



# Administration Informational Pack

When schools and districts use [Perks Counseling Content Club](#), their counselors gain access to high-quality, research-based resources that streamline planning, enhance student support, and create a more effective, consistent, and impactful school counseling program.

# Researched Based Curriculum

**Perks** is committed to providing school counselors with high-quality and effective **lesson plans, small groups and individual counseling resources** to use confidently in their own core counseling program which can help set their students up for success. Our curriculum covers all three American School Counselor Association domains of career/college readiness, academic and social/ emotional development, and is MTSS 3-tiered aligned.



Research indicates  
positive effects of  
social-emotional  
learning.



We're committed to basing Perks curriculum off both CASEL competencies and ASCA Mindset and Behavior standards. Lessons are developed with a lens of Best Practices, Action Research and Research-Informed practices. That means, you can expect quality lessons that will help to create an impact on student growth and success.

**Perks** is a yearly license that delivers ready to use K-8 lessons, groups and individual counseling resources to you, so you can spend more time working directly with students and spend less time planning. Plus, members get access to a resource library, trainings, a private Facebook community, and monthly zoom meetings to talk all things school counseling.

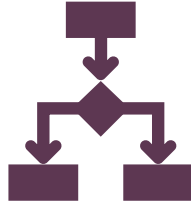


## What's Included?

- © A year long curriculum map following a Scope and Sequence, so your comprehensive program and year is planned out for you!
- © Access to all our lessons, groups, and individual curriculum with new materials added all the time!
- © Growing resource library of ready-to-use tiered interventions, templates, forms, room décor and more
- © Monthly networking session - our monthly "Perk Up"
- © Private Facebook community
- © Trainings and PD that tailor to your needs

# Researched Based Curriculum

What's the Difference Between Best Practice, Action Research, and Researched-Informed Practices, anyways?



***Best Practice*** – All lessons contained within Perks are based on past experiences and positive outcomes and has been developed and/or delivered with success.



***Action Research*** – lesson units contain a tool to “measure” the impact of what you are doing with your students. These lessons contain a formative assessment of the learning objective to measure the difference the lessons made.



***Research-Informed*** – this is a lesson that you found from a source that is trustworthy such as such as CASEL, NACAC, a state department of education, a school counselor association, the College Board, Harmony, etc.

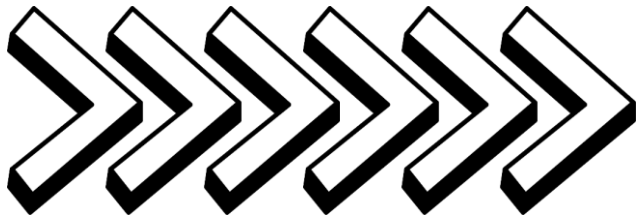
# The CASEL Competencies

## Self-Management

**Self-Management:** The abilities to manage one's emotions, thoughts, and behaviors effectively in different situations and to achieve goals and aspirations. This includes the capacities to delay gratification, manage stress, and feel motivation and agency to accomplish personal and collective goals.

### Such as:

- Managing one's emotions
- Identifying and using stress management strategies
- Exhibiting self-discipline and self-motivation
- Setting personal and collective goals
- Using planning and organizational skills
- Showing the courage to take initiative
- Demonstrating personal and collective agency



## Responsible Decision-Making

**Responsible Decision-Making:** The abilities to make caring and constructive choices about personal behavior and social interactions across diverse situations. This includes the capacities to consider ethical standards and safety concerns, and to evaluate the benefits and consequences of various actions for personal, social, and collective well-being.

### Such as:

- Demonstrating curiosity and open-mindedness
- Learning how to make a reasoned judgment after analyzing information, data, and facts
- Identifying solutions for personal and social problems
- Anticipating and evaluating the consequences of one's actions
- Recognizing how critical thinking skills are useful both inside and outside of school
- Reflecting on one's role to promote personal, family, and community well-being
- Evaluating personal, interpersonal, community, and institutional impacts

# The CASEL Competencies

## Relationship Skills

**Relationship Skills:** The abilities to establish and maintain healthy and supportive relationships and to effectively navigate settings with diverse individuals and groups. This includes the capacities to communicate clearly, listen actively, cooperate, work collaboratively to problem solve and negotiate conflict constructively, navigate settings with differing social and cultural demands and opportunities, provide leadership, and seek or offer help when needed.

### Such as:

- Communicating effectively
- Developing positive relationships
- Demonstrating cultural competency
- Practicing teamwork and collaborative problem-solving
- Resolving conflicts constructively
- Resisting negative social pressure
- Showing leadership in groups
- Seeking or offering support and help when needed
- Standing up for the rights of others

## Social Awareness

**Social Awareness:** The abilities to understand the perspectives of and empathize with others, including those from diverse backgrounds, cultures, and contexts. This includes the capacities to feel compassion for others, understand broader historical and social norms for behavior in different settings, and recognize family, school, and community resources and supports.

### Such as:

- Taking others' perspectives
- Recognizing strengths in others
- Demonstrating empathy and compassion
- Showing concern for the feelings of others
- Understanding and expressing gratitude
- Identifying diverse social norms, including unjust ones
- Recognizing situational demands and opportunities
- Understanding the influences of organizations and systems on behavior



# The CASEL Competencies

ASCA

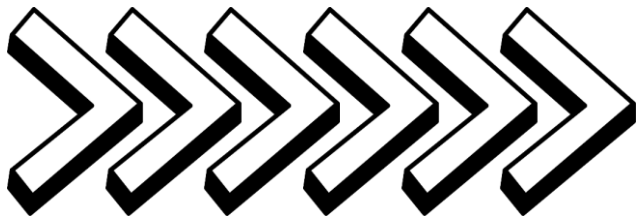
## Mindsets and Behaviors

### Self-Awareness

Self-Awareness: The abilities to understand one's own emotions, thoughts, and values and how they influence behavior across contexts. This includes capacities to recognize one's strengths and limitations with a well-grounded sense of confidence and purpose.

#### Such as:

- Integrating personal and social identities
- Identifying personal, cultural, and linguistic assets
- Identifying one's emotions
- Demonstrating honesty and integrity
- Linking feelings, values, and thoughts
- Examining prejudices and biases
- Experiencing self-efficacy
- Having a growth mindset
- Developing interests and a sense of purpose



The American School Counselor Association Students Standards: Mindsets & Behaviors for Student Success describe the attitude, and skills students need to achieve academic, success, college and career readiness and social emotional development.

#### Mindsets:

- Includes standards related to students' psycho-social attitudes or beliefs about themselves in relation to academic work. These make up the student's belief system as exhibited in behaviors.

#### Behaviors:

- These standards include behaviors commonly associated with being a successful student. The behaviors are visible, outward signs that a student is engaged as well as putting forth effort to learn. The behaviors are grouped into three subcategories.
  - Learning Strategies
  - Self-management Skills
  - Social Skills

# Year at a Glance

## Welcome to the **Perks** Counseling Content Club



Still your program, just elevated.

<h3>August</h3> <ul style="list-style-type: none"><li>⊙ Introductions</li><li>⊙ Identity</li><li>⊙ Community Building</li></ul>	<h3>September</h3> <ul style="list-style-type: none"><li>⊙ Listening</li><li>⊙ School Success</li><li>⊙ Community Building</li></ul>	<h3>October</h3> <ul style="list-style-type: none"><li>⊙ Bullying</li><li>⊙ Cyber Awareness</li><li>⊙ Self Awareness</li></ul>
<h3>November</h3> <ul style="list-style-type: none"><li>⊙ Recognizing Emotions</li><li>⊙ Gratitude</li><li>⊙ Self Awareness</li></ul>	<h3>December</h3> <ul style="list-style-type: none"><li>⊙ Empathy</li><li>⊙ Compassion</li><li>⊙ Social Awareness</li></ul>	<h3>January</h3> <ul style="list-style-type: none"><li>⊙ Growth Mindset</li><li>⊙ Goal Setting</li><li>⊙ Social Awareness</li></ul>
<h3>February</h3> <ul style="list-style-type: none"><li>⊙ Kindness</li><li>⊙ Solving Conflicts</li><li>⊙ Responsible Decision Making</li></ul>	<h3>March</h3> <ul style="list-style-type: none"><li>⊙ Career &amp; College Awareness</li><li>⊙ Responsible Decision Making</li></ul>	<h3>April</h3> <ul style="list-style-type: none"><li>⊙ Safety</li><li>⊙ Self Awareness</li><li>⊙ Relationship Skills</li></ul>
<h3>May</h3> <ul style="list-style-type: none"><li>⊙ Friendships</li><li>⊙ Transitions</li><li>⊙ Relationship Skills</li></ul>	<h3>June</h3> <ul style="list-style-type: none"><li>⊙ Stress</li><li>⊙ Mental Health</li><li>⊙ Self Management</li></ul>	<h3>July</h3> <ul style="list-style-type: none"><li>⊙ Resilience</li><li>⊙ Summer Safety</li><li>⊙ Self Management</li></ul>



# Our Curriculum

## Lesson Units/Tier 1

Each Unit Has 2 Scope and Sequenced lessons for grades K-1, 2-3, 4-5, 6-7, & 8

- ⊙ Behavior
- ⊙ Bullying
- ⊙ Careers
- ⊙ Communication
- ⊙ Conflict Resolution
- ⊙ Diversity
- ⊙ Emotional Regulation
- ⊙ Emotions
- ⊙ Empathy, Compassion, Kindness
- ⊙ Executive Functioning Skills
- ⊙ Friendships
- ⊙ Gratitude
- ⊙ Growth Mindset and Goal Setting
- ⊙ Hygiene
- ⊙ Listening/School Success
- ⊙ Safety/Erin's Law
- ⊙ Self Esteem
- ⊙ Social Media/Technology
- ⊙ Plus, Counselor Introductions, Transitions, Test Prep, Mental Health Awareness

## Small Group/Tier 2

Groups for Early Elementary, Upper Elementary and Middle school

- ⊙ Impulse Control
- ⊙ Social Skills
- ⊙ Showing Respect
- ⊙ Family Changes
- ⊙ Anger Management
- ⊙ Friendship
- ⊙ Coping Skills
- ⊙ Grief and Loss
- ⊙ Self Esteem
- ⊙ Worry and Stress
- ⊙ Kindness
- ⊙ Study Skills
- ⊙ Mindfulness
- ⊙ New Student
- ⊙ Confidence
- ⊙ Conflict Resolution

## Tier 3/ Individual

Individual Curriculum is broken down by workbooks, Early Elementary, Upper Elementary/Middle school

- ⊙ Mindset
- ⊙ Best Life Journal
- ⊙ Worry
- ⊙ Grief and Loss
- ⊙ Self Esteem
- ⊙ Following Directions
- ⊙ Play Skills
- ⊙ Divorce
- ⊙ Anger
- ⊙ Problems Solving
- ⊙ Test Prep
- ⊙ Grit and Growth Mindset
- ⊙ Mindfulness
- ⊙ New Student
- ⊙ Confidence
- ⊙ Conflict Resolution
- ⊙ Anxiety
- ⊙ Attendance

# Perks Community Circles

## CASEL Focused Circle Scope and Sequence- Grades 5-8

### Community Building

- ⦿ Getting to know each other
- ⦿ Fitting in our community
- ⦿ Community values
- ⦿ Community respect
- ⦿ Building support systems

### Self Awareness

- ⦿ Identifying emotions
- ⦿ Honesty
- ⦿ Integrity
- ⦿ Growth mindset
- ⦿ Self efficacy
- ⦿ Developing interests

### Social Awareness

- ⦿ Seeing other's perspective
- ⦿ Empathy/Compassion
- ⦿ Showing concern for others
- ⦿ Expressing gratitude
- ⦿ Identifying diverse social norms

### Responsible Decision Making

- ⦿ Demonstrate curiosity and open mindedness
- ⦿ Identify solutions for personal and social problems
- ⦿ Learning to make a reasoned judgment after analyzing information, data and facts
- ⦿ Anticipate and evaluate consequences of one's actions
- ⦿ Reflect on one's role to promote personal, family and community wellbeing

### Self Management \*\*

- ⦿ Managing one's emotions
- ⦿ Identifying and using stress management strategies
- ⦿ Setting personal and collective goals
- ⦿ Exhibiting self discipline and self motivation
- ⦿ Using planning and organizational skills

### Relationship Skills \*\*

- ⦿ Communicating effectively- using I statements
- ⦿ Teamwork and collaborative problem solving
- ⦿ Resolving conflicts constructively
- ⦿ Resisting negative social pressure
- ⦿ Standing up for the rights of others



Counseling Content Club

Still your program, just elevated.

# Annual Counseling Curriculum Licensing 2025

**Individual Counselor License = \$290 per year**

Quantity: 1-49 Counselors

Length of License	1 year	2 year	3 year	5 year
Discount	10% off	15% off	35% off	45%
\$ Per Counselor Per Year	\$261	\$246	\$188	\$159

Quantity: 50-100 Counselors

Length of License	1 year	2 year	3 year	5 year
Discount	25% off	35% off	50% off	60% off
\$ Per Counselor Per Year	\$217	\$188	\$145	\$116



# Meet Your Curriculum Designers

Who we are...



## Carol Miller

- ◎ 30+ year School Counselor
- ◎ Past President of New York School Counselor Association (NYSSCA)
- ◎ NYSSCA School Counselor of the Year
- ◎ NYSSCA Career Achievement Award Recipient
- ◎ Published Author
- ◎ National Presenter and Keynote Speaker
- ◎ PLC Leader and Trainer
- ◎ BA Anthropology, MS Guidance and Counseling

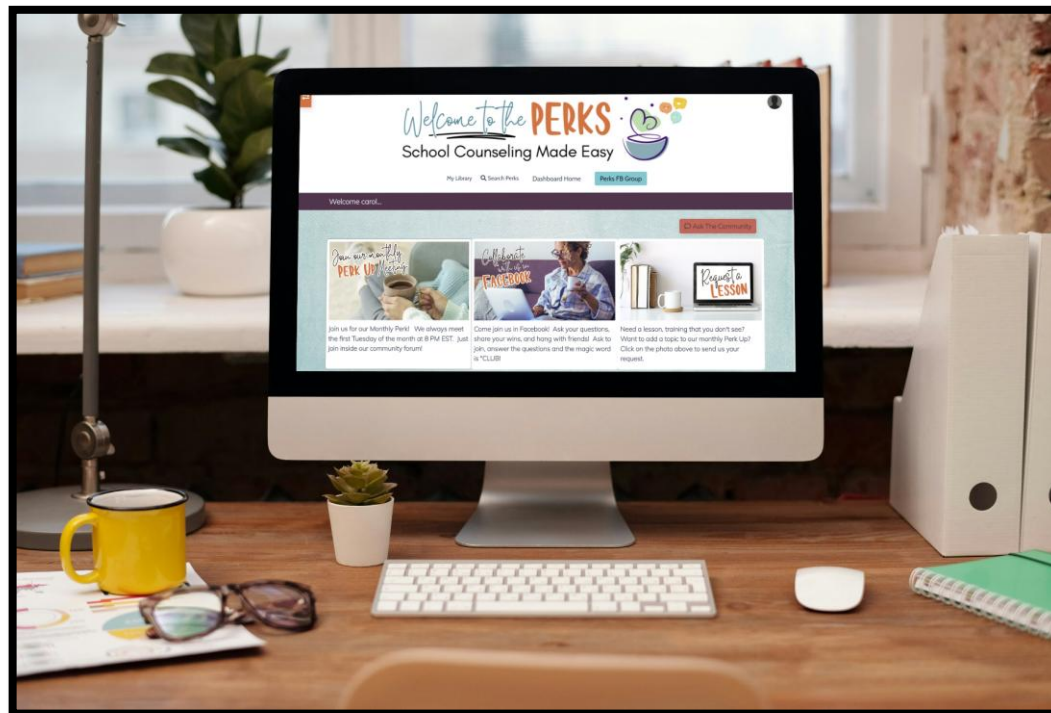
## Brandy Thompson

- ◎ 30+ year Educator and School Counselor
- ◎ First Recipient of RAMP in a Middle School in the State of Tennessee
- ◎ Published Author
- ◎ Healthy Schools Chair
- ◎ Curriculum Developer
- ◎ BA Psychology
- ◎ MA Teaching
- ◎ MS Counseling

# How To Proceed

- © Fill out the [Purchase Order Request Form](#).
- © Submit an excel spreadsheet of each counselor's First Name, Last Name and Email Address, as well as a copy of your District's Tax-Exempt Form to [Carol@counselingessentials.org](mailto:Carol@counselingessentials.org)

Once the Purchase Order is received, an invoice will be sent to your billing department. Payment is required within 10 days. When payment is received, counselors will be added to site access.



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