

An IECA Educational Consultant Can Help With One Of Life's Most Important Decisions

Choosing the right college is one of the most important decisions students and families will make. A student's college experience significantly impacts his or her personal growth and future plans. Finding the right fit, however, is not always easy and can be a stressful process. There are many factors to consider when searching for the right college. That is where an IECA member consultant plays a vital role. The latest research indicates that more than 26% of students planning to attend a four-year college now use an independent educational consultant to help them with their college search and application process.

School guidance counselors serve a very important function in the college application process. IECA member consultants supplement the work of guidance counselors by providing students with additional personalized attention and individual time outside of normal school hours. IECA members are able to research and visit colleges extensively, work closely with students and families to ensure a great match, and help students stay organized and on schedule.

Studies have shown that students often limit their college choices to schools that their friends attend, those that have nationally renowned sports teams, or those located close to home. IECA member consultants can broaden these potential choices and help students identify colleges that will be the right educational, social, and personal fit.

About the Independent Educational Consultants Association (IECA)

IECA was founded in 1976 as a non-profit, professional association of established independent educational consultants. As the nation's respected voice of the profession, IECA sets the standards, leads the discussion, and serves as the public face of independent educational consulting to the media, colleges, and other professionals. When a family chooses an independent educational consultant who is a member of IECA, they are assured that the consultant is experienced, highly trained, and committed to the profession's highest standards for ethical practices.

IECA members help find the right school, college, or program for your student. IECA member educational consultants are independent from educational institutions, never accept payment from a school or program in exchange for placement, and work only in the best interest of the student and the family.

To find an IECA member, search our online database at www.IECAonline.com or call our office for a free copy of our print directory: 703-591-4850.



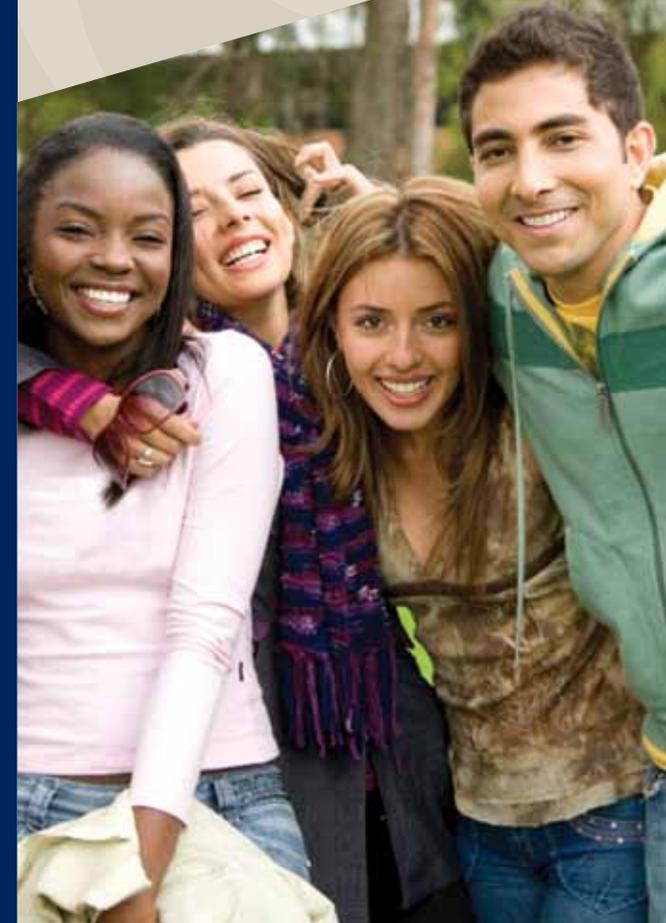
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How to Find the Right College

An Independent Educational
Consultant Can Help
You Succeed in the
College Search



I N D E P E N D E N T E D U C A T I O N A L C O N S U L T A N T S A S S O C I A T I O N

How an IECA Member Educational Consultant Can Help Find the Right College *for You*

IECA member consultants can be a welcome resource for students and families who are looking for knowledgeable professionals with experience in admissions counseling. IECA members provide individual attention, flexible scheduling, and are committed to finding colleges that are the right fit for the student.

An IECA educational consultant spends hours with the applicant and family getting to the heart of the student's personality, interests, qualifications, and aspirations. The college planning process begins when an IECA member learns as much as he or she can about the student and then works to find colleges that will provide the best environment for the student's educational, social, and personal growth. It's not only about being accepted by colleges; more importantly, it's about finding the right match.

IECA members conduct an extensive search of appropriate colleges for each student. An IECA consultant spends 20% of his or her time touring colleges, meeting with admissions officers, and exploring the campus environment. As a result, IECA members gain a vast, first-hand knowledge of colleges, including their programs, campus culture, and admission requirements. This personal insight provides clients with a greater understanding than college websites, guidebooks, or social media can convey. Because IECA members are familiar with a multitude of schools, they can present students with a much wider selection of possibilities and provide vital help in weighing factors such as curriculum, environment, and affordability.

An IECA educational consultant can guide you through the entire college selection and application process.

Working with someone who understands the system and process can be invaluable during this stressful time. IECA members regularly attend conferences and workshops to stay current on admission trends and developments. They can provide support and advice regarding high school curriculum, standardized testing, essays, applications, interviews, and financial aid. IECA member consultants can even help students decide what extracurricular, summer, and career-oriented experiences will best suit their personal and educational goals.

IECA member consultants provide unbiased help. IECA members work for you, not the college. Not tied to nor compensated by any school, IECA members offer an objective, unbiased viewpoint and help students evaluate the pros and cons of each college. With colleges becoming more expensive and competitive every day, families feel more anxious about the college admission process and how to go about finding appropriate choices that they can afford. An IECA educational consultant serves as the applicant's personal resource in this important decision-making process.

