



Update from the Superintendent

To: Parents and Guardians
From: Mark McQueen, Superintendent
Date: February 7, 2025

Every day across Bay District Schools, our school counselors create moments of transformation for our students. They guide students who may feel dejected, confused, or unsure of their next steps, helping them find confidence, clarity, and hope. February 3-7 is National School Counseling Week, and it provides us with an excellent opportunity to celebrate these extraordinary professionals whose unwavering commitment ensures our students have the support they need to succeed.

School counselors are so much more than academic advisors—they are mentors, problem-solvers, and advocates who build trusting relationships with our students and their families. From creating individualized academic plans to helping students manage personal challenges, they are the steady presence so many students rely on. Whether guiding a kindergartener through their first days of school or helping a senior navigate the college application process, counselors are there every step of the way.

In addition to their direct work with students, our counselors serve as a vital bridge between school and home. They work hand-in-hand with families to address challenges that may impact a student's well-being or performance. Their role is to bring everyone together—students, parents, teachers, and administrators—to foster safe, inclusive environments where every child can thrive.

Our counselors' impact extends far beyond the classroom. They help students explore career paths, apply for college, or prepare for military service. They assist with setting personal and academic goals and teach critical life skills like decision-making and self-advocacy. Their guidance provides students with a strong foundation for a successful future.

At Bay District Schools, we're proud to support the incredible work of our counselors. That's why we've partnered with expert consultants to redefine the role of the school counselor in our district. This initiative ensures our counselors have the tools and resources they need to focus on what matters most—building meaningful relationships with students and providing them with the personalized support they deserve.

I am so proud of the unwavering dedication our school counselors bring to their work each day. They are tireless in their mission to help our students overcome challenges and reach their full potential. From

navigating academic pressures to addressing personal struggles, our counselors are champions of student success in every sense of the word.

As we celebrate National School Counseling Week, I encourage you to thank these incredible professionals for their commitment to excellence. Their work inspires our students and strengthens our schools and our community.

Together, we are putting the “A” back in Bay by recognizing and supporting the counselors who shape brighter futures for our students every day. Their impact is immeasurable, and we are so grateful for all they do.