



Campus Tours for IECA Members

Thank you for opening your campus to IECA members! We are excited about the opportunity to get to know your school better. Member tours are a major educational activity for IECA members and are often held in conjunction with IECA's conferences and other events to visit nearby campuses. Tours enable independent educational consultants (IECs) to better understand an institution's academic, cultural, and social environment so they can communicate that information more effectively to clients.

Who Are IECA Members?

The hallmark of an IECA member consultant is an extensive personal knowledge of educational institutions—members spend 20% of their time on the road, meeting with admissions officers, touring campuses, and exploring the campus environment. IECA members average 12 years or more of experience, and they typically arrive prepared after having reviewed your website and other materials.

As seasoned IECs who have walked scores of campuses, they want to go beyond the basics to a depth of information that shows them what makes your college unique, what services are available for students, and what is new on campus. If possible, plan to have sufficient guides to conduct tours with small groups, which IECA has found to be most effective. The following suggestions from IECA members will help maximize the tour's effectiveness for everyone.

On the Tour

IECs want to visit:

- Cafeterias, student unions, and other public areas. IECs value seeing student interactions and getting a feel for what life is like on campus.
- New facilities that show your college's unique features and state-of-the-art facilities. There is generally no need to visit many classroom buildings, unless there are unique features.
- A department or two that you are proud of or that is particularly well-known. IECs will appreciate having a professor available to speak about that major if possible.
- Dorms, especially those that offer different configurations or student lifestyle choices. Basic information about washing machines, dining, and other everyday conveniences that is valuable to families is less important to IECs unless something is unique.
- The faculty publications section in the college bookstore, if available.

In the Information Session

IECs want to know:

- Admissions data about the current year's admits and any notable trends. Other areas of interest, if time permits, are financial aid, learning support, and athletics.
- How students feel about the school. A student panel will give insight into the culture and character of your institution and how the school has made a difference in students' lives.
- Your campus's political and social leanings and tolerance of differences. Although you may offer a broad description to parents and students, IECs are best served with an honest and more-direct focus that will help them better understand the kind of student who will be happy on your campus.
- About research opportunities, internship opportunities, career office processes.
- Your candid assessment of the kind of students who may not be a great fit.
- Who your successful alumni—writers, innovators, political leaders, and non-profit or business leaders—are, because that information provides a window into the values that your college promotes.
- Specialized areas if a tour has a specific focus, such as LD or arts.

Please contact Tanesha Norman, IECA's Member Experience Manager (Tanesha@IECAonline.com) if we can be helpful as you create this much-valued opportunity for our members.