

Recommendations for Outreach & Recruitment for your ADE SSP School Counselors & School Social Workers

Are you a School Safety Program grantee? Is this your first time hiring a school social worker or counselor? Not sure where to start? This document provides recommendations for recruiting, hiring, and evaluating your ADE Certified School Counselors and Social Workers for School Safety Program positions.

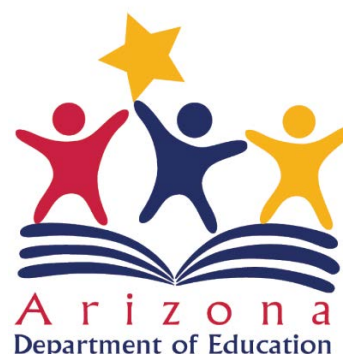
The information below is a compilation of questions from the field and recommendations and resources from school counseling and school social work professional organizations.

Please note that aside from meeting ADE School Counselor and School Social Work Certification requirements, this document is not to be interpreted as policy mandates.

Questions & Answers Found Within This Document:

1. [What should I include in a position description for an ADE Certified School Counselor or Social Worker?](#)
2. [How do I create engaging marketing materials?](#)
3. [Where can I post my job postings to reach prospective candidates?](#)
4. [I'm ready to interview now! What questions should I ask?](#)
5. [Now that I've hired, how do I evaluate my school counselor or social worker?](#)
6. [Where can I find more resources?](#)

[To utilize links throughout the document, click and hold Ctrl and click on the link]



1. What should I include in a position description for an ADE Certified School Counselor or Social Worker?

Sample Position Descriptions

School Social Workers:

- [Sample position descriptions from the School Social Work Association of America](#)

School Counselors:

- [Sample Position Descriptions for School Counselors](#)

Additional Things to Consider for your Position Descriptions:

- We recommend posting the requirements for ADE Certification as your minimum qualifications.
- As a reminder, in addition to meeting the full list of [ADE Certification Requirements](#):
 - A Certified School Counselor must have a **graduate degree** from a guidance and counseling program, counseling, social work, or psychology program, **or a behavioral health license** from AZBHE.
 - For School Social Workers, a Master's in Social Work degree is **required**.
- We **do not require** School Social Workers and School Counselors to have licensure through AZBHE (e.g. LMSW, LPC). This decision will be left up to the district, unless this is one of the applicant's qualifications for their ADE School Counseling Certificate.
- You may consider visiting the [Arizona Education Employment Board](#) to view how other schools are writing their position descriptions.
- If you have a sample position description you would like to share, please send it to our team at SchoolSafety.SocialWellness@azed.gov.

[Back to Top](#)

2. How do I create engaging marketing materials?

Sample Recruiting Tools / Language

Examples from the Arizona Department of Education:

- [ADE School Safety Program Positions Website](#)

Become an AZ certified school counselor.

"Our students need support and advocacy; socially, emotionally, and academically. I am their advocate and supporter."

Linda Griffith, School Counselor
Payson High School

Become an AZ certified school counselor.

"Everyone has a story to tell. I help kids tell their story."

Janine Menard, School Counselor
Tolleson Elementary School District

Have a behavioral health license?



You could become an AZ certified school counselor.

Have a graduate degree in academic advising?



You could become an AZ certified school counselor.

Have a graduate degree in:

- Social Work
- Psychology
- Counseling



You could become an AZ certified school counselor.

Certified school counselor in another state?



You could become an AZ certified school counselor.

[Back to Top](#)

3. Where can I post my job listings to reach prospective candidates?

Places to Post your Positions

- Your own school or district websites and/or social media pages are great places to start.
- Tips to improving access to your school or district website:
 - Ask someone unfamiliar to first locate your website, and then locate the employment listings. Are they easy to find?
 - Consider adding a scrolling banner or button on the home page of your website directing people to employment opportunities
 - Write a blog post / social media post highlighting your new school counselor or school social worker position
- [Arizona Education Employment Board](#)
 - You can create an account to list your positions
- [School Social Work Association of Arizona \(SWAAZ\)](#)
 - Send an email to: sswaazboard@gmail.com
- [National Association of Social Workers – Arizona Chapter \(NASW AZ\)](#)
- [Arizona School Counselors Association \(AzSCA\)](#)
 - For national listing send email to: imetcalf@schoolcounselor.org and ASCA will post it on their online community (ASCA SCENE)
- Reach out to local university graduate programs to connect with current students, new graduates, and alumni
 - Arizona [CSWE Accredited](#) Master's in Social Work Programs:
 - [Arizona State University](#)
 - [Northern Arizona University](#) (Flagstaff site only)
 - Arizona [CACREP Accredited](#) School Counseling Programs:
 - [Northern Arizona University](#)
 - [University of Arizona](#)

[Back to Top](#)

4. I'm ready to interview now! What questions should I ask?

Sample Interview Questions

- [School Social Worker Sample Interview Questions \(SSWAA\)](#)
 - [School Social Worker Position Specific Interview \(SSWAA\)](#)
 - [School Social Worker Interview Questions \(SSWAA\)](#)
 - [Possible Interview Questions for School Counselors \(ASCA\)](#)
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5. Now that I've hired, how do I evaluate my school counselor or social worker?

Resources for Performance Evaluations

- [Information for Administration and District Directors \(ASCA\)](#)
 - [ASCA School Counselor Professional Standards & Competencies](#)
 - [How Do I Evaluate Social Workers? \(SSWAA\)](#)
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6. Where can I find more resources?

Additional Resources for Administrators

- [School Social Work Association of America: For Admin](#)
- [American School Counselor Association: Role of the School Counselor](#)
- [Arizona Department of Education: Arizona School Counselors](#)

Learning the Lingo

Acronyms to Know			
ADE	Arizona Department of Education	AZBHE	Arizona Board of Behavioral Health Examiners
ASCA	American School Counselor Association	AzCSA	Arizona School Counselors Association
SSWAA	School Social Work Association of America	SSWAAZ	School Social Work Association of Arizona
NASW	National Association of Social Workers	NASW AZ	National Association of Social Workers – Arizona
CSWE	Council on Social Work Education	CACREP	Council for Accreditation of Counseling and Related Educational Program

[Back to Top](#)