

AI TOOLS for Enhancing Your Efficiency and Impact as a SCHOOL COUNSELOR



A Unique One-Day Live Online Seminar Presented by

Nicholas Steffner

Outstanding Counselor, Educational Leader
and National Presenter

**Specifically Designed for Counselors Who Work at Elementary, Middle
or High School Levels**

Save time with Artificial Intelligence efficiency tools, perfect for school counselors

Use AI tools to **increase your impact**

Walk away with a personalized action plan and an AI digital toolkit

Navigate and mitigate potential ethical concerns when using AI tools

LIVE ONLINE SEMINARS

November 18

9 AM Central, 8 AM Mountain,
7 AM Pacific, 10 AM Eastern

November 24

9 AM Eastern, 8 AM Central,
7 AM Mountain, 6 AM Pacific

CEUs and Graduate Credit Available
See page 6 for details

CAN'T ATTEND?

Order the recorded version
and take the seminar online at
your convenience (see page 9)

*"Loaded with information
and opportunities to
practice new tools!"*

— PAULA GEARAN, SCHOOL COUNSELOR

Ten Key Benefits of Attending

Absolutely loved the hands-on practice. I thought I knew a lot about AI, but this seminar opened the door to so many other tools useful for working with students.'

– VANESSA DUQUE,
SCHOOL COUNSELOR



Who Should Attend

Counselors Who Work at
Elementary, Middle or High
School Levels

- 1. Artificial Intelligence (AI) Tools and Practical Strategies for School Counselors**
Discover essential and practical ways to harness AI tools in your role as a school counselor ... Learn the best, most useful AI tools to support your work with students, staff, and families
- 2. Save Time on Your Scheduling, Emails, and Documentation**
Receive live demonstrations of AI tools and create your own weekly counseling schedule with auto-reminders and automated documentation features ... Tools you can use now!
- 3. Use AI to Automate Your Routine Communication with Parents and Staff**
See how AI can generate recurring updates, reminders, and informative content for your families and teams with minimal manual input ... Use it tomorrow!
- 4. Learn How to Reduce Burnout From Real Counselor Case Studies Using AI**
Leave with practical, school-based examples showing how counselors are using AI to reduce burnout, reach more students, and meet documentation requirements faster
- 5. Gain Hands-On Experience with Multiple AI Tools for all Levels and Roles of School Counselors**
Actively explore AI platforms across your various roles— SEL, counseling, academic, scheduling, and college readiness— and walk away with login info, use-case guides, and links
- 6. Improve Student Engagement with AI Generated Interactive Content**
Learn and practice using AI tools to create interactive SEL or career exploration lessons, then analyze how AI-generated content can be tailored for developmental appropriateness
- 7. Supplement Student Mental Health Supports with AI**
Learn innovative AI tools that offer valuable, research-based mental health check-ins ... Explore real-world examples of how schools have integrated them as tier 1 or tier 2 supports for students
- 8. Use AI to Guide Students in Planning Important Transitions**
Through structured practice, you'll use platforms to support student readiness— saving time on edits and increasing student ownership of their plans
- 9. Address Ethical and Legal Frameworks of Using AI as a School Counselor**
Engage in discussions about FERPA, bias, and digital equity, and receive a printable AI Ethics Checklist to help you choose tools that are compliant, safe and equitable for all your students
- 10. Walk Away with a Digital Resource Handbook, a Personalized AI Toolkit and Action Plan**
At the end of the seminar, you'll complete your own "First 30 Days of AI Integration" action plan ... Receive a digital resource handbook and get access to a curated folder of links, templates and tutorials

Outstanding Strategies You Can Use Immediately

What You Will Learn ...

- How to **quickly generate clear, empathetic, and professional communications** without starting from scratch
- Easily set up **auto-reminders** for lunch bunches, individual check-ins or SEL push-ins— streamlined and consistent
- In under 10 minutes, **create a student-facing, interactive SEL activity** aligned to CASEL competencies
- Provide **personalized** mock interview prep or exploratory conversations
- Automatically generate brief, positive messages or graphics to **post on bulletin boards, websites, or newsletters**
- **Capture accurate notes** while staying fully present in meetings— and send out summaries in minutes
- AI tools to generate 30 **prompts for mindfulness, identity exploration, or emotional check-ins**
- Pre-written **templates and AI suggestions to highlight** counseling events, student resources and SEL tips
- **Plug in student interests** to get possible careers, required education and conversation starters
- **Quickly build an SEL slide deck** with visuals, writing prompts and discussion questions
- **Track which students need check-ins**, which goals are pending and what's on your daily radar
- **Help your older students prepare** for job shadowing, internships or summer work with high-quality application materials
- Use built-in **translation features** in AI tools like Canva, Google and Smore to ensure inclusivity



"Excellent. It's clear Nick is extremely well-versed in this area. I appreciated the scope and breadth of resources presented and know I will integrate them into my practice."

— CRISTINA RIVAS LAUNE, SCHOOL COUNSELOR

Practical Ideas and Strategies

Artificial Intelligence (AI) is rapidly transforming the landscape of education, and school counseling is no exception. From automating routine tasks to creating personalized learning and wellness experiences, AI empowers counselors to work more efficiently and reach more students with greater impact. This is a **NEW** training facilitated by **NICHOLAS STEFFNER**, a seasoned school counselor, educational leader and innovator, and promises to provide an engaging and enlightening professional development experience perfect for school counselors. His practical insights, real-world applications and supportive approach will ensure every participant leaves feeling empowered, informed and inspired to bring AI into their counseling practice with confidence. Attendees will gain hands-on experience with cutting-edge tools that support everything from SEL lesson creation to college and career planning, freeing up valuable time for deeper student connections. Counselors will leave equipped with actionable strategies, ethical guidelines and a personalized implementation plan to bring AI into their daily work. This one-day interactive seminar helps school counselors save time and increase impact.



A Message From Seminar Leader, Nicholas Steffner



Uniquely Qualified Instructor

NICHOLAS STEFFNER is a passionate school counselor and leader with over 15 years of experience supporting students and staff across K–12 settings. His work blends innovation, equity and heart. Nicholas's ability to apply AI and technology tools to real-world counseling challenges has made him a trusted trainer for school counselors. He uses AI to help colleagues prioritize student wellness, restorative practices and equitable access to support services. As a presenter, Nicholas brings clarity, compassion and creativity, crafting each seminar to be not only informative, but deeply motivating. Nicholas infuses energy, empathy and experience into every presentation— making him a trusted and engaging voice in the field of school counseling.

Dear Colleague:

As you know, the world of education is shifting faster than ever, and school counselors are being asked to wear more hats while meeting the growing needs of students. From managing social-emotional learning and mental health check-ins to facilitating academic interventions, conflict resolution and college/career planning— your plate is full. That's why I'm incredibly excited to invite you to a one-of-a-kind professional development experience focused on harnessing the power of Artificial Intelligence (AI) to support your counseling work. This interactive, hands-on seminar is designed with you in mind— to help you save time, reduce stress and enhance the impact you have on students every day.

As a school counselor, educational leader and nationwide presenter, I've spent the better part of the past two decades working at the intersection of student support and innovation. I've seen firsthand how emerging tools— especially AI— can help counselors like us automate routine tasks, personalize learning experiences and better support our students' emotional and academic growth. During this full-day training, I'll be sharing real-world strategies and easy-to-use tools that are ethical, effective and empowering. Whether you're tech-savvy or brand new to AI, you'll leave with practical resources and a renewed sense of possibility for what counseling can look like in today's schools.

I truly can't wait to meet you and learn alongside you during this session. My goal is to foster a space that's engaging, supportive and filled with new ideas that you can apply immediately. I'm honored to be your facilitator, and I look forward to collaborating, sharing stories and equipping you with tools that not only boost your efficiency but reignite your passion for the important work you do. Let's explore how AI can be your new co-pilot in this incredible work!

See you soon,

Nicholas Steffner

P.S. You'll walk away with a personalized AI toolkit, time-saving strategies and ready-to-use resources that will **immediately** enhance your school counseling practice and help you support your students more **effectively and with less stress!**

"Harness the power of AI! I'll be sharing real-world strategies and easy-to-use tools that are ethical, effective and empowering, whether you're tech-savvy or brand new to AI."

What Your Colleagues Say About Nicholas Steffner

"Loved the workshop, loved getting to know new resources to strengthen my counseling toolbox, lots of relevant ideas that are new to me and I am looking forward to implementing them! Thank you!"

– Jamie Truncellito, School Counselor

"I enjoyed the breakout rooms and time to play with the AI tools. The Cheat Sheets were very helpful!"

– Barbara Rusnack, School Counselor

"This was one of the most helpful seminars that I have attended. Thank you so much for all of the great resources."

– Karen McDermott, School Counselor

"I learned so much. I appreciate being able to play around in each of these AI tools. I know I will be using many of these and appreciate the knowledge you shared. Nice!!"

– Luanne Resel, School Counselor

"Nick was wonderful! He was patient, supportive, and clear."

– Tracey Segal, School Counselor



About BER Seminars

Outstanding Instructors

All programs are led by outstanding, top-rated BER national trainers.

Extensive Digital Resource Handbook

You'll receive an extensive digital Resource Handbook full of practical strategies and resources.

Highly Interactive

You'll be able to ask questions, consult with the instructor, and share ideas with other participants.

Program Guarantee

As we have for 49 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.

Special Benefits of Attending



"I am not very tech savvy but I left with confidence that I can utilize these tools, thanks to the info and resources provided. Thank you!"

– IRENE PETRSORIC,
SCHOOL COUNSELOR

On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at www.ber.org/onsite or call 877-857-8964 to speak to one of our On-Site Training Consultants.

Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook specifically designed for this seminar. The handbook includes:

- Step-by-step guides for integrating AI into counseling tasks
- Curated lists of top AI tools for school counselors, with direct links, tutorials and classroom-ready templates
- Sample scripts and prompts for using ChatGPT in student support, communication and documentation
- Ethical considerations and best practices for AI use in educational and counseling environments
- Ready-to-use resources including lesson plans, reflection journals, student handouts, and planning templates

Share Ideas with Other Educators

This seminar provides a wonderful opportunity for participants to share ideas with other educators interested in using AI to enhance their school counseling program.

Consultation Available

Nick Steffner will be available for consultation regarding your questions and the unique needs of your own program.

Meet Inservice Requirements / Earn State CEUs

Participants of Live Online Seminars and those completing the Recorded Version online can receive a certificate of participation that may be used to verify five continuing education hours. For details about state CEUs available, visit www.ber.org/ceus

Earn One to Four Graduate Semester Credits



University of
Massachusetts
Global
A nonprofit
affiliate

Up to four graduate-level professional development credits are available with an additional fee and completion of follow up practicum activities. Details may be found at www.ber.org/credit

Can't Attend?

Other Professional Development Options:



Recorded Version of the Seminar

Order the recorded version of this seminar to take online at your convenience. You'll have 90-day access to the entire course and to the extensive digital resource handbook. To enroll, see registration form on page 7, and for optional CEUs and graduate credit, please visit www.ber.org/credit



Related On-Demand Online Courses

BER offers educators a wide range of online courses that are affordable, fun, fast, and convenient. BER is now offering On-Demand Video-Based courses. You may earn optional graduate-level credits for most courses. See the catalog of available courses at www.ber.org/online

AI TOOLS for Enhancing Your Efficiency and Impact as a SCHOOL COUNSELOR

Registration (YAS7F1)

- ☐ 1. **November 18, 2026** (Start time: 9 AM Central)
- ☐ 2. **November 24, 2026** (Start time: 9 AM Eastern)
- or —
- ☐ 3. **I'd like to order the recorded version of this seminar**

FIRST NAME M.I. LAST NAME

POSITION, SUBJECT TAUGHT GRADE LEVEL

SEMINAR NUMBER: _____ (Please see list above)

List additional registrants on a copy of this form

SCHOOL NAME

SCHOOL MAILING ADDRESS

CITY & STATE ZIP CODE

SCHOOL PHONE NUMBER HOME PHONE NUMBER

() ()

Registration confirmations and login details are sent via e-mail

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT)

HOME MAILING ADDRESS

CITY & STATE ZIP CODE

IMPORTANT – PRIORITY ID CODE: EYAS7F1

METHOD OF PAYMENT – Team Discount Available

The registration fee is \$295 per person;

for teams of three or more registering at the same time, the fee is \$275 per person. **Payment is due prior to the program.** No cash, please.

- ☐ A check (payable to **Bureau of Education & Research**) is attached
- ☐ A purchase order is attached, P.O. # _____
(Be sure to include priority ID code on the P.O.)
- Cards accepted: MasterCard, VISA, Discover, AMEX

Account # _____ Exp. Date: _____
MO/YR

Billing Zip Code: _____ 3 Digit CVV Code: _____
(Found on back of card)

Please print name as it appears on card

FIVE EASY WAYS TO REGISTER:

 **SCAN QR code or visit:**
at.ber.org/regYAS



@ **EMAIL this form to: register@ber.org**

 **PHONE toll-free: 1-800-735-3503**
(Weekdays 5:30 am - 5:00 pm Pacific Time)

 **FAX this form to: 1-425-453-1134**

 **MAIL this form to: Bureau of Education & Research**
3000 Northup Way • PO Box 96068
Bellevue, WA 98004

Program Hours

All **Live Online Seminars** are scheduled 9:00 AM – 3:30 PM in the time zone indicated. Check in 15 minutes prior. Registrants will be sent login information by email four days before their Live Online Seminar.

Fee

The registration fee is \$295 per person; \$275 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.**

Fee includes seminar registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Seminars or Recorded Seminars.

WA residents: visit www.dor.wa.gov/TaxRateLookup to find your required WA sales tax rate.

Cancellation/Substitutions

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at **www.ber.org**



YAS7F1

© 2026 Bureau of Education & Research. All rights reserved.

AI TOOLS for Enhancing Your Efficiency and Impact as a SCHOOL COUNSELOR



An outstanding one-day Live Online Seminar

Includes an extensive digital Resource Handbook

Can't Attend Live? Order the Recorded Version to
access online at your convenience

AI TOOLS for Enhancing Your Efficiency and Impact as a SCHOOL COUNSELOR

YAS7F1

AI TOOLS for Enhancing Your Efficiency and Impact as a SCHOOL COUNSELOR



Bureau of Education & Research

Live Online Seminar or
Recorded Version



A Unique One-Day Live Online Seminar
(Or Order the Recorded Version to Access Online at Your Convenience)

Presented by

Nicholas Steffner

Outstanding Counselor, Educational Leader
and National Presenter

Save time with Artificial Intelligence efficiency tools, perfect for
school counselors

Use AI tools to increase your impact

Walk away with a personalized action plan and an AI digital toolkit

Navigate and mitigate potential ethical concerns when using AI tools