



NATIONAL CENTER for  
**YOUTH ISSUES**

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*Speakers Bureau*



# Matthew Berry

MTSS FACILITATOR, COORDINATOR OF SCHOOL COUNSELING,  
AND NATIONAL SPEAKER

Matthew Berry has served as a school counselor, MTSS Facilitator, Director of Alternative Education and is currently the Coordinator of School Counseling for one of the largest school districts in Missouri. Matthew is a 2022 American School Counselor Association finalist for National School Counselor of the Year and is the 2020 Missouri School Counselor of the Year. He served as the first chair of the Missouri School Counselor Association from 2019-2021 and can often be found speaking at regional and national conferences on building equitable systems of support and on fully implementing school counseling programs. On social media, he is best known as the One Wild Counselor! The name was created to describe his passion and ability to wildly advocate for the academic and social and emotional needs for every student, every day.

## A BRIEF LOOK AT MATTHEW'S KEYNOTE SESSIONS

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### **It Never Fails**

A planned lunch. An organized small group. A Friday afternoon. What do these things have in common? It's that 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 the things you do that "never fail" to lead to success. Matthew will share his Five Never Fails in school counseling.

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### **Livin' in the 80's**

Are you living in the 80's? This high-energy keynote isn't about leg warmers or mixtapes. It's about the powerful expectation that school counselors spend 80% of their time in direct and indirect services to students—and what it truly takes to make that a reality.

Through interactive moments, practical strategies, and a little nostalgic fun, participants will explore how to reclaim their time, reduce non-counseling tasks, and refocus their work on what matters most: student impact.

Walk away with time-saving systems, mindset shifts, and actionable approaches that help you move from feeling overwhelmed to operating with purpose—so more of your day is spent supporting students' academic success, social/emotional growth, and college and career readiness.

Because when you're "livin' in the 80's," your impact isn't just bigger—it's intentional.

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### **Every Student, Every Day**

As educators, our job is to ensure all students, especially students from vulnerable populations, have access to social/emotional and academic learning. Yet, before students can learn and grow, then need to feel like they belong. Learn 2022 School Counselor of the Year Finalist Matthew Berry's strategies as a school counselor and director of an alternative school in one of the most diverse school districts in Missouri to meet the needs of Every Student, Every Day.

Contact Robert Rabon at [rrabon@ncyi.org](mailto:rrabon@ncyi.org) or 423.309.4300 to engage Matthew for your event

### **From Invite to Impact: Designing Small Groups that Deliver Results**

Small groups are one of the most powerful tools school counselors have—but too often, they operate in isolation instead of as part of a larger system.

In this session, participants will learn:

- How to design and lead intentional, data-driven small groups (Tier 2) that are directly connected to Tier 1 core instruction and schoolwide needs.
- How to establish clear entry criteria, use multiple data sources to identify students, and define what success actually looks like before the group even begins.

Walk away with practical tools, structures, and strategies to ensure your small groups are not just well-run—but measurable, aligned, and impactful.

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### **Success Multipliers: Shifting From 1:1 Intervention to Systemic Impact**

School counselors are highly skilled at changing individual student outcomes. This session challenges participants to multiply that impact—moving from reactive, individualized support to proactive, systemic programming that reaches more students through small groups, classroom instruction, and data-driven decision-making.

After attending this workshop, attendees should be able to:

- Identify and analyze successful 1:1 counseling interventions to determine the key strategies that led to student growth Transform effective 1:1 interventions into scalable supports, including small groups and classroom instruction
- Design targeted small group interventions aligned to student needs, outcomes, and ASCA Mindsets & Behaviors Standards
- Develop and deliver engaging, standards-aligned classroom lessons that proactively support all students

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### **Take What You Need**

Do you feel like you have nothing left to give? Attend this session for an engaging, collaborative, and enriching experience, filled with laughter and fun. Leave full of ideas and practical strategies to support your students and school community while boosting your energy and enhancing your own well-being.

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### **From Service to Learning: Using the ASCA Mindsets & Behaviors**

School counseling has evolved from delivering support services to delivering intentional learning that drives student outcomes. In this session explore how the ASCA Mindsets & Behavior standards shifts our work from “what we do” to “what students learn.”

After attending this workshop, attendees should be able to:

- Describe the shift from service deliver to student learning using the ASCA Mindsets & Behaviors.
- Align school counseling instruction and activities with specific Mindsets & Behaviors standards.
- Design learning outcomes and assessments for school counseling lessons and interventions.
- Use data to measure student growth in mindsets and behaviors.

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### **Using Artificial Intelligence in Your School Counseling Program**

School counselors are facing record-high caseloads and increasing paperwork. This workshop moves beyond the theory of Artificial Intelligence and into practical application. We will demonstrate how to leverage AI tools to automate your most time-consuming tasks, allowing you to spend more face-to-face time with the students who need you most.

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### **Crucial Conversations in Practice**

Imagine the impact school counselors could achieve if they were allowed to do what their title suggests. Explore how leadership, advocacy and crucial conversations lead to fulfilling your role as a school counselor. Plan to identify your leadership, practice a crucial conversation and walk away inspired to turn what you imagine into reality.

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### **Creating a Classroom Where Every Student Belongs**

Students learn best when they feel valued, seen, and connected. This interactive session helps educators translate key principles of care, connection, and socioemotional support into actionable classroom practices that promote belonging and engagement.

After attending this workshop, attendees should be able to:

- Identify practical ways to make every student feel seen and supported.
- Learn how classroom routines, interactions, and lessons can strengthen student connection and engagement.
- Connect social-emotional learning principles to academic standards and outcomes.
- Create an actionable plan to implement practices that cultivate belonging and support student success.