



July 22–26, 2024

This highly rated five-day virtual 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.**

Register here: link.IECAonline.com/sti

Comprehensive Curriculum

Being successful as an independent educational consultant (IEC) requires knowledge in three core areas: counseling and communication skills, small business management, and knowledge within one's specialty. Whether one pursues the profession with a focus on colleges, K-12 schools, graduate 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, all attendees will get the training they need.

Of course, being a successful independent educational consultant also demands skills that make professionals successful 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 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. The overall size of the Institute is limited to maximize interaction among participants and between attendees and faculty. Small mentoring groups give ample opportunity for sharing.

Exceptional 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 national office.

Resources

The extensive Institute Notebook has been developed from the faculty's many years of experience working with students and families. The material coordinates with the seminars and visual presentations throughout the Institute. Many of the sample documents are provided for reference purposes for attendees to use in their businesses.

Applications

The Summer Training Institute details and application are available on the IECA website at: link.IECAonline.com/sti. The cost of the Institute, and all materials, will be approximately \$1,200 (\$1,100 for IECA Professional and Associate members).





Feedback from our 2023 STI participants

The entire week was a career-changing experience—thank you! Day one was worth the price of the entire week, and I have hours of the supplemental workshop recordings still to watch. Thank you to all IECA staff and presenters!

—Steve B.

What an amazing week of learning, growing, and having a ton of fun! I now have a lengthy list of things to do for the foreseeable future, and I can't wait to get started.

—Katelyn B.

It was a transformative experience. The knowledge and expertise shared was amazing.

—Laura E.

As a newbie, this was a fantastic week with a wealth of information to get me started.

—Liz S.

I learned so much about how to support students and families in a holistic way as they embark on the college search process, and truly benefitted from the opportunity to connect with industry leaders.

—Bethany H.

I am blown away by the quality of the training, the support, and the mentorship offered by the staff and volunteers of IECA this week.

—Marie G.

Such a valuable experience connecting with colleagues from around the world... exchanging ideas, learning from esteemed colleagues, and sharing in our joy for doing this work with students and families!

—Jennifer D.



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