

JOURNEY FORWARD



MICHIGAN
SCHOOL
COUNSELOR
ASSOCIATION

FALL CONFERENCE

November 17-18, 2025

Radisson Plaza Hotel
at Kalamazoo Center

SPONSORED BY



Institute of
Agricultural Technology
MICHIGAN STATE UNIVERSITY



MICHIGAN ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS
PATH TO LEADERSHIP
Alternative Route to PK-12 Administrator Certification
WLL Approved TEAs (online | Hybrid | Onsite)



Monday, November 17 | 1:00 p.m.

Monday Keynote Session Speaker

It Never Fails

Matthew Berry



ABOUT THIS SESSION: A planned lunch. An organized small group. A Friday afternoon. What do these things have in common? It's that sometimes It Never Fails that our best-laid plans lead to an unexpected next crisis. It's just part of being a school counselor. But what about all those things you do that "never fail" to lead to success? Listen as Matt shares how collaborative relationships, advocacy and well articulated goals lead to purpose and program success.

After attending this session, you will be able to:

- Identify and utilize the Five Never Fails in school counseling.
- Learn how to accept challenges by considering them learning opportunities.
- Identify your boundaries and embed your own self-care strategies.

SPEAKER BIO: Matthew Berry is the Coordinator of K-12 Counseling for the second largest school district in Missouri. He is dedicated to ensuring that all students have access to learning that enhances their academic and social emotional needs. He is often sought to speak to students, educators, and leaders on a variety of topics.

Matthew will also be presenting a breakout session.

Monday, November 18 | 8:30 a.m. - 9:30 a.m.

Tuesday Keynote Session Speaker



This Is America: Counseling in Today's Social and Cultural Reality

Diana Virgil

ABOUT THIS SESSION: Today's students are growing up in a world shaped by rapid social change, cultural tension, and complex identity experiences. In this keynote, Dr. Diana Virgil explores how school counselors can serve as stabilizing, culturally responsive leaders who support students through the emotional, academic, and societal realities they face. With empathy, awareness, and advocacy, counselors can help students make sense of the world around them—while building one that is safer, more inclusive, and affirming.

After attending this session, you will be able to:

- Recognize how current events and systemic issues impact student mental health and identity
- Respond to student needs using inclusive, trauma-informed, and culturally responsive practices
- Empower students to process their experiences and develop resilience in today's world

SPEAKER BIO: Diana Virgil, Ph.D., ACSC, of Alabama's Daleville High School. Virgil has been a school counselor since 2015 and works on a campus that serves 346 students in grades 9–12. She is the 17th person to receive the national recognition and the first from Alabama. Virgil received her bachelor's, master's and educational specialist degrees from Mississippi College and a doctorate degree from University of the Columbians. She is an ASCA-Certified School Counselor, a National Certified School Counselor and a National Certified Counselor.

Many Daleville High School students are trailblazers in their families, aiming to be the first to graduate from high school. When Virgil was hired, she noticed a significant number of students weren't participating in dual-enrollment classes due to a lack of awareness, limited college aspirations, transportation challenges and financial constraints. Virgil promptly established a partnership with the local community college to boost student enrollment. A significant turning point came when the college received a grant to provide eligible students with free tuition and books for dual enrollment, revolutionizing the opportunities for students to earn both high school and college credit. To address transportation challenges, Virgil worked with the college to implement online courses and enlisted teachers to teach dual enrollment courses at the high school. Her approaches increased the number of students in dual-enrollment courses from four to more than 40 each semester. This year, the school is on the cusp of graduating its first student with a high school diploma and an associate degree in science, along with its first student with a mechatronics certification from the aviation college. As a result of Virgil's extensive collaboration and advocacy efforts, Daleville High School now offers dual-enrollment courses in science, English and math. For Virgil, the most rewarding part of her work as a school counselor is the opportunity to be a support system for her students.

Diana will also be presenting a breakout session.

~ TENTATIVE SCHEDULE ~

Monday, November 17, 2025

- 11:00 a.m. – 5:00 p.m. Registration
- 11:00 a.m. – 6:00 p.m. Exhibits Open
- 1:00 p.m. – 2:30 p.m. Welcome and Keynote Speaker – Matthew Berry
- 2:50 p.m. – 3:50 p.m. Breakout Session 1
- 3:50 p.m. – 4:15 p.m. Coffee Break with exhibitors
- 4:15 p.m. – 5:15 p.m. Breakout Session 2
- 5:15 p.m. – 6:30 p.m. President's Reception with Exhibitors

Tuesday, November 18, 2025

- 7:00 a.m. – 8:30 a.m. Registration and Breakfast
- 7:00 a.m. – 3:00 p.m. Exhibits Open
- 8:30 a.m. – 9:30 a.m. Keynote Session – Diana Virgil
- 9:45 a.m. – 10:45 a.m. Breakout Session 3
- 11:00 a.m. – 12:00 p.m. Breakout Session 4
- 12:00 p.m. – 1:30 p.m. Celebration Lunch
- 1:45 p.m. – 2:45 p.m. Breakout Session 5
- 3:00 p.m. – 4:00 p.m. Breakout Session 6
- 4:00 p.m. Adjourn



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 _____

CITY _____ STATE _____ ZIP _____

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

	PROFESSIONALS & AFFILIATES		GRADUATES / RETIREES	
	Members*	Non-Member**	Members*	Non-Member**
A. Full Conference (Nov 17-18, 2025)				
<input type="checkbox"/> Early Register*** (by Sept 15, 2025)	\$180	\$245	\$135	\$170
<input type="checkbox"/> Regular Registration (after Sept 15, 2025)	\$200	\$265	\$135	\$170

B. Annual MSCA Membership Renewal

<input type="checkbox"/> Membership	\$65	Included in Registration**	\$35	Included in Registration**
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* Membership must be good through November 18, 2025 to be eligible for member rates. If membership expires before November 18, add MSCA Membership Renewal (B) to your total.

** Registering as a Non-member includes 1 year membership to MSCA.

*** 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.

Amount Due (A+B)

\$ _____

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					✓

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 _____

WEBSITE: www.ncyionline.org/mi-scac

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.

CANCELLATION POLICY: If we are forced to cancel the MSCA 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 October 17, 2025. All cancellations before October 17, 2025 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 may change. The MSCA Conference will conform to all necessary regulations/guidelines that are in place as of the date of the conference.



Radisson Plaza Hotel at Kalamazoo Center

100 W Michigan Ave, Kalamazoo, MI 49007

Make Hotel Reservations Early! Limited Availability!

All events of the conference will be located at the Radisson Plaza Hotel at Kalamazoo Center. Standard rooms at the hotel may be reserved at a **special conference rate of \$174 plus tax**. This rate is **valid through October 24, 2025**.

To make hotel reservations:

Call: (269) 343-3333. Please be sure to mention the Michigan School Counselor Association Fall Conference.

Book Online:

Go to www.ncyionline.org/mi-scac. Under the "Accommodations" section, follow the instructions for the hotel's reservation system.



Come Learn and Play!

Located in the heart of downtown Kalamazoo, you will find tons to do with your free time. Adjacent to the hotel is the Kalamazoo Mall, the first outdoor pedestrian mall in the United States. The Mall features revitalized Art Deco buildings, specialty shops, chic restaurants, unique coffee shops and lively brewpubs. You can also visit one of the many museums downtown, such as the Kalamazoo Institute of Arts or the Kalamazoo Valley Museum. A short walk from the hotel is Bronson Park, sometimes referred to as Kalamazoo's "front porch," where you can enjoy the outdoors amidst the concrete jungle. There is tons to do around Kalamazoo, so you can learn 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!