

National School Psychology Week

State Association Resource Guide



NATIONAL ASSOCIATION OF
School Psychologists

www.nasponline.org/nspw

National School Psychology Week (NSPW)

Table of Contents

Introduction

Section I: Organize Materials for NSPW Gubernatorial Proclamation
Third week of September

Section II: Submit NSPW Proclamation Request to the Governor
Fourth week of September

Section III: Plan Materials to Share With Your Association's Members
Fourth week of September

Section IV: Plan Your State's Advocacy Activities
Second week of September

Section V: Contact Your Members
October

Section VI: Contact Key Audiences
October

Section VII: NSPW!



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Introduction

The State Association NSPW Resource Guide is intended to help state school psychology associations plan and implement activities related to National School Psychology Week in their state. NSPW is a great time to:

- Engage your members,
- Raise awareness about the role and contributions of school psychologists at the state and local levels, and
- Advance advocacy goals in your state.

Each year's theme is designed to highlight important aspects of school psychology. This guide provides general information, planning and outreach activities, suggested timing recommendations, links to NASP resources, adaptable resources for state association communications, and suggestions for how to develop and organize your strategies and key messages.

This guide and related resources are also available on the [NASP website](http://www.nasponline.org) for easy access. We encourage every state association to join us and look forward to hearing about how you participate in NSPW in your state this November.



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Section I: Organize Materials for NSPW Gubernatorial Proclamation

- Research the requirements on your state government's website.
- Contact key partners and supporters (e.g. school administrators, district leadership, parent groups, educational organizations, etc.) to enlist their support and request them to [write a letter](#) endorsing your application.

Section II: Submit NSPW Proclamation Request to the Governor

Submit your state association's application for a gubernatorial proclamation near the beginning of the school year to allow sufficient time for the request to be processed and granted. Specific directions and forms are available on each state's website. We recommend requesting an *annual proclamation designating the second full week of November National School Psychology Week*.

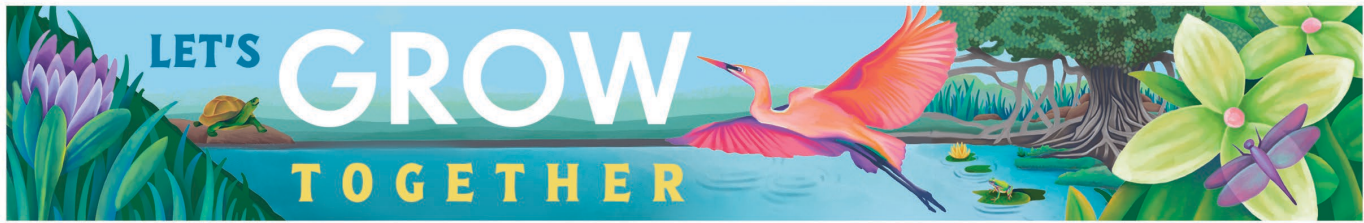
The following items are recommended to comprise a strong application:

- Complete the [application letter](#) addressed to the Honorable Governor of your state.
- Review the [NASP-endorsed sample proclamation](#) for National School Psychology Week.
- Integrate NASP resource [Who Are School Psychologists?](#)
- Submit letters of support from key partners and supporters (optional).

Section III: Plan Materials to Share With Your Association's Members

Leading up to NSPW, there are many ways to ensure that the week is a success for your state association and its members.

- Prepare communications to your members sharing the good news of a [gubernatorial proclamation](#) for an annual National School Psychology Week and encouraging them to participate in NSPW activities in their school or district.
- Distribute the NASP resource [Who Are School Psychologists?](#)
- Create a digital State NSPW Resource Guide to provide to your members. (See Section V and Section VII for specific information.)
- Host a state association call for best NSPW preparations in your state (make it a contest where appropriate).
- Develop a state association NSPW feedback survey to send out immediately following NSPW to collect information about activities that were hosted in your state and other strategies for participating (suggested dissemination date: Friday, November 10, 2023).



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Section IV: Plan Your State's Advocacy Activities

To advance our shared advocacy goals related to school psychologists' roles, school safety, and school mental health, NASP is coordinating its annual state and federal Virtual Hill Day on the Wednesday of National School Psychology Week. **And we need your help!**

The increased attention to school psychology during NSPW makes it an ideal time to motivate your members to get involved in advocacy—and it won't even require a physical trip to your state capitol!

The Virtual Hill Day presents an opportunity for you to have proactive conversations with key members of your state legislature. These conversations are important even if your state legislature is out of session. It also offers an opportunity to engage in federal advocacy, which is critically important. On Virtual Hill Day, ask your members to:

1. Email or call the office of their elected **state** representative,
2. Post a message to social media, reinforcing the message and tagging lawmakers, and
3. Email and/or call the office of their elected **federal** representative.

All of this will take participants no more than 5 minutes.

A set of resources that we've developed to assist in your efforts can be found below. We've made these resources adaptable for you to use at any point throughout the year; not just during NSPW! *We highly encourage you to utilize NASP's [Policy Playbook](#).*

Develop and Draft Key Points for Your Messaging

- Effective communication and messaging are vital to achieving your advocacy goals. Part I, Section I of the *Policy Playbook* covers tips for effective communication—from identifying your target audience to using effective message structure. Be sure to identify the critical advocacy issues in your state that you would like lawmakers to address through their action.
- Use NASP's key messages and talking points in Section VI of the *Policy Playbook* to develop a template letter that you'd like your members to use to send letters to legislators. Additional resources for specific topics can be found on NASP's [Critical Policy Issues webpages](#). You can access resources that specifically address the shortage of school psychologists [here](#).
 - A sample email/letter for state legislators can be found [here](#). Please see information below (under "Plan the Nuts and Bolts") on how to use NASP's *Advocacy Action Center* to send letters to your and request an action alert for your state.
- Develop sample social media posts for your members. Part I, Section IV of the *Policy Playbook* includes effective ways to use social media as part of your advocacy efforts.



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Plan the Nuts and Bolts

- We highly recommend that you utilize NASP's [Advocacy Action Center](#) for your Virtual Hill Day efforts. The *Advocacy Action Center* allows members to edit and send the template letter that you created to their state representatives. The software additionally allows NASP to track the total number of contacts that were made with state legislators, and the data will be shared with you. To use the advocacy software, fill out [this Google form](#). Once the Google form is submitted with your template letter, NASP will create a special link for your state to send out to your members. The link will include a form that populates with your template letter after they enter their information and sends the letter to their local elected official. It's that simple! *For more information or if you have questions, contact Maria Cornell, Manager of Policy and Advocacy, at mcornell@naspweb.org.*
- Media and stakeholder outreach could take your Virtual Hill Day to the next level in terms of reach. Be sure to send a [press release](#) to a contact at your local newspaper (media guidelines can be found in Section I, Part III of NASP's [Policy Playbook](#).) Additionally, the president of your association, a member of your board, or another motivated school psychologist can write an op-ed for publishing ([here](#) are some examples of successful op-eds).
- Send a [letter to your congressional delegation](#) to establish a relationship and to highlight issues school psychologists are focused on, both locally and nationwide.
- Plan and schedule posts for your association's social media accounts in advance. Consider crafting and designating a hashtag for members in your state to use on social media (in addition to #NASPadvocates and #SchoolPsychWeek). Be sure to track messages on social media and share any posts from your members and supporters to your association's account. Additionally, tag your local representatives and use your state's political hashtag whenever possible to highlight the importance of the message to local legislators. NASP will uplift messages as well.

Send the Resources to Your Advocates

- When you initially communicate this event to your membership, outline the value of direct constituent communications in influencing the policy making process. Advocates need to understand *why* their direct participation is critical to policy success! This helps drive their motivation and participation.
- Send out a "day-of" email and post on social media with the link to the form/template letter on the morning of your event.

Section V: Contact Your Members

Contact your members well in advance of NSPW to allow ample time for brainstorming and planning. Disseminate your State NSPW Resource Guide as well as some of the resources below.



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- Share the NSPW theme and link to the poster.
- Share details regarding your state association's specific member ask.
- Attach NASP's resource *Who Are School Psychologists?*
- Share key dates:
 - Second week of September: Speak with building administration regarding NSPW, request funds for NSPW related activities.
 - Week before NSPW: Host NSPW Prep Contest.
 - October: Share information regarding Virtual Hill Day and how members can participate in this advocacy opportunity with their colleagues from across the country.
 - First week of November: Host NSPW Prep Contest.
- Share the NASP and state association social media handles and hashtags.
@NASPonline
#SchoolPsychWeek
#NASPadvocates
- Share stakeholder Twitter handles by using information in the section below for who to contact.
- Share your digital NSPW Members Guide.

Section VI: Contact Key Stakeholders

It is recommended that your state association reach out to a variety of stakeholders in advance of NSPW to garner their support. In addition, you want to encourage members to reach out to these groups at the local level and within their school buildings. Depending on your audience, correspondence may be in the form of email, print mail, or both. Sharing the information multiple will ensure greater success of engagement, awareness, and recognition. Make sure to make your ask explicit and simple. The following are suggested groups to contact, information to include in your correspondence, and who should be contacting which stakeholder groups.

- **State Departments of Education** – *outreach by state association leaders*
- **Legislators** – *outreach by state association leaders*
- **State Superintendent** – *outreach by state association leaders*
- **Mental and behavioral health coalitions and partner groups** – *outreach by state association leaders*
- **Local press/media** – *outreach by state association leaders*
- **School District Superintendents** – *outreach by members in their respective districts*



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- **District Departments of Special Education/Psychological Services** – *outreach by members in their respective districts*
- **Mayor and City Council Members** – *outreach by members in their respective districts*
- **PTAs** – *outreach by members in their respective districts*
- **University training programs** – *outreach by members*
- **Counselors/career guides** – *outreach by members*
- **Specialized instructional support personnel (e.g., school nurses, school counselors, speech language pathologists)** – *outreach by members in their respective schools/districts*
- **Principals** – *outreach by members in their respective schools/districts*

Key Dates for Outreach:

Fourth week of September

- Distribute awareness email/letter with a concise narrative about the purpose of NSPW and the governor's proclamation.
- Share that the correspondence is for informational purposes only and serves as an invitation for them to participate in an upcoming NSPW activity.

First week of November NSPW

- Send out follow-up email with the specific NSPW participation ask details.
- Attach NSPW [social media images](#).
- Attach specific information, directions, and materials if necessary.
- Attach the governor's proclamation letter.
- Attach NASP's resource [Who Are School Psychologists?](#)
- Attach NASP's sample [NSPW Media Press Release](#) tailored to your state.
- Attach NASP's digital [NSPW poster](#).
- Attach specific information, directions, and materials if necessary, depending on the stakeholder. (For example, you may offer to have a practitioner speak to college students or guidance counselors. You can use NASP's materials for that [here](#). You may also ask the media to highlight some of their events or print an op-ed about the value of school psychology.)

Key Dates for Media Outreach:



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First week of November

- Distribute awareness email/letter with a concise narrative about the purpose of NSPW and the governor's proclamation.
- Ask for the newspaper/media outlet to highlight the governor's proclamation and NSPW in print or on television. Also ask the media to highlight the events your stakeholders will be participating in and how others can participate.
- Attach the governor's proclamation letter.
- Attach NASP's sample NSPW Media Press Release tailored to your state.
- Attach NASP's digital NSPW poster.

Section VII: National School Psychology Week!

Communicating daily with you members during NSPW can promote greater engagement and participation. Having members post their activities on social media is an excellent way to share in the festivities and bring awareness to the meaningful and impactful work that school psychologists do!

Below are some ideas on how to best engage your member:

- Contest for best NSPW display or activity
- NSPW social media images
- Adaptable communication resources
- Engage in Virtual Hill Day
- NSPW day in review
- NASP Feedback survey
- State association feedback survey
- Daily Listserv update (e.g. sharing NASP's NSPW day in review)



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This Year's Theme: Let's Grow Together

The following is an example of how these themes can be introduced to students via morning announcements:

Monday, 11/6/2023

"It's National School Psychology Week and this year's theme is 'Let's Grow Together.' Take a minute today to think about how you'd like to grow. Set a goal that you would like to work towards this week and choose one adult that can support you with this goal."

Tuesday, 11/7/2023

"Today, in honor of National School Psychology Week, talk with others: Think about a strength that you have and how that strength helped you reach a group goal or complete a group task."

Wednesday, 11/8/2023

"For National School Psychology Week, let's value our differences: Introduce yourself to someone new and learn something unique about them."

Thursday, 11/19/2023

"It's almost the end of National School Psychology Week. Check in with yourself: Think about the goal you set at the beginning of the week. Are you making growth? Reach out to an adult if you need support in achieving your goal."

Friday, 11/10/2023 (Read on Thursday if school is closed today.)

"As National School Psychology Week comes to a close, we invite you to reflect on how you used your individual strengths and experiences to grow together with the school community."

More examples can be found in the [Poster Resources](#).