

# SCHOOL COUNSELORS: Strengthen Student Mental Health Supports With Strategies That Work!



A Unique One-Day Live Online Seminar Presented by

**Laura Fortson-Williams**

Outstanding School Counselor and National Presenter

**School Counselors Working With Grades K-12: Elementary School Counselors, Middle School Counselors, High School Counselors, School Counseling Interns, Directors of School Counseling, and School Psychologists**

**Tiered support systems** to meet the mental health needs of all students with intention and structure

**Practical techniques** that will improve your confidence in supporting students with anxiety, anger, social struggles, and academic challenges

**Ways to improve your service delivery** for students with high-level mental health needs

**Receive an extensive digital resource handbook** packed with strategies to help busy school counselors strengthen student mental health supports

## LIVE ONLINE SEMINAR

May 1

**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 6)

*'One of the best PDs I  
have attended. Laura  
combines energy, insight,  
and practical tools in  
a way that leaves you  
feeling empowered and  
ready to act.'*

# Ten Key Benefits of Attending

*Amazing presenter!  
Laura's seminar  
was full of real-  
world strategies,  
reflection points,  
and the kind of  
guidance every  
school counselor  
wants and needs.'*



## Who Should Attend

School Counselors  
Working With Grades  
K-12: Elementary School  
Counselors, Middle  
School Counselors, High  
School Counselors, School  
Counseling Interns,  
Directors of School  
Counseling, and School  
Psychologists

### 1. Become a Stronger Mental Health Responder

Recognize early signs of emotional distress to reduce student crises and disengagement ... Discover how to respond with short-term, solution-focused interventions so students feel heard, supported, and stabilized before concerns escalate

### 2. Build a Referral System That Supports Your Students in Need

Develop an effective referral and follow-up process to save time and refocus on the students who need you most ... Strengthen your counseling program with a system that ensures students receive consistent, mental health support without barriers

### 3. Help Students Navigate Key Issues Impacting Their Mental Health

Learn how you can teach students specific skills to successfully navigate bullying, self-esteem, depression, and trauma ... Walk away with ready-to-use solutions to more effectively address these pressing issues

### 4. Mental Health Techniques for Short-Term Individual Counseling

Expand your repertoire of interventions and strategies designed specifically for the important work you do with individual students ... Learn solution-focused school counseling techniques to help students better manage mental health challenges in the school setting

### 5. Help Students Overcome School Avoidance

Address the emotional drivers behind school refusal and anxiety-based absences ... Guide students and families to reconnect to school through compassion-centered, mental-health informed strategies, plans, and reintegration supports

### 6. Plan and Facilitate Robust Tier 2 Mental Health Supports

Map your current Tier 2 action plans based on patterns in behavior, attendance, and academics to better support students' mental health needs ... Prepare small group activities, check-in systems, and progress tools so students with elevated needs receive timely, targeted emotional support

### 7. Guide Families Through the Mental Health Support Process

Gain tools, scripts, and communication strategies to express mental health concerns and referrals in a clear, supportive way while respecting caregivers' roles ... Help families feel empowered – not overwhelmed – as they take a more active role in providing consistent support for their students

### 8. Address Compassion Fatigue and Vicarious Trauma in Yourself and Staff

Gain practical tools to manage secondary trauma, reduce compassion fatigue, and support your own well-being and that of your staff ... Explore ways we can remain at our best and avoid burnout, so we can continue to help students

### 9. Respond to Grief, Loss, and Crisis With Confidence

Be prepared with short-term counseling strategies and referral protocols when students experience grief or sudden crisis ... Provide emotional first aid that will help students feel safe and supported in challenging times

### 10. Receive an Extensive Mental Health Supports Digital Resource Handbook

You'll receive an extensive digital resource handbook filled with practical methods, ideas, evidence-based strategies, and classroom lessons designed specifically for busy school counselors to strengthen student mental health supports

# Outstanding Strategies You Can Use Immediately

## What You Will Learn ...

- **Early mental health red flags** and short-term, solution-focused interventions to provide timely support before challenges escalate
- **Proven resources** for developing interventions, home-school communication plans, and a coordinated mental health plan
- **Innovative ways to embed Tier 1 counseling** into classrooms and schoolwide programming to strengthen students' emotional regulation, resilience, and belonging
- **Mental health-focused strategies to boost attendance** by addressing anxiety and school avoidance with supportive, non-punitive approaches
- **Strategies to reduce mental health service gaps** ... Identify and address barriers that keep students from getting the support they need to thrive
- **Actionable ways to lead change** through schoolwide efforts, staff training, and advocacy for lasting improvements in student mental health support
- **Executive functioning supports** to improve organization, time management, and task completion ... Increase success for students with mental health challenges
- **Family-centered communication strategies** for discussing student mental health needs and referrals to build trust, partnership, and consistent home-school support
- **School culture shifts** that reduce reactive discipline and promote stronger relationships, emotional safety, and belonging
- **Age-appropriate mental health supports** and interventions tailored to the developmental and emotional needs of students across all grade levels



*"Laura made the day fly by. I'm leaving feeling reenergized and excited to use many of the great ideas I learned today."*

## Practical Ideas and Strategies

Are you struggling to meet students' mental health needs while juggling your many school counselor roles? Worried you've missed signs of emotional distress? Do daily demands pull you from what matters most – supporting students' well-being? **LAURA FORTSON-WILLIAMS** will share evidence-based, practical ideas and strategies she has successfully used throughout her many years as a school counselor. Save time, reduce burnout, and strengthen your school counseling program. Whether you're new to the field or a seasoned professional, you'll leave with clear, effective, use-tomorrow techniques you can easily adapt to any grade level. You'll also receive Laura's extensive mental health supports digital resource handbook packed with tools, templates, and strategies you can implement right away. **Join Laura for a day full of effective ways to strengthen your mental health supports – without adding more to your already "full plate."** Leave feeling confident, prepared, and equipped to strengthen student mental health supports.



# A Message From Seminar Leader, Laura Fortson-Williams

## Uniquely Qualified Instructor

**LAURA FORTSON-WILLIAMS** is an experienced school counselor, dynamic presenter, and strong advocate of student mental health. With nearly three decades of grades K-12 experience as a school counselor and former classroom teacher, Laura brings a unique perspective to supporting students' emotional well-being and mental health. Laura has held leadership roles in state and local counseling associations and was recognized as the 2023 School Counselor of the Year in her state. Laura actively partners with teachers, administrators, and families to create supportive systems that meet students where they are – academically, socially, and emotionally. Her practical, down-to-earth style reflects her deep understanding of the real-world challenges school counselors face every day. Laura is also the author of *SCHOOL COUNSELORS: Strengthen Student Mental Health Supports With Strategies That Work!*, the extensive digital resource handbook you will receive at the seminar. **Join Laura for a day filled with practical, ready-to-use strategies – designed specifically for busy school counselors – to strengthen student mental health supports.**

Dear School Counselors,

As an experienced and current school counselor, I know firsthand the daily balancing act you perform. Your time and energy are pulled in countless directions. I've been there, and I understand how discouraging it can feel when non-counseling tasks keep you from building the kind of meaningful, responsive mental health supports your students need.

That's exactly why I created this seminar. I want to provide us with the opportunity to step away from the daily challenges to focus on strengthening student mental health supports in real, practical ways. We know when students struggle with mental health, their academics, attendance, and peer relationships suffer, and everyone around them feels the impact. Teachers, caregivers, and administrators look to us for solutions and guidance, and we need tools that are responsive and easy to implement.

Whether you're looking to refresh your knowledge, solve ongoing challenges, or just get reinspired in your current work, this seminar will equip you with **tools you can use the very next day!** You'll gain proven strategies and ready-to-implement school counseling techniques that reflect the real needs of today's students. You'll feel more confident in leading mental health conversations with staff and families, supporting your students with higher-level mental health challenges, and providing direct services that are compassionate, useful, and grounded in best practice.

I can't wait to help you enhance and strengthen your school counseling program with mental health supports that are proactive, responsive, and create lasting change. Together, we'll explore tools, strategies, practical steps, and case studies to simplify your systems, strengthen your role as a school mental health leader, and make meaningful progress across all three tiers of support. You will leave feeling confident, prepared, and equipped to strengthen student mental health supports.

Sincerely,



Laura Fortson-Williams

**P.S. Invest a day with me and learn practical strategies that can make a real difference in the lives of your students.**

*"I can't wait to help you enhance and strengthen your school counseling program with mental health supports that are proactive, responsive, and create lasting change."*

# What Your Colleagues Say About Laura Fortson-Williams

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*"A **GREAT day!** Laura's passion for school counseling came through loud and clear."*

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*"Laura's seminar was **thoughtful and well-designed**, full of engaging discussion opportunities that kept everyone involved."*

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*"Laura's style is energetic and down-to-earth, with **tons of practical takeaways** for real school settings."*

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*"Laura makes **complex mental health topics approachable**, with examples that are easy to apply in 1:1, group, and classroom settings."*

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## 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 48 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



*'Laura helped remind me why I love school counseling. So many wonderful strategies I can use tomorrow.'*

## 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](http://www.ber.org/onsite) or call 877-857-8964 to speak to one of our On-Site Training Consultants.

## Extensive Mental Health Supports Digital Resource Handbook

You will receive an extensive digital resource handbook specifically designed for this seminar. Included in the handbook are:

- Strategies for better supporting students' mental health needs, including those who are experiencing bullying, low self-esteem, and depression
- Timesaving, effective Tier 1 lesson plans you can use to deliver meaningful mental health instruction in the classroom
- Effective, evidence-based Tier 2 Group counseling activities to improve coping skills, anxiety, self-esteem, and self-advocacy
- Ways to recognize warning signs of emotional distress
- Techniques for dealing with the increase in challenging mental health needs in schools
- Check-in/check-out techniques that strengthen adult-student relationships and provide consistent support for improving students' behavior and emotional regulation

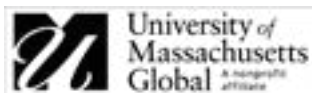
## Share Ideas

This seminar provides a wonderful opportunity for participants to share ideas with other educators interested in strengthening student mental health supports.

## 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](http://www.ber.org/ceus)

## Earn One to Four Graduate Semester Credits



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](http://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](http://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](http://www.ber.org/online)

# SCHOOL COUNSELORS:

## Strengthen Student Mental Health Supports With Strategies That Work!

### Registration (YMF6S1)

- ☐ 1. **May 1, 2026** (Start time: 9 AM Eastern)  
—or—  
☐ 2. **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: EYMF6S1

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



**MAIL this form to: Bureau of Education & Research**  
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#### 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](http://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**



YMF6S1

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**An outstanding one-day Live Online Seminar**

**Includes an extensive digital Resource  
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**Can't Attend Live? Order the Recorded Version  
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## **SCHOOL COUNSELORS** **Mental Health Supports:** **Strategies That Work!**

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## **SCHOOL COUNSELORS:** **Strengthen Student Mental Health Supports** **With Strategies That Work!**

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**Live Online Seminar or  
Recorded Version**



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**Laura Fortson-Williams**

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