



Independent Educational  
Consultants Association

# 2019 Summer Training Institute

for Independent Educational Consulting

Dates & Locations to be announced in  
January 2019



**This four-day 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.

## IN-DEPTH CURRICULUM

Being successful as an independent educational consultant (IEC) requires knowledge in three core areas: counseling and communication skills, small business management, and content within one's specialty. Whether one pursues the profession with a focus on colleges, traditional secondary 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. Our guest faculty enhance attendees' ability to see further inside the admission process.

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 lab 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 during relaxation and networking time. The overall size of the Institute is limited to maximize interaction among participants and between attendees and faculty. Past attendees often remark that this interaction is invaluable for gaining firsthand knowledge of the profession.

## BENEFITS OF ATTENDING STI

- **Insight into the admission office**, guidelines for effective evaluative visits of campuses, and other resources useful in meeting the needs of students with a variety of interests, abilities, backgrounds, and social and educational needs.
- **Office procedures** for creating and managing an efficient and successful small business; strategies for marketing, liability issues, and business planning.
- **Sample forms, documents** and related materials which may be adapted for your practice.
- **Contact with other independent educational consultants** and school, college, and program administrators.
- **Information on professional memberships** and affiliations.
- **Continuing education hours (CEs)**, at no additional cost.

*I found a group of caring, supportive, inspired professionals and gained a wide network of people all interested in helping students become their best. Aided by the informative sessions and materials provided at the conference, I developed my social media presence and was able to quickly improve my level of service to students and families.*

—Kelly Linehan (New York)  
STI Attendee,  
Associate Member IECA



## SAMPLE SCHEDULE

(This is a tentative schedule; the actual schedule will vary.)

### TUESDAY

11:00 a.m. – 2:15 p.m.	Arrivals & check-in
2:30 – 4:30 p.m.	Welcome & Opening Instructional Session
4:30 – 5:15 p.m.	Trends in the Profession
5:30 – 6:30 p.m.	Dinner (meal plan begins)
7:00 – 8:00 p.m.	Relaxation/Networking

### WEDNESDAY

7:15 – 8:00 a.m.	Breakfast
8:15 – 9:30 a.m.	Embracing Your Inner Entrepreneur
9:50 – 10:45 a.m.	Mentoring Groups
11:00 a.m. - 12:00 p.m.	Elective Sessions: Topics in Consulting
12:00 – 1:00 p.m.	Lunch
1:15 – 3:30 p.m.	Electives: In depth topics in College, School, or Therapeutic Consulting
3:45 – 5:00 p.m.	Faculty Q&A
5:15 – 6:30 p.m.	Dinner
7:30 – 8:30 p.m.	Relaxation/Networking

### THURSDAY

7:15 – 8:00 a.m.	Breakfast
8:15 – 10:45 a.m.	Marketing Your Business
11:00 a.m. – 12:00 p.m.	Elective Sessions: Topics in Consulting
12:00 – 1:00 p.m.	Lunch
1:00 – 3:00 p.m.	Professional & Legal Liability
3:15 – 4:30 p.m.	Elective Sessions: Topics in Consulting
4:45 – 5:30 p.m.	Faculty Q&A
5:30 p.m.	Free Night (dinner not provided)

### FRIDAY

7:30 – 8:15 a.m.	Breakfast
8:30 – 11:00 a.m.	Creating Your Personal Business Plan
11:00 a.m. – 12:00 p.m.	Mentoring Groups
12:00 – 1:00 p.m.	Lunch
1:15 – 2:30 p.m.	Elective Sessions
3:00 – 4:15 p.m.	Elective Sessions
4:30 – 5:00 p.m.	Faculty Q & A
5:30 – 8:00 p.m.	Closing Session & Dinner

### SATURDAY

Breakfast & departure by 10:30 a.m.



"It's rare to find such a well organized, comprehensive conference presented by leaders in their respective fields, willing to share their experience and knowledge so candidly. STI far surpassed my expectations. The opportunity to network with other consultants, both new and experienced, was extremely valuable as I start my own practice." —Grant Oyston (Toronto), STI Attendee

### TOP-NOTCH 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 executive office.

The Institute Notebook has been developed as a result of the faculty's many years of experience with students and families. The material is meant to coordinate with the seminars and visual presentations throughout the Institute. In addition, many sample documents are provided for reference purposes.

### APPLICATIONS

The Summer Training Institute details and application will be available in January 2019 on the IECA website at: <https://link.iecaonline.com/sti>. To receive this information as soon as it's available, send an email to [info@IECAonline.com](mailto:info@IECAonline.com) indicating you wish to receive the Institute materials. The cost of the Institute, including meals, housing, and all materials, will be approximately \$1,750.

### Independent Educational Consultants Association

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