State of the Profession 2018

THE 10 TRENDS RESHAPING INDEPENDENT EDUCATIONAL CONSULTING

Mark Sklarow, IECA Chief Executive Officer
#1: IEC Growth is NOT Slowing Down

Since 2005:

- There has been a 400% increase in the number of IECs domestically.
- There has been a 1,000% increase in the number of IECs internationally.
- There has been a 300% increase in the number of “dabblers.”
#2: IEC Affiliations ARE Growing, but…

Affiliated IECs:
- 1,847 IECA
- + additional 350 NACAC
- + additional 165 HECA
- + additional 295 ACACs
- + additional 75 others
- 2,732 total
But affiliations represent the smallest percentage of IECs, ever...

- 30 years ago the percentage of IECs that “belonged” to a professional association was over 80%
- Today the 2,700+ affiliated IECs represent only 20% of the total
- There is an upside to *individual members* (a competitive advantage) even as there is a serious downside to the *profession and families*, and a concern about exposure to the profession itself.
#3: EXPANSION is the trend

- Non-consulting staff
- IECs
- Geographic
- Services within specialty
- Sub-specialties
- New Specialty Area
- School, CBO & Corporate
Expansion Trends Worth Noting

International Growth:

- Consulting expanding internationally
- School/College compensated agents peaked and in decline
- Domestic IECs advising more kids globally
- Slight growth in domestic placements abroad
Expansion Trends Worth Noting

Services that are expanding in existing practices:

- Financial aid, affordability
- Graduate studies
- Career exploration
- Arts: performing & visual
- Student athletes
- Learning & emotional disabilities
#5: Students at all levels are MORE COMPLICATED
Complicated, how?

- Increased identification of depression, anxiety and other emotional disabilities
- Increased identification of LD, NLD, ASD as well as twice exceptional students
- Increase in religious & ethnic minorities
- Increased pressure for ED, EA in college world
- Increase in multiple diagnoses in therapeutic world
Can you really call yourself a ‘college admission EXPERT’ …if you can no longer predict who is likely to be admitted?
Changes to How Admission Decisions are Made

- Reliance on technology-based modeling, especially at larger universities
- Constantly changing application numbers, acceptance rates, reliance on ED, EA
- Renewed interest in character measures
- Unclear role of “demonstrated interest”
#7: Information Overload

- Too much
- Too often
- Constant change
- Source explosion

- And then there are clients who “know just a little too much”
#8: Integration of Technology

- Client records
- Office & financial management
- Online testing
- Communications
- Web-based advising
- Research & resources
- Education of clients & others
- Marketing
A Quick Survey

In what areas do you NOW USE TECHNOLOGY in the regular course of your work? Check as many as apply to your work situation:

- Managing client records/files
- Office/financial management (includes billing)
- Online testing (career, etc.)
- Communications (emails, text)
- Web-based advising (Skype & Zoom meetings, essays reviews, etc.)
- Research & resources for self or client
- Dissemination of info or educational materials to clients & others
- Marketing, advertising, social media

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Impact of New Technologies

Allows IECs to see MORE clients,

SHARE client information with experts & colleagues,

Increases COLLABORATION

Add clients BEYOND one’s own geographic area,

Meet with clients THROUGHOUT the DAY,

Expands your IEC footprint and BRAND, among others.
#9: Diversity: Among IECs & Clients
Diversity: Background of IECA Members

- Admission officer at a school, college or program: 12%
- School-based counselor: 16%
- Teacher or tutor (including learning specialist): 16%
- Counselor/therapist/social worker/psychologist: 8%
- Lawyer: 3%
- Homemaker/not employed outside of the home: 9%
- Business owner: 3%
- Business/finance/marketing: 11%
- Other: 22%
Diversity: Our Future Clients

Figure 1: US Race-Ethnic Profiles for Age Groups, 2015
#10: Fee Structures are Diversifying as Rates Climb
Rates Continue to Climb

Hourly Fees:
- 2017 Average: $200
- Range: $85 to $350
- 15% charge under $100
- 25% charge over $200
- Becoming more common
- Rising faster than comprehensive fees
Rates Continue to Climb

Comprehensive Package Fees:
- Range: $850 to $10,000
- < 5 years experience: $4,100 average
- >10 years experience: $5,200 average

Approximate Regional Averages:
- $4,000 in SE and West
- $4,100 in Midwest
- $4,800 in Mid-Atlantic
- $5,400 in New England
- $6,700 international
Of the Three "Pillars" of Consulting, Where Do You Feel Most Exposed?

Content areas (admission, learning process, campus knowledge), 29.5%

Counseling, advising, parent skills, 12.0%

Business/office management skills, 58.5%
Member Concerns and Challenges

- Running a profitable business: 46.1%
- The lack of clarity in who gets accepted: 39.9%
- The sheer volume of information I need to know: 45.7%
- The increased complexity of my clients: 33.9%
- The changing political and economic climate: 29.3%
- Growing competition: 26.3%
- The fear of lawsuits or ethics complaints: 9.6%
- Other: 20.7%
Thank you! Time for Q&A

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