



Spring Conference

APRIL 8-9, 2024

SHERATON FRAMINGHAM  
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CENTER  
FRAMINGHAM, MA



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# IN-PERSON EXPERIENCE OR VIRTUAL OPTION

We are excited that the 2024 MASCA Conference will offer both an in-person experience and a virtual option! Whether you would like to getaway from your routine or stay in the comfort of your own home we have options for you. See the breakdown for what each offers.

**All who register will have access to the virtual conference portal.** The virtual conference portal will stream the general sessions live and will have those recorded live sessions available to view about one week following the conference if missed on those dates. The online portal will also have prerecorded breakout sessions covering multiple topics available to view when the conference begins on April 8, 2024. The pre-conference sessions will only be live and in person. They will not be available with the virtual option.

**All sessions in the online portal will be available to view until May 31, 2024.**

<b>Keynote Sessions</b>	<i>In-Person Experience:</i> Live and access to recorded sessions. <i>Virtual Option:</i> Stream live and access to recorded sessions.
<b>Pre-Conference Sessions</b>	<i>In-Person Experience:</i> Live. (These sessions will not be recorded and made available online.) <i>Virtual Option:</i> N/A
<b>Breakout Sessions</b>	<i>In-Person Experience:</i> Live and access to all pre-recorded sessions. <i>Virtual Option:</i> Access to all pre-recorded sessions.
<b>Professional Development Points and Graduate Credits</b>	<i>In-Person Experience:</i> Receive credits for viewing sessions (Keynote, Pre-Conference, and Breakout) in person and earn additional credits for viewing sessions in the online portal. A minimum of 10 PDPs from MASCA or the option of 1 or 2 graduate credits from Lindenwood University are available for attendees who complete the requirements. <i>Virtual Option:</i> Receive credits for all sessions viewed online (live-streamed and recorded). A minimum of 10 PDPs from MASCA and the option of 1 or 2 graduate credits from Lindenwood University are available for attendees who complete the requirements.
<b>Exhibitors &amp; Sponsors</b>	<i>In-Person Experience:</i> Live only <i>Virtual Option:</i> N/A
<b>Networking</b>	<i>In-Person Experience:</i> Live only <i>Virtual Option:</i> N/A
<b>Meals and Refreshments</b>	<i>In-Person Experience:</i> Live only <i>Virtual Option:</i> N/A

\* Streamed live

\*\* Available for in-person only

**The Pre-Conference Learning Sessions are only available to in-person attendees. They are not available for the virtual option.**

The Pre-Conference Learning Sessions are an additional opportunity 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.**

**Monday, April 8 | 10:30 a.m. – 2:30 p.m. with lunch break\*\***

## **1. Adult Social Emotional Learning: Cultivating Communities that Thrive**

**Gianna Cassetta**

**ABOUT THIS SESSION:** SEL research indicates that Adult SEL competency development is key to student and school success. Adult SEL helps us communicate effectively, handle stress productively, and form attuned relationships. In this workshop, participants will explore:

- The neuroscience of Adult SEL, emotions, and change.
- The role of identity and unconscious bias in our own SEL development.
- Cultivating school communities where both adults and students thrive.

**Monday, April 8 | 10:30 a.m. – 2:30 p.m. with lunch break\*\***

## **2. AI Tools for Counselors: You've Got a Friend in AI**

**Ryan Robidoux, James Burke, and Ali Robidoux**

**ABOUT THIS SESSION:** This informative session provides resources and strategies on how to integrate Artificial Intelligence (AI) into school counseling practices. From communication tools that translate and differentiate language to generative tools that create lesson plans and presentations, AI can be a support for any school counselor. Participants will also discuss the growing ethical and privacy concerns surrounding the use of AI. Join us to learn and explore AI!

**Monday, April 8 | 9:00 a.m. – 2:30 p.m. with lunch break\*\***

## **3. Comprehensive Postsecondary Planning for Designated Pathways**

**Jennifer McGuire, Adam Seidel, and Ainsley Robles**

**ABOUT THIS SESSION:** Does your school have a designated pathway program? Come learn how New Bedford Public Schools has partnered with OneGoal to ensure ALL Early College students access meaningful postsecondary exploration, planning and support aligned to MyCAP and the Mass Model 3.0. Participants will dive into collaborative planning focused on common barriers to implementation. Teams from schools encouraged!

**Monday, April 8 | 10:30 a.m. – 2:30 p.m. with lunch break\*\***

## **4. Group Counseling Interventions to Support the Transition to College**

**Leo Costa**

**ABOUT THIS SESSION:** Learn how our college counseling department has delivered Tier 2 group interventions to support mostly FGLI students in the transition to college. Two examples include groups specifically geared towards The First-Generation Experience and Stressed About Life After High School. Presenters will share ideas and model a group for needs assessments, student identification, and group counseling curriculum.

**Monday, April 8 | 10:30 a.m. – 2:30 p.m. with lunch break\*\***

## **5. MA Model and MyCAP: Better Together for Student Success!**

### **Lisa Harney and MA Model Team Members**

**ABOUT THIS SESSION:** This presentation will provide an overview of each initiative and a demonstration on how to braid the two initiatives to focus on the three domains of personal, social, emotional development; career development; and academic and postsecondary success. In addition, there will be a presentation from schools who are implementing both initiatives.

**Monday, April 8 | 10:30 a.m. – 2:30 p.m. with lunch break\*\***

## **6. Principal-School Counselor Collaboration for Staff and Student Wellness**

### **Jacqueline Zeller and Linda Anderson**

**ABOUT THIS SESSION:** This interactive session will describe the importance of collaboration between school principals and school counselors to support the wellbeing of students, staff, and school communities. The presentation will incorporate literature and research that describes the importance of principal-school counselor professional collaboration to support the wellbeing of students and school staff, as well as strategies for supporting staff wellbeing.

Opening Workshop Session • Monday, April 8 | 3:00 p.m. – 6:00 p.m.\*

## School Counseling on the RISE!

### Lisa Koenecke

**ABOUT THIS SESSION:** Who uplifts you on a daily basis? It's okay if it is a pet, no, really. Maybe it's a student, a friend, or a family member? Maya Angelou's empowering poem "Still I Rise" inspires us to embrace our vital roles as educational leaders. Through Raising awareness, Inclusive policies, Supportive practices and Equitable empowerment, we will uplift our communities one ALLY at a time! Together we will RISE as school counselors to become even better collaborative leaders advocating for systemic change!

**SPEAKER BIO:** As an experienced and energetic Diversity, Equity, and Inclusion (DEI) professional speaker and facilitator, Lisa specializes in counteracting unconscious bias and LGBTQ+ inclusion in business. Her impact is amplified through strengthening each person's allyship. With a demonstrated history of working in secondary education and a passion toward community and social services, she is an expert in counseling, crisis intervention, educational leadership, and program development.

After receiving her Diversity & Inclusion certification from Cornell University, Lisa has also earned her LGBT Business Enterprise Certification from the National LGBT Chamber of Commerce. Being an expert in LGBTQ+ issues has allowed her to present internationally and from coast to coast. Lisa also holds the Inclusion Institute Certified Diversity Practitioner certification (IICDP) and a MS degree in Counseling.

Lisa's speaking style can best be described as dynamic, energetic, and interactive. After 12 years of being a middle school counselor, she is now an adjunct instructor at Lakeland University training the next generation of school counselors.



Tuesday, April 9 | 8:15 a.m. – 9:15 a.m.\*

## Wildly Agile

### Chris Heeter

**ABOUT THIS SESSION:** How do we stay connected and engaged in a relentlessly changing and challenging landscape? How do we support one another, solve problems, and continue to be powerful advocates for students and their families? Join wilderness guide and dog musher Chris Heeter for a discussion about how to show up with your "Wild" self. Heeter's fresh perspective will give you new insights on the shifting terrain of school counseling and association leadership. Learn how to adapt to what you know now and how to continue to find your way in the wild.

**SPEAKER BIO:** Featured on National Geographic Today and recognized with national speaking awards, Chris also shares a team of 26 Alaskan Huskies with her mushing partner. With stories from 30+ years of wilderness leadership experience and 20+ years of speaking all across North America, the abundant parallels between these adventures and the world of work make up the core of her presentations. Chris brings Wild to the workplace to help free us from the trappings of 'how we've always done it, and to support organizations, leaders, and teams in pulling to their potential.



\* Streamed live

\*\* Available for in-person only

## Monday, April 8, 2024

8:30 a.m. – 6:00 p.m.	Registration Open
9:00 a.m. or 10:30 a.m. – 2:30 p.m.	Pre-Conference Sessions**
12:00 p.m. – 1:00 p.m.	Lunch for Pre-Conference attendees only
12:00 p.m. – 6:00 p.m.	Exhibits Open
3:00 p.m. – 6:00 p.m.	Opening Workshop Session* – Lisa Koenecke
6:30 p.m. – 7:30 p.m.	MASCA Welcome Reception

## Tuesday, April 9, 2024

7:00 a.m. – 9:00 a.m.	Registration Open
7:00 a.m. – 3:30 p.m.	Exhibits Open
7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. – 9:15 a.m.	MASCA President's Welcome and Keynote Address* – Chris Heeter
9:15 a.m. – 9:30 a.m.	Break – Visit Exhibitors & Grad Posters
9:30 a.m. – 10:20 a.m.	Breakout Session #1
10:20 a.m. – 10:40 a.m.	Break – Visit Exhibitors & Grad Posters
10:40 a.m. – 11:30 a.m.	Breakout Session #2
11:30 a.m. – 11:45 a.m.	Break – Visit Exhibitors & Grad Posters
11:45 a.m. – 12:45 p.m.	Awards Ceremony and Update from the MA Commissioner of Education*
12:45 p.m. – 1:00 p.m.	Break – Visit Exhibitors & Grad Posters
1:00 p.m. – 1:50 p.m.	Breakout Session #3
1:50 p.m. – 2:05 p.m.	Break – Visit Exhibitors & Grad Posters
2:05 p.m. – 2:55 p.m.	Breakout Session #4
2:55 p.m. – 3:00 p.m.	Transition Break
3:00 p.m. – 4:00 p.m.	MASCA General Session Meeting

\* Streamed live

\*\* Available for in-person only





REGISTRATION FORM (PLEASE PRINT CLEARLY)

NAME (as it should appear on name badge) \_\_\_\_\_ PREFERRED PRONOUNS \_\_\_\_\_

- AMERICAN INDIAN OR ALASKA NATIVE ASIAN BLACK OR AFRICAN AMERICAN NATIVE HAWAIIAN OR PACIFIC ISLANDER MULTI-ETHNIC WHITE, HISPANIC OR LATINX WHITE, NOT HISPANIC OR LATINX PREFER NOT TO ANSWER

JOB TITLE - (REQUIRED PLEASE) \_\_\_\_\_

ORGANIZATION/SCHOOL DISTRICT \_\_\_\_\_

ATTENDEE EMAIL (REQUIRED FOR CONFIRMATION) \_\_\_\_\_

WORK ADDRESS \_\_\_\_\_ COUNTY \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WORK PHONE ( ) \_\_\_\_\_ CELL PHONE ( ) \_\_\_\_\_

EMERGENCY CONTACT: \_\_\_\_\_ PHONE ( ) \_\_\_\_\_

DO YOU PLAN TO ATTEND THE MONDAY EVENING MASCA WELCOME RECEPTION FROM 6:30-7:30 PM? Yes No MASCA MEMBER NUMBER \_\_\_\_\_

SPECIAL ACCOMMODATIONS: MOBILITY NEEDS LANGUAGE INTERPRETER OTHER: \_\_\_\_\_

DIETARY RESTRICTIONS: GLUTEN FREE VEGETARIAN VEGAN DAIRY-FREE

Table with 2 main columns: IN PERSON and VIRTUAL ONLINE. Sub-columns: MEMBER\* (Professional, Student, Retiree) and NON-MEMBER\*\*. Rows: Early Registration\*\*\* (By Jan 31), Regular Registration (After Jan 31).

All in person registration will include access to the online platform.

B. Pre-Conference (In Person Only) April 8, 2024

PLEASE CHECK WHICH SESSION YOU'LL BE ATTENDING, YOU MAY ONLY CHOOSE ONE SESSION

- 1. Adult Social Emotional Learning: Cultivating Communities that Thrive (Cassetta)
2. AI Tools for Counselors: You've Got a Friend in AI (Robidoux, Burke, Robidoux)
3. Comprehensive Postsecondary Planning (McGuire, Seidel, Robles)
4. Group Counseling Interventions to Support the Transition to College (Costa)
5. MA Model and MyCAP (Harney, MA Model Team Members)
6. Principal-School Counselor Collaboration (Zeller, Anderson)

Table for Pre-Conference rates: MEMBER\* (Professional \$85, Student \$70, Retiree \$70) and NON-MEMBER\*\* \$105.

(A) Main Conference (In Person or Virtual) \$ \_\_\_\_\_
(B) Pre-Conference (In Person Only) \$ \_\_\_\_\_
Total Due (A + B) \$ \_\_\_\_\_

\* Membership must be good through April 9, 2024 to qualify for these rates.
\*\* If you register for the Main Conference as a Non-Member you will receive a complimentary MASCA membership.
\*\*\* To qualify for the Early Registration Rate, your registration form AND payment must be received or postmarked by the Early Registration cutoff date.
\*\*\*\* This session requires two hours of pre-work. Please see details on website.

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

How and Where Do I Pay?

Table with columns: WEBSITE, EMAIL, FAX, PHONE, MAIL. Rows: CREDIT CARD, PURCHASE ORDER, CHECK.

PAYMENT METHOD

- PURCHASE ORDER A COPY OF THE PURCHASE ORDER IS REQUIRED. (PAYABLE 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 MASCA 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 March 8, 2024.

On social distancing and other health and safety measures, the regulations/guidelines that apply to hotels and conference centers may change. The MASCA Conference will conform to all necessary regulations/guidelines that are in place as of the date of the conference. If you transfer your registration from Virtual to In person (or vice-versa), a \$25 transaction fee will apply.

WEBSITE: www.ncyionline.org/mascac
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.

# ACCOMMODATIONS



## Sheraton Framingham Hotel & Conference Center

1657 Worcester Road  
Framingham, MA 01701

### Make Hotel Reservations Early! Limited Availability!

All events of the conference will be located at the Sheraton Framingham Hotel. Standard rooms at the hotel may be reserved at a special conference rate of **\$156 plus tax**. This rate is valid through March 12, 2024.

For phone reservations, call Marriott reservations at **1-888-236-2427**. Please mention the dates of the conference (April 7-9, 2024), the “Sheraton Framingham Hotel” and the “Massachusetts School Counselors Association Conference” to receive the preferred conference rate of \$156.00 per night.

#### Register Online:

Go to [www.ncyionline.org/mascac](http://www.ncyionline.org/mascac). Under the “Accommodations” section follow the instructions for the hotel’s reservation system.



## Come Work and Play!

Newton, Massachusetts is a vibrant community comprised of 13 distinctive villages. If looking for some retail therapy check out The Shops at Chestnut Hill, with wonderful places like Ann Taylor, Bloomingdales, Sephora and The Cheesecake Cake Factory. You can also visit a charming shopping area know as The Street, which has 15 independently owned boutiques and eateries. Tour the prestigious Boston College or visit one of the many museums and historic homes. There is tons to do around Newton, so you can work and play!



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!