Future of Counseling: Foresights of Guidance Practitioners

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ABSTRACT

This study explores the future of guidance counseling in the Tarlac Province, examining the perspectives of 100 guidance practitioners on emerging trends and their implications. Driven by technological advancements, legislative changes (R.A. 11927, R.A. 11899, R.A. 12080), and increasing mental health awareness, the field is undergoing significant transformation. The research employed a mixed-methods approach, combining structured interviews with five experienced counselors and a survey of 100 practitioners. Qualitative data revealed key themes regarding anticipated scenarios, threats (e.g., increasing case complexity, resource limitations, ethical dilemmas with technology integration, counselor burnout), and opportunities (e.g., decreasing stigma, enhanced recognition of counseling's role, expanded access via technology). Quantitative analysis using exploratory factor analysis (EFA) confirmed these themes, identifying factors such as "Technology-Driven Counseling Innovation," "Systemic and Ethical Constraints," and "Evolving Social Perceptions and Client Empowerment." The study proposes strategies for managing threats (e.g., enhancing digital literacy, developing policies, securing funding, establishing support networks) and maximizing opportunities (e.g., continuous professional development, strategic technology integration, promoting inclusivity). The findings highlight the need for a multifaceted approach to navigate the evolving landscape of guidance counseling, ensuring that services remain accessible, ethical, and effective in meeting the diverse needs of Filipino students and communities.

Keywords: *Guidance Counseling, Technological Advancements, Mental Health, R.A. 11927, R.A. 11899, R.A. 12080, Mixed-Methods Research, Exploratory Factor Analysis (EFA), Ethical Considerations, Counselor Burnout, Technology Integration, Teletherapy, AI in Counseling, Professional Development, Inclusivity.*

THE PROBLEM

Background of the Study

On today generation all things undergo a period of rapid transformation driven by technological advancements, including the field of Guidance and Counseling. The Guidance and Counseling through times faces a lot of modification and enhancement, based on the evolving societal needs and growing understanding of mental health. Due to technological advancement traditional models of counseling are being challenged by new approaches and adjust the traditional approaches based on the needs of the society. (Susskind & Susskind, 2015).

Furthermore, the approval of the Philippine Digital Workforce Competitiveness Act (RA 11927) and the Second Congressional Commission on Education (EDCOM II) Act (RA 11899) highlights the important of digital transformation across various professional sectors, including counseling. RA 11927 this act shows the importance of digital skill development, particularly in artificial intelligence (AI), which can directly affects guidance practitioners by underscoring the necessity of AI proficiency and data analysis techniques (Republic Act No. 11927, 2022).

Philippines Guidance and Counseling Association (PGCA) needs to create a digital skills roadmap and provide trainings and development programs for the needs of counselors due to the advancement of technology. Furthermore, RA 11899 prioritizes digital transformation in education, necessitating guidance counselors' adaptation to support students navigating AI-driven learning environments (Republic Act No. 11899, 2022). So the guidance practitioner will emerge on this technological advancement while maintaining ethical and professional standards.

In this study, "The Future of Counseling: Foresights of Guidance Practitioners," seeks to understand the perspectives of experienced guidance counselors and guidance practitioners on emerging trends and their implications for the future of the profession. Understanding their insights is crucial for shaping effective and responsive counseling services in the years to come.

On the other hand, increasing prevalence of mental health challenges among young people underscores the critical role of school counselors and guidance practitioners. Students encounter everyday different problems related to academic performance, social relationships, and identity formation, which are often due to lack of social support and too much use of social media (Twenge, 2019). Because of the complexity of these cases the traditional counseling approaches may not always enough to address these challenges. The integration of technological tools might have an impact to enhance these traditional approaches (Rickwood et al., 2019).

Technological advancements have significantly influenced counseling practices, where different technological platforms emerged for example telehealth platforms, online therapy apps, and virtual reality interventions that can provide new avenues for mental health service delivery. These innovations expand access to underserved populations and mitigate barriers to traditional in-person care (Firth et al., 2019). However, ethical consideration is one of the major concerns of integrating technology in counseling (Blease et al., 2020). This research will explore guidance practitioners' perspectives on the ethical and practical implications of utilizing technology in counseling settings.

Artificial Intelligent is one of the emerging trends in today generation also in the counseling profession. AI applications, such as chatbots and predictive analytics, have the potential to enhance counseling practices by increasing efficiency, improving decision-making, and expanding access to mental health support (Luxton, 2016). However, concerns regarding high implementation costs, data quality, privacy, skill shortages, and ethical considerations must be addressed (Aashima, 2024). Moreover, while AI can aid in bridging the global shortage of mental health professionals, it should complement rather than replace human practitioners (Minerva & Giubilini, 2023).

Research suggests that AI adoption in mental health care remains limited due to individual, organizational, and systemic barriers (Kleine et al., 2023). A deeper understanding of counselors' intentions to use AI systems, considering individual preferences, perceived benefits, and concerns about data security, is essential for successful integration (Raghu et al., 2021).

Additionally, there is a growing emphasis on preventative mental health and promoting overall well-being, shifting the focus from solely addressing mental illness to fostering resilience and positive mental health (Keyes, 2007). Guidance practitioners are increasingly engaged in educational programs, workshops, and proactive interventions to promote well-being among students (Durlak et al., 2011). This research will examine how counselors perceive their evolving role in preventative mental health and the strategies they employ to enhance student well-being.

Guidance practitioners are uniquely positioned to incorporate these perspectives within their practice, collaborating with medical doctors, social workers, and educators to provide comprehensive support (Weisz et al., 2017). This study will explore how guidance practitioners envision this collaborative model and its impact on holistic mental health services.

In conclusion, this study aims to provide valuable insights into the future trajectory of counseling by exploring the foresights of experienced guidance practitioners. By examining their views on technological

integration, preventative mental health, holistic approaches, and the evolving needs of students, this research will contribute to a deeper understanding of the challenges and opportunities facing the field and inform strategies for enhancing the effectiveness and accessibility of counseling services in the years to come.

Statement of the Problem

This study aimed to explore the foresights of guidance counselor and practitioners regarding the future of counseling. Specifically, it sought to address the following questions:

1. What are the scenarios foresee by the guidance counselors in their field of practices?

2. What are the threats and opportunities do guidance counselors foresee in their field of practice?

3. What strategies can be proposed to manage the threats and maximizing the opportunities?

Significance of the Study

This study benefited not only the counseling practices of guidance practitioners but also a wider range of stakeholders, including:

Guidance Practitioners & Guidance Counselors: This study directly benefits practicing professionals by providing foresights into upcoming trends and technological advancements. It equips them with the knowledge to adapt their methods, enhance their skills, and remain competitive in a rapidly evolving field. The practical strategies and recommendations offered will allow them to integrate new technologies effectively and ethically, improving the quality of their services. The foresight element helps them anticipate challenges and proactively prepare for changes in client needs and service delivery.

School Counseling Services: The study's findings informed the development of innovative school counseling programs. It can guide the implementation of new technologies, the integration of AI-powered tools, and the creation of more effective and accessible support systems for students. Understanding future trends allows schools to better prepare their counseling departments for the needs of future generations of students.

Future Researchers: The study served as a foundation for future research in guidance and counseling. It identifies key areas needing further investigation, such as the ethical implications of AI in counseling or the long-term effects of telehealth on therapeutic relationships. The study's methodology and findings can be replicated or extended to explore specific aspects of the future of counseling in greater depth.

Technology Developers: This study provided valuable feedback to technology developers creating AI-powered tools and telehealth platforms for counseling. It highlights the specific needs and concerns of guidance practitioners, informing the design and development of more user-friendly, ethical, and effective technologies. Understanding the practical challenges and ethical considerations identified in the study will lead to more responsible and impactful technological innovation.

Clients and the Community: Ultimately, the study benefits clients and the wider community by improving the accessibility, effectiveness, and quality of guidance and counseling services. By preparing counselors for future challenges, the study contributes to a more robust and responsive mental health support system. Improved access to services, personalized interventions, and the integration of innovative technologies all contribute to better outcomes for individuals and communities. The focus on ethical considerations ensures that technological advancements are used responsibly and equitably, benefiting all members of society.

Scope and Delimitation

This mixed-methods study investigated guidance counselors' foresights of the future of counseling. It explores both the how they foresee threats and opportunities facing the field, and examines strategies for

mitigating threats and capitalizing on opportunities. Qualitative data gathered through structure interviews with 5 guidance counselors, while quantitative data collected from a survey of 100 guidance practitioners.

The study delimited to the foresights of currently practicing guidance counselors and excludes those of other mental health professionals (psychologists, psychiatrists, and social workers) and those no longer actively practicing. The counselors' foresights into the future of counseling will be central to the study's findings.

Definition of Terms

In this part of study, all of the terms that are used defined by used of operational and lexical definition.

Counseling. A professional relationship that empowers individuals, families, and groups to accomplish mental health, wellness, education, and career goals (American Counseling Association, 2010). In this study, it is a collaborative process where a trained professional, the counselor, helps individuals explore their thoughts, feelings, and behaviors to address personal challenges, improve well-being, and achieve their goals.

Counseling Practices. Counseling practice involves the application of counseling theories, techniques, and interventions to assist clients in addressing personal, social, educational, and career-related concerns (Corey, 2017). In this study, it refers to the methods, techniques, and approaches used by counselors to help individuals address their concerns and achieve their goals.

Foresights. Foresight refers to a systematic and participatory process of exploring, anticipating, and preparing for possible future developments and challenges to support present decision-making and strategic action (European Commission, 2020). In this study, these are the expectations and predictions of guidance counselors and practitioners regarding the future of counseling.

Future. The future pertains to anticipated developments, changes, and advancements that may occur over time within a profession or field (Bell, 2003). In this study, it refers to how guidance counselors and practitioners perceive the development of the counseling profession.

Guidance Counselor. Guidance counselors are licensed professionals who assist students in their academic, career, personal, and social development through counseling, assessment, and guidance services (American School Counselor Association, 2019). In this study, these are the licensed professionals practicing counseling in educational settings who provide foresights for data collection.

Guidance Practitioners. Guidance practitioners are individuals engaged in providing guidance and counseling-related services to support learners' academic, personal, and social needs within educational institutions (Republic Act No. 9258, 2004). In this study, these are individuals appointed as designated guidance personnel in their respective schools to support learners' needs.

Opportunities. Opportunities refer to favorable conditions or emerging possibilities that may enhance professional growth, service delivery, and development within the counseling profession (Savickas et al., 2009). In this study, these are the potential benefits that may be gained in the future of counseling based on the perspectives of guidance counselors and practitioners.

Threats. Threats are challenges, risks, or emerging issues that may negatively affect the effectiveness, relevance, or sustainability of counseling services and practices (Gladding, 2018). In this study, these are the possible problems that the counseling profession may face in the future.

REVIEW OF RELATED LITERATURE AND STUDIES

In this part of the study, the researcher reviewed and discussed some of the related literatures and studies that connected to the content of the study so that the validity and reliability of study provided.

Related Literature

Counseling

The profession of counseling is best described as an interactive process in which counselors assist clients in understanding themselves, navigating their environment, and addressing various personal and social challenges (Capuzzi & Gross, 2017). Counseling extends beyond individual therapy to include work within diverse settings, such as educational institutions, workplaces, healthcare organizations, and community centers. The primary goal of counseling remains the same across these contexts: to help individuals overcome and adapt to mental health challenges throughout their lifespan (Application of Counselling, n.d.; Ahmed & Hodge, 2021).

Counseling is fundamentally an interpersonal activity that fosters self-awareness and personal growth, enabling individuals to make informed life changes (MR, 2013). Recent studies emphasize the increasing complexity of the counseling process, particularly in the wake of global mental health concerns and technological advancements that are reshaping therapeutic practices (Phelps, 2022). With the growing demand for mental health support, counselors must continuously develop competencies that align with evolving client needs and societal expectations (Gonzalez et al., 2023).

According to Ridley et al. (2011), counseling competency is a multidimensional construct encompassing four key areas: determining, facilitating, evaluating, and sustaining therapeutic outcomes. These competencies are further divided into twelve subordinate skills, such as rapport building, handling special cases, and managing therapy termination. A crucial aspect of this framework is the concept of integrated deep structure, which focuses on five metacognitive factors—purposefulness, motivation, selection, sequencing, and timing—to ensure effective counseling interventions. More recent research supports this structured approach, highlighting the importance of cultural competence, adaptability, and ethical decision-making in modern counseling practice (Johnson et al., 2020).

Furthermore, advancements in technology have introduced new counseling modalities, such as teletherapy, artificial intelligence-driven mental health tools, and virtual reality interventions (Klein et al., 2023). These innovations expand access to mental health services, particularly in underserved areas, but also present challenges related to ethical considerations, data privacy, and the digital divide (Minerva & Giubilini, 2023). The integration of AI in mental health care, while promising, requires a nuanced understanding of its implications on therapeutic relationships and professional ethics (Aashima, 2024).

Future of Counseling

The future of counseling holds a significant impact on the life of every individual. According to Yasemin Arikan (2024), director of futures research at NEXT Generation Consulting Inc., the future is not a thing that just happens to us. We create it with the choices we make today. On the other hand, online therapy, virtual reality, artificial intelligence (AI), mindfulness approach, and positive psychology are the anticipating trends on the future of counseling (Gill, 2025).

Telehealth or online therapy is one of the future trends of counseling. The use of telehealth to extend the reach of mental health providers is one way to address workforce challenges, especially in rural and other underserved areas on the other hand, AI or video game component in a particularly challenging future, there may be an over-reliance on tools like that. They could delay professional help or even exacerbate existing problems. (The Road to Tomorrow, n.d.).

The future of AI in counseling is marked by both possibilities and uncertainties. Emerging trends, such as the use of virtual reality (VR) and augmented reality (AR) in therapy, highlight the potential for innovative applications of AI (Gaggioli et al., 2019). These technologies can create immersive environments for clients, facilitating therapeutic experiences that were previously unattainable.

However, the rapid pace of technological advancement also raises questions about the sustainability and equity of AI integration. Practitioners must consider how to ensure that AI tools are accessible to diverse populations, particularly those in marginalized communities. Collaborative efforts among educators, policymakers, and technology developers are essential to addressing these challenges and shaping a future where AI enhances, rather than detracts from, counseling practices. Moreover, AI can create potential harm in counseling, both directly and indirectly. It has the potential to be biased and promote discrimination, such as when health insurance companies use AI algorithms that deny services to insurance holders based on age and/or race (Paul, 2024).

On the other hand, artificial Intelligence (AI) is reshaping therapy and counseling, offering innovative ways to deliver mental health services. These technologies are designed to complement traditional therapeutic practices, providing tools that enhance treatment efficacy and accessibility (*Mental Health and AI: The Future of Psychological Well-being - Mission Connection Healthcare*, 2024).

In addition, short-term therapy, crisis intervention, and very short-term therapy were predicted to increase the most. Forecast scenarios with the highest likelihood were therapy personalization, treatment of health problems, requirement of evidence-based practices for insurance reimbursement, and integration of psychotherapy into primary care (Norcross et al., 2021).

Ethical Consideration in the Future of Counseling

AI driven work holds an amount of ethical consideration, moreover ethical concerns are at the forefront of discussions about AI in counseling. Issues such as data privacy, algorithmic bias, and informed consent pose significant challenges. Practitioners must navigate these complexities to ensure that AI tools are used responsibly and in the best interest of clients (Binns, 2018).

Data privacy is a critical concern, as AI systems often require access to sensitive client information. Ensuring confidentiality and compliance with regulations, such as the General Data Protection Regulation (GDPR), is paramount. Additionally, algorithmic bias can perpetuate inequalities, particularly if AI models are trained on unrepresentative datasets (Noble, 2018). Practitioners must be vigilant in assessing the fairness and reliability of AI tools.

When it comes to decision making using AI in therapeutic decision-making, it should be to complement, not override, our expertise and autonomy. While AI can provide valuable insights based on data analysis, the final decision-making about any client *must* remain with the human therapist (Society, 2024). In addition, ethical issues, cybersecurity, a lack of data analytics diversity, cultural sensitivity, and language barriers remain concerns for implementing this futuristic approach in mental healthcare. Considering these sensitive problems require empathy, human connections, and holistic, personalized, and multidisciplinary approaches, it is imperative to explore these aspects (Alhuwaydi, 2024).

Ethical frameworks, stakeholder engagement, bias mitigation strategies, and continuous evaluation efforts contribute to the ethical development and deployment of AI interventions, fostering trust, fairness, and effectiveness in mental healthcare delivery. As AI technology continues to evolve, prioritizing ethical considerations remains essential to maximizing benefits while minimizing potential harms in mental health interventions (Saeidnia et al., 2024).

Opportunities in the Future of Counseling

The advent of online therapy, or teletherapy, has expanded access to mental health services, allowing clients to engage with therapists remotely, thus overcoming geographical and scheduling barriers. Virtual reality (VR) is also being incorporated into therapeutic practices, providing immersive environments for clients to confront phobias and practice coping strategies under controlled conditions. Additionally, artificial intelligence (AI) is being utilized to develop chatbots that offer clients support between sessions, assist therapists in monitoring client progress, and deliver personalized feedback based on client interactions (Gill, 2025).

In addition, recognizing the profound impact of friendships on mental health, 'friendship therapy' has emerged as a specialized area within counseling. This approach addresses conflicts and enhances the quality of platonic relationships, acknowledging their significance in overall well-being. Therapists are increasingly facilitating sessions that help friends navigate challenges, set mutual goals, and strengthen their bonds, thereby promoting relational health and personal happiness. (Ducharme, 2024)

AI-powered platforms, such as chatbots, are gaining popularity as adjuncts to traditional therapy. These tools provide immediate support, assist in psychoeducation, and offer preliminary interventions for conditions like anxiety and depression. While they enhance accessibility, ethical considerations regarding data privacy and the potential erosion of human connection in therapy are prompting discussions about the responsible integration of AI in counseling practices (*My AI Therapist Won't Stop Texting Me*, n.d.).

In other hand, innovative residential programs are being developed to provide comprehensive mental health and behavioral support to youth, particularly those in foster care. These centers offer structured environments that combine therapeutic interventions with educational services, aiming to promote family reunification and prepare adolescents for independent living. Such initiatives represent a holistic approach to addressing complex mental health needs within vulnerable populations (Herald, 2025).

Threats in the Future of Counseling

The increasing reliance on artificial intelligence (AI) in mental health services raises ethical and privacy concerns. AI-driven chatbots and virtual therapy assistants collect sensitive client data, posing risks related to confidentiality breaches and misuse of personal information (Sharma et al., 2021). Furthermore, AI algorithms may lack cultural competence, leading to biased interventions that do not fully consider individual differences (He & Hwang, 2022). These concerns underscore the need for strict regulatory frameworks to ensure the ethical implementation of AI in counseling.

The widespread adoption of teletherapy and AI-driven interventions may contribute to a decline in human connection in counseling. Research suggests that while teletherapy can be effective, it lacks the non-verbal cues and emotional depth present in face-to-face interactions (Giovanetti et al., 2022). Clients have reported feelings of isolation and decreased engagement in virtual sessions compared to traditional counseling (Pirnay, 2023). These findings highlight the challenge of maintaining therapeutic relationships in a digital-first counseling landscape.

The growing demand for mental health services, coupled with administrative burdens and the expectation to integrate new technologies, has contributed to higher burnout rates among counseling professionals. Studies indicate that counselors experience significant stress due to increased caseloads, unrealistic performance expectations, and emotional exhaustion (Harrison et al., 2023). The shift to digital platforms has also blurred work-life boundaries, further exacerbating burnout and job dissatisfaction (Kilag, 2024). Without proper support and systemic changes, counselor burnout may lead to workforce shortages and reduced service quality.

The rise of social media and online mental health influencers has led to the spread of misinformation about psychological disorders and treatment approaches. Many individuals turn to social media for mental health guidance, often encountering advice that lacks scientific basis (Vaidyam et al., 2019). This trend undermines professional counseling and may encourage self-diagnosis and inappropriate treatment choices (Lucas et al., 2017). The lack of regulatory oversight in digital mental health content presents a growing threat to the credibility and effectiveness of professional counseling.

While digital counseling offers convenience, it also exacerbates existing disparities in mental health access. Studies indicate that low-income individuals and those in rural areas face significant challenges in accessing online therapy due to limited internet connectivity, lack of digital literacy, and financial constraints (Dela Cruz et al., 2022). Additionally, elderly clients and individuals with disabilities may struggle to adapt to digital platforms, creating gaps in service delivery (Kayyli et al., 2017). Addressing these barriers is essential to ensure equitable access to mental health care.

The Planned Happenstance Theory

The Planned Happenstance Theory (Mitchell, Levin, & Krumboltz, 1999) posits that career development is not solely a linear progression of planned steps, but rather a dynamic process shaped significantly by unplanned events and the individual's capacity to adapt. This theory emphasizes the importance of cultivating skills like curiosity, persistence, flexibility, optimism, and risk-taking to capitalize on unexpected opportunities. Individuals who embrace chance encounters and adapt to unforeseen circumstances are better positioned for career success and growth. This inherently emphasizes continuous learning and a proactive approach to navigating change.

In the context of the study, "Future of Counseling: Foresights of Guidance Practitioners," the Planned Happenstance Theory provides a crucial framework for understanding how guidance counselors can navigate the rapid technological advancements transforming the field. The emergence of AI-driven therapy and digital counseling platforms represents a significant "happenstance" event, requiring flexibility and proactive adaptation. The theory highlights the need for continuous learning to integrate new technologies effectively and ethically, while also emphasizing the development of skills to identify and seize opportunities presented by these changes. Counselors who embrace this perspective will be better equipped to leverage technological advancements to enhance their services and meet the evolving needs of their clients.

Technological Determinism

Technological Determinism (McLuhan, 1964) and Futures Studies and Strategic Foresight (Bell, 1997) further enrich this framework. Technological determinism underscores how technology fundamentally shapes societal and professional practices, while foresight methodologies allow for proactive planning in response to anticipated changes. Together, these theories provide a robust foundation for investigating how guidance practitioners can effectively manage future threats, maximize opportunities presented by technological advancements, and ensure counseling remains a relevant and effective profession.

Related Studies

Research indicates that video-based psychotherapy is comparable in efficacy to in-person psychotherapy for reducing depressive symptoms ($g = 0.04$, 95% CI = −0.12 to 0.20, $p = 0.60$, $I^2 = 5\%$) (Giovanetti et al., 2022). This suggests that teletherapy can serve as a feasible and effective alternative to traditional face-to-face sessions. In line with the Unified Theory of Acceptance and Use of Technology (UTAUT) model, technology adoption in counseling depends on perceived usefulness, ease of use, social influence, and support availability (Alt et al., 2022).

In addition, teletherapy has emerged as a viable alternative to traditional face-to-face counseling, offering increased accessibility and cost-effectiveness. It enables mental health professionals to reach a wider demographic, including those in remote areas. However, challenges such as digital literacy barriers, confidentiality risks, and the potential weakening of therapist-client emotional connections remain concerns that need to be addressed for effective long-term implementation (Giovanetti et al., 2022).

The use of AI in mental health counseling has demonstrated potential for enhancing accessibility and personalization. AI-powered counseling platforms provide immediate support through chatbots, reducing barriers to mental health services, particularly in psychoeducation and preliminary interventions for anxiety and depression (He & Hwang, 2022). However, ethical concerns, such as data privacy, cultural sensitivity, and the risk of losing human connection, emphasize the need for responsible AI integration in counseling (Sharma et al., 2021).

Studies on AI-driven mental health interventions highlight both opportunities and challenges. AI-based deep learning and online interventions extend therapy hours beyond traditional in-person sessions, allowing for a more continuous therapeutic process (Zhou et al., 2022). Chatbots, in particular, have been identified as promising tools to expand access to mental health services, especially for individuals hesitant to seek help due to stigma (Vaidyam et al., 2019; Lucas et al., 2017).

Recent research suggests that AI-driven counseling can be indistinguishable from human-led sessions. In a study comparing human and AI counseling, participants correctly identified human-led counseling only 47.5% of the time, with AI-based counseling receiving higher quality ratings (Kuhail et al., 2024). These findings indicate growing acceptance of AI in mental health support, particularly in its early implementation phases.

Additionally, AI has shown promise in medical counseling settings. ChatGPT-generated pre-surgical information was comparable to publicly available sources in terms of readability, content accuracy, and thoroughness. Notably, 48% of experienced surgeons preferred ChatGPT-generated content, indicating AI's potential role in patient education (Lee et al., 2023).

The integration of artificial intelligence (AI) in counseling presents opportunities to enhance service accessibility and efficiency. AI-powered chatbots and virtual assistants provide immediate support and reduce administrative burdens on mental health professionals. However, ethical concerns arise regarding data privacy, potential biases in AI algorithms, and the risk of diminishing human empathy in therapy. These challenges emphasize the need for strict ethical guidelines to ensure AI's responsible implementation in counseling (Sharma & Hwang, 2022).

On the other hand, social media has played a significant role in spreading mental health awareness and fostering online support communities. However, misinformation on mental health conditions and self-diagnosis trends pose risks to individuals who may avoid seeking professional help. Ensuring that reliable and evidence-based mental health content is promoted online remains a key challenge for counseling professionals (Vaidyam & Lucas, 2019).

However, digital counseling has expanded mental health services to underserved populations, but disparities persist due to the digital divide. Socioeconomic factors such as internet access, technological literacy, and financial limitations create significant barriers, particularly for low-income individuals and elderly clients. Addressing these inequalities is crucial for ensuring equitable access to digital mental health services (Dela Cruz & Kayyli, 2022).

Empathy remains a cornerstone of effective counseling, with research showing a direct correlation between empathetic counseling and improved patient outcomes (Landi, 2024). AI applications have been explored as potential tools for augmenting human empathy, enhancing therapist-client connections, and improving the overall effectiveness of counseling interventions.

Rising awareness of mental health has led to an increased demand for counseling services, creating job growth opportunities for professionals. However, this demand also contributes to high caseloads, administrative burdens, and emotional exhaustion, leading to burnout among counselors. Without proper support systems, burnout could result in workforce shortages and diminished service quality in the counseling field (Harrison & Kilag, 2023).

However, respondents expressed reservations about AI replacing human-led counseling, particularly in doctor-patient interactions. While 84.2% of participants were comfortable with AI managing non-relational tasks (e.g., appointment scheduling), concerns about losing the 'human touch' persisted (Pirnay, 2023). Additionally, decision self-efficacy influenced comfort levels with AI, with participants recognizing its potential to enhance equitable care when used within defined boundaries.

On the local aspect, Filipino school counselors face systemic challenges, including role ambiguity and administrative overload, which hinder their effectiveness (Harrison et al., 2023; Kilag, 2024). These barriers underscore the need for standardized training programs and culturally sensitive methodologies to support professional counseling practice in the Philippines.

Telehealth applications have been evaluated for their effectiveness in delivering mental health services. A study assessing various telehealth platforms ranked KonsultaMD highest in usability and accessibility, while DocKoTo received the lowest scores (Dela Cruz et al., 2022). These findings align with research suggesting

that patient acceptance and adaptation of telehealth services improve when applications address accessibility barriers (Kayyli et al., 2017).

The integration of AI in the Philippine education system has also gained traction. Counselors and educators acknowledge AI's potential to enhance administrative efficiency, though gaps in technical expertise highlight the need for AI-related training in counseling programs (Cruz & Medina, 2020). AI-assisted career guidance tools have been found to provide personalized recommendations and identify at-risk students, emphasizing their role in complementing traditional counseling (Santos et al., 2022).

The integration of technology, particularly artificial intelligence (AI), into counseling psychology is reshaping mental health services by enhancing accessibility, personalization, and efficiency. Studies have demonstrated that video-based psychotherapy matches the efficacy of in-person sessions in reducing depressive symptoms, indicating its viability as an alternative to traditional face-to-face counseling. However, challenges such as digital literacy barriers, confidentiality risks, and potential impacts on the therapist-client emotional connection persist, necessitating careful consideration for effective implementation.

AI-powered counseling platforms, including chatbots, offer immediate support and have been identified as promising tools to expand access to mental health services, especially for individuals hesitant to seek help due to stigma. Nonetheless, ethical concerns regarding data privacy, cultural sensitivity, and the preservation of human connection highlight the need for responsible AI integration in counseling practices.

Recent research suggests that AI-driven counseling can be indistinguishable from human-led sessions, with participants correctly identifying human-led counseling only 47.5% of the time and rating AI-based counseling higher in quality. This finding points to a growing acceptance of AI in mental health support, particularly in its early implementation phases. Additionally, AI has shown promise in medical counseling settings, with studies indicating that ChatGPT-generated pre-surgical information matches publicly available sources in readability, accuracy, and thoroughness, and is preferred by a significant portion of experienced surgeons.

Empathy remains a cornerstone of effective counseling, with research showing a direct correlation between empathetic counseling and improved patient outcomes. AI applications have been explored as potential tools for augmenting human empathy, enhancing therapist-client connections, and improving the overall effectiveness of counseling interventions. However, concerns about losing the 'human touch' persist, with a majority of participants expressing reservations about AI replacing human-led counseling, particularly in doctor-patient interactions. Decision self-efficacy also influences comfort levels with AI, with participants recognizing its potential to enhance equitable care when used within defined boundaries.

In the Philippines, studies reveal that Filipino school counselors face systemic challenges, including role ambiguity and administrative overload, which hinder their effectiveness. These barriers underscore the need for standardized training programs and culturally sensitive methodologies to support professional counseling practice in the country. Telehealth applications have been evaluated for their effectiveness in delivering mental health services, with findings suggesting that patient acceptance and adaptation of telehealth services improve when applications address accessibility barriers. The integration of AI in the Philippine education system has also gained traction, with counselors and educators acknowledging AI's potential to enhance administrative efficiency, though gaps in technical expertise highlight the need for AI-related training in counseling programs. AI-assisted career guidance tools have been found to provide personalized recommendations and identify at-risk students, emphasizing their role in complementing traditional counseling.

The counseling profession has undergone significant changes over the past decades, including gaining licensure in all states, strengthening professional identity, and increasing the use of telehealth during health crises. Looking ahead, the demand for mental health counselors is expected to grow rapidly, driven by increased public awareness and societal challenges such as pandemics and economic uncertainties. This growth presents both opportunities and challenges, including the need for counselors to adapt to new technologies, address ethical considerations, and maintain the human elements of empathy and connection in their practice.

Conceptual Framework

The study focuses on exploring the future threats and opportunities in the counseling field, particularly from the perspectives of guidance counselors and practitioners. As the counseling profession continues to evolve, factors such as technological advancements, shifting societal needs, and emerging ethical considerations may impact its future direction. This research aims to understand how guidance professionals perceive these changes, what potential risks and opportunities they foresee, and how they plan to navigate these challenges. Additionally, it seeks to examine the balance between integrating technology-driven counseling methods and preserving the human-centered approach that remains essential in the profession.

To achieve these objectives, a combination of qualitative and quantitative research methods will be employed. In-depth interviews with guidance practitioners will provide rich qualitative insights, allowing for a deeper understanding of their perspectives and experiences. Meanwhile, surveys will be conducted to gather broader statistical data that can highlight trends and patterns in the field. The qualitative data will undergo thematic analysis to identify common themes and insights, while the quantitative data will be analyzed using factor analysis to determine the key variables influencing the future of counseling. By integrating both methods, this research ensures a comprehensive examination of the issues at hand.

The expected outcomes of the study include the development of a framework that can help guidance counselors and practitioners prepare for future challenges and opportunities. This framework will provide strategic recommendations on how to effectively integrate technological advancements while maintaining the essential human touch in counseling. Additionally, the study will offer insights into policy adjustments, professional development initiatives, and best practices to ensure that the counseling profession remains relevant, ethical, and effective in addressing the evolving needs of clients. Ultimately, this research aims to contribute to the continuous improvement of counseling practices, ensuring that professionals are well-equipped to navigate the future of the field.

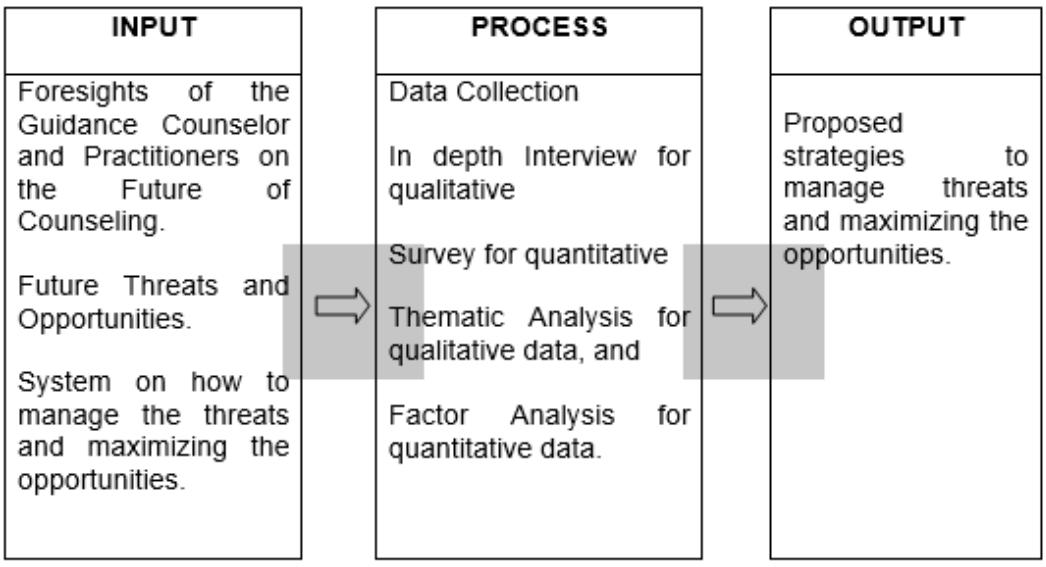

Figure 1. Research Paradigm of the Study

RESEARCH METHODOLOGY

This chapter gives an outline of research methods that were followed in the study. It provides information to the respondents, that is, the criteria for inclusion in the study, who the respondents were and how they were sampled. The researcher described the research design, instruments used for data collection and the procedures followed to carry out this study. Lastly, the researcher discussed the methods used to analyze the data.

Research Design

This study employs an exploratory research design to deeply explore the foresights of guidance practitioners regarding the future of counseling. To achieve a comprehensive understanding, the study used a combination of the following methods: a qualitative method with the guidance counselor to uncover their foresights on the future of counseling, what threats and opportunities the future will bring to field of counseling. This method provided rich, detailed accounts of how the future affects the field of the counseling.

After which, the researcher was quantified the foresights of the guidance counselor. By triangulating these qualitative and quantitative methods, the study ensures a robust and comprehensive exploration of the topic. It aimed to capture the voices of guidance counselor as they foresee the future of the guidance counseling.

Population and Sample

This study utilized a purposive sampling technique to select 5 respondents who are best suited to provide relevant information on the future on the field of counseling. Purposive sampling refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that researcher need (Nikolopoulou, 2023). The primary respondents are guidance practitioners, including school counselors, academic advisors, and other professionals involved in student support services. These individuals are essential to the academic, personal, and social development of students, and their experiences and perspectives are critical for understanding the evolving counseling field.

In addition, respondents of this study were selected based on their experience with the counseling field and practices ensuring that the information contributed meaningfully to the research objectives.

On the hand, the researcher used random sampling to select 100 guidance practitioners to answers the survey questionnaire, to confirm the information on the future of counseling given by the guidance counselor.

Data Gathering Instrument

This study utilized a combined approach to data collection, incorporating 4 point likert survey questionnaires and interview guide questionnaires of the one-on-one interviews to gather valid and reliable data from guidance counselor and practitioners. The survey questionnaires included questions designed to measure the foresights of the guidance practitioners on the future of counseling and what are the threats and opportunities that futures brings to the field of counseling. Then the interview guide questionnaires will employ to look deep on the future of counseling based on what the guidance counselor foresee.

This combined data collection approach will ensure a comprehensive, reliable, and well-rounded understanding of the guidance counselor and practitioners' foresights regarding the future of counseling and what threats and opportunities future holds for the field of counseling and how to manage the threats and maximize the opportunities.

Data Gathering Procedure

To gather data for this research, structured interview was conducted with a selected subset of respondents for the in depth understanding on what they foresee on the future of counseling, what threats and opportunities future holds for the field of counseling and how to manage the threats and maximize the opportunities

In addition, a survey questionnaire was developed based on the answers of the Guidance Counselor and administered to guidance practitioners. The questionnaires was designed to gather reliable data on how the respondents foresee the future of the counseling field, what threats and opportunities future holds for the field of counseling and how to manage the threats and maximize the opportunities. The responses on the survey allowed for clarification or elaboration on specific points raised in the structured interview.

In addition, a letter of approval to gather data was presented to the respondents. Also an informed consent was given to the respondents to formally utilize the structured interview and survey questionnaires.

Data Analysis

Thematic analysis was employed as the primary method for analyzing the data collected from guidance counselor. This approach involved systematically identifying, analyzing, and interpreting patterns and themes that emerge from the respondents' responses. Thematic analysis is a method of analyzing qualitative data. It is usually applied to a set of texts, such as an interview or transcripts. The researcher closely examines the data to identify common themes – topics, ideas and patterns of meaning that come up repeatedly (Caulfield, 2023). By focusing on the recurring ideas and concepts within the data, thematic analysis will allow for a deeper understanding on how the guidance counselor foresees the future of counseling.

On the other hand, factor analysis was employed to analyze the quantitative data that will be gathered. In addition, factor analysis is a sophisticated statistical method that is primarily used to reduce a large number of variables into a smaller set of factors. This technique is valuable for extracting the maximum common variance from all variables, transforming them into a single score for further analysis (Statistics Solutions, 2024).

Ethical Consideration

Informed consent is paramount, requiring respondents (guidance practitioners) to understand the study's purpose, procedures, potential risks and benefits, their right to withdraw, and data usage and protection; consent must be voluntary and written. Confidentiality and anonymity are crucial; data should be anonymized, securely stored, and accessed only by authorized researchers, with assurances given that responses remains confidential and unlinked to participants in publications. The research must avoid causing psychological or emotional distress; questions should be carefully phrased, and support/debriefing offered if needed. Researchers must be aware of their own biases and take steps to minimize their influence on the research process, such as using standardized instruments and multiple researchers for analysis.

Data security demands robust measures to prevent unauthorized access and breaches, complying with all relevant data protection regulations. Finally, responsible and ethical dissemination of findings is vital, considering the potential impact on the counseling profession. Results should be accessible to stakeholders without misrepresenting or oversimplifying complex issues, carefully considering the potential for misinterpretation or misuse.

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This part of the study represents the result and discussion of the statement of the problem. The researcher answered the statements based on the final data gathered.

General Foresights of Registered Guidance Counselor on the Future of Counseling

Counseling is one of the essential parts of the school or institution. In other hand, all things are credible for change so do the counseling practices or profession. According to the respondents, this theme was extracted, first the increased demand and accessibility on counseling and counseling professional, because the stigma on mental health will decline, Filipinos will become aware on the importance of mental health. Second the evolving counselor roles highlighted, mental health services will become part of the health insurance, the cases will be more complex, so there will be higher demand for counseling professional.

In addition, technological transformation will be consider, counselor in the future may integrate the technology on their practices, ai assisted tools will be used to assess client, the adoption of telethraphy, so the demand for training and professional development of counselor will be important. In line with this, online therapy, virtual reality, artificial intelligence (AI), mindfulness approach, and positive psychology are the anticipating trends on the future of counseling (Gill, 2025). In addition, according to Khan (2026), modern

psychotherapy is gradually shifting toward personalized and technology-assisted approaches, wherein counselors are expected to adapt to diverse mental health concerns while utilizing digital tools to improve intervention outcomes. Similarly, Torous et al. (2025) emphasized that digital mental health platforms, smartphone applications, and AI-assisted counseling tools are rapidly emerging as important components of contemporary counseling practice.

Those themes characterize the future of counseling based on the responses of the respondents. The demand on the guidance counselor will be high due to the R.A. no 12080 or the "*Act Strengthening The Promotion and Delivery Of Mental Health Services In Basic Education By Developing School-Based Mental Health Programs, Establishing Schools Division Mental Health And Well-Being Offices And Care Centers, Prescribing The Creation Of New Plantilla Positions, And Hiring And Deploying Schools Division Counselors, School Counselors, And School Counselor Associates In The Department Of Education, And Appropriating Funds Therefor"* . In addition, this republic act ensures students have access to quality, standardized counseling and mental health services.

In conclusion, the future of counseling within educational institutions is poised for significant evolution, driven by increased demand, changing societal attitudes towards mental health, and advancements in technology. As stigma surrounding mental health declines, there is a growing awareness among Filipinos about the importance of mental health services, leading to a higher demand for qualified counseling professionals. The evolving roles of counselors will necessitate the integration of mental health services into health insurance and an adaptation to more complex cases, further emphasizing the need for ongoing professional development and training. Additionally, the incorporation of technology, including teletherapy, virtual reality, and AI-assisted tools, will enhance the effectiveness and accessibility of counseling practices. Legislative support, such as Republic Act No. 12080, underscores the commitment to strengthening mental health services in educational settings, ensuring that students receive quality, standardized counseling. As these themes converge, the counseling profession will play a critical role in promoting mental well-being and resilience among students, ultimately fostering a healthier and more supportive educational environment.

Future Threats in Counseling

Threats are those circumstances that may affect the effectiveness of one thing on this it may affect the counseling process in the future. Base on the responses of the respondents the following theme was created for the future threats in Counseling. The current challenges in the counseling field reveal several critical areas of concern that warrant further exploration. Firstly, the increasing complexity of counseling cases necessitates specialized interventions, indicating a need for advanced training and resources for practitioners. However, the effectiveness of counseling services is often hindered by limited budgets, tools, and materials, which reflects systemic issues in resource allocation. Compounding this issue is the shortage of qualified counseling professionals, illustrating the growing demand for services that is not being met.

The integration of technology, while offering potential benefits, introduces ethical dilemmas, particularly concerning data privacy and the traditional counselor-client relationship, necessitating a discussion on best practices and ethical guidelines. Additionally, career progression within the counseling profession is slower compared to other fields, contributing to burnout as counselors face increasing workloads without commensurate support or advancement opportunities. Finally, shifting societal norms present unique challenges that require counselors to adapt their approaches continually. This lack of standardized protocols for integrating technology further complicates the landscape, underscoring the need for clarity and consistency in practice.

Collectively, these themes highlight the multifaceted issues that the counseling profession will be facing, providing a framework for future research and intervention strategies. In line with this, according to Binns (2018) issues such as data privacy, algorithmic bias, and informed consent pose significant challenges in the future of counseling. In addition, while digital counseling offers convenience, it also exacerbates existing disparities in mental health access. Studies indicate that low-income individuals and those in rural areas face significant challenges in accessing online therapy due to limited internet connectivity, lack of digital literacy, and financial constraints (Dela Cruz et al., 2022). Additionally, elderly clients and individuals with disabilities

may struggle to adapt to digital platforms, creating gaps in service delivery (Kayyli et al., 2017). Addressing these barriers is essential to ensure equitable access to mental health care.

In conclusion, the future of counseling faces a myriad of threats that could significantly impact its effectiveness and accessibility. The increasing complexity of counseling cases demands specialized interventions and advanced training, yet systemic issues such as limited resources and a shortage of qualified professionals hinder the ability to meet this growing demand. While technology offers promising benefits for enhancing counseling services, it also raises ethical concerns related to data privacy, algorithmic bias, and the preservation of the counselor-client relationship.

Furthermore, the slower career progression within the counseling field contributes to burnout, as professionals grapple with heightened workloads without adequate support. Shifting societal norms require continuous adaptation from counselors, and the lack of standardized protocols for technology integration complicates an already intricate landscape. Moreover, disparities in access to digital counseling exacerbate existing inequalities, particularly for low-income individuals, those in rural areas, and clients with disabilities or elderly individuals who may struggle with technology. Addressing these multifaceted challenges is crucial for ensuring equitable access to mental health care and maintaining the integrity and effectiveness of counseling services in the future. By focusing on these issues, the counseling profession can develop targeted research and intervention strategies to navigate the evolving landscape effectively.

Future Opportunities in Counseling

The future opportunities in counseling reveals several key themes highlighting the evolving landscape of mental health support. The decreasing stigma surrounding mental health is driving increased acceptance and utilization of counseling services, reflecting a societal shift towards greater understanding and empathy. Simultaneously, because of RA 12080 educational institutions are increasingly recognizing the distinct and crucial role of counseling, separate from disciplinary functions, signifying a growing integration of mental health support within educational settings.

Technological advancements are significantly impacting accessibility and effectiveness, with the rise of virtual platforms extending reach to diverse populations, including those in underserved communities. The integration of AI and technology is not only improving the quality and efficiency of services through personalized support but also opening new avenues for professional development and specialization among counselors. This technological integration is facilitated by collaborations between counselors and tech developers, leading to innovative therapeutic tools and empowering clients to take a more active role in their mental health journeys through readily available online resources. These themes collectively demonstrate a positive trajectory for the counseling field, characterized by increased accessibility, technological innovation, and a growing societal acceptance of mental health support. In line with this, the emergence of online therapy, or teletherapy, has improved access to mental health services by enabling clients to connect with therapists remotely, effectively addressing geographical and scheduling challenges. Furthermore, the integration of virtual reality (VR) in therapeutic practices allows clients to confront phobias and develop coping strategies in immersive, controlled environments. Additionally, artificial intelligence (AI) is being employed to create chatbots that provide support between sessions, help therapists track client progress, and offer personalized feedback based on interactions (Gill, 2025).

In conclusion, the current positive trends in counseling signify a transformative shift in mental health support, driven by decreased stigma and increased societal acceptance of mental health services. Legislative measures, such as Republic Act 12080, are reinforcing the crucial role of counseling in educational institutions, thereby enhancing the integration of mental health support within these settings. Technological advancements, particularly through the rise of virtual platforms and AI, are dramatically improving accessibility and the overall quality of counseling services, enabling professionals to reach diverse populations and empower clients in their mental health journeys. The incorporation of innovative tools, such as virtual reality and chatbots, further enriches therapeutic practices by providing immersive experiences and continuous support. Collectively, these developments underscore a promising trajectory for the counseling field, characterized by enhanced accessibility, innovative methodologies, and a commitment to addressing the evolving mental health

needs of individuals and communities. As the counseling profession continues to adapt to these changes, it holds the potential to foster a more supportive and inclusive environment for mental health care.

Strategies in Managing Threats

The following are the strategies in managing threats in the future of counnseling. Firstly, enhancing digital literacy among counselors is essential to effectively navigate the rapid advancements in technology, ensuring that they can utilize these tools to improve client outcomes. Alongside this, the implementation of comprehensive policies is necessary to address emerging ethical dilemmas, particularly concerning data privacy and the preservation of the human connection in counseling practices.

Securing adequate funding is crucial for counselors to acquire the necessary tools and materials that support effective services, while continuous training and professional development are vital for counselors to stay informed about evolving practices and technologies. The establishment of a Magna Carta for counselors could provide a legal framework that protects their rights and clarifies their responsibilities, fostering a more secure professional environment. Furthermore, promoting digital literacy among clients can enhance their engagement and trust in technology-assisted services, ultimately improving the therapeutic relationship. Creating support networks for counselors can help alleviate issues related to burnout and professional isolation, ensuring a healthier work environment. Lastly, regular assessments of counseling practices will be necessary to maintain ethical standards and ensure that technology is integrated responsibly. Collectively, these themes illustrate the multifaceted approach required to adapt to the changing landscape of counseling while maintaining the integrity and effectiveness of the profession. In line with this, necessitates investments in advanced training programs and ongoing professional development to equip counselors with the necessary skills (Skovholt & Ronnestad, 2018). Furthermore, resource limitations, including inadequate funding and a shortage of qualified professionals, significantly impact service delivery (APA, 2021).

In conclusion, effectively managing the evolving threats to the counseling profession requires a multifaceted and proactive approach. Addressing the challenges necessitates enhancing digital literacy among both counselors and clients to leverage technology responsibly and ethically. This must be coupled with robust policy development to navigate emerging ethical dilemmas, particularly concerning data privacy and the preservation of the human element in counseling. Securing adequate funding is critical for acquiring necessary resources and supporting continuous professional development to equip counselors with the skills needed to address increasingly complex cases. Establishing a Magna Carta for counselors would provide a crucial legal framework for protecting their rights and defining their responsibilities. Finally, fostering support networks and implementing regular assessments of counseling practices are vital for maintaining ethical standards, preventing burnout, and ensuring the ongoing integrity and effectiveness of the profession. These strategies, informed by research emphasizing the need for advanced training and addressing resource limitations (Skovholt & Ronnestad, 2018; APA, 2021), provide a framework for navigating the future of counseling and ensuring equitable access to quality mental health services.

Strategies in Maximizing Opportunities

The result for the strategies in maximizing opportunities reveals several key themes crucial for professional development and effective service delivery. A central theme is the necessity for continuous professional development, encompassing both traditional counseling skills and digital literacy. This includes ongoing training in various therapeutic approaches, digital tools, and culturally sensitive practices to effectively serve diverse populations. As counseling practices increasingly incorporate technology, professionals must engage in ongoing training related to therapeutic approaches, ethical practice, digital tools, and culturally responsive counseling to effectively address the needs of diverse populations (McLeod, 2019).

Furthermore, prioritizing personal well-being and work-life balance is highlighted as essential for counselor effectiveness and resilience. The integration of technology is another prominent theme, emphasizing the need to tailor technology-based interventions to individual client needs, collaborate with technology developers to create innovative tools, and incorporate client feedback into the design process. This technological integration should also focus on expanding access to mental health services and personalizing

care through AI and virtual reality. WHO emphasizes that counselor wellness is closely linked to professional effectiveness, ethical functioning, and prevention of burnout, highlighting the need for institutional support systems and wellness-oriented professional environments (World Health Organization [WHO], 2022).

Finally, the importance of inclusivity is underscored through the need to incorporate diverse voices and perspectives into counseling practices, ensuring equitable and culturally sensitive care for all clients. In line with this, it support the importance of inclusive counseling practices that recognize and address the unique experiences and needs of marginalized and diverse populations (McLeod, 2019).

These themes collectively demonstrate the multifaceted nature of preparing counselors for the future, requiring a holistic approach that combines traditional skills with technological proficiency, personal well-being, and a commitment to inclusivity.

Exploratory Factor Analysis (EFA) was conducted to uncover the latent constructs underlying the 10 indicators measuring the general foresights of the guidance practitoners on the future of guidance counselling.

General Foresight on the Future of Guidance Counselling

Table 1 Kaiser-Meyer-Olkin (KMO) Measure and Bartlett's Test of Sphericity for Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.707
Bartlett's Test of Sphericity	Approx. Chi-Square	329.470
	df	45
	Sig.	.000

KMO value indicates the suitability of the data for factor analysis. Values closer to 1 suggest that the data is highly factorable and with higher values indicating that patterns of correlations are compact and thus more likely to yield distinct and reliable factors. According to Kaiser (1974), KMO values between 0.70 and 0.79 are interpreted as “middling,” indicating acceptable sampling adequacy and sufficient intercorrelations among variables for factor analysis. Since the **KMO value of 0.707** falls in the **"middling"** range, indicating that the sample is **more than adequate** for performing factor analysis. The high value suggests that correlations between pairs of variables can be explained by the other variables, making the dataset **highly factorable**. Moreover, Bartlett’s Test of Sphericity tests the null hypothesis that the correlation matrix is an identity matrix (i.e., variables are unrelated). Hair et al. (2019) explained that a significant Bartlett’s Test ($p < .05$) confirms the presence of patterned relationships among variables, validating the use of EFA. With a **Chi-square value of 329.470** and a **p-value of .000**, the result is highly significant. This means the correlation matrix is **not an identity matrix**, and the variables are **interrelated**, justifying the use of Exploratory Factor Analysis (EFA).

Table for KMO interpretation:

KMO Range	Interpretation
0.90–1.00	Marvelous
0.80–0.89	Meritorious
0.70–0.79	Middling
0.60–0.69	Mediocre
0.50–0.59	Miserable
< 0.50	Unacceptable

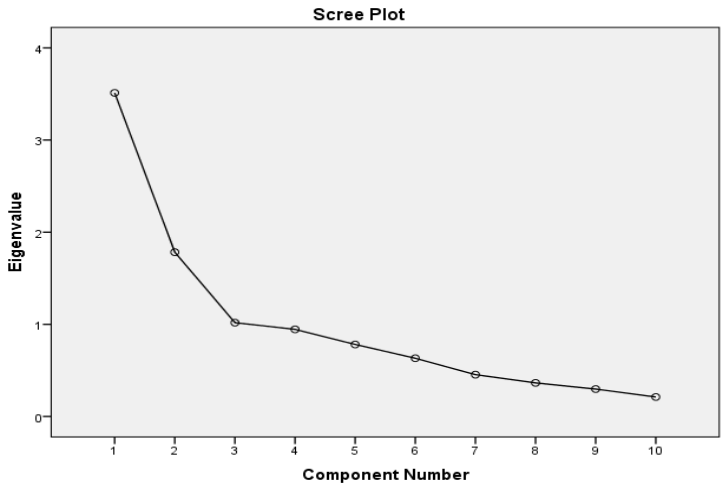

Figure 2. Scree Plot of the Extracted Components of general Foresights of Guidance Practitioners

The Scree Plot is a visual tool used to determine how many factors to retain by plotting eigenvalues against the number of components. The "elbow" or inflection point is the key area to look for. This method ensures a clear and straightforward factor solution for your analysis. Watkins (2018) emphasized that factors with eigenvalues greater than 1.0 are generally considered significant because they explain more variance than a single observed variable. From the figure above the elbow likely occurs at Factor 2, where the slope of the curve begins to level off. This suggests that three components (factors) explain a substantial amount of variance in the data and should be retained. Thus, retaining three factors aligns well with the Rotated Component Matrix, which clearly groups the indicators into three meaningful constructs.

Table 2 Rotation Sum of the Squared Lodgings on the general foresights of Guidance Practitioners

Factor	Eigenvalue	% of Variance	Cumulative %
1	3.512	35.123	35.123
2	1.783	17.829	52.952

The Rotation Sum of Squared Loadings table presents the eigenvalues, percentage of variance, and cumulative variance explained by each extracted factor following varimax rotation. These values are essential in evaluating the significance and interpretability of the factors retained through Exploratory Factor Analysis (EFA). In addition, according to Hair et al. (2019), cumulative variance values exceeding 50% indicate that the extracted factors sufficiently explain the variability of the observed variables.

Factor 1 has an eigenvalue of 3.512, accounting for 35.123% of the total variance. This indicates that it is the most dominant factor and explains nearly half of the variability in the dataset. While Factor 2 has an eigenvalue of 1.783, contributing an additional 17.83% of the variance. Together, the two factors account for a cumulative variance of 52.95%, which is considered satisfactory in social science research, as it indicates that more than 52.95% of the total variance in the data can be explained by these two underlying dimensions.

The above result suggests that the 10 indicators measuring Guidance Practitioner's perspectives on the Future Foresights of Guidance Counseling can be meaningfully reduced in to two distinct factors, each representing a cluster of related variables.

Only those with factor loadings of more than .5 were included and categorized to the two factors displayed below:

Table 3 Factors of General Foresights

Factor 1: Technology-Driven Counseling Innovation	Factor Loadings
1. The counseling professions will integrate technology into its practices.	0.663
2. AI-assisted tools will become essential in delivering effective counseling	0.631

services.	
3. Virtual platforms will enhance accessibility and convenience for counseling sessions.	0.649
4. Teletherapy will be effective as traditional face-to-face counseling.	0.663
5. Technological advancements will reshape the methods and approaches used in counseling.	0.720
Factor 2: Evolving Role and Demand for Counseling Professionals	
6. There will be a growing demand for counseling professionals in today's society.	0.569
7. Will increase the number of clients who are seeking professional mental health assistance.	0.689
8. Mental health services will be included as a standard component of health insurance coverage.	0.484
9. Guidance counselors will require additional training to effectively utilize emerging technologies in their practice.	0.514
10. The role of counselors will evolve to meet the diverse needs of modern society.	0.733

Factor 1: Technology-Driven Counseling Innovation

Studies have shown that technological integration, teletherapy, artificial intelligence, and virtual counseling platforms are becoming increasingly important in counseling practice. Torous et al. (2025) emphasized that digital mental health technologies, including AI-assisted tools and virtual platforms, are reshaping mental health service delivery and improving accessibility to counseling services. This supports the high factor loadings observed under Technology-Driven Counseling Innovation, particularly regarding teletherapy, virtual platforms, and AI-assisted counseling.

Factor 2: Evolving Role and Demand for Counseling Professionals

Additionally, the second factor concerning the evolving role and increasing demand for counseling professionals is supported by literature highlighting the growing recognition of mental health services globally and in educational settings. Khan (2026) noted that modern counseling professionals are expected to adapt to more complex societal and psychological concerns while continuously developing competencies related to emerging technologies and diverse client needs. The increasing demand for counselors, inclusion of mental health services in healthcare systems, and the need for continuous professional development strongly align with the respondents' perceptions reflected in the study.

Table 4 General Foresights of the Guidance Practitioners

Factor 1: Technology-Driven Counseling Innovation	**SA 4**	**A 3**	**D 2**	**SD 1**
1. The counseling professions will integrate technology into its practices.	**74**	24	2	0
	74 %	24 %	2%	0 %
2. AI-assisted tools will become essential in delivering effective counseling services.	31	**52**	13	4
	31 %	**52 %**	13 %	4 %
3. Virtual platforms will enhance accessibility and convenience for counseling sessions.	**52**	40	8	0
	52 %	40 %	8%	0 %
4. Teletherapy will be effective as traditional face-to-face counseling.	33	**35**	27	5
	33 %	**35 %**	27 %	5 %
5. Technological advancements will reshape the methods and approaches used in	**58**	36	6	0

counseling.	**58 %**	36 %	6%	0 %
Weighted Mean	**3.35- Agree**			
Factor 2: Evolving Role and Demand for Counseling Professionals	**SA 4**	**A 3**	**D 2**	**SD 1**
1. There will be a growing demand for counseling professionals in today's society.	**87**	13	0	0
	87 %	13 %	0%	0 %
2. Will increase the number of clients who are seeking professional mental health assistance.	**71**	27	2	0
	71 %	27 %	2%	0 %
3. Mental health services will be included as a standard component of health insurance coverage.	**79**	21	0	0
	79 %	21 %	0%	0 %
4. Guidance counselors will require additional training to effectively utilize emerging technologies in their practice.	**78**	22	0	0
	78 %	22 %	0%	0 %
5. The role of counselors will evolve to meet the diverse needs of modern society.	**82**	18	0	0
	82 %	18 %	0%	0 %
Weighted Mean	**3.79- Strongly Agree**			
Grand Mean	**3.57- Strongly agree**			

Note: Highest frequency counts are in boldface

Legend:

3.51-4.00 Strongly Agree 2.51-3.50 Agree

1.51-2.50 - Disagree 1.00-1.50 Strongly Disagree

Moreover, the respondents' overall agreement and strong agreement on the identified factors further reinforce current trends in counseling research. The findings therefore confirm that guidance practitioners recognize the importance of technological innovation and evolving professional responsibilities in shaping the future of guidance and counseling.

Future Threats on the Guidance and Counseling

Table 5 Kaiser-Meyer-Olkin (KMO) Measure and Bartlett's Test of Sphericity for Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.809
Bartlett's Test of Sphericity	Approx. Chi-Square	342.900
	df	45
	Sig.	.000

KMO value indicates the suitability of the data for factor analysis. Values closer to 1 suggest that the data is highly factorable and with higher values indicating that patterns of correlations are compact and thus more likely to yield distinct and reliable factors. The **KMO value of 0.809** falls within the "**meritorious"** range according to Kaiser's (1974) standard interpretation, which suggests that the sample size and correlations among variables are adequate for factor analysis. The high value suggests that correlations between pairs of variables can be explained by the other variables, making the dataset **highly factorable**. Moreover, Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix is an identity matrix (i.e., variables are

unrelated). A **significant result (p < 0.05)** means that the variables do relate to each other enough to conduct factor analysis. With a **Chi-square value of 342.900** and a **p-value of .000**, the result is highly significant. This means the correlation matrix is **not an identity matrix**, and the variables are **interrelated**, justifying the use of Exploratory Factor Analysis (EFA).

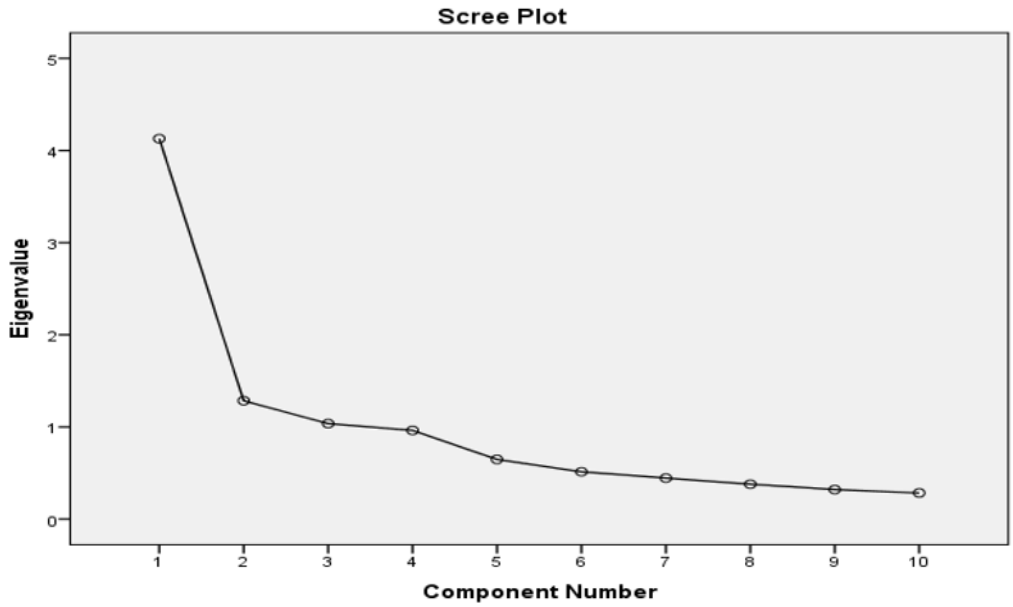

Figure 3. Scree Plot of the Extracted Components of for Future Threats

From the figure above the elbow likely occurs at **Factor 2**, where the slope of the curve begins to level off. Supported by Cattell's (1966) Scree Test, which explains that factors appearing before the point where the curve flattens are considered significant and should be retained for interpretation. This suggests that **two components (factors)** explain a substantial amount of variance in the data and should be retained. Thus, Retaining two factors aligns well with the **Rotated Component Matrix**, which clearly groups the indicators into **two meaningful constructs**.

Table 6 Rotation Sum of the Squared Lodgings on the Future Threats of Guidance Practitioners

Factors	Eigenvalues	% of Variance	Cumulative %
1	4.129	41.287	41.287
2	1.284	12.844	54.131

The Rotation Sum of Squared Loadings table presents the eigenvalues, percentage of variance, and cumulative variance explained by each extracted factor following varimax rotation. These values are essential in evaluating the significance and interpretability of the factors retained through Exploratory Factor Analysis (EFA). According to Hair et al. (2019), cumulative variance values exceeding 50% generally indicate that the extracted factors sufficiently capture the variability present in the observed variables.

Factor 1 has an **eigenvalue of 4.129**, accounting for **41.29%** of the total variance. This indicates that it is the most dominant factor and explains nearly half of the variability in the dataset. While **Factor 2** has an **eigenvalue of 1.284**, contributing an additional **12.84%** of the variance. Together, the two factors account for a cumulative variance of **54.13%,** which is considered satisfactory in social science research, as it indicates that more than 54% of the total variance in the data can be explained by these two underlying dimensions.

The above result suggests that the 10 indicators measuring Guidance Practitioner's perspectives on the Future Threats in Counselling can be meaningfully reduced into two distinct factors, each representing a cluster of related variables. These factors likely reflect core dimensions of the future threats. The substantial proportion of explained variance and strong eigenvalues further affirm the validity and reliability of the factor structure, supporting the appropriateness of EFA in identifying latent constructs within the dataset.

Only those with factor loadings of more than .5 were included and categorized to the two factors displayed below:

Table 7 Factors of Future Threats

Factor 1: Systemic and Ethical Constraints in Counseling Practice	**Factor Loadings**
1. Counseling cases are becoming increasingly complex, requiring more specialized interventions.	0.666
2. Limited availability of budgets, tools, and materials hampers the effectiveness of counseling services.	0.71
3. There is a shortage of qualified counseling professionals to meet the growing demand.	0.512
4. The integration of technology in counseling introduces ethical dilemmas that need to be addressed.	0.706
5. There is a lack of standardized protocols for integrating technology into counseling practices.	0.685
Factor 2: Emerging Psychosocial and Technological Pressures	
6. Data privacy concerns associated with technological tools pose significant challenges in counseling practice.	0.644
7. Career progression in the counseling field is slower compared to other professions.	0.526
8. The incorporation of AI into counseling practices may threaten the traditional counselor-client relationship.	0.569
9. Shifting societal norms are creating new challenges for counseling professionals.	0.724
10. Burnout among counselors is becoming more prevalent due to increased workloads.	0.707

Factor 1: Systemic and Ethical Constraints in Counseling Practice

This factor includes issues related to the complexity of cases, limited resources, workforce shortages, ethical concerns from technological integration, and lack of standardized protocols. According to Büyükbayraktar et al. (2025), counselors recognize that online counseling environments require additional ethical awareness and technical competencies to ensure effective and responsible service delivery. In addition, Felnhofer et al. (2025) emphasized that mental health professionals often encounter barriers such as limited training opportunities, lack of institutional support, and insufficient guidelines when adapting to emerging counseling technologies and practices.

Factor 2: Emerging Psychosocial and Technological Pressures

This factor captures challenges stemming from data privacy concerns, evolving societal expectations, AI-related disruptions, counselor burnout, and limited career advancement. In line with this, according to Herbener and Damholdt (2025), the integration of artificial therapists and AI-supported mental health interventions requires careful ethical consideration to ensure trust, privacy, and professional accountability within counseling practice.

Table 8 Future Threats of Guidance Counselling

Factor 1: Systemic and Ethical Constraints in Counseling Practice	**SA 4**	**A 3**	**D 2**	**SD 1**
1. Counseling cases are becoming increasingly complex, requiring more specialized interventions.	**68**	32	0	0
	68%	32%	0%	0%
2. Limited availability of budgets, tools, and materials hampers the effectiveness of counseling services.	**68**	27	5	0
	68%	27%	5%	0%
3. There is a shortage of qualified counseling professionals to meet the growing demand.	**71**	25	4	0

	71%	25%	4%	0%
4. The integration of technology in counseling introduces ethical dilemmas that need to be addressed.	**55**	43	2	0
	55%	43%	2%	0%
5. There is a lack of standardized protocols for integrating technology into counseling practices.	**55**	42	3	0
	55%	42%	3%	0%
Weighted Mean	**3.61 – Strongly Agree**			
Factor 2; Emerging Psycho social and Technological Pressures	**SA 4**	**A 3**	**D 2**	**SD 1**
1. Data privacy concerns associated with technological tools pose significant challenges in counseling practice.	**68**	32	0	0
	68%	32%	0%	0%
2. Career progression in the counseling field is slower compared to other professions.	**53**	38	9	0
	53%	38%	9%	0%
3. The incorporation of AI into counseling practices may threaten the traditional counselor-client relationship.	43	**46**	9	2
	43%	**46%**	9%	2%
4. Shifting societal norms are creating new challenges for counseling professionals.	**49**	**49**	2	0
	49%	**49%**	2%	0%
5. Burnout among counselors is becoming more prevalent due to increased workloads.	**68**	27	5	0
	68%	27%	5%	0%
Weighted Mean	**3.49 Agree**			
Grand Mean	**3.55- Strongly Agree**			

Note: Highest frequency counts are in boldface

Legend:

3.51-4.00 Strongly Agree 2.51-3.50 Agree

1.51-2.50 - Disagree 1.00-1.50 Strongly Disagre

The findings reveal that respondents strongly agree that the future of guidance counseling faces significant systemic and ethical challenges, particularly in terms of increasing case complexity, shortage of qualified professionals, and technological concerns. The high weighted mean indicates that counselors recognize the growing demand for specialized interventions and ethical preparedness in counseling practice. This supports the findings of the World Health Organization (2022), which emphasized the global shortage of mental health professionals and the increasing need for accessible counseling services, as well as Gladding (2018), who noted that modern counseling concerns have become more complex and multidimensional.

Moreover, respondents agreed that emerging psychosocial and technological pressures such as data privacy issues, counselor burnout, and the integration of Artificial Intelligence (AI) pose future threats to the profession. These findings align with the work of Maslach and Leiter (2016), who explained that excessive workload and emotional demands contribute to professional burnout among helping professionals. Similarly, the American Counseling Association (2014) emphasized that technology-assisted counseling introduces ethical challenges related to confidentiality, professional boundaries, and client trust.

Future Opportunities In Guidance and Counselling

Table 9 Kaiser-Meyer-Olkin (KMO) Measure and Bartlett's Test of Sphericity for Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.908
Bartlett's Test of Sphericity	Approx. Chi-Square	523.426
	df	45
	Sig.	.000

Since the **KMO value of 0.908** falls in the **"marvellous"** range, as support by Kaiser's (1974) indicating that the sample is **more than adequate** for performing factor analysis. The high value suggests that correlations between pairs of variables can be explained by the other variables, making the dataset **highly factorable**. Moreover, Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix is an identity matrix (i.e., variables are unrelated). A **significant result ($p < 0.05$)** means that the variables do relate to each other enough to conduct factor analysis. With a **Chi-square value of 523.426** and a **p-value of .000**, the result is highly significant. This means the correlation matrix is **not an identity matrix**, and the variables are **interrelated**, justifying the use of Exploratory Factor Analysis (EFA).

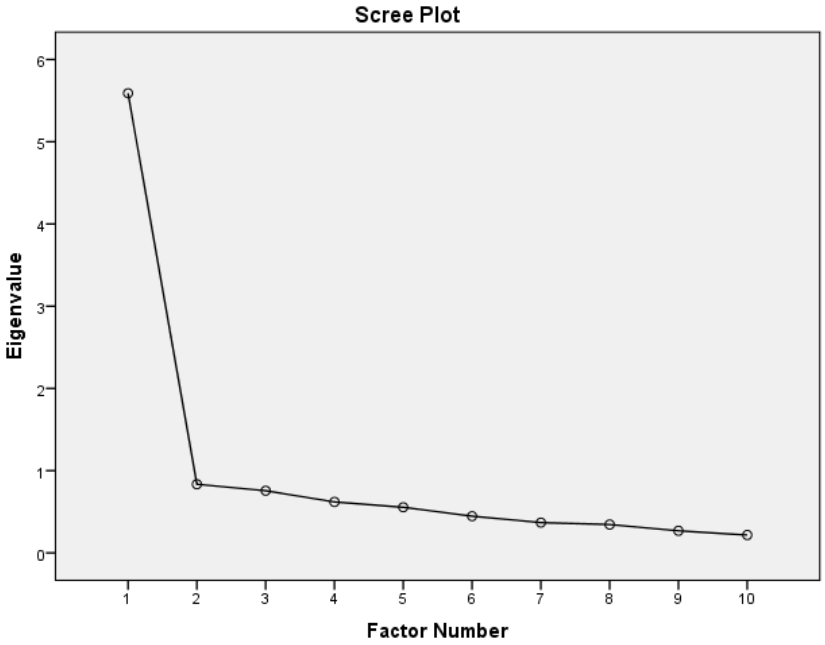

Figure 4. Screeplot of Future Opportunities

From the figure above the elbow likely occurs at **Factor 1**, where the slope of the curve begins to level off. This suggests that **one component (factor)** explain a substantial amount of variance in the data and should be retained. Thus, Retaining one factor aligns well with the **Rotated Component Matrix**, which clearly groups the indicators into **two meaningful constructs**.

Table 10 Rotation Sum of the Squared Lodgings on the Future Opportunities of Guidance Practitioners

Factor	Eigenvalues	% of Variance	Cumulative %
1	5.112	51.125	51.125

The Rotation Sum of Squared Loadings table presents the eigenvalues, percentage of variance, and cumulative variance explained by each extracted factor following varimax rotation. These values are essential in evaluating the significance and interpretability of the factors retained through Exploratory Factor Analysis (EFA).

Factor 1 has an **eigenvalue of 5.112**, accounting for **51.125%** of the total variance. This indicates that it is the most dominant factor and explains nearly half of the variability in the dataset.

The above result suggests that the 10 indicators measuring Guidance Practitioner's perspectives on the Future Opportunities in Counselling only one underlying factor, which means that all the observed variables are largely influenced by a single common construct. Instead of measuring multiple dimensions, the items are measuring one main concept. The substantial proportion of explained variance and strong eigenvalues further affirm the validity and reliability of the factor structure, supporting the appropriateness of EFA in identifying latent constructs within the dataset.

Only those with factor loadings of more than .5 were included factor displayed below:

Table 11 Future Opportunities In Guidance and Counselling

Factor 1: The Future Growth And Advancement Of Guidance And Counseling Services Through Societal Acceptance And Technological Innovation	**Factor Loadings**
1. The stigma surrounding mental health is gradually decreasing, leading to increased acceptance of counseling services.	0.670
2. Educational institutions are increasingly recognizing that counseling serves a distinct role separate from disciplinary actions.	0.642
3. The expansion of technology is enhancing the effectiveness and reach of counseling services.	0.716
4. The rise of virtual platforms is making counseling more accessible to diverse populations.	0.621
5. Integrating AI and technology into mental health practices is improving the quality of counseling services.	0.722
6. The adoption of AI tools in counseling is facilitating more personalized and efficient client support.	0.783
7. Technological advancements are enabling counselors to provide services beyond traditional settings, reaching underserved communities.	0.670
8. The incorporation of AI in counseling is opening new avenues for professional development and specialization.	0.787
9. Collaborations between counselors and tech developers are fostering innovative therapeutic tools.	0.767
10. Online resources are empowering clients to engage more actively in their mental health journeys.	0.749

The factor analysis yielded a single factor, indicating that all identified indicators converge on one underlying construct the future growth and advancement of guidance and counseling services through societal acceptance and technological innovation. According to Montesano and Seinfeld (2025), technological advancements such as virtual reality and digital interventions are reshaping counseling and psychotherapy by improving accessibility and enhancing therapeutic experiences. Similarly, Büyükbayraktar et al. (2025) noted that online counseling platforms and digital communication tools are increasingly recognized as effective approaches for expanding mental health services and addressing diverse client needs.

Although the items refer to different aspects such as reduced stigma, institutional support, virtual platforms, artificial intelligence, and professional development, they are conceptually unified by a common theme the expansion and enhancement of counseling opportunities in the future.

Table 12 Future Opportunities of Guidance Practitioners

Factor 1: The Future Growth And Advancement Of Guidance And Counseling Services Through Societal Acceptance And Technological Innovation	**SA 4**	**A 3**	**D 2**	**SD 1**
1. The stigma surrounding mental health is gradually decreasing, leading to increased acceptance of counseling services.	**54**	40	6	0
	54 %	40 %	6 %	0 %

2. Educational institutions are increasingly recognizing that counseling serves a distinct role separate from disciplinary actions.	**56**	38	6	0
	56 %	38 %	6 %	0 %
3. The expansion of technology is enhancing the effectiveness and reach of counseling services.	**54**	40	6	0
	54 %	40 %	6 %	0 %
4. The rise of virtual platforms is making counseling more accessible to diverse populations.	**52**	44	4	0
	52 %	44 %	4 %	0 %
5. Integrating AI and technology into mental health practices is improving the quality of counseling services.	**51**	40	8	1
	51 %	40 %	8 %	1 %
6. The adoption of AI tools in counseling is facilitating more personalized and efficient client support.	**45**	38	13	4
	45 %	38 %	13 %	4 %
7. Technological advancements are enabling counselors to provide services beyond traditional settings, reaching underserved communities.	**53**	46	10	1
	53 %	46 %	10 %	1 %
8. The incorporation of AI in counseling is opening new avenues for professional development and specialization.	**40**	52	8	0
	40 %	52 %	8 %	0 %
9. Collaborations between counselors and tech developers are fostering innovative therapeutic tools.	**57**	38	5	0
	57 %	38 %	5 %	0 %
10. Collaborations between counselors and tech developers are fostering innovative therapeutic tools.	48	**49**	3	0
	48 %	**49 %**	3 %	0 %
Grand Mean	**3.459- Agree**			

The findings indicate that respondents generally agree that the future of guidance counseling presents significant opportunities for growth and advancement, as reflected by the grand mean of 3.459 interpreted as "Agree." Respondents perceived that decreasing mental health stigma, increased recognition of counseling in educational institutions, and the expansion of technology contribute positively to the development of counseling services. These findings support the report of the World Health Organization (2022), which emphasized the increasing global awareness and acceptance of mental health services, resulting in greater utilization of counseling and psychosocial support.

Furthermore, respondents agreed that technological innovations, virtual counseling platforms, and Artificial Intelligence (AI) create opportunities for more accessible, personalized, and efficient counseling services. The findings also suggest that collaborations between counselors and technology developers foster innovative therapeutic tools and professional specialization. In line with this, the statement of the American Counseling Association (2021), which recognized that technology-assisted counseling can improve accessibility and service delivery for diverse and underserved populations.

Managing Future Threats in Counseling

Table 13 Kaiser-Meyer-Olkin (KMO) Measure and Bartlett's Test of Sphericity for Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.850
Bartlett's Test of Sphericity	Approx. Chi-Square	401.365
	df	45
	Sig.	.000

Since the **KMO value of 0.850** falls in the **"meritorious"** range, according to Kaiser's (1974) standard interpretation, which suggests that the sample size and correlations among variables are adequate for factor analysis. The high value suggests that correlations between pairs of variables can be explained by the other variables, making the dataset **highly factorable**. Moreover, Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix is an identity matrix (i.e., variables are unrelated). A **significant result (p < 0.05)** means that the variables do relate to each other enough to conduct factor analysis. With a **Chi-square value of 401.365** and a **p-value of .000**, the result is highly significant. This means the correlation matrix is **not an identity matrix**, and the variables are **interrelated**, justifying the use of Exploratory Factor Analysis (EFA).

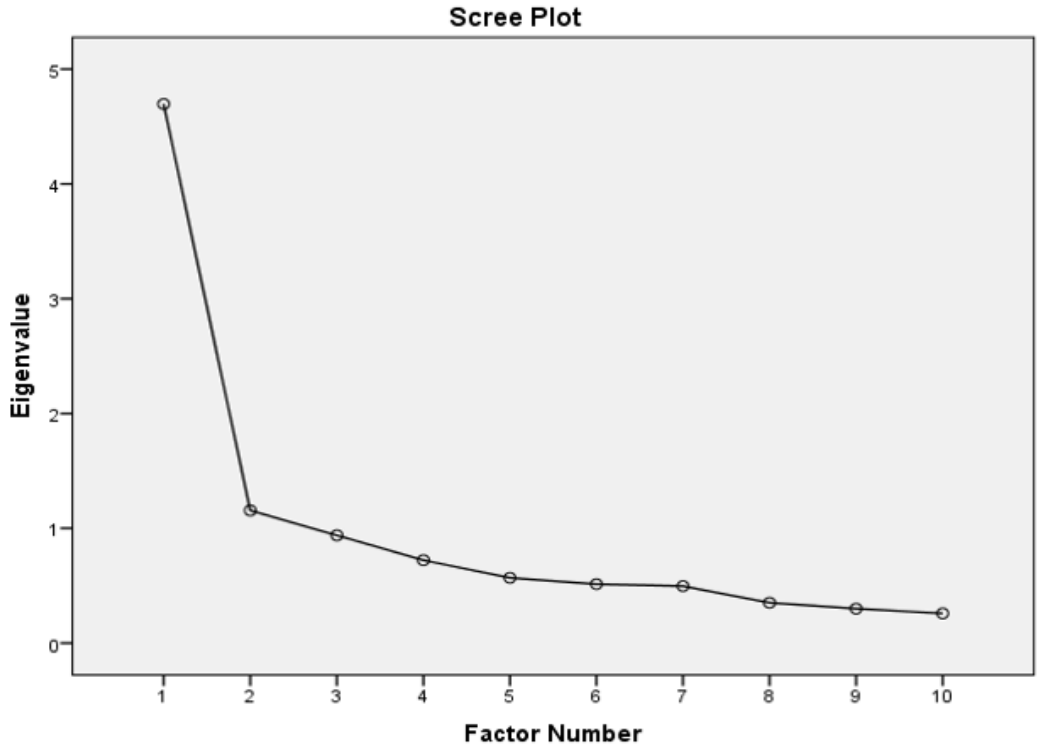

Figure 5. Scree Plot of Managing Threats

From the figure above the elbow likely occurs at **Factor 2**, where the slope of the curve begins to level off. This suggests that **two components (factors)** explain a substantial amount of variance in the data and should be retained. Thus, Retaining two factors aligns well with the **Rotated Component Matrix**, which clearly groups the indicators into **two meaningful constructs**.

Table 14 Rotation Sum of the Squared Lodgings on Managing Threats of Guidance Practitioners

Factors	Eigenvalues	% of Variance	Cumulative %
1	5.186	51.857	51.857
2	1.033	10.33	62.187

Initially, **Factor 1** has an eigenvalue **5.186**, explaining **51.857%** of the total variance. This means that nearly half of the variability in all measured items can be accounted for by a single underlying factor. **Factor 2** has an eigenvalue of **1.033**, contributing an additional **10.33%** of variance, bringing the cumulative variance to **62.187%**. The remaining factors (Factors 3 to 10) all have eigenvalues **below 1**, indicating that they explain relatively small and insufficient amounts of variance and are therefore not considered meaningful.

After extraction, only **two factors** were retained. **Factor 1** explains **51.857%** of the variance, while **Factor 2** explains **10.33%**, with a cumulative explained variance of **62.187%**. The large drop in variance

explained from Factor 1 to Factor 2 suggests that **Factor 1 is the dominant factor**, capturing the core construct measured by the variables.

Overall, the results indicate that the data are largely explained by **one strong underlying factor**, while the second factor contributes only a minimal amount of additional information. This supports the interpretation of a **primarily single-factor structure**, meaning the items are closely related and measure a common concept on managing the threats, with limited multidimensionality.

The substantial proportion of explained variance and strong eigenvalues further affirm the validity and reliability of the factor structure, supporting the appropriateness of EFA in identifying latent constructs within the dataset.

Only those with factor loadings of more than .5 were included and categorized to the two factors displayed below:

Table 15 Factors of Managing Threats

Factor 1 ***Future Readiness And Sustainability Of Guidance And Counseling In A Technology-Driven Context***	**Factor Loadings**
1. Enhancing digital literacy among counselors is essential to effectively navigate technological advancements in counseling.	0.713
2. Implementing comprehensive policies can help address emerging ethical dilemmas associated with technology in counseling.	0.422
3. Securing adequate funding is crucial for acquiring necessary tools and materials to support counseling services.	0.487
4. Preserving the human connection in counseling is vital, even as technology becomes more integrated into practice.	0.481
5. Continuous training in various areas is necessary for counselors to stay updated with evolving practices and technologies.	0.296
6. Establishing a Magna Carta for counselors would provide a legal framework to protect their rights and define their responsibilities.	0.449
7. Developing better policies can mitigate data privacy concerns associated with the use of technology in counseling.	0.447
8. Promoting digital literacy among clients can enhance their engagement and trust in technology-assisted counseling services.	0.642
9. Creating support networks for counselors can help address issues of burnout and professional isolation.	0.553
10. Regular assessments of counseling practices can ensure ethical standards are maintained amidst technological integration.	0.399

The factor of Future Readiness and Sustainability of Guidance and Counseling in a Technology-Driven Context refers to the capacity of counseling services and professionals to adapt, endure, and remain effective amid rapid technological advancement, evolving societal expectations, and increasing mental health demands. According to Firth et al. (2019), digital mental health technologies are increasingly being integrated into clinical practice, offering scalable solutions to mental health service gaps while also introducing new ethical and professional challenges that counselors must manage effectively.

In addition, WHO (2022) emphasizes that strengthening mental health systems requires investing in human resources, improving service accessibility, and ensuring sustainable workforce development to meet rising global mental health needs. This supports the idea that sustainability in counseling depends heavily on institutional and policy-level support.

Table 16 Managing Threats in the Future of Counseling

Factor 1: ***Future Readiness And Sustainability Of Guidance And Counseling In A Technology-Driven Context***	**SA 4**	**A 3**	**D 2**	**SD 1**
1. Enhancing digital literacy among counselors is essential to effectively navigate technological advancements in counseling.	**65**	32	3	0
	65 %	32 %	3 %	0 %
2. Implementing comprehensive policies can help address emerging ethical dilemmas associated with technology in counseling.	**73**	23	4	0
	73 %	23 %	4 %	0 %
3. Securing adequate funding is crucial for acquiring necessary tools and materials to support counseling services.	**70**	26	4	0
	70 %	26 %	4 %	0 %
4. Preserving the human connection in counseling is vital, even as technology becomes more integrated into practice.	**68**	30	2	0
	68 %	30 %	2 %	0 %
5. Continuous training in various areas is necessary for counselors to stay updated with evolving practices and technologies..	**77**	23	0	0
	77 %	23 %	0 %	0 %
6. Establishing a Magna Carta for counselors would provide a legal framework to protect their rights and define their responsibilities.	**70**	27	3	0
	70 %	27 %	3 %	0 %
7. Developing better policies can mitigate data privacy concerns associated with the use of technology in counseling	**62**	33	4	1
	62 %	33 %	4 %	1 %
8. Promoting digital literacy among clients can enhance their engagement and trust in technology-assisted counseling services.	**63**	35	2	0
	63 %	35 %	2 %	0 %
9. Creating support networks for counselors can help address issues of burnout and professional isolation.	**64**	31	5	0
	64 %	31 %	5 %	0 %
10. Regular assessments of counseling practices can ensure ethical standards are maintained amidst technological integration.	**62**	36	2	0
	62 %	36 %	2 %	0 %
Grand Mean	**3.643 - Strongly Agree**			

The findings reveal that respondents strongly agree that future readiness and sustainability in guidance and counseling depend on technological competence, ethical preparedness, and continuous professional development, as reflected by the grand mean of 3.643 interpreted as “Strongly Agree.” Respondents emphasized the importance of continuous training, digital literacy, adequate funding, and policy implementation to effectively address the evolving demands of counseling practice. This finding supports the study of Topol (2019), who explained that professionals in helping fields must continuously adapt to technological innovations while maintaining ethical and human-centered practices in service delivery.

Furthermore, respondents strongly agreed that preserving human connection, strengthening counselor support systems, and implementing policies to protect counselors are essential for sustaining the profession in a technology-driven context. The findings also indicate that better policies and regular assessments are necessary to address data privacy concerns and counselor burnout. In line with that, the work of Maslach and Leiter (2016), who emphasized that institutional support, professional development, and workplace protection are crucial in reducing burnout and maintaining the effectiveness of helping professionals.

Maximizing Opportunities

Table 17 Kaiser-Meyer-Olkin (KMO) Measure and Bartlett's Test of Sphericity for Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.810
Bartlett's Test of Sphericity	Approx. Chi-Square	426.431
	df	45
	Sig.	.000

Since the **KMO value of 0.810**falls in the **"meritorious"** range, Kaiser's (1974) standard interpretation which suggests that the sample size and correlations among variables are adequate for factor analysis. The high value suggests that correlations between pairs of variables can be explained by the other variables, making the dataset **highly factorable**. Moreover, Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix is an identity matrix (i.e., variables are unrelated). A **significant result (p < 0.05)** means that the variables do relate to each other enough to conduct factor analysis. With a **Chi-square value of 426.431** and a **p-value of .000**, the result is highly significant. This means the correlation matrix is **not an identity matrix**, and the variables are **interrelated**, justifying the use of Exploratory Factor Analysis (EFA).

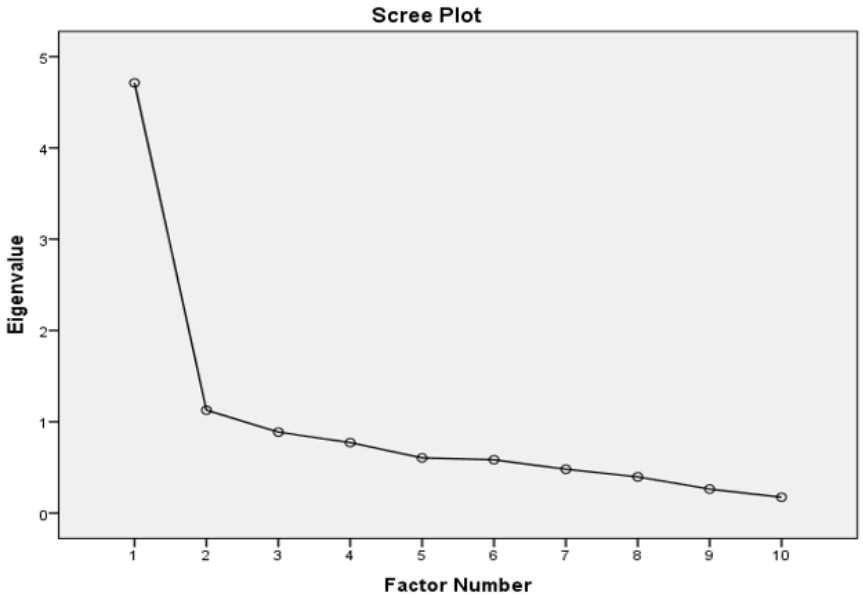

Figure 6. Screeplot of Managing Opportunities

From the figure above the elbow likely occurs at **Factor 2**, where the slope of the curve begins to level off. This suggests that **two components (factors)** explain a substantial amount of variance in the data and should be retained. Thus, Retaining two factors aligns well with the **Rotated Component Matrix**, which clearly groups the indicators into **two meaningful constructs.**

Table 18 Rotation Sum of the Squared Lodgings on How to Maximize Opportunities for the Future of Counseling

Factors	Eigenvalues	% of Variance	Cumulative %
1	4.244	42.440	42.440
2	0.761	7.612	50.052

The Rotation Sum of Squared Loadings table presents the eigenvalues, percentage of variance, and cumulative variance explained by each extracted factor following varimax rotation. These values are essential in evaluating the significance and interpretability of the factors retained through Exploratory Factor Analysis (EFA).

Factor 1 has an **eigenvalue of 4.244**, accounting for **42.440%** of the total variance. This indicates that it is the most dominant factor and explains nearly half of the variability in the dataset. While **Factor 2** has an **eigenvalue of 0.761**, contributing an additional **7.612%** of the variance. Together, the two factors account for a cumulative variance of **50.052%,** which is considered satisfactory in social science research, as it indicates that more than 68% of the total variance in the data can be explained by these two underlying dimensions.

The above result suggests that the 10 indicators measuring Guidance Practitioner's perspectives on the Maximizing the Future Opportunities in Counselling can be meaningfully reduced into two distinct factors, each representing a cluster of related variables. These factors likely reflect core dimensions of how to maximize the future opportunities. The substantial proportion of explained variance and strong eigenvalues further affirm the validity and reliability of the factor structure, supporting the appropriateness of EFA in identifying latent constructs within the dataset.

Only those with factor loadings of more than .5 were included and categorized to the two factors displayed below:

Table 19 Factors of Managing Opportunities

Factor 1: **Personalization and Inclusivity in Tech-Enhanced Counseling**	**Factor Loadings**
1. Continuous training in various areas is essential for counselors to adapt to emerging opportunities in the profession.	0.522
2. Allocating time for personal growth and well-being enhances counselors' effectiveness in their roles.	0.692
3. Enhancing digital literacy among counselors is crucial for leveraging technological advancements in counseling.	0.405
4. Tailoring technology-based interventions to individual client needs improves counseling outcomes.	0.390
5. Incorporating diverse voices and perspectives enriches counseling practices and promotes inclusivity.	0.252
6. Utilizing virtual reality environments can enhance client engagement and therapeutic outcomes in counseling sessions.	0.805
7. Incorporating client feedback into the development of digital counseling tools ensures they are user-friendly and effective.	0.622
Factor 2: Innovation and Professional Growth through Technological Integration	
1. Ongoing professional development in digital tools enables counselors to better serve a diverse clientele.	0.328
2. Integrating AI and technology into mental health services can expand access and personalize care.	0.399
3. Collaborating with technology developers can lead to the creation of innovative counseling tools tailored to client needs.	0.590

Factor 1: Personalization and Inclusivity in Tech-Enhanced Counseling

This factor emphasizes key components of modern counseling practice, including continuous training, counselor well-being, digital literacy, inclusivity, and the use of client-centered technological interventions such as VR and feedback-based tools. It highlights the need for counselors to continuously upgrade their skills to keep up with technological advancements while maintaining ethical and effective practice. This is supported by McLeod (2019), who emphasized that ongoing professional development is crucial in maintaining effective and ethical counseling practice in changing professional environments.

It also underscores the importance of counselor well-being to prevent burnout and ensure quality service delivery, especially amid increasing workload and technological demands. Digital literacy is essential for effectively integrating counseling technologies, while inclusivity ensures that services remain accessible and responsive to diverse client populations. Finally, client-centered technologies like VR and feedback systems enhance engagement and improve counseling outcomes through more personalized and interactive interventions.

Factor 2: Innovation and Professional Growth through Technological Integration

This factor emphasizes the growing need for counselors to develop continuous digital skills, integrate AI for more personalized mental health care, and collaborate with technology developers to improve counseling services. It reflects how the profession is becoming increasingly technology-driven and innovation-oriented.

Ongoing digital skill development ensures that counselors can effectively use modern tools such as teletherapy platforms and digital assessment systems while maintaining ethical standards. AI integration supports more personalized and data-informed interventions, improving the efficiency and responsiveness of counseling services. In line with this, the WHO emphasizes that digital competence is now a core skill in mental health professions, as it ensures safe, effective, and accessible service delivery in technology-driven environments (World Health Organization, 2022).

Table 20 Managing Opportunities of Guidance Practitioners

Factor 1: **Personalization and Inclusivity in Tech-Enhanced Counseling**	**SA 4**	**A 3**	**D 2**	**SD 1**
1. Continuous training in various areas is essential for counselors to adapt to emerging opportunities in the profession.	71	28	1	0
	71%	28 %	1%	0%
2. Allocating time for personal growth and well-being enhances counselors' effectiveness in their roles.	74	24	2	0
	74%	24 %	2%	0%
3. Enhancing digital literacy among counselors is crucial for leveraging technological advancements in counseling.	75	23	2	0
	75%	23 %	2%	0%
4. Tailoring technology-based interventions to individual client needs improves counseling outcomes.	59	38	3	0
	59%	38 %	3%	0%
5. Incorporating diverse voices and perspectives enriches counseling practices and promotes inclusivity.	60	37	3	0
	60%	37 %	3%	0%
6. Utilizing virtual reality environments can enhance client engagement and therapeutic outcomes in counseling sessions.	58	36	6	0
	58%	36 %	6%	0%
7. Incorporating client feedback into the development of digital counseling tools ensures they are user-friendly and effective.	53	43	4	0
	53%	43 %	4%	0%
Weighted Mean	**3.61 - Strongly Agree**			
Factor 2: Innovation and Professional Growth through Technological Integration	**SA 4**	**A 3**	**D 2**	**SD 1**
1. Ongoing professional development in digital tools enables counselors to better serve a	57	38	5	0

diverse clientele.	57%	38 %	5%	0%
2. Integrating AI and technology into mental health services can expand access and personalize care.	53	42	4	1
	53%	42 %	4%	1%
3. Collaborating with technology developers can lead to the creation of innovative counseling tools tailored to client needs.	47	47	6	0
	47%	47 %	6%	0%
Weighted Mean	**3.47 - Agree**			
Grand Mean	**3.57 - Strongly Agree**			

The findings reveal that respondents strongly agree that managing opportunities in guidance practice is anchored on personalization, inclusivity, and continuous professional development in a technology-enhanced counseling environment, as reflected by the grand mean of 3.57 interpreted as "Strongly Agree." Factor 1 obtained a weighted mean of 3.61, indicating that counselors highly value continuous training, digital literacy, well-being, and tailored interventions as key drivers of effective counseling practice. This supports the findings of World Health Organization (2022), which emphasized that strengthening workforce capacity through continuous training and digital health literacy is essential in improving the delivery of modern mental health and counseling services.

Moreover, respondents agreed that innovation and professional growth through technological integration are important opportunities for the profession, as reflected in Factor 2's weighted mean of 3.47. This includes the use of AI, virtual tools, and collaboration with technology developers to improve accessibility and personalization of care. This is supported by the study of Bates (2019), who highlighted that effective integration of technology in professional practice requires adaptability, collaboration, and continuous learning to enhance service delivery and innovation in evolving digital environments.

General Foresights on the Future of Guidance and Counseling

The findings of the study revealed that guidance counselors and practitioners strongly foresee that the future of counseling will be shaped by technological advancement, increased mental health awareness, and the evolving role of counselors in society. Respondents emphasized that counseling services will become more accessible through teletherapy, AI-assisted tools, and virtual platforms.

These findings are supported by the high weighted mean of 3.57 interpreted as "Strongly Agree," indicating that respondents positively perceive the integration of technology into counseling practices. According to Gill (2025), online therapy, virtual reality, artificial intelligence (AI), mindfulness approaches, and positive psychology are among the anticipated trends in the future of counseling. Similarly, Firth et al. (2019) stated that technological platforms such as telehealth and online therapy apps expand access to mental health services, particularly in underserved communities.

Moreover, Luxton (2016), who explained that AI applications can improve counseling efficiency and decision-making processes. Respondents in this study acknowledged that AI-assisted tools and virtual platforms will become essential in counseling services. This supports the Exploratory Factor Analysis (EFA), which identified "Technology-Driven Counseling Innovation" and "Evolving Role and Demand for Counseling Professionals" as the major factors influencing the future of counseling.

Republic Act No. 12080 Basic Education Mental Health and Well-Being Promotion Act," strengthens the future demand for counselors because educational institutions are expected to provide standardized mental health services. As mental health awareness continues to increase, guidance counselors will become more significant in promoting student well-being and resilience.

Future Threats in Guidance and Counseling

The study revealed that respondents strongly agreed that future counseling practices may face several threats, particularly ethical concerns, technological pressures, lack of resources, workforce shortages, and counselor burnout. The findings showed a grand mean of 3.55 interpreted as "Strongly Agree," indicating that these threats are perceived as highly significant by guidance practitioners. In line with that Binns (2018), who emphasized that data privacy, algorithmic bias, and informed consent are major ethical concerns in AI-driven counseling. Similarly, Sharma and Hwang (2022) argued that while AI-powered counseling platforms improve accessibility, they also create risks related to confidentiality and the loss of human empathy in counseling sessions.

Additionally, the respondents identified burnout and increased workloads as major concerns in the counseling profession. This finding supports Harrison and Kilag (2023), who found that increasing mental health demands contribute to emotional exhaustion, administrative overload, and workforce shortages among counselors. The study also highlighted concerns regarding the digital divide. Respondents noted that not all clients can easily access technology-assisted counseling due to financial and technological limitations.

This supports Dela Cruz et al. (2022) and Kayyli et al. (2017), who explained that low-income individuals, rural populations, elderly clients, and individuals with disabilities often struggle to access digital counseling services. Furthermore, respondents expressed concern that AI may weaken the traditional counselor-client relationship. Pirnay (2023) supported this claim by stating that many participants remain uncomfortable with AI replacing human-led counseling because empathy and human connection remain essential in therapeutic relationships. These findings demonstrate that while technological advancement creates opportunities, it also introduces significant ethical, professional, and psychosocial challenges that counseling professionals must address.

Future Opportunities in Guidance and Counseling

Despite the identified threats, the study revealed that respondents remain optimistic regarding the future opportunities in counseling. Respondents agreed that decreasing stigma toward mental health, increased institutional support, and technological innovation will positively transform counseling practices. This finding supports Gill (2025), who explained that teletherapy, AI-assisted counseling, and virtual reality interventions can improve accessibility and effectiveness of mental health services.

Additionally, Vaidyam et al. (2019) emphasized that AI-powered chatbots can provide immediate mental health support and encourage individuals who are hesitant to seek face-to-face counseling due to stigma. The study also revealed that technology allows counselors to reach underserved populations and provide more personalized interventions. This finding aligns with Zhou et al. (2022), who explained that AI-driven interventions extend therapy support beyond traditional sessions and improve service accessibility.

Furthermore, respondents viewed AI integration as an opportunity for professional growth and specialization among counselors. Cruz and Medina (2020) similarly found that counselors recognize AI's potential to improve administrative efficiency and career guidance services in educational institutions. The EFA findings identified "Technological Integration and Innovation in Counseling Practice" as one of the major dimensions of future opportunities. This implies that guidance practitioners recognize technology not only as a tool for convenience but also as a means to improve therapeutic outcomes and empower clients.

Strategies for Managing Future Threats

The study identified several strategies necessary for managing future threats in counseling. Respondents strongly agreed that enhancing digital literacy, establishing ethical policies, securing funding, continuous professional development, and preserving the human connection are essential for sustainable counseling practice. These findings support Skovholt and Ronnestad (2018), who emphasized that continuous

professional development and advanced training programs are necessary to equip counselors with skills needed in a technology-driven environment.

Likewise, APA (2021) highlighted that resource limitations and lack of funding significantly affect counseling service delivery. The respondents also emphasized the importance of establishing ethical guidelines for AI integration in counseling. This finding supports Saeidnia et al. (2024), who argued that ethical frameworks, bias mitigation strategies, and continuous evaluation are necessary to ensure responsible AI implementation in mental healthcare. Furthermore, the preservation of empathy and human connection was strongly emphasized by respondents.

This supports Landi (2024), who found that empathy remains one of the strongest predictors of positive counseling outcomes. The study therefore suggests that the successful integration of technology into counseling requires a balance between innovation and ethical human-centered practice

Strategies for Maximizing Future Opportunities

The study revealed that maximizing future opportunities in guidance and counseling requires counselors, institutions, and stakeholders to embrace innovation while maintaining ethical and client-centered practices. Respondents strongly agreed that technological advancement, mental health awareness, and institutional support can create significant opportunities for the counseling profession when properly utilized. One of the primary strategies identified is the continuous integration of technology into counseling services.

Respondents emphasized the importance of teletherapy platforms, AI-assisted counseling tools, and digital mental health applications in expanding access to counseling services. This finding supports Gill (2025), who stated that teletherapy, artificial intelligence, and virtual interventions are among the most promising developments in the future of counseling because they improve accessibility, efficiency, and flexibility of mental health services. Likewise, Vaidyam et al. (2019) explained that AI-powered chatbots and digital mental health platforms can provide immediate psychological support and encourage help-seeking behavior among individuals who are hesitant to participate in face-to-face counseling. Another strategy identified is strengthening professional development and digital competency among counselors.

Respondents agreed that counselors must continuously improve their technological skills to remain competent in modern counseling practices. This supports Skovholt and Ronnestad (2018), who emphasized that continuous professional development equips counselors with the necessary competencies to adapt to emerging trends and technological innovations. Through seminars, certifications, and specialized training, counselors can effectively maximize the benefits of digital counseling tools while maintaining professional standards. The findings also highlighted the importance of increasing mental health awareness and reducing stigma in society. Respondents believed that growing public acceptance of counseling services creates more opportunities for counselors to reach underserved populations.

Firth et al. (2019), who noted that digital mental health platforms and online counseling services increase accessibility and encourage individuals to seek professional support, particularly in communities where stigma toward mental health remains present. Furthermore, respondents emphasized the importance of collaboration between schools, mental health organizations, and government institutions. Institutional partnerships can provide additional resources, policy support, and funding opportunities that strengthen counseling programs.

Republic Act No. 12080 further supports this opportunity by promoting accessible and standardized mental health services in educational institutions, thereby increasing the demand for qualified guidance counselors. Lastly, respondents stressed that maximizing opportunities should not rely solely on technology. Maintaining empathy, trust, and human connection remains essential in counseling practice. This supports Landi (2024), who explained that empathy continues to be one of the strongest factors influencing positive counseling outcomes. Therefore, the study suggests that the future success of counseling lies in balancing technological innovation with ethical and human-centered ca

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

On this chapter it represents the summary of findings, conclusions and recommendations based on the result of the study.

Summary of Findings

This study investigated the future of guidance counseling, exploring foresights, future threats, opportunities, and strategies for managing threats and maximizing opportunities. On the qualitative analysis identified key themes across these areas, and due to R.A 12080 the demand for counselor will increase and the stigma on mental health will decreased. Technological integration and complex cases makes the counseling profession evolved and adapt to it. Concurrent threats identified include resource limitations, ethical dilemmas related to technology, and counselor burnout. Opportunities, however, consider the technological integration to enhance the accessibility, more personalize services due to shifting societal and promote greater acceptance of mental health support on individual.

Exploratory Factor Analysis (EFA) supported the findings on the qualitative analysis and consistently revealed two dominant factors. For foresights, these were "Technology-Driven Counseling Innovation" and "Evolving Role and Demand." Threats were categorized into "Systemic and Ethical Constraints" and "Emerging Psychosocial and Technological Pressures." Opportunities were grouped into "Evolving Social Perceptions and Client Empowerment" and "Technological Integration and Innovation." Finally, strategies for managing threats were categorized as "Institutional and Professional Support" and "Ethical and Human-Centered Technology Integration," while strategies for maximizing opportunities were divided into "Personalization and Inclusivity in Tech-Enhanced Counseling" and "Innovation and Professional Growth through Technological Integration." In all cases, respondents strongly agreed with the identified factors.

The findings on both qualitative and quantitative strongly suggested that the future of guidance counseling will be shaped by technological integration or advancement and to the evolving societal norms towards mental health. The future threats to be considered and need to address are increased on resources, and ethical guidelines for technology integration. On the other hand, opportunities to be maximized are continuous professional development, trainings and seminars for the advancement of technology and promote inclusive and quality mental health services.

Conclusion

The study concludes that the future of counseling is poised for significant transformation, driven by rapid technological advancements and increasing societal recognition of mental health importance. Supported by legislative frameworks such as Republic Act No. 12080 and reduced stigma, the profession is expected to become an integral and standardized component of educational and health systems. The findings reveal that future practice will be defined by two key dimensions: technology-driven innovation and the evolving role of professionals. Consequently, effective counseling practice must evolve to be technologically enhanced while remaining firmly human-centered, requiring practitioners to balance digital proficiency with strong ethical standards and relational competencies.

In addition, future effectiveness of counseling services faces significant challenges primarily driven by systemic inadequacies and evolving pressures. Key threats identified include increasing case complexity, workforce shortages, limited funding, and ethical risks associated with unregulated technology use. These challenges are categorized into systemic and ethical constraints, as well as psychosocial and technological pressures, which collectively threaten the sustainability of practice. Without immediate and proactive intervention, these issues may severely compromise service quality, data security, and the overall well-being of guidance practitioners.

On the other hand, technology integration sought by the guidance practitioners as a valuable opportunity. Because of that client can assess mental health services through online and they become open to

their problems. In addition, client that afraid to open in a face to face setting can now find comfort in telehealth services or mental health apps. Furthermore, it can also provide a client progress and offer immediate support when needed.

The threats can be an opportunities also, but, effective strategies in managing threats must focus on strengthening institutional support, securing adequate funding, and establishing legal frameworks such as the Magna Carta for Counselors. Furthermore, the integration of technology must be guided by clear ethical standards and human-centered practices to protect the quality of the counselor-client relationship. Ensuring the sustainability and effectiveness of future services demands a collective and coordinated effort from policymakers, institutions, and practitioners alike.

Lastly, maximizing opportunities in the counseling profession requires a holistic approach focused on continuous professional development, personal well-being, and strategic technological integration. The findings highlight that effective future practice depends on personalizing interventions, ensuring inclusivity, and fostering collaboration between counselors and technology developers. Ultimately, becoming a future-ready counselor demands a balance of technical competence, ethical sensitivity, and cultural responsiveness to fully leverage innovation and enhance service delivery.

Recommendation

1. Institutions prioritize continuous professional development that equips counselors with digital literacy and advanced clinical skills. Policymakers and school administrators should ensure the full implementation of Republic Act No. 12080 and provide adequate resources to support expanding service demands. Furthermore, the integration of technology should be pursued strategically, ensuring that tools like AI and teletherapy are utilized to expand access and improve outcomes without compromising the quality of the therapeutic relationship and ethical standards.

2. Educational institutions and policymakers allocate sufficient funding and establish clear standards and protocols for technology integration to ensure data privacy and ethical practice. Furthermore, support systems must be strengthened to prevent burnout and facilitate clear career progression. Addressing these challenges requires a collective effort to provide adequate resources, professional protection, and ethical guidelines that enable counselors to practice effectively and sustainably.

3. Guidance practitioners actively develop their digital literacy and competence to effectively utilize telehealth platforms and mental health applications. Institutions should provide training on the proper and ethical integration of technology in counseling to maximize its potential in expanding access and improving client engagement.

4. Policymakers prioritize the enactment and implementation of laws, such as the Magna Carta, to provide legal protection and career progression for counselors. Educational institutions should allocate sufficient funding and establish comprehensive ethical policies and support networks. Additionally, continuous professional development programs must be strengthened to enhance digital literacy and ensure that technology is integrated responsibly, maintaining ethical standards and the human element of counseling.

5. Lastly, Institutions prioritize investment in continuous professional development programs that enhance digital skills and cultural competence. Guidance counselors should actively prioritize their own well-being and adopt personalized, inclusive practices to better serve diverse populations. Furthermore, collaboration with technology developers is encouraged to create innovative tools that are responsive to client needs and feedback, ensuring that technology is utilized ethically and effectively to improve counseling outcomes.

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