



**Independent Educational
Consultants Association**

10 Important Ways IECA Members Are Unlike Other Independent Educational Consultants



1 Experience

IECA members are serious professionals. They must have at least three years of qualifying experience and have worked with scores of students before we will consider their applications for membership. Each application is reviewed by a committee of respected peers, assuring professionalism and competence.

2 Campus Knowledge

IECA members have, on average, visited and evaluated more than 150 campuses each (annually about 20% of their time) to stay knowledgeable and up-to-date.

3 Professional Integrity

IECA members complete an ethics course and sign an annual pledge that governs their interactions with schools, colleges, programs, students, and parents. They agree to avoid any action that distorts or misrepresents a student's record or interferes with admission personnel's ability to get an accurate picture of a student. IECA members affirm yearly that they will accept no compensation from any institution in exchange for placement or referral.

4 Truth in Advertising

As a criterion for membership, applicants must submit their marketing materials so that we can ensure no false promises are made to prospective clients. When communicating with students and parents, IECA members emphasize finding a great match, rather than merely "getting in." They do not exploit family anxieties.

IECA's stringent Principles of Good Practice preclude admission promises and we bar those who make them from membership.



5 Education

IECA members don't stumble into independent educational consulting. We require a master's degree in counseling or an appropriate field, or similar experience and training. Those who specialize must demonstrate additional knowledge and credentials to earn the designation.



6 Commitment to Keep Current

No association places a greater emphasis on professional training. IECA leads year-round conferences, trainings, symposia, and workshops that feature the very latest trends in admission, learning theory, and adolescent behavior. Our seminars are led by well-known experts in the field.

7 Services for All Students

Although most independent educational consultants are hired by families with the ability to pay for their services, IECA members are different: Over 95% of our members provide significant pro bono work, either individually or through charitable community or national organizations. In addition, IECA's Foundation has served more than 1 million students in the last 35 years and has contributed over \$1 million in direct support and free programming to help school-based counselors and parents better meet the needs of all students.

"The University of Tampa gains students from new communities thanks to our outreach to IECA members. IECs help families understand both academic and financial fit."

— Brent Benner, Director of Enrollment Management,
Admissions, University of Tampa

8 Dedication to Reducing Anxiety

Every member of IECA understands his or her important role in the application process. Members immediately seek to reassure students and parents that there are great options for everyone, and commit to help reduce anxiety for both parents and students. Success is judged not by gaining admission, but by a successful experience wherever a student chooses to attend.

9 Respect of Colleagues

Members in IECA must demonstrate their commitment to students' welfare and professional standards by providing professional references. Given their extensive knowledge and experience, it's not surprising that IECA members are routinely tapped for national and regional boards, presentations, and lectures.

10 Nationally Recognized

National and regional media, as well as government agencies, rely on IECA as the authority of the profession. IECA is consistently cited by the media as the association with ethical, student-centered advising.



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