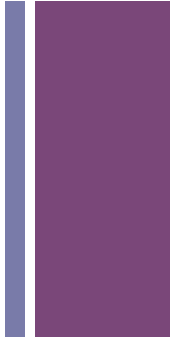




Trends in Independent Educational Consulting 2016



Mark Sklarow, CEO
Independent Educational Consultants Association



MACRO TRENDS

- What's going on in the profession as a whole

Based on three new studies of IECs: the IECA State of the Profession Survey, the 2015 School Consulting Survey, 2015 Strategic Planning Survey.

MICRO TRENDS

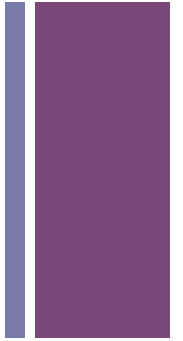
- What's going on inside consultants' practices

+ Watch for This Symbol!



**BIG
CHANGE**

To help you locate and focus on areas where significant and meaningful changes from historical data have occurred.





Is the profession growing?

❖ Back in Dec 2005

❖ 1,300-1,500 domestic

❖ 100 international

❖ 4,000 'dabblers'

❖ And in Dec 2015

❖ 7,000-8,000 domestic

❖ 1,200 international

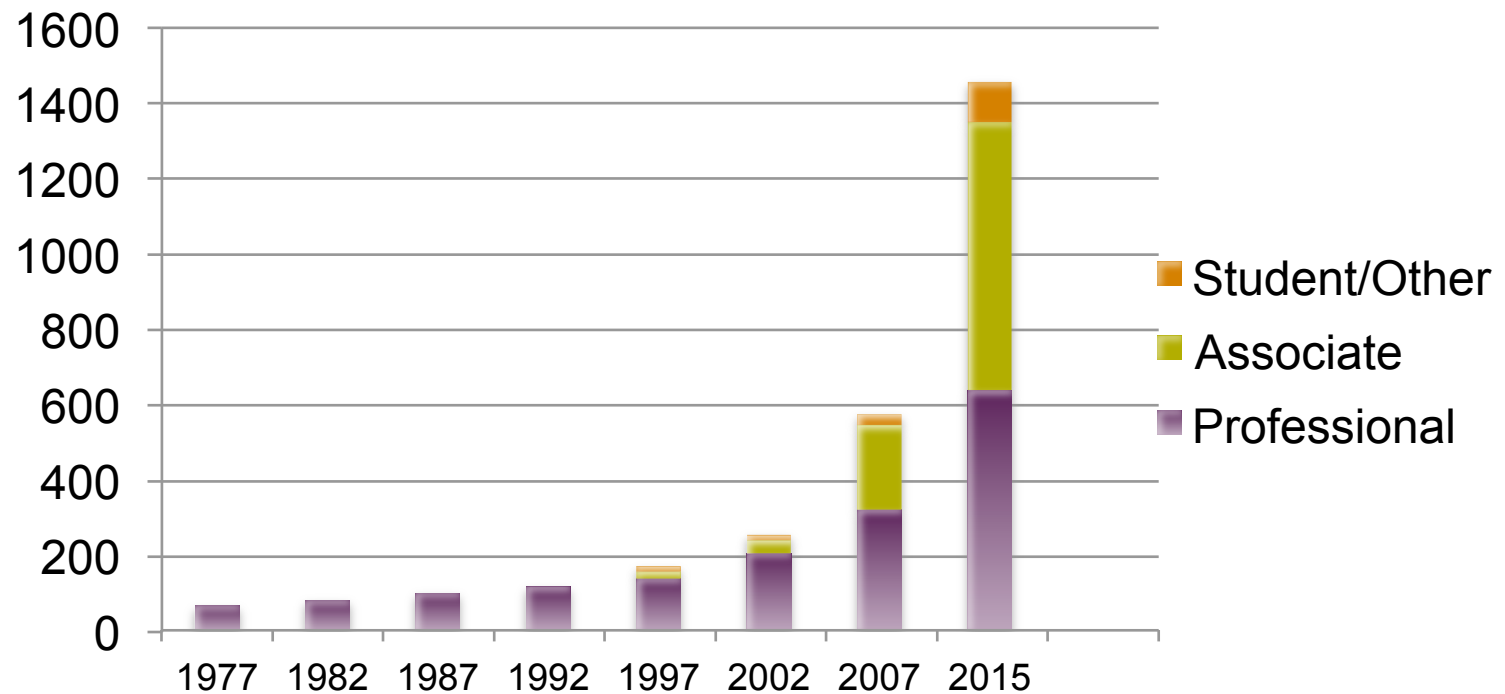
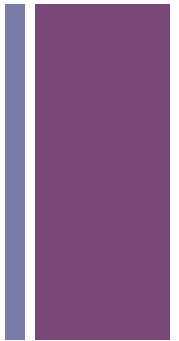
❖ 10-15,000 'dabblers'





IECA Membership

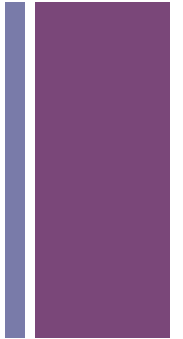
December 2015





Let's Explore Myth vs. Reality:

Research Shows Reality



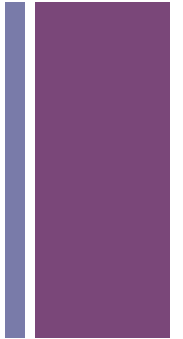
The typical client is a **public school** student attending a large suburban school...but clients are diverse: urban, suburban & rural.

28% of client families are wealthy/upper class.

46% professional/upper middle class.

26% of client families are working class, lower middle class or impoverished.

+ Are IECs really 'Part-Time Dabblers?'



- 76% of IECA Professional members work full time, another 5% are getting close.
- The average IEC works 36 hours/week (same as a school-based counselor)
- 84% see clients late afternoons & evenings
- 60% see clients on Saturdays
- 48% see clients on Sundays

+ Experience?

The average IEC has over 12 years working in private practice as a college consultant.

The average IECA member has nearly **20 years of experience** in college admission and/or counseling.



+ Specialties Changing



Specialty	Professional	Associate
College	84%	86%
School	39%	25%
Therapeutic	23%	22%
LD	43%	26%
Graduate	23%	16%
Camp and/or Gap	21%	13%

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+ Emphasis Expanding



- 55% advise on career exploration
- 29% offer test prep
- 84% advise on academic course selection
- 18% assist with academic tutoring
- 43% advise on financial aid

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CHANGE



Why This Matters

Public School Students

- Are we prepared to make advising the domain of only wealthy school districts or private academies?
- Independent college consulting for many is the only way to bring quality advising to public school students and homeschoolers.





3 Facts



- Current student to counselor ratios:
 - Nationally 476:1
 - California 1,016:1
- Average public school student receives **38 minutes** of personal college counseling over 4 years
- Just 4 in 10 reported receiving ANY college advising

+ The Practice

**BIG
CHANGE**



**Of those who have contemplated a “Maximum”
for their practice:**

60% reached their maximum

9% were close

Change in Client Numbers last two years?

45% significant increase

22% moderate increase

22% no change



+ The Practice



Last Year

On average, independent educational consultants completed:

19 evaluative college campus visits

13 evaluative school campus visits

22 evaluative therapeutic program visits



The Practice

14% of IECs work with a significant number of students globally



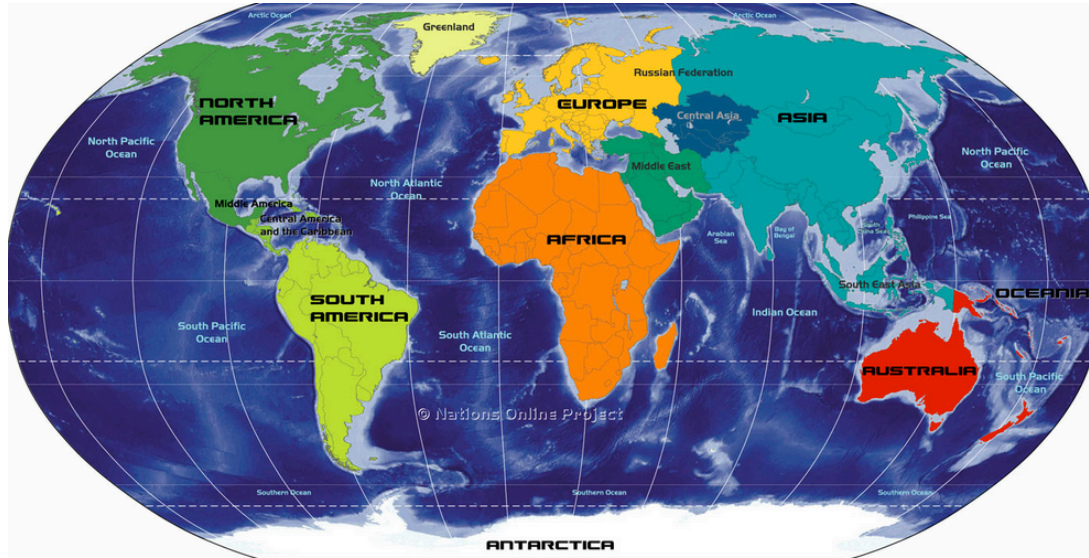
**BIG
CHANGE**

39% work with small numbers of global students

47% do not work globally



The Practice



Over the last 3 years, IECA members worked with students from at least **80 countries!**

This includes students from almost every country in the Americas, Europe, the Middle East and Asia



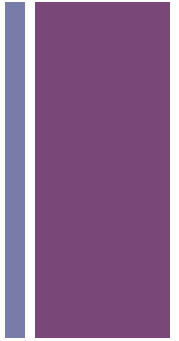
The Practice



We used to say 98% of all advising sessions were face to face. Today:

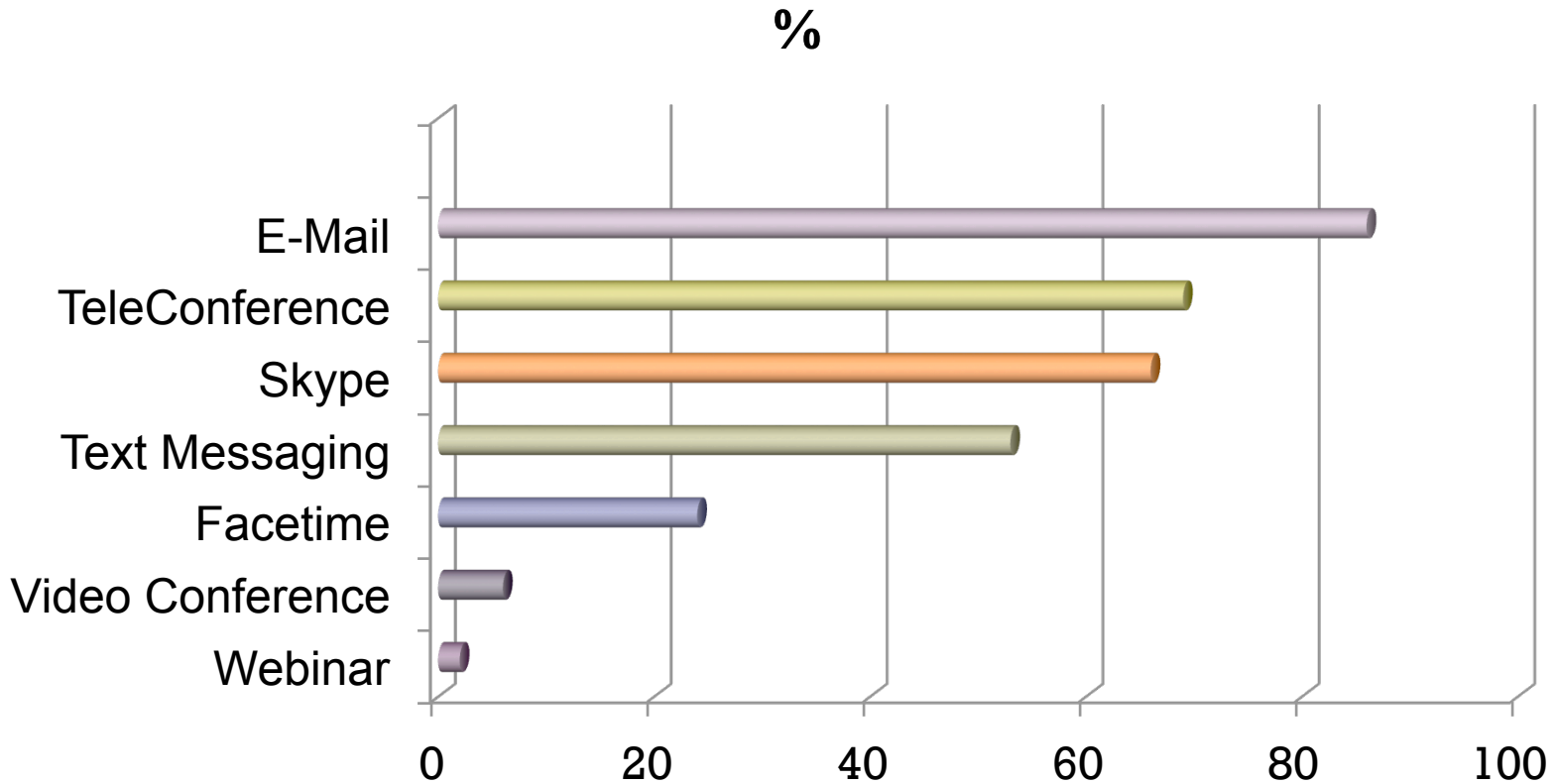
- 38% of IECs say all meetings are in person.
- 27% say MOST meetings are in person.
- 35% half or fewer of meetings are in person!
- 6% virtually never see their client in person, instead use communication technologies.

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CHANGE**



The Practice

How We Communicate with Clients





The Practice

- 47% in a multi-person practice
- 55% have incorporated
- 91% use a contract
- 58% carry liability insurance
- 78% use social media in their practice
- 64% use a data management system

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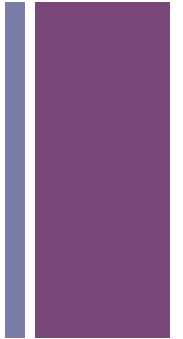
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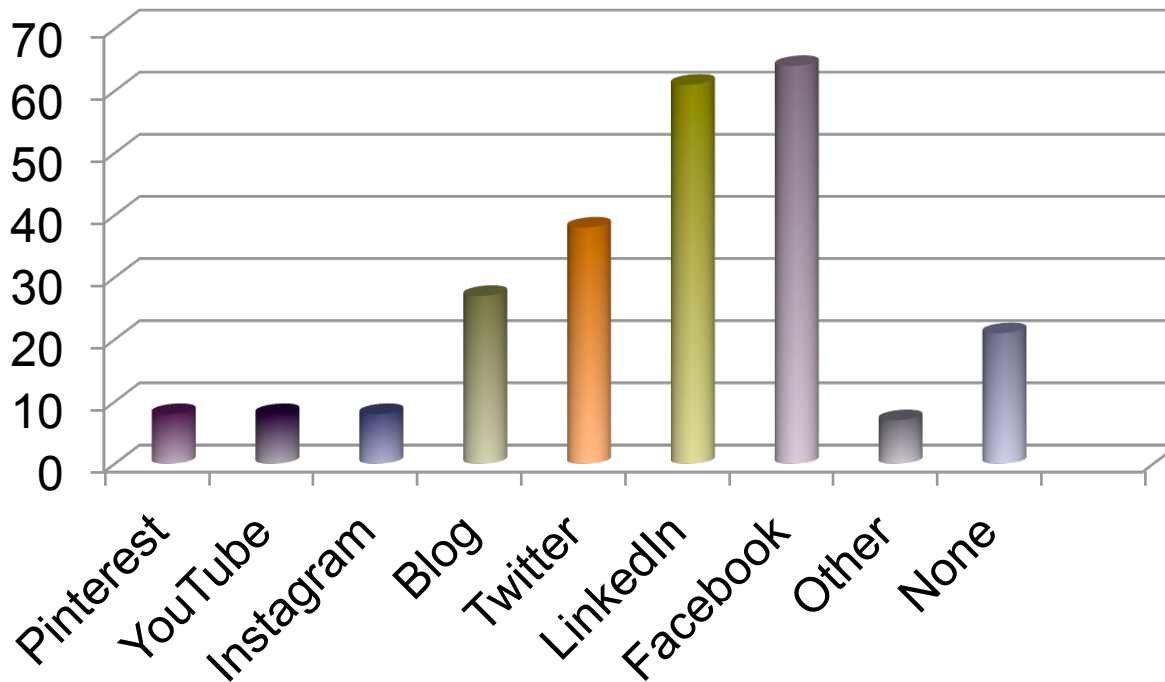


The Practice:

Social Media

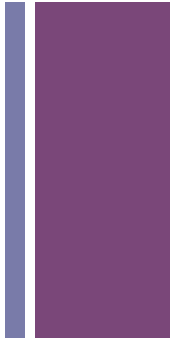


% Using



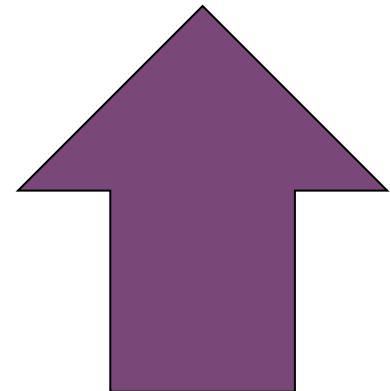


The Practice



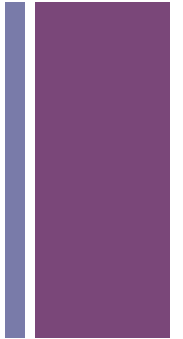
Over The Last Two Years:

- 45%: Business has increased by more than 25%!
- 22%: Business up by under 25%
- 22%: Business is about the same
- 7%: Business down by less than 25%
- 4%: Business down by more than 25%





The Practice: New Clients This Year

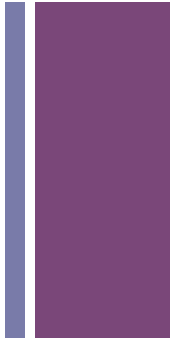


- 26 for College Consultants
- 24 for School Consultants:
 - 12 boarding, 10 day, 2 parochial
- 13 for Therapeutic Consultants

- What percentage of these had learning disabilities? 22%



How IECs Work



- 95% work for a for-profit institution (own business or a joint practice)



- The 5% ‘others’ are a growing number:
 - CBO
 - Health Care Org.
 - Non-Profit
 - Educational Org.
 - Corporate/HR



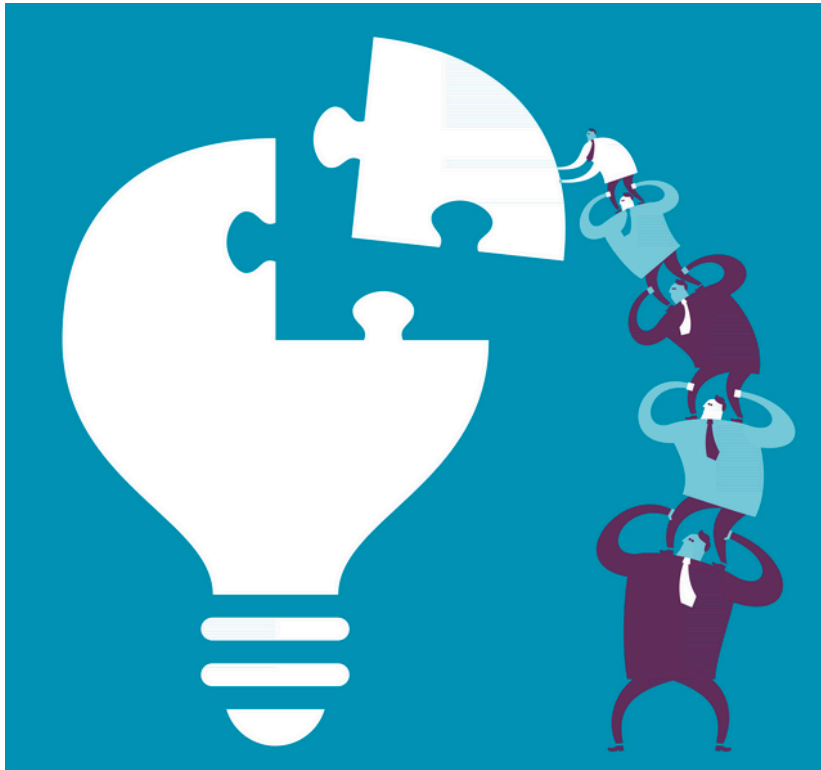
IEC Fees

Based on a mid-2015 survey.

- Most IECs offer a comprehensive package
- But 90% also offered less costly options:
 - 28% offer smaller plans
 - 70% offer hourly rates
 - 28% have 'a la carte' services
 - 9% use a sliding scale
 - 97% offer pro bono help



+ IEC Fees



What's MOST Common?

- 72% of clients use a Comprehensive Package
- 15% of clients use hourly fees
- 6% use a menu of services
- 4% use a small/modified package



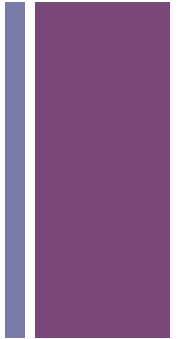
IEC Fees: Introductory Session



- 57% No Charge
- 31% Charge
(but rolled into package if hired)
- 8% charge a separate, one-time fee
- 1% will only meet with client if hired under full package



+ The Practice



➤ 3 Years of Experience or Less

- 61% saw profit
- 12% broke even
- 27% saw loss

➤ More Than 3 Years of Experience

- 88% saw profit
- 7% broke even
- 5% saw loss

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+ Did you see on TV the independent counselor who charges \$60,000?

- Most IECs charged less than $\frac{1}{10}$ of that for up to 3 years of advising.
- Only 4% charged \$10,000 for a multi-year contract

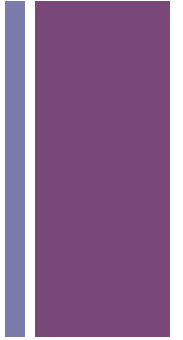


+ Comprehensive Fees

- 53% of IECs nationally charged between \$3,000-\$6,000 for their advising package
- The mean comprehensive fee for College was: \$4,620
- For Grad School: \$4,494
- For Secondary School: \$5,004
- For Therapeutic: \$5,240



+ Comprehensive Fees



Some variances:

- 3+ Years of experience: 10% above average
- Under 3 Years: 11% below average
- International: 40% above average
- New England 15% above
- Mid-Atlantic: at average
- Mid-West: 11% below average
- West: 14% below average
- South: 15% below average



Students working with an IECA member are much more likely to attend college out-of-state!

- Nationwide 20% of students do so
- **69%** of those working with an IECA member do so!

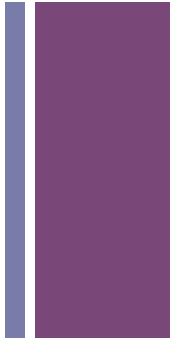




Students working with an IECA member are much more likely to attend a private college!



- Nationwide 16% of students do so
- 68% of those working with an IECA member do so!



How IECs Are Changing



Who Is Coming into the Profession:

- diversity of backgrounds
- diversity of education and training
- socio-economic, racial, and ethnic diversity

+ Office Management

Companies are now creating products specifically for IECs:

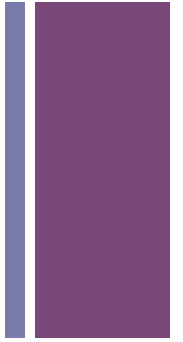
- IEC office management tools

-and-

- Integrating new and existing products into these office management systems



+ Today's IEC Practice



Increasingly Specialized





Expanding Role

Today's IEC more likely to be involved in:

- Earlier academics
- Summer & Gap
- Group work
- Parent education
- Affordability
- Case management



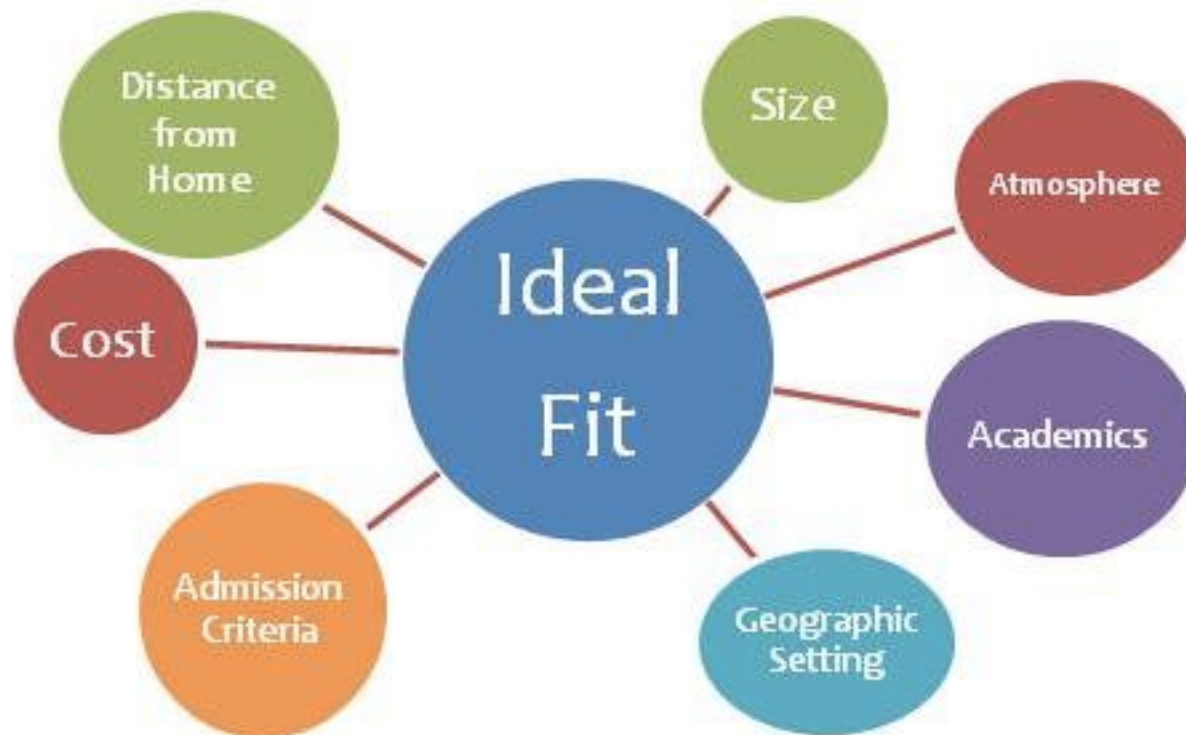
+ Counselor Tours

- Interest is increasing among colleges in active outreach to IECs, along with a renewed interest among schools and therapeutic programs.

“Elon used to draw students from 30-35 states.
Today we have students from 49 states.
One of the primary reasons for that is our outreach
to IECA members.”

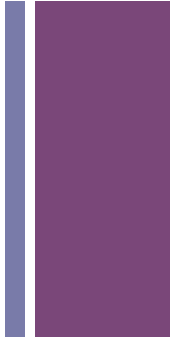
—Elon University’s VP of Admissions &
Financial Planning
Greg Zaiser

+ “Getting In” vs. “Fit”





Quick Take on What's Ahead



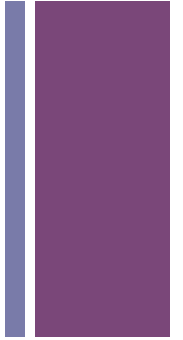
- Content areas where members want additional training

TOP 7

1. Affordability
2. Career Counseling
3. Personality Type
4. Counseling Techniques
5. Adolescent Depression & Anxiety
6. Athletics
7. Alternatives to College



Quick Take on Member Concerns



- Where should IECA be Involved in Public or Governmental Advocacy?

TOP 7

1. Underserved populations
2. First generation college or school
3. Certification or licensure
4. Regulation of therapeutic programs
5. Regulations of IEPs, 504s, LD
6. School, college and program affordability
7. Regulation of career colleges



Quick Take on Member Services



- What Member Services do you participate in as an IECA member?

TOP 7

1. Webinars
2. TalkList
3. Ordering print materials
4. Campus tours
5. Discounts on member events
6. Discount on goods & services
7. (tie) Liability insurance
7. IECA communications
7. Client referrals



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