



What New Research Shows

THE EDUCATIONAL CONSULTANT'S ROLE IN YIELDING YOUR BEST

Independent Educational Consultant's Role in Yielding Your Best: New Research

◎ Learning Objectives:

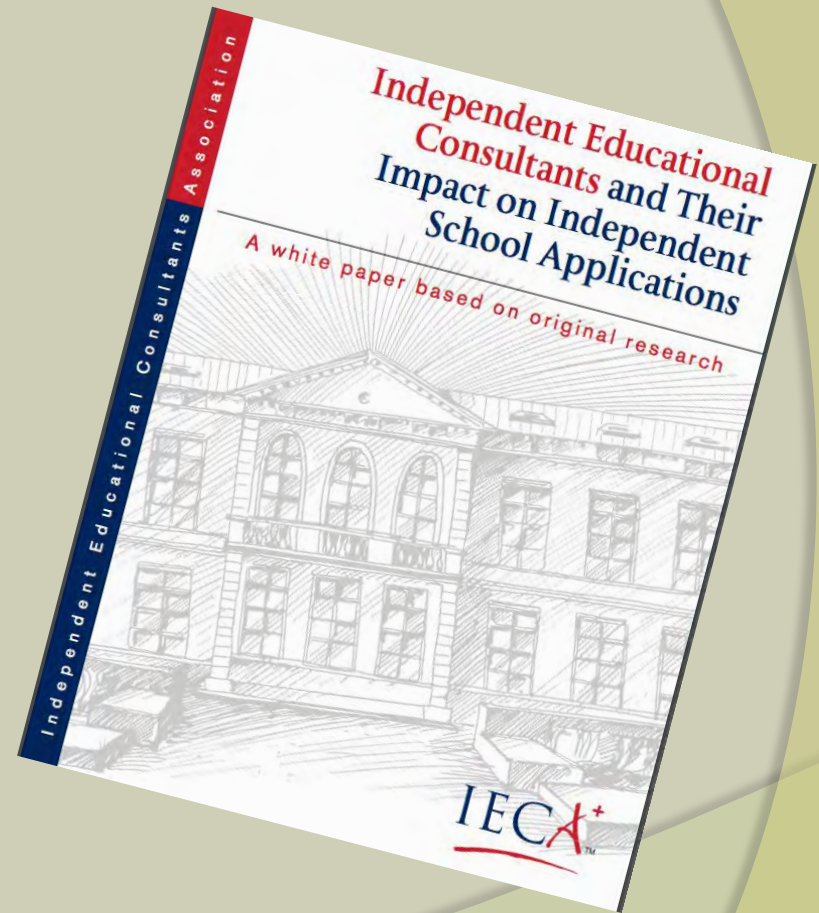
- Raise awareness of the impact of IECs on independent school enrollment based on empirical data
- Improve understanding of how IECs work with families
- Gain insight on how schools can improve their interaction with IECs
- Gain strategies for increased applications to school via outreach through IECs

Today's Panel

- ◎ Holly Blumenstyk, IECA Professional Member
Learning Associates, NJ
- ◎ Don McMillan, IECA Professional Member
McMillan Education, MA
- ◎ Lynne Palmer, Director of Admission &
External Affairs, Brewster Academy, NH

New Research

- ⦿ Detailed survey of all IECA Member school placement consultants conducted in late 2015.
- ⦿ ‘White Paper’ released September, 2016.



Growth in School Consulting

- 20 Years Ago

- 70% of IECA Members advised on school placement

- Total Membership: 250

- 175 School advisors

- Today

- 42% of IECA Members advise on school placement

- Total Membership: 1,513

- 630 School advisors

15,000 Secondary Students Placed by IECA Members Yearly



- ◎ 7500+ to Boarding Schools
- ◎ 6300+ to Independent Day Schools
- ◎ 1200+ to Parochial Schools



Boarding....

- ◎ 83% of secondary students served by IECA Members come from families with **NO HISTORY** of boarding school education!
- ◎ *Yet, nearly a quarter of these* end up matriculating at a boarding school!



Global Reach



- ◉ Since 2015, IECA Members have placed students from **76** countries... from Angola to Zimbabwe

- ◉ 53% of IECA Members now work internationally

Professional Membership in IECA Requires

- ⦿ 3 Years Experience
- ⦿ 25 School Campus Visits
- ⦿ 3 Reference Checks
- ⦿ 35 Clients Placed
- ⦿ Masters Degree or Higher
- ⦿ Complete Ethics Webinar & Review



IECA Members

⦿ Ethics Requirements:

- Must not interfere with school admission decisions
- May not accept commissions or fees
- Seek to reduce student/family anxiety
- \$75 annual limit on gifts
- Practice limited to demonstrated expertise
- Provide complete & factual data to schools
- Act in best interest of the student



A KEY Difference

Independent Educational Consultants

- ⦿ Compensated by families
- ⦿ Work with ALL schools
- ⦿ Emphasize 'best fit'
- ⦿ May not accept any commission or fee from a school-removing any incentive for application fraud
- ⦿ Work domestically & internationally

Agents

- ⦿ Compensated by schools
- ⦿ Work with a limited list of contracted schools
- ⦿ Limit placements to contracted schools
- ⦿ Are incentivized to create fraudulent applications
- ⦿ Work internationally, skirt laws domestically

Ways to Connect with IECA Educational Consultants



1 Invite IECA members to participate in announced campus tours and take part in consortia multi-day, multi-campus events.
Contact: Membership@IECAonline.com

2 Include a visit with local IECA member consultants when you or your admission staff are visiting communities, either in groups or individually. We can assist in gathering groups of members.
Contact: Membership@IECAonline.com

3 Attend an IECA conference and participate in the School and College Fair or Information Swap for special programs.
Contact: Rachel@IECAonline.com

4 Submit a "Call for Proposal" to present at an upcoming IECA conference or training workshop on a topic related to admissions or student success.
Contact: Valerie@IECAonline.com

5 Engage with IECA members on social media: follow and post on IECA's Facebook page and Twitter account (@IECA) about upcoming events at your school.

6 Provide IECA with your school's primary contact information as a consultant/IECA liaison (name, title, address, e-mail).
Contact: info@IECAonline.com

7 Contribute an article to the IECA newsletter, Insights, or to our blog (IECAonline.com/blog).
Contact: Insights@IECAonline.com

8 Order sets of mailing lists for IECA members (we can sort by region, states, specialty, etc.).
Contact: LeAnnette@IECAonline.com

9 Advertise Your School in IECA's bi-monthly newsletter (mailed to 5,000+ IECs and schools) or in a conference guide; become a sponsor of a conference or our webinars.
Contact: Sarah@IECAonline.com



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For more opportunities, go to www.IECAonline.com

- Campus Tours
- Visit IECs
- Conferences
- Presentations
- Social Media
- Insights
- Mailings
- Advertise
- Sponsor
- Educate & Inform