph.D. in Counseling Education and Personnel Services and her Specialist Degree in School Counseling from the University of Georgia. She received her Advanced Masters in School Counseling Program from the University of North Carolina at Chapel Hill. Dr. Marsh has also written a book entitled *15-Minute Focus – SUICIDE: Prevention, Intervention, and Postvention*. Missy lives in the Atlanta Metro area with her husband and puppy. In her spare time she enjoys traveling, yoga, cycling, running, hiking, and spending as much time outdoors as possible.

ABOUT THIS SESSION: Join Melisa as she presents *Considering Culture: Creating a Safe Place for ALL Students and Staff*. Exploring culture can be an uncomfortable conversation for many individuals. However, this true exploration is needed in order to create a safe place for all students and staff. In this training, participants will: 1. Examine how our own culture and identity factor into the way that we serve our students, 2. Understand how culture and diverse identities influence student learning, and 3. Learn strategies for creating a safe, respectful, and inclusive environment.

Melisa will also be presenting two breakout sessions.



3. Integrating Social and Emotional Learning with Career Development to Prepare College and Career Ready Students



Leigh Bagwell

SPEAKER BIO: Leigh Bagwell most recently served as the Director of School Counseling Services at the Tennessee Department of Education. She has led transformational work in school counseling throughout the state through the revision of the school counseling model and standards, the creation of a regional peer support network, and the launch of a dedicated communications channel for counselors, supervisors and administrators. As a school counseling leader, her mission is to provide school counselors with the training and resources needed to deliver high quality, student driven, data informed comprehensive school counseling programs to all students. She believes counselors and school leaders need to work together more deliberately. This collaboration is critical to ensure that all students have access to the opportunities and supports they need to successfully move through their elementary, secondary, and postsecondary education into their chosen career.

In addition to her work in Tennessee, Leigh has shared her experiences and knowledge with school counselors and school counseling leaders across the country as well as working with the American School Counselor Association. After teaching school counseling graduate students at Middle Tennessee State University, Leigh was inspired to pursue counselor education. She is currently working on her doctorate in Counselor Education and Supervision at the University of Tennessee. Leigh is also the author of the book 15-Minute Focus – ANXIETY: Worry, Stress, and Fear.

ABOUT THIS SESSION: Join Leigh as she presents Integrating Social and Emotional Learning with Career Development to Prepare College and Career Ready Students. When preparing students for success in postsecondary education and the workforce it is important that they have academic and content knowledge and training. College and career readiness begins with early exposure and awareness to a broad range of career fields and employability skills. It also includes helping students connect what they are learning in the classroom to their dreams and future career goals. Another important component of college and career readiness is social and emotional development. Self-awareness, self-management and interpersonal skills are critical to students' transition to postsecondary and the workforce.

College and career readiness continues to focus on the development and refinement of both academic and social emotional skills. It also broadens the scope from just knowing about different careers to exploring the high demand opportunities in their communities, aligning personal interests and aptitudes to career fields, and identifying specific pathways to move successfully from secondary to postsecondary to the workforce. These skills will not only prepare them for success in the workplace, but also success in both secondary and postsecondary education.

Because school counseling programs integrate academic preparation, social and emotional development with college and career readiness, school counselors are uniquely positioned to lead this important work. It begins by ensuring that school counselors have strategies and practices that will deepen their students' understanding of the world of work and connect it to their school and life experiences. School counselors will increase their capacity to provide high quality school counseling services and support students as they move along their chosen pathways to and through secondary and postsecondary education and on to the workforce.

Leigh will also be presenting two breakout sessions.



PSSCA Charity

Lowcountry Orphan Relief

The mission of Lowcountry Orphan Relief is to provide support services and aid to meet the needs of Lowcountry children identified as at-risk or suffering from abandonment, abuse and/or neglect. The vision of Lowcountry Orphan Relief is that no child should be without the basic necessities in life, regardless of their life circumstances.

PSSCA has chosen Lowcountry Orphan Relief as their charity for the 2022 Annual Conference!

Please consider making a donation to help us reach our \$700 goal!

~ TENTATIVE SCHEDULE ~

Thursday, January 20, 2022

1:00 p.m. to 5:30 p.m.	Registration Open
1:00 p.m. to 5:30 p.m.	Exhibits Open
2:00 p.m. to 5:00 p.m.	Pre-Conference Learning Session
7:00 p.m. to 9:00 p.m.	PSSCA Board Dinner and Meeting

Friday, January 21, 2022

7:30 a.m. to 8:30 a.m.	Registration Open
7:30 a.m. to 8:30 a.m.	Graduate Student Orientation
7:30 a.m. to 4:30 p.m.	Exhibits Open
8:30 a.m. to 9:00 a.m.	Opening Kickoff Session
9:00 a.m. to 9:15 a.m.	Break – Visit Exhibitors
9:15 a.m. to 10:15 a.m.	Breakout (Program) Session One
10:15 a.m. to 10:45 a.m.	Break – Visit Exhibitors
10:45 a.m. to 11:45 a.m.	Breakout (Program) Session Two
11:45 a.m. to 12:00 p.m.	Break – Visit Exhibitors
12:00 p.m. to 1:30 p.m.	Lunch and Keynote Speaker – Principal Kafele
1:30 p.m. to 1:45 p.m.	Break – Visit Exhibitors
1:45 p.m. to 2:45 p.m.	Breakout (Program) Session Three
2:45 p.m. to 3:15 p.m.	Break – Visit Exhibitors
3:15 p.m. to 4:15 p.m.	Breakout (Program) Session Four
4:15 p.m. to 4:30 p.m.	Break – Visit Exhibitors
4:30 p.m. to 5:30 p.m.	Breakout (Program) Session Five

Saturday, January 22, 2022

8:00 a.m. to 11:30 a.m.	Exhibits Open
8:15 a.m. to 9:15 a.m.	Breakout (Program) Session Six
9:15 a.m. to 9:45 a.m.	Break – Visit Exhibitors
9:45 a.m. to 10:45 a.m.	Breakout (Program) Session Seven
10:45 a.m. to 11:15 a.m.	Break – Final Chance to Visit Exhibitors
11:15 a.m. to 12:15 p.m.	Final Closing Celebration – Awards Ceremony, Annual Meeting, Closing PowerPoint Show & Door Prizes!

You can save \$50 on your conference registration by becoming a member of the PSSCA for only \$35!
 Before registering for the conference, please visit the PSSCA web page and become a member or renew your annual membership to save.
 Go to www.psschoolcounselor.org and click the "JOIN NOW" link.

REGISTRATION FORM (PLEASE PRINT CLEARLY)

NAME (as it should appear on name badge) _____

JOB TITLE - (REQUIRED PLEASE) _____

ORGANIZATION/SCHOOL DISTRICT _____

ATTENDEE EMAIL (REQUIRED FOR CONFIRMATION) _____

WORK ADDRESS _____ COUNTY _____

CITY _____ STATE _____ ZIP _____

WORK PHONE (_____) _____ CELL PHONE (_____) _____

	Professional/Affiliate Member*	Non-Member	Graduate Student*/Retiree*
A. MAIN Conference - Attend both days (Jan. 21-22)			
<input type="checkbox"/> Early Register** (by Nov. 24, 2021)	\$119 per person	\$169 per person	\$79 per person
<input type="checkbox"/> Regular Registration (after Nov. 24, 2021)	\$139 per person	\$189 per person	\$99 per person

B. Pre-Conference Learning Sessions (Jan. 20)

Early Register** (by Nov. 24, 2021)	\$45 per person	\$85 per person
Regular Registration (after Nov. 24, 2021)	\$60 per person	\$95 per person

MAIN Conference Attendance Total (A) \$ _____

Pre-Conference Total (B) \$ _____

Total Due (A + B) \$ _____

Please check the box for the ONE session you plan to attend.

1. What's Inside Your Backpack? – Jessica Sinarski
2. Considering Culture – Melisa Marsh
3. Integrating Social and Emotional Learning – Leigh Bagwell

* Your membership must be good through Jan. 22, 2022 to be eligible for Member rates.

** To qualify for the Early Registration Rate, your registration form AND payment (copy of your purchase order, check, or credit card) must be received or postmarked by the Early Registration cutoff date.

REGISTRATIONS CANNOT BE PROCESSED WITHOUT PAYMENT. PLEASE SEND PAYMENT AND REGISTRATION FORM(S) TOGETHER.

How and Where Do I Pay?

	WEBSITE	EMAIL	FAX	PHONE	MAIL
CREDIT CARD	✓	✓	✓	✓	✓
PURCHASE ORDER		✓	✓		✓
CHECK					✓

WEBSITE: www.ncyi.org/psscac
EMAIL: registrations@ncyi.org
FAX: 423-899-4547
PHONE: 866-318-6294
MAIL: National Center for Youth Issues
 P.O. Box 22185
 Chattanooga, TN 37422-2185

Please make your check or purchase order payable to: **National Center for Youth Issues.**

A W-9 is available on the website.

PLEASE NOTE: The attendee will receive a confirmation to the email address provided when their registration is processed (make sure to check Junk/Spam folders). Please allow ample time for processing.

PAYMENT METHOD

- PURCHASE ORDER** A COPY OF THE PURCHASE ORDER IS REQUIRED.
 (ADDRESSED TO NATIONAL CENTER FOR YOUTH ISSUES, P.O. BOX 22185, CHATTANOOGA, TN 37422-2185)
- CHECK ENCLOSED** (MADE PAYABLE TO NATIONAL CENTER FOR YOUTH ISSUES)
- CREDIT CARD** PERSONAL CORPORATE

CARD NO. _____ EXP. DATE CID# _____

NAME ON CARD (PLEASE PRINT) _____

CREDIT CARD BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

AUTHORIZED SIGNATURE _____ EMAIL _____

CANCELLATION POLICY: If we are forced to cancel the PSSCA Conference because of a "force majeure" event, such as a government restriction on large gatherings that cover the intended size of the conference, then we will issue full refunds of the registrations. Otherwise, our normal cancellation policy will be upheld: There will be no refunds after December 21, 2021. All cancellations before December 21, 2021 will be refunded less a \$25 handling fee. The association is not responsible for and cannot give refunds due to problems beyond its control, such as weather and school closings. The sponsors of the conference receive registrant contact information.

On social distancing and other health and safety measures, the regulations/guidelines that apply to hotels and conference centers are still unfolding and being developed. The PSSCA Conference will conform to all necessary regulations/guidelines that are in place as of the date of the conference.



The Westin Hilton Head Island Resort & Spa

Two Grasslawn Avenue
Hilton Head Island, SC 29928

The Westin Hilton Head Island Resort & Spa, the Conference's host hotel, has a **conference rate of \$118 a night for single occupancy and \$138 a night for double occupancy (plus tax and resort fee of \$5.00 per night)**. This rate is good on reservations made by **January 6, 2022**. Rooms are limited, and may fill up before January 6th cutoff. The conference rate includes breakfast vouchers to use for a full hot breakfast each morning. The resort fee includes a variety of complimentary amenities and benefits, including complimentary Wi-Fi in the hotel rooms.

TO MAKE HOTEL RESERVATIONS:

CALL: (888) 236-2427 or (843) 681-4000. When prompted, choose Reservations. Once on the line with an agent mention you are with the Palmetto State School Counselor group.

REGISTER ONLINE: Go to www.ncyi.org/PSSCAC and scroll to the "Accommodations" section. Click on the Marriott Westin Website.



Come Learn and Play!

In the evening, make sure you take time to relax and enjoy the surrounding area. There is so much to do on Hilton Head Island.

Visit the Tanger Outlets for shopping at places like Ann Taylor, Coach, LOFT Outlet, or Pandora.

Or, you can visit Shelter Cover Harbor & Marina for shopping and dining on the water. Eat at the French Cage, Bistro 17, or ELA'S On The Water for award-winner views and fresh seafood. Shelter Cove also has shopping at places like A&M Provisions, an upscale food market, and Nash Gallery for handcrafted jewelry, blown glass, ceramics, and furniture. Hilton Head Island has a variety of options for your entertainment.



We hope this conference will educate and equip you to do your job well, and we also hope you will take advantage of the wonderful ways you can relax and be refreshed!