

National School Psychology Week

State Association Resource Guide



NASP 
NATIONAL ASSOCIATION OF
School Psychologists

www.nasponline.org/nspw

National School Psychology Week (NSPW)

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SHINE

SCHOOL PSYCHOLOGISTS: Helping children thrive. In school. At home. In life.

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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 and way 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 parts of school psychology. The guide provides general information, timing recommendations for when to do specific planning and outreach activities, 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 we look forward to hearing about what you and your members do.



Section I: Organize Materials for NSPW Gubernatorial Proclamation

- Research the requirements on your state government's website.
- Contact stakeholder groups 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.
- Review the NASP position statement: [Integrated Model of Academic and Behavior Supports](#).
- Review the NASP position statement: [Mental and Behavioral Health Services for Children and Adolescents](#).
- Integrate NASP resource: [Who Are School Psychologists?](#)
- Submit letters of support from stakeholder groups (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. The following are preparation ideas for consideration.

- Prepare a correspondence to your members sharing the good news of a [gubernatorial proclamation](#) for an annual National School Psychology Week.
- Distribute an awareness email/letter with a concise narrative about the governor's proclamation for NSPW and/or the purpose of NSPW. Share that the correspondence is for information purposes only and serves as an invitation for them to participate in an upcoming NSPW activity.
- 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.)
- View a sample State NSPW Resource Guide from NASP.
- Create a state association NSPW feedback survey to send out immediately following NSPW (suggested dissemination date: Friday, November 11, 2022).
- Create a state association call for best NSPW preparations in your state (make it a contest where appropriate).



Section IV: Plan Your State's Advocacy Activities

To help 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 during 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 currently out of session. It also offers an opportunity to engage in federal advocacy, which is also 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
3. Email and/or call the office of their elected **federal** representative.

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

NASP's Advocacy Action Day will take place on the Wednesday of NSPW. Below are a set of useful resources that we've developed to assist you in your efforts—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 NASP's [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 members to address through their action.
- Use NASP's key messages and talking points in Section VI of NASP's [Policy Playbook](#) to develop the template letter that you'd like 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 policy resources that address the shortages of school psychologists [here](#). A sample email/letter for state legislators can be found [here](#).
- Develop sample social media posts for your members. Part I, Section IV of NASP's [Policy Playbook](#) discusses tips on effective ways to use social media as part of your advocacy efforts. Additionally, NASP has developed [sample social media posts](#) that you can adapt for your state's Virtual Hill Day.



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 amount 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 that will take them to a form that will populate with your template letter after they enter their information. It's that simple! *For more information or if you have questions, contact Maria Cornell 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 your 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). Finally, send a [letter to your congressional delegation](#) on behalf of your state association to establish a relationship going into the next Congress, and to highlight issues school psychologists are focused on.
- 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/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 whenever possible to highlight the importance of the message to local legislators. NASP will also uplift messages from our social media platforms.

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.

- 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.
- Share the NASP and unique state association social media handles and hashtags.
@NASPonline
#SchoolPsychWeek
#NASPadvocates
- Share stakeholder Twitter handles by using this guide 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 well in advance of NSPW to garner their support. In addition, you want to encourage members to reach out to key stakeholders 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. Extending the information all 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, and who should be contacting which stakeholder groups.

- **State Departments of Education – outreach led by state association leaders**
- **Legislators – outreach led by state association leaders**
- **State Superintendent – outreach led by state association leaders**



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

Key Dates:

Fourth week of September

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

Week before 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.



- **Local Newspapers**

Key Dates:

First week of November

Distribute awareness email/letter with a concise narrative about the governor's proclamation for NSPW and the purpose of NSPW. Explicitly ask for the newspaper 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: NSPW! Contact Your Members

Daily communication with members during NSPW can promote greater engagement and participation. Having members post their activities on your prescribed social media outlets 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 with your members.

- Contest for best NSPW prep (week before NSPW)
- Twitter chat
- NSPW social media images
- Adaptable communication resources
- Engage in Virtual Hill Day!
- NSPW day in review
- NSPW screening opportunity
- NASP NSPW feedback survey
- State association NSPW feedback survey (last day of NSPW)
- Daily Listserv update (for example, of NASP's NSPW day in review)



This Year's Theme: Together We Shine

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

Monday, November 7

On the first day of NSPW, explain that it is National School Psychology Week and this week is all about shining together. Explain that throughout the week, you will share what "Together We Shine" means.

"Connect with others: Reach out to a staff member or peer who you don't speak with regularly and learn something new about them."

Tuesday, November 8

Reflect on resiliency: Think of a time when you had to overcome a challenge. What did you learn from that experience, and how did it help you accomplish something today?

Wednesday, November 9

Hope and healing through wellness: Identify one thing you can do for yourself or another that supports personal well-being and prepares you to be a positive contributor to the community.

Thursday, November 10

Time to thrive: Think about a goal or habit that you have wanted to create. Take one step (no matter how large or small) towards your goal. Identify one community support and one personal quality or "glow" you can engage to propel towards your goal.

Friday, November 11

"As National School Psychology Week comes to a close, we invite you to reflect on how you shined your light and made connections with others to have a positive influence on the community."

More examples can be found at NSPW 2022 [Poster Resources](#).