

College Admission & the Independent Educational Consultant

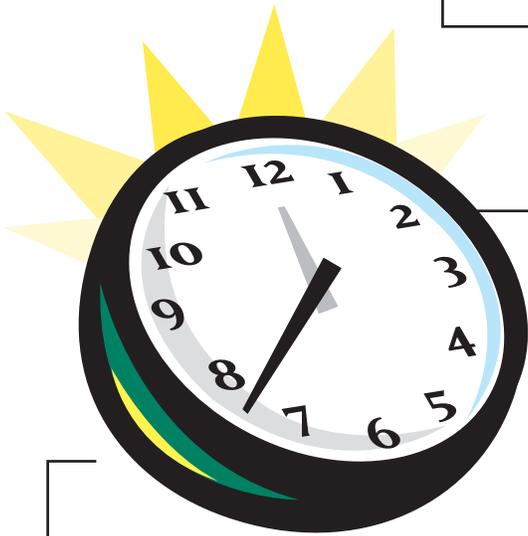
IECA's membership has more than doubled in the last 7 years



IECA members emphasize 'fit' and student success over simply getting in.

60% of public high school seniors never receive any college counseling
(source: U.S. Dept. of Education)

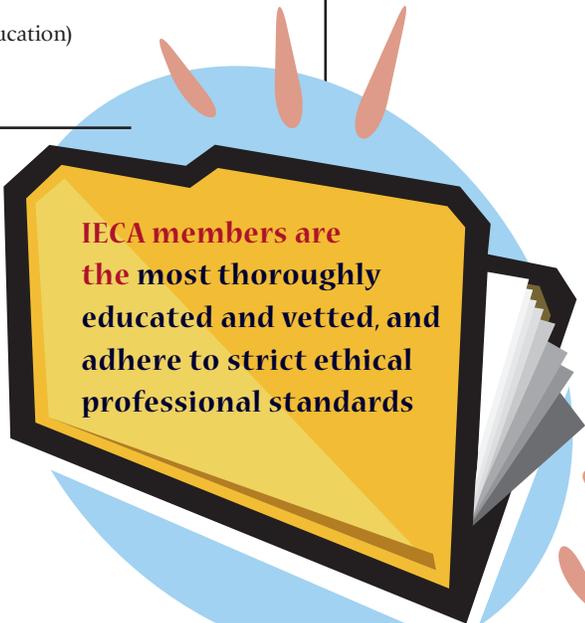
Most IECA members have expanded their practice to include financial aid information, LD advising, career exploration, and more.



U.S. public high school students receive an average of **38 minutes** of personal advising on College Admission over 4 years

(IECA Members Provide Clients: 18 hours on average)
(source: U.S. Dept. of Education)

In public schools there is a ratio of **476:1** student:counselor
(Among IECA Members it's 26:1)
(source: U.S. Dept. of Education)



IECA members are the most thoroughly educated and vetted, and adhere to strict ethical professional standards

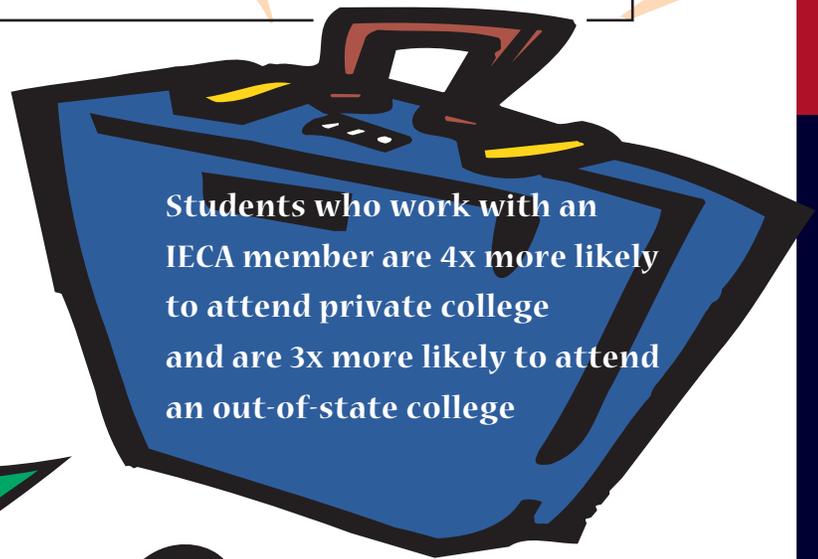
88% of IECA members are College Placement Experts, and most of these members can advise on college affordability issues

Average number of campus visits per year by IECA members: **24**



The average IECA member charges about 1/8 of the amount often cited in the press

(most members offer hourly as well as package rates)



Students who work with an IECA member are 4x more likely to attend private college and are 3x more likely to attend an out-of-state college

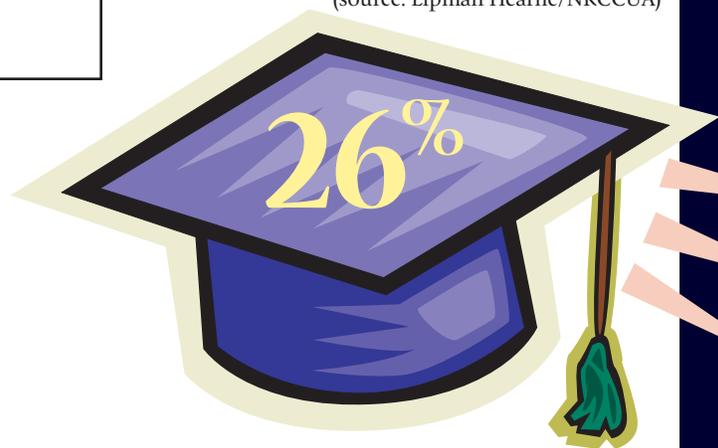


26% of high-achieving seniors hire an IEC in their college search/application process

(source: Lipman Hearne/NRCCUA)



New technologies have assisted IECA members in working with students beyond their community, state, or country



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