

IECA's 2012 SUMMER TRAINING INSTITUTE

for Independent Educational Consulting

Tuesday, July 24 to Saturday, July 28, 2012
at Swarthmore College in Suburban Philadelphia

This popular, hands-on, intensive four-day training program is designed for those seeking to establish a private practice in independent educational consulting.



SUMMER TRAINING INSTITUTE

STI BENEFITS

- Insight into the admission office, guidelines for effective evaluative visits of campuses, and other resources useful in meeting the needs of students with a variety of interests, abilities, backgrounds, and social and educational needs.
- Office procedures for creating and managing an efficient and successful small business; strategies for marketing, liability issues, and business planning.
- Sample forms, documents and related materials which may be adapted for your practice.
- Contact with other independent educational consultants and school, college, and program administrators.
- Information on professional memberships and affiliations.
- Up to 26 continuing education contact hours, at no additional cost.

This four-day summer Institute is designed for newer independent educational consultants who want to learn more about: managing and promoting a business, working effectively with students and families, building a knowledge of the wide range of options available to students, and establishing a professional, competent, and ethical practice.

IN-DEPTH CURRICULUM

Being successful as an independent educational consultant (IEC) requires knowledge in three core areas: counseling and communication, small business management, and content within one's specialty. Whether one pursues the profession with a focus on colleges, traditional secondary schools, or programs for teens with behavioral, learning, or emotional issues, our faculty has extensive knowledge of what it takes to be successful. From intake and assessment, to the structure of the consulting practice, attendees will have opportunities to explore a wide range of topics. Our guest faculty enhance attendees' ability to see further inside the admission process.

Of course, being a successful independent educational consultant also demands

"Thank you for giving all of us such a valuable and memorable week! I learned a ton of things that will help me in my practice—starting immediately. Relevant, timely information presented in an engaging way = successful learning!"
—Brady Weinstock, 2011 Attendee (VT)

at managing a small business. Marketing, liability, use of social media, and ethical practices are explored in large group sessions as well as in activities, discussions, and small group lab work.

INTERACTIVE DISCUSSIONS

The Institute is designed so each day provides a mixture of large group instruction and small group dialogue among those with similar interests. In addition, experts will respond to questions raised within sessions and that arise in the give-and-take of discussion during relaxation and networking time. The overall size of the Institute is limited to maximize interaction among participants and between attendees and faculty. Past attendees often remark that this interaction is invaluable for gaining firsthand knowledge of the profession.

STI was the most informative and beneficial workshop I have attended in years. Not only did I leave with a tremendous amount of information and knowledge, but more importantly I gained the confidence to move forward to become an IEC. Anyone who is considering a career in the profession should attend STI!

—Jill Karatkewicz, 2011 Attendee (CT)





TOP-NOTCH FACULTY

Session leaders have been carefully picked from among the nation's most experienced and successful IECs. Each faculty member specializes in the topics they are scheduled to present, and most have served on past faculties. Other presenters and panelists will be drawn from national educational organizations, from school and college admission offices, and from IECA's own executive office.

The Institute Notebook has been developed as a result of the faculty's many years of experience with students and families. The material is meant to coordinate with the seminars and visual presentations throughout the Institute. In addition, many sample documents are provided for reference purposes.

APPLICATIONS

Please be sure to complete parts 1 through 4 as listed on the application, including a resume or brief description of your experience or training in counseling, admissions or education. If you do not have experience or training in any of these areas, we ask that you tell us about your interest in the profession of independent educational consulting and include your educational background and work experience.

The cost of the Institute is \$1,450 (\$1,275 if you are an IECA Professional or Associate member in good standing by June 1, 2012), and includes housing, meals (with the exception of dinner on your free night), and all materials. A \$250 deposit must accompany your application. Once the application is approved, this fee is nonrefundable. If the application is not approved, the \$250 deposit will be refunded immediately. Applications received after June 15 must include full payment.

SAMPLE SCHEDULE

(This is a tentative schedule; the actual schedule will vary.)

TUESDAY

11:00 a.m. – 2:15 p.m.	Arrivals & check-in
2:30 – 4:30 p.m.	Welcome & Opening Session
4:30 – 5:15 p.m.	Trends in the Profession
5:30 – 6:30 p.m.	Dinner (meal plan begins)
7:00 – 8:00 p.m.	Relaxation/Networking

WEDNESDAY

7:15 – 8:00 a.m.	Breakfast
8:15 – 9:30 a.m.	Embracing Your Inner Entrepreneur
9:50 – 10:45 a.m.	Mentoring Groups
11:00 a.m. - 12:00 p.m.	Elective Sessions: Topics in Consulting
12:00 – 1:00 p.m.	Lunch
1:15 – 3:15 p.m.	Electives: College, School, or Therapeutic Consulting
3:45 – 5:00 p.m.	Elective Sessions: Topics in Consulting
5:15 – 6:30 p.m.	Dinner
7:30 – 8:30 p.m.	Relaxation/Networking

THURSDAY

7:15 – 8:00 a.m.	Breakfast
8:15 – 10:45 a.m.	Marketing Your Business
11:00 – 12:00 a.m.	Elective Sessions: Topics in Consulting
12:00 – 1:15 p.m.	Lunch
1:30 – 2:45 p.m.	Elective Sessions: Topics in Consulting
3:15 – 5:15 p.m.	Professional & Legal Liability
5:30 p.m.	Free Night (dinner not provided)

FRIDAY

7:30 – 8:15 a.m.	Breakfast
8:30 – 9:35 a.m.	Social Networking for IECs
10:00 – 11:00 a.m.	Mentoring Groups
11:15 a.m. – 12:15 p.m.	Elective Sessions: Topics in Consulting
12:15 – 1:15 p.m.	Lunch
1:45 – 4:45 p.m.	Creating Your Personal Business Plan
4:45 – 5:15 p.m.	Faculty Q & A
5:30 – 8:00 p.m.	Closing Session & Dinner

SATURDAY

Breakfast & departure by 10:30 a.m.

"I have been to many conferences and institutes in my educational career. Truly, I have never been to one that teaches and encourages more than the STI. My head is still swimming with ideas that were generated there."

–Cindi Ferguson, 2011 Attendee (NC)



INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

3251 Old Lee Highway, Suite 510
Fairfax, Virginia 22030

*Summer Training Institute
Registration*

THE INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

The Independent Educational Consultants Association, founded in 1976, is a nonprofit, international association of professional, experienced independent educational consultants. From its headquarters just outside of Washington, DC, IECA publishes a print and online directory of professional independent educational consultants (IECs), provides materials to its members, promotes the profession to the general public and works to educate families about the school and college selection process. The Association holds two national conferences annually that attract more than 1,100 attendees, conducts training programs throughout the year, hosts monthly webinars, and sponsors tours of college campuses specifically for IECs.

IECA members are pledged to maintain the highest ethical standards in working with students and families. When a family chooses an independent educational consultant who is a member of IECA, they are assured that the IEC is experienced, competently trained, and committed to honest and ethical practices.

Learn from nationally recognized IECs, gather information on school and college admission practices, and discover how to build a successful independent educational consulting practice at IECA's unique Summer Training Institute.

Phone: 703-591-4850 • Fax: 703-591-4860 • info@IECAonline.com • www.IECAonline.com

Excellence in Educational Planning

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IECA'S 2012 SUMMER TRAINING INSTITUTE

For Independent Educational Consulting



Tuesday, July 24 to Saturday, July 28, 2012 • Swarthmore College

Space is limited. Registrations will be accepted from qualified applicants in the order in which they are received. Priority will be given to those with some experience or training in counseling, admissions, or education, and to IECA Professional, Associate, and Student members. Your application will be considered complete when the application form, your resume/description of experience, and the deposit are received. Please keep a copy of this page and the application for your records. Those accepted for participation will receive confirmation via e-mail within 30 days of application. Some applicants may be placed on a wait list. Applicants not accepted will receive a full refund of their deposit.

LOCATION & HOUSING

Participants will be housed single occupancy in air-conditioned residence halls, and meals will be provided in the campus dining hall. While we strongly encourage all participants to stay on campus to experience the informal networking and camaraderie of campus life, those who do not need campus housing may deduct a total of \$125

from their registration fee. Local hotel information will be included with the confirmation e-mail so that you may make your own arrangements if you choose. (Local hotel rates are approximately \$120/night.)

TRAVEL

You should not book your travel until you receive an acceptance/confirmation e-mail from us. That e-mail will include additional information on airport recommendations and travel to campus.

REGISTRATION FEE INCLUDES

The fee includes daily meals, receptions, notebook and all other instructional materials, classroom instruction, and single room accommodations for four nights. Meals will be provided from dinner on Tuesday, through breakfast on Saturday, with the exception of dinner on Thursday as that is your free night.

ARRIVAL & DEPARTURE INFORMATION

Participants will need to arrive on campus for registration between 11:00 a.m. and 1:30 p.m. on Tuesday. The opening session will begin at 2:30 p.m. Parking is

available for those who drive. All attendees are expected to be present through the conclusion of the Institute at 8:00 p.m. on Friday, and breakfast is provided on Saturday. Please plan your itinerary to ensure sufficient time to get to the airport and to your gate during the busy summer travel season.

WHAT TO BRING & WEAR

Dress for the Institute is casual (jeans, shorts, etc.). A complete list of items to bring will be provided to all participants in late June.

Cancellation & Refund Policy

Requests for refunds must be submitted in writing to IECA. Fees will be refunded according to this cancellation schedule:

More than 75 days before start of Institute:

Full refund minus \$75 cancellation fee.

45 - 75 days notice:

Refund is 50% of total fee (\$625 to \$700). No refund for partially paid accounts.

Less than 45 days notice:

No refund. Documented emergencies considered on a case-by-case basis.

Consent to Use of Photographic Images: Registration and attendance at, or participation in, IECA meetings and other activities constitutes an agreement by the registrant to IECA's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.



2012 INSTITUTE APPLICATION

Please carefully read the information on the reverse side and keep a copy of both pages for your records.

Complete all four parts of this application and mail it to:

IECA Summer Training Institute • 3251 Old Lee Highway, Suite 510 • Fairfax, Virginia 22030-1504

PART 1: CONTACT INFORMATION *(Contact information will be published in participant directory)*

First Name _____ Last Name _____

Gender: Male _____ Female _____ Nickname *(for name badge)* _____

Mailing Address _____

City _____ State _____ Zip _____

E-Mail _____ Telephone _____ Fax _____

Current Employer/Company Name (if applicable): _____

PART 2: EDUCATION AND EXPERIENCE *(Only current IECA Members may skip this section)*

Please attach a resume or brief description of your experience or training in counseling, admissions or education. If you do not have experience or training in any of these areas, please tell us about your interest in the profession of independent educational consulting.

PART 3: PREFERENCES

a) Have you attended the IECA Summer Institute in a previous year? No: _____ Yes: _____ if yes, year attended: _____

b) Throughout the week you will choose between concurrent sessions on college, boarding school, and therapeutic/at-risk consulting specialty areas. Please mark one primary area of interest so that we may plan accurately. (You will be able to switch between topic areas from session to session and you will receive all handouts from every session offered, regardless of which you attend.):

College Advising: _____ Boarding School Advising: _____ Therapeutic/At-Risk Advising: _____

c) Which of these possible breakout topics might be of interest to you? Mark all that apply:

Graduate School Advising: _____ Visual/Performing Arts Advising: _____ Advising College-Bound Athletes: _____

Learning Differences for Boarding School advising: _____ Learning Differences for College advising: _____

Test Interpretation for Therapeutic advising: _____ College Financial Aid: _____

Advising International Students on U.S. school/college options: _____ Other?: _____

d) Mark the one choice that best describes your current status as a new or prospective independent educational consultant:

_____ I am learning about the profession to determine if I want to open or join a practice.

_____ I am planning to open or join a practice by _____ (approximate month and/or year)

_____ I have been a consultant for _____ years and am seeing clients.

If you require any special assistance (physical impairment, mobility, dietary requirements), please attach a description.

PART 4: FEES *(Applications received after June 15 must include full payment)*

_____ IECA Professional & Associate Member Consultants *(Must be a Professional or Associate member in good standing by June 1, 2012 to qualify for this discounted rate):* \$1,275

_____ Non-Members and new IECA Members *(applications approved after June 1, 2012):* \$1,450

_____ Not staying on campus: Deduct \$125 from final payment

Enclosed: _____ Full payment OR _____ \$250 deposit (You will receive an invoice for the remaining balance.)

Payment: _____ A check for \$_____ is enclosed OR _____ Please charge \$_____ to my _____ Visa _____ MasterCard _____ Am Ex

Card #: _____ Expiration date _____

Name on card: _____ Zip code of card's billing address _____

Signature _____ Security code on card _____

Cancellation Policy: Please read policy on reverse.