

Austin, Texas ★ April 25-27



Guiding Students.
Diverse Solutions.



IECA 2018 Spring Conference

Independent Educational Consultants Association

IECA Pre-Conference Tours

For IECA member consultants only
(all tours subject to change)



COLLEGE TOURS

Register through IECA's conference registration system

Monday - Tuesday ☆ April 23 - 24

Tour 1: Austin College, Southern Methodist University, Texas Christian University, Baylor University, Southwestern University

NOTE: Tour 1 is a two-day tour and must be completed in its entirety. Tour 1 participants should plan to fly into Dallas/Fort Worth International Airport anytime on Sunday. Please note that the bus will not return to Dallas after picking up at the hotel there Tuesday morning.

Monday - Tuesday ☆ April 23 - 24

Tour 2: University of Houston, Rice University, Texas A&M University, Trinity University, Schreiner University

NOTE: Tour 2 is a two-day tour and must be completed in its entirety. Tour 2 participants should plan to fly into William P. Hobby Airport anytime on Sunday. Plan to arrive by 3:30 p.m. to participate in a Sunday event at the University of Houston including an evening reception and dinner. Please note that the bus will not return to Houston or San Antonio after picking up at the hotels on Monday and Tuesday, respectively.

Tuesday afternoon ☆ April 24

Tour 3: St. Edward's University, Austin

Wednesday morning ☆ April 25

Tour 4: The University of Texas at Austin

SCHOOL TOURS

Contact schools to register

Monday ☆ April 23

The Hockaday School and The Brook Hill School

Tuesday afternoon ☆ April 24

San Marcos Academy

Wednesday morning ☆ April 25

St. Stephen's Episcopal School

THERAPEUTIC TOUR

Contact program to register

Wednesday ☆ April 25

Alpha 180

Austin, Texas

We are excited about heading to Austin, often described as the most unique city in Texas, and celebrated as the "live music capital of the world." Austin boasts 300 days of sunshine a year and is also a fun town with its artistic inspiration and musical culture living up to its 'Keep Austin Weird' tagline.

We are once again offering a blend of tradition and innovation to maximize engagement and participation.

- ACE Talks will provide a variety of keynote voices on Adolescent, Consulting, and Education topics in 15-20 minute presentations
- Members-only campus tours Monday- Wednesday
- Four pre-conference workshops on a variety of topics
- School Connections workshop
- College Showcase with colleges from Texas and across the country
- Our popular Networking Event, featuring Barbecue, Bluegrass, and Brews
- The same conference schedule for all attendees: 1:00 p.m. Wednesday- 2:30 p.m. Friday
- The Keynote speaker, Angela Maiers, futurist and innovation expert, will discuss Choose2Matter, a global movement that challenges students to work collaboratively to develop solutions to social problems
- Denison University's President, Adam Weinberg, will share his ideas on how we can partner to reimagine the college admissions process
- The Master Class will address "Exploding Myths of Opioids and Marijuana"

This conference will also offer over 50 educational sessions on topics for all attendees from all backgrounds and specialties, roundtable discussions, the College & School Fair and Therapeutic Information Swap. We look forward to welcoming you all to Texas!



Featured Speakers



☆☆ Keynote Speaker Choose2Matter

Angela Maiers Wednesday ☆ April 25 ☆ 1:00 p.m.

When we think of people who made the biggest impact in our life, it was not their expertise or accomplishments that provided us with direction, guidance, and reassurance to accomplish our goals; it was their sincere belief in us. They let us know through their words and actions that we mattered. In Austin, **Angela Maiers** will discuss YOU MATTER. Her talk at TEDxDesMoines has been viewed over a half a million times and inspired Choose2Matter; a global movement that challenges and inspires students to work collaboratively to develop innovative solutions to social problems. Angela Maiers is a futurist and innovation expert, the founder of the Choose2Matter movement, and author of "Genius Matters" and "Classroom Habitudes: Teaching Habits and Attitudes for 21st Century Learning."



☆☆ Master Class Exploding Myths of Opioids and Marijuana

Harold C. Urschel III, MD, MMA Wednesday ☆ April 25 ☆ 3:00 p.m.

Dr. Urschel will explore solutions for our country's devastating opioid crisis. The discussion will include the latest scientific information for all opioid pain medications/heroin and describe the fundamental features and evidence-based treatment of opioid addiction.

Harold C. Urschel III, MD, MMA, is chief medical strategist at Enterhealth, and one of the country's foremost authorities on substance abuse and addiction. He wrote *The New York Times* bestseller, *Healing the Addicted Brain*.



☆☆ Featured Speaker Disrupting the Admissions Process

Adam Weinberg Thursday ☆ April 26 ☆ 12:30 p.m.

How might colleges, high schools, and college IECs partner in new ways to reimagine the college admissions process to reduce stress and anxiety, while also sending the right signals to high school students about how to best prepare for college and how to find a college that is the right fit?

Adam Weinberg became the president of Denison University in 2013. He began his career at Colgate University in the sociology department and served as vice president and dean. Prior to Denison, he served as president and CEO of World Learning.



ACE Talks

Thought leaders in Adolescence, Consulting, and Education.

Friday's general session will feature a series of three renowned experts each conducting a 15-20 minute dynamic and energetic presentation to share a major point, theme, or innovative idea with our audience.

Friday | April 27 | 9:30 a.m.

Rejection to Opportunity

As an entrepreneur, experiencing rejection is inevitable but why can't we learn from rejection instead of being afraid and discouraged by it? It is hard to be told no at times, but Vanessa shares how you can find opportunities beyond rejection. She teaches ten strategic steps on how to be resilient through life's "no's." Sharing inspiring examples from her experiences, she will challenge you to ask why instead of why not.

Vanessa McNeal, MSW, is a tenacious and thought provoking national speaker, film producer, and business owner



The Myth of Multitasking: How 'Doing It All' Gets Nothing Done

This talk will confront a popular idea that has come to define our hectic world. It will explain why multitasking is, in fact, a lie that wastes time and costs money. Far from being efficient, multitasking actually damages productivity and relationships at work and at home.

Dave Crenshaw is a master of building productive leaders



The Resurrection of Character in Admissions

In the midst of a renewed interest in the role of character in American life, a growing number of schools and colleges are elevating the role of character attributes in their programs and in selecting students. This session will report on the emerging revolution in how college admission offices are incorporating assessments of character in their decision-making.

David Holmes, Co-Founder and Co-Director, Institute on Character and Admission



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Pre-Conference Workshops

Wednesday ☆ April 25 ☆ 8:30–11:30 a.m.

Fee: IECA Member Consultants \$65 ☆ All Others \$85



Learn How to Read and Understand Psychoeducational Evaluations

Learn about the tests commonly used in psychoeducational evaluations, including the WISC-V and its subtests. To broaden your understanding of learning disabilities, common diagnoses will be discussed before we examine how to interpret test scores such as standard scores, percentiles, and grade equivalents. Case studies will be used to discuss common learning profiles. You'll leave with a better understanding of psychoeducational evaluations and what they reveal about the students with whom you work. Designed for professionals who are new to reading evaluations as well as for those who are experienced and need a refresher course.

Caryl Frankenberger,
Head of The
Greenwood School, IECA

For All Attendees: **Foundational**

Foundational: For those with limited experience, seeking core knowledge

Applied: For those with core experience, seeking advanced knowledge

Dispatches from the Trenches: Tricks of the Trade for Working with Students with LDs

IECs—whether they specialize in placement for students with LDs or not—are continually challenged to meet the needs of increasingly complex students. In this session, you'll explore creative and practical ideas for creating a decision tree to evaluate a student's needs, assessing college disability services, prioritizing factors in achieving a good fit, and determining whether a multistep transition plan is necessary. Each topic will include interactive exercises and provide tools to use with clients. For the novice practitioner, the presentations will provide practical strategies and provoke consideration of the need for additional education. For experienced practitioners, the presentations will prompt new ways of seeing the landscape of learning disabilities.

Kyle Kane, Joan Wittan,
Larry Blumenstyk, and
Lauren Gaylord, IECA

For All Attendees: **Applied**

Effectively Communicating Your Brand to Build Your Client Base for the New(er) IEC

Communicating your brand with clarity and confidence is crucial in building your business and gaining new clients, so let's be clear! In an interactive format, two experienced IECs will share effective methods that will help you build your story, speak about your business with confidence, and ultimately secure new clients through four steps: identifying your audience and differentiating your clients and customers, knowing your product and communicating your services and what makes you unique, expressing your story by combining passion and experience to build confidence, and delivering your message in less than five minutes.

Mark Cruver, IECA and
Brooke Daly, IECA Associate

For IECs: **Foundational**

Where's the Money? Exploring Affordability Options for All Students

The landscape of college admissions has changed dramatically. The cost of college has increased over 500% in the past 10 years. College merit scholarships have expanded as colleges compete for fewer students. Educators are squeezed in the middle between college and parents in this financial tug of war. What is our responsibility as educators when guiding families to consider affordability? This workshop explores the critical elements of college affordability planning: understanding a family's ability to pay, how family contributions are calculated, and how money is used to leverage admissions offers.

Cyndy McDonald,
Carol Doherty, and
Diane Cashion, IECA

For IECs: **Applied**

College & School Fair and Therapeutic Program Information Swap



The Fair and Swap

feature tabletop exhibits and represent a primary opportunity for networking and learning about schools, colleges, and programs.

These events give all attendees an opportunity to share information, discover new schools and programs, reconnect with colleagues, and learn what's new on campuses across the country. Over 300 independent educational consultants are expected to attend the Austin conference.

College & School Fair:

Thursday
9:00-11:15 a.m.

Participants include:

- ★ Colleges/universities
- ★ Traditional day/boarding schools
- ★ Gap year and travel programs
- ★ LD-focused schools and programs, Postsecondary LD programs (non-therapeutic)
- ★ Vendors and related service companies (i.e. publishers, software, finance)
- ★ IECs who work with these institutions

Therapeutic Information Swap:

Friday
12:30-2:30 p.m.
includes lunch

Participants include:

- ★ Residential treatment centers, outdoor and wilderness programs, and therapeutic, developmental, and emotional growth schools
- ★ Postsecondary and transitional schools and programs (therapeutic)
- ★ Vendors and related service companies (transport, publishers, software, finance)
- ★ IECs who work with these institutions

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Discussions

Thursday | 7:30 a.m. Consultant Roundtables

Among the top-rated conference segments, this very popular exchange of ideas among independent educational consultants (members and nonmembers) on a variety of topics is perfect for all IEC specialties.

Thursday | 9:30 a.m. Therapeutic Community Discussions

This is an opportunity for therapeutic program representatives—especially therapists and program leaders—and independent educational consultants to learn from each other by discussing key issues in the areas of emotional and behavioral development.

Friday | 11:15 a.m. School Water Cooler Talks

An opportunity for informal conversations among IECs and school admission reps for collaboration and collegiality, to discuss the work they are doing, trends they are observing, or the families they are seeing. Attendees should bring topics they'd like to discuss.

Tuesday For Early Arrivals

6:00–8:30 p.m.

IECA Member Consultants Dinner

(for IECA Professional, Associate, Student, and Retired Member consultants and spouses/partners only)

For many IECA members—old and new—it is the members-only pre-conference dinner that makes for a special opening event. As has become a popular tradition, IECA will take over Searsucker, one of the hottest restaurants in Austin. Celebrity chef Brian Malarkey's menus are both serious and fun, with creative twists on new American classics. Located just 0.3 miles from the conference hotel, Searsucker's airy design featuring a glass enclosed kitchen lets you watch the action and feel as if you're at a friend's dinner party rather than a restaurant.

Cost: IECA Members \$50
Spouses/Partners \$65
(includes food and beverage)



Special Events

Tuesday ☆ 8:00 a.m. – 5:00 p.m. School Connections

School Connections provides a structured and congenial atmosphere for boarding schools and IECs to talk and listen. The format involves one-on-one meetings between the two groups. IECs move from table to table to meet with each school. During these personal scheduled appointments, schools have the opportunity to share who they are, what their mission is, and how they are unique. Registration for this event will be conducted through the School Connections website. This event is free for IECs and includes one night (Monday) at the conference hotel, a welcome reception Monday evening, and lunch on Tuesday.

Thursday ☆ 6:00 – 7:00 p.m. IECA Networking Event: Barbecue, Bluegrass, and Brews

(for all fully registered conference attendees)

Austin may be one of Texas's most modern and cosmopolitan cities, but we'll celebrate the entire state's history as we gather for our networking celebration Thursday night. So grab your **B**oots, **B**uddies, and fellow **B**uckaroos and enjoy a **B**onanza of Texas **B**BQ, **B**everages (including Texas state **B**rews) and some local music. After all, Austin is known as the live music capital of the United States.

Cost: All fully registered conference attendees may participate, at no additional cost. IECA member guests: \$55
Guests may include IECA member spouses/partners. Employees or affiliates of programs, schools, and colleges may not attend as guests.

Friday ☆ 7:30 – 9:15 a.m. Annual Membership Meeting with Breakfast

(for all IECA Member Consultants: Professional, Associate & Student Members)

Join your IECA colleagues for the Association's Annual Membership Meeting with breakfast. It's the only time during the conference when we break from our admission colleagues and vendors and gather as members to celebrate IECA.

Here are some of the agenda items:

- Assess significant trends in the profession and our new initiatives to ensure we are poised for success
- Explore our expanding relationships with NACAC, CommonApp, Coalition, School Connections, TABS/NABI Initiative, Enrollment Management Association, NATSAP/Link 'n Learn, and others
- A celebratory year-in-review
- Information about our new online MEMBER COMMUNITIES/TalkList
- Examine the coming year: committees, regional groups, symposia, and more
- Elect new officers, Board members, and Nominating Committee members

And much more!

Friday ☆ 1:15 – 2:30 p.m. College Showcase

Take the opportunity Friday afternoon to hear from admissions counselors representing colleges and universities from Texas and across the country. Large and small, public and private, don't miss this unique opportunity to add to your "college knowledge." Preliminary list of participating colleges/universities includes: Abilene Christian University, Austin College, Colorado State University, Iowa State University, Southwestern University, St. Edward's University, Texas State University, University of Alabama, and University of Colorado-Colorado Springs.

Conference **Schedule** for Independent Educational Consultants

Monday ☆ April 23

Texas school, college, and program tours
For IECA member consultants only

Tuesday ☆ April 24

Texas school, college, and program tours
For IECA member consultants only

8:00 a.m. – 5:00 p.m. School Connections
6:00 – 8:30 p.m. IECA Member Dinner (optional)

Wednesday ☆ April 25

Local school, college, and program tours
For IECA member consultants only

7:30 a.m. – 6:00 p.m. **Conference Central Open**
Includes Registration, Vendor Hall, and Networking Lounge (Registration will remain open until 7:00 p.m.)

8:30 a.m. – 11:30 a.m. **Pre-Conference Workshops**

1:00 – 2:15 p.m. **Opening General Session with Keynote Speaker, Angela Maiers**

2:15 – 3:00 p.m. Dedicated Vendor Time
in Conference Central

3:00 – 4:15 p.m. **Breakout and Discussion Sessions**

3:00 – 5:30 p.m. **Master Class: Exploding Myths of Opioids and Marijuana**

4:30 – 5:45 p.m. **Breakout and Discussion Sessions**

5:45 – 7:15 p.m. Hosted Receptions

8:00 – 9:30 p.m. Hosted Receptions

Thursday ☆ April 26

7:00 a.m. – 6:00 p.m. **Conference Central Open**
Includes Registration, Vendor Hall, and Networking Lounge (Registration will remain open until 7:00 p.m.)

7:00 – 8:30 a.m. Continental Breakfast
in Conference Central

7:30 – 9:00 a.m. **Consultant Roundtables**
(for member and non-member consultants only)

9:00 – 11:15 a.m. **College & School Fair**
Therapeutic program representatives will have access to fair starting at 10:30 a.m.

9:30 – 10:30 a.m. **Therapeutic Community Discussions**

11:15 a.m. – 12:15 p.m. IECA Community Forums: College, School, and Therapeutic
(for IECA member consultants only)

12:15 – 1:30 p.m. Lunch
Presentation by Denison University President at 12:30 p.m. followed by Steven R. Antonoff Award presentation at 1:00 p.m.

1:30 – 2:45 p.m. **Breakout and Discussion Sessions**

2:45 – 3:30 p.m. Dedicated Vendor Time
in Conference Central

3:30 – 4:45 p.m. **Breakout and Discussion Sessions**

4:45 – 6:00 p.m. Hosted Receptions

5:00 – 6:00 p.m. IECA Community Forums: LD, Graduate, and Global
(for IECA member consultants only)

5:00 – 6:00 p.m. IECA Affinity Group Meetings
(for IECA member consultants only)

6:00 – 7:00 p.m. **IECA Networking Reception**

7:00 – 8:30 p.m. Hosted Receptions

Friday ☆ April 27

7:00 – 9:30 a.m. **Conference Central Open**
Includes Registration, Vendor Hall, and Networking Lounge

7:30 – 9:15 a.m. **Annual Membership Meeting with Breakfast**
(for all IECA Member Consultants: Professional, Associate & Student Members)

7:45 – 9:15 a.m. Continental Breakfast
in Conference Central

9:30 – 11:00 am **General Session with ACE Talks**

11:15 a.m. – 12:30 p.m. **Breakout and Discussion Sessions**

11:15 a.m. – 12:30 p.m. **School Water Cooler Talks**

12:30 – 2:30 p.m. **Therapeutic Swap with Lunch**
(for All Attendees)

1:15 – 2:30 p.m. **College Showcase**

2:30 p.m. Conference Closes



Independent Educational Consultants Association

3251 Old Lee Highway
Suite 510
Fairfax, VA 22030-1504

★ Conference Registration ★

IECA Spring 2018 Conference in Austin, Texas

Registration is being conducted exclusively through the online registration system at: www.IECAonline.com

Hotel booking information will be provided at the end of the online conference registration process. This helps to ensure that registered attendees have first access to available rooms. Only those registered for the conference will be eligible for the hotel's discounted rate. A list of participants, based on paid registrations received by March 15, will be distributed with the conference materials.

Conference Fees

Conference Registration for IECA Member Consultants

Early Bird (through February 28): \$485
Regular (March 1 - April 1): \$525
Late Fee (after April 1): \$40
Tuesday Dinner Member: \$50
Tuesday Dinner Guest: \$65
Thursday Reception Guest: \$55

Conference Registration for Nonmember Consultants, College, School, Therapeutic, and LD Representatives

Early Bird (through February 28): \$565
Regular (March 1 - April 1): \$595
Late Fee (after April 1): \$50

Pre-Conference Workshops

Wednesday half-day workshops:
IECA Member Consultants: \$65 / All Others: \$85

Continuing Education Hours

IECA has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6632. Programs that do not qualify for NBCC credit will be clearly identified. IECA is solely responsible for all aspects of the programs.

Special Needs

Registrants with a physical disability or dietary restrictions are asked to include that information with their conference registration, or send written requests for special meals or accommodations to conference@IECAonline.com.

Guests

Only IECA member consultants may register a spouse or significant other to join IECA members for the dinner on Tuesday, April 24 (\$65), and the reception on Thursday, April 26 (\$55). Other guests cannot be accommodated. We are not able to accommodate guests for conference speakers, meals, sessions, or the Fair/Information Swap. **Only registered conference attendees will have access to conference events and the conference areas of the hotel.**

Hotel Information

Conference attendees ONLY may book at the listed IECA Conference rate (\$229 single/double). **Note:** A maximum of two rooms may be reserved under a conference registrant's name. Those not registered for the conference will pay the hotel's standard rates (usually \$349 and up). You must mention IECA to receive the conference discount rate or use the online booking process that is provided with conference registration. Complimentary Internet access is included for all guest rooms reserved inside the IECA group block.

Conference Materials

Conference materials will be available in Conference Central (at the IECA registration desk) located inside the conference hotel (see enclosed schedule for specific days and times).

Travel Information

Airport

Austin-Bergstrom International Airport (AUS) is approximately 10 miles from the conference hotel. Taxis, Uber, and Lyft are readily available and will cost \$25-\$40 each way. IECA has negotiated a discounted rate through SuperShuttle Austin for \$10.80 each way. Booking information will be located at the end of the online registration system and in your confirmation email.

Parking

Self-parking is \$30 daily and valet parking is \$43 daily at the hotel.