

Transitioning to Independent College Consulting



Wednesday, September 23, 2020
Minneapolis, Minnesota • 8:30 a.m.–4:30 p.m.

This one-day training is designed specifically for school-based college counselors and college admission representatives involved in or considering a transition to private practice. Whether it's a mid-career change or plans for post-retirement work, this full-day institute will prepare you for a successful transition to independent college consulting.

*Co-Sponsored by the Independent Educational Consultants Association and the
National Association for College Admission Counseling*



Transitioning to Private Practice

School-based college counselors as well as university-based admission representatives possess a wealth of knowledge, have developed a valuable network of professional colleagues, and have unique insight into teenagers' hopes, fears, and worries about college and the admission process.

As the field of independent educational consulting has grown into a significant profession, more and more institutionally-based counselors have considered the career. What holds many back is concern over opening a small business—how to take their extensive experience and knowledge and use it in private practice.

IECA has created this workshop specifically for those who are currently in a school or college setting and are contemplating such a move; it is **not** for those already in an independent educational consulting practice.

Presenters will address a variety of relevant topics including: how ethics and counseling services change, the increased role of parents, how to market your services, running a small business, and how to create a "Transition Plan" to guide you through the process.

The Independent Educational Consultants Association

No one knows more about private college counseling than IECA. Now 43 years old, IECA has been recognized by the media, by groups such as NACAC, and college admission officers as the nation's preeminent association for private counselors. Harvard University's William Fitzsimmons refers to IECA as "the Harvard of Educational Advisors."

IECA's four-day **Summer Training Institute** (held in California and Pennsylvania) is widely recognized as the finest training opportunity in the profession. IECA's college tours, national conferences, webinars, and outreach events are widely anticipated and praised. And IECA's ethics and



"This was one of the BEST workshops I have attended in my over 20 year career as a high school counselor. Many thanks!"

—IECA Transition Workshop Attendee

professional practice requirements make us the leader, not only in training but also in establishing standards for the profession.

As further evidence of the respect our programs have received, NACAC has arranged for our training program to be part of the formal pre-conference events at the NACAC National Conference since 2006.



Experienced Faculty

Session leaders have been carefully picked from among the nation's most experienced and successful independent educational consultants. Faculty members are regarded as particularly knowledgeable about the area they will present. Each has made the successful transition from an institutional setting to private practice—so they understand your concerns.

Timing is Perfect

IECA has scheduled this event to coincide with the NACAC National Conference in Minneapolis. The NACAC Conference opens Thursday, allowing you to complete the Transition Training on Wednesday and then move on to the opening of the NACAC Conference. NACAC has held rooms at several Minneapolis hotels for those who wish to arrive early for this Institute.

Registration

Registration for this Pre-Conference Workshop is conducted by NACAC through their 2020 National Conference Registration form, available at www.NACACnet.org or use the link from the IECA website at: <https://link.iecaonline.com/transitioning>. Membership in NACAC or IECA is not required, and you may attend the workshop even if you are not registering for the NACAC National Conference that follows.



Tentative Curriculum

Wednesday, September 23, 2020
Minneapolis, Minnesota

7:30 a.m. Breakfast, included with registration

8:00 a.m. Registration

8:30 a.m. Welcome, Overview

The Path to Success in Independent Educational Consulting™

1. Do You Know This Field and Are You Suited For It?

2. The Transition Process

3. The IEC Curriculum: Working In-depth With Students

4. Preparing to Run a Business

12:00 noon Lunch, included with registration

1:30 p.m. Panel: Ask the Faculty

5. Generating Marketing Buzz

6. Parents As Partners

7. Next Steps

4:30 p.m. Program Ends

"This was one of the best workshops I've ever attended, and I was so impressed by the enthusiasm and energy of the speakers."

—IECA Transition Workshop Attendee

Independent Educational Consultants Association

The Independent Educational Consultants Association, founded in 1976, is a nonprofit, international association of professional, experienced independent educational consultants. IECA sets the standards, leads the discussion, and serves as the public face of independent educational consulting to the media, colleges, and other professionals. IECA publishes a print and online directory of its professional members and works to educate families about the school and college selection process. The Association holds two national conferences annually that attract more than 1,100 attendees, conducts training programs throughout the year, hosts monthly webinars, and sponsors tours of college campuses specifically for IECs.

IECA members are pledged to maintain the highest ethical standards in working with students and families. When a family chooses an independent educational consultant who is a member of IECA, they are assured that the IEC is experienced, competently trained, and committed to honest and ethical practices.

Network with nationally recognized IECs, gather information on school and college admission practices, and learn how to build a successful independent educational consulting practice at IECA's unique Summer Training Institute.

Independent Educational Consultants Association

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"Inspiring and useful! I appreciated the helpful nature of all the speakers and their emphasis on ethics."

*—IECA Transition
Workshop Attendee*

Connect with IECA:

