In February of 2022, the Gresham-Barlow School District, like school districts throughout the nation was working to recover from the effects of the COVID-19 pandemic. During the pandemic, the district offered online only instruction for one full year before returning to in-person learning in the spring of 2021. By the time February of 2022 rolled around, it was evident that the pandemic had affected our students in a variety of ways, academically and social-emotionally. The educators in our schools were not only dealing with the unfinished learning that had taken place, but had worked to help students express and manage their emotions. The transition from learning at home to being in a school setting was a challenging one for many students and our school counselors led our school teams in addressing these needs.

The Gresham-Barlow School District wanted to honor our school counselors in a special way in light of this situation. The Counselor Shout Out social media campaign took place during National School Counseling Week.

In addition to highlighting a counselor from each level, the district asked the counselors to share why they love doing what they do. Their quotes demonstrate the incredible professionals they are and highlight the important work they do. The Gresham-Barlow School District was proud to not only recognize our school counselors through this campaign but also bring greater awareness to this career which is needed now more than ever in every facet of our society.

The social media campaign allowed for parents and community members to express their appreciation for the various school counselors in the comments section and through likes. Posts were also reshared by our Facebook Followers increasing the reach of the campaign.

In addition to honoring the school counselors on Facebook, the District also created a slide show of all of our school counselors (along with accompanying quotes) and shared the content in a slide show in our employee e-newsletter as well as on a school district webpage.

Counselor Shout Out 2022
Likes: 226
Comments: 30
Shares: 6
Link:
Link:
It's National School Counselling Week! Join us in celebrating our fabulous school counselors, like Springwater Trail High School's Linda Centurion, who help students achieve success and plan a career! #InspireEmpowerTHrive #NationalSchoolCounselingWeek2022

Like Comment Share

Carol Miller Barth
Wonderful counselor!

Congratulations Linda!

Like Reply 7w

Lauren McCall Wilson
Linda has been such a godsend for our family. We miss seeing her!

Like Reply 7w

Linda Noyes
You absolutely helped Kyle succeed at Kent State University.

Write a comment...
COUNSELOR SHOUT OUT!

Karen Harshfield

"I love being a school counselor because it's the best job! I love the hugs, the tears and the huge smiles when a kid finds their best self."

Counselor on Special Assignment