

National School Psychology Week

State Association Resource Guide



NASP 
NATIONAL ASSOCIATION OF
School Psychologists

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Table of Contents

Introduction

Section I: October 5, 2020:
Submit NSPW Proclamation Request to the Governor

Section II: October 5, 2020:
Plan Materials to Share With Your Association's Members

Section III: October 5, 2020:
Plan Your State's Advocacy Action Day

Section IV: October 5, October 19, *and* November 2, 2020:
Contact Your Members

Section V: October 5, October 26, *and* November 9, 2020:
Contact Key Stakeholders

Section VI: November 9–13, 2020:
NSPW! Contact Your Members

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National School Psychology Week (NSPW) *November 9–13, 2020*

Key Dates 2020

Oct 5-12	Submit NSPW proclamation request to the governor.
Oct 5-12	Plan materials to share with association members.
Oct 5-12	Plan Your State's Advocacy Action Day
Oct 5-12	Contact your members.
October 5	Contact key stakeholders.
October 19	Contact your members.
October 26	Contact key stakeholders.
November 2	Contact your members.
November 9	Contact key stakeholders.
November 9	NSPW! Contact your members.
November 10	NSPW! Contact your members.
November 11	NSPW! Contact your members.
November 12	NSPW! Contact your members.
November 13	NSPW! Contact your members. Disseminate your state association NSPW feedback survey.

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National School Psychology Week (NSPW) November 9–13, 2020

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 and way to:

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

This year, we are highlighting an important concept of being a school psychologist on each day of the week, with associated recommended activities:

- Monday: Awareness. *Suggested activities are related to the role of school psychologists and the 2020 Practice Model Push Project.*
- Tuesday: Appreciation. *Suggested activities are related to appreciation school psychologists and school psychologists' appreciation for others.*
- Wednesday: Advocacy. *Suggested activities are related to public policy advocacy at the local, state, and federal levels.*
- Thursday: Allyship. *Suggested activities are related to social justice and equity in order to end systemic injustice and marginalization.*
- Friday: Affirmation. *Suggested activities are related to professional agency and self-care.*

The guide provides general timing recommendations for when to do specific planning and outreach activities, information and links to NASP resources, adaptable resources specific to state association communications, and suggestions on how to develop and organize your strategies and key messages.

This guide and related resources are also on the [NASP website](#) for easy access. We encourage every state association to participate and look forward to hearing about what you and your members do.

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Section I: October 5-12, 2020:

Organize Materials and Submit Request for NSPW Gubernatorial Proclamation

Submit your state association's application for a gubernatorial proclamation. Specific directions and forms are available on each state's website. Proclamation requests can typically be made for a day, week, or month. We recommend requesting for an *annual proclamation designating the second full week of November National School Psychology Week*. Below are some steps and resources that may be helpful for a successful application.

- Research the requirements for a proclamation on your state government's website. Here is the [NASP-endorsed sample proclamation](#) for National School Psychology Week.
- In some states, it may be helpful to have stakeholder groups write a letter in support of your application for a proclamation. If needed, contact stakeholder groups to enlist their support and request them to [write a letter](#) endorsing your application.
- Other resources that may be helpful to include in your application:
 - [NASP Position Statement](#): Integrated Model of Academic and Behavior Supports
 - [NASP Position Statement](#): Mental and Behavioral Health Services for Children and Adolescents
 - NASP Resource: [Who Are School Psychologists?](#)

Section II: October 5-12, 2020:

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. The following are preparation ideas for your consideration.

- Prepare correspondence to your members that includes the following:
 - A concise narrative about the purpose of NSPW and explanation of the themed days.
 - An invitation for them to participate in upcoming NSPW activities.
 - The good news of a gubernatorial proclamation for an annual National School Psychology Week.
 - NASP Resource: [Who Are School Psychologists?](#)
- Create a digital State NSPW Resource Guide to provide to your members. See the following two sections for information to include: Section IV, "Contact Your Members" and Section VI, "NSPW! Contact Your Members"

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- Create a state association NSPW feedback survey to send out immediately following NSPW (suggested dissemination date: Friday, November 13, 2020).
- Create a contest for best NSPW preparations in your state

Section III: October 5-19, 2020: *Plan Your State's Advocacy Action Day*

In light of the COVID-19 pandemic and racial unrest in our country, school psychologists are needed to support students more than ever. But due to declining state and local tax revenues, many states and districts may choose to furlough or cut programs and positions. There has never been a more urgent need for advocacy than now - to protect positions and programs and expand access to school mental health services. Join us for the third annual state and federal Advocacy Action Day during National School Psychology Week. ***It's easy!***

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! Even in an election year, many incumbents will be re-elected and have time to look at the issues you advocate for – and you never know how folks can support the profession in the future!

Advocacy Action Day presents an opportunity for you to have proactive conversations with key members of your state legislature before many states enter their legislative sessions in the spring of next year. This is extremely valuable this year, as the next year of state legislative sessions will be making big decisions to respond to the COVID-19 pandemic, economic uncertainty, and more.

On Advocacy Action Day, you will ask your members to:

1. Send a letter to or call the office of their elected **state and federal** representatives
2. Post a message to social media, reinforcing the message
3. Connect with their school board to see how they can advocate for school psychology at the local level

All of this will not take participants any more than 5 minutes.

NASP's Advocacy Action Day will take place on **Wednesday, November 11, 2020**. Below are a set of useful resources that we've developed to assist you in your efforts – and, 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](#), where many of these resources will link to.*

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Resources to Develop and Draft Key Points for your Messaging

Effective communication and messaging are vital to achieving your advocacy goals. It requires identifying your target audience and figuring out how to resonate. It's also vital to identify the most critical advocacy issues for school psychologists in your state – especially in light of COVID-19 and budget shortfalls. The following resources can help:

- ***Sample Template Letter to State Legislators***

This [sample letter](#) can be adapted by your state association to address the issue of protecting and expanding school psychologist positions in light of budget shortfalls related to the COVID-19 pandemic.

- ***Sample Social Media and State Hashtags***

Be sure to post social media announcing the event, reminding members to participate and initiating the event on the day of. [Here](#) are some sample social media posts and suggestions.

- ***Policy Playbook***

- Part I, Section I of the Playbook identifies key tips for effective communication – from identifying your target audience to using effective messages structure.
- Part I, Section IV discusses tips on effective ways to use social media as part of your advocacy efforts
- Section VI contains key messages and talking points on five different relevant topics

- ***Critical Policy Issues Web Pages***

Specific key messages, research, and resources on the topics of the shortage of school psychologists, comprehensive school safety, education funding, supporting diverse populations, comprehensive mental and behavioral health, and the comprehensive role of school psychologists can be found [here](#).

Resources and Strategies to Help Plan the Nuts and Bolts

- ***NASP Advocacy Action Center***

The [Advocacy Action Center](#) allows members to edit the template letter that you create and send it to their state representatives, just by entering some basic information into a form. The software additionally allows NASP to track the total amount of contact 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. This link will take them to a form that will populate with your template letter after they enter their information.* For more information or if you have questions, contact Caden Fabbi at cfabbi@naspweb.org.

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- **Letter to Congressional Delegation**

Advocacy Action Day and NSPW provide a good opportunity for you to connect to the congressional offices in your state as well, to establish a relationship going in to the 117th Congress and highlight the issues important to school psychologists. Contact Caden Fabbi at cfabbi@naspweb.org if you need contact information for the appropriate staff. [Here is a sample letter.](#)

- **Sample Op-Eds**

To take media and stakeholder outreach to the next level for Advocacy Action Day, you may ask the President of your Association, a board member or another motivated school psychologist to write an op-ed for publishing. Examples can be found [here](#).

- **Social Media**

You may choose to pre-plan and schedule posts for your Association's social media accounts. Consider crafting and designating a hashtag for members in your state to use on social media (in addition to #NASPadvocates). Sample social media and state-specific legislative hashtags can be found [here](#). Be sure to track messages on social media and share/retweet any posts from your members and supporters to your Association's account. Additionally, tag your local representatives through their twitter handle and use your state's political hashtag on appropriate messages whenever possible to highlight the importance of the message to local legislators!

Sending Resources to Your Advocates

When you initially communicate this event to your membership, outline the value of direct constituent communications in influencing the policymaking process. Advocates need to understand *why* their direct participation is critical to policy success! This helps drive their motivation and participation. The resources below can help.

- **Sample Initial Email to Members**

[Here](#) is a sample initial email, which should be sent in late October/early November.

- **Advocacy Action Day Webpage**

On [this web page](#) you will find a quick video on how to use the Advocacy Action Center, an Advocacy Action Day infographic, and the resources from this section of the packet.

- **"Day of" Email to Members**

Be sure to send an email and post on social media event with instructions and the link to the form/template letter on the morning of your event (November 11, 2020.)

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Section IV: October 5, October 19, and November 2, 2019: Contact Your Members

Be sure to contact your members well in advance of NSPW to allow ample time for personal brainstorming and planning. Listed below is some information and resources that could be shared in your communications.

- Share key dates:
 - **October 5, 2020:** Speak with building administration regarding NSPW, request funds for [NSPW suggested activities](#)
 - **November 2-13, 2020:** NSPW Prep contest (if state elects to have one)
 - **November 11, 2020:** Advocacy Action Day. Share information on how members can participate with their colleagues across the state and country (more info in Section III).
- Your state NSPW resource guide
- Share the [NSPW overall theme](#) and link to the [poster](#)
- Share the theme of each day (described in the introduction of this packet)
- Attach [NSPW social media images](#)
- Attach NASP's resource [Who Are School Psychologists?](#)
- Share the NASP and unique state association social media handles and hashtags
 - @NASPonline (Twitter and Instagram)
 - #SPAW2020 and #NASPadvocates
- Share stakeholder Twitter handles and contact information (example [here](#))

Section V: October 5, October 26, and November 9, 2020: Contact Key Stakeholders

It is recommended that your state association reach out to a variety of stakeholders well in advance of NSPW to garner their support. Depending on your audience, correspondence may be in the form of e-mail, print, or both. *Extending information three times will ensure greater success of engagement, awareness, and recognition.* Make sure to make your ask explicit and simple. The following are suggested stakeholder groups to contact and information to include in your correspondence:

- State Departments of Education
- Legislators
- School District Superintendents
- District Departments of Special Education/Psychological Services
- Mayors and City Council Members
- PTA's
- Mental and Behavioral Health Coalitions and Community Groups
- Local Media
- University Training Programs
- High School Counselors/Career Guides

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Here is some information that could be included in your correspondence with stakeholders:

- A concise narrative about the purpose of NSPW, and a description of how you would like them to be involved
- If needed, request a letter of support for a Governor's Proclamation
- Attach [NSPW social media images](#)
- Attach NASP's resource [Who Are School Psychologists?](#)
- Share the [NSPW overall theme](#) and link to the [poster](#)
- Attach NASP's sample [NSPW Media Press Release](#) tailored to your state.
- Attach NASP's Happy National School Psychology Week! flyer. (Coming soon.)
- Attach specific information, directions, and materials if necessary, depending on the stakeholder (for example, you may offer to have a practitioner speak to a 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.)
- Attach the Governor's proclamation letter

Section VI: November 9–13, 2020: NSPW! Contact Your Members

Daily communication with your members during NSPW can promote greater engagement and participation. Having members post their activities on social media outlets for your state association to share is an excellent way to share the festivities and bring awareness to the meaningful and impactful work that school psychologists do! These messages can include the following activities:

- Contest for best NSPW prep
- Twitter chat
- [NSPW social media images](#)
- Information in Advocacy Action Day!
- NSPW day in review
- NSPW screening opportunity
- NASP NSPW feedback survey
- State association NSPW feedback survey
- Daily listserv update (for example, of NASP's NSPW day in review)