

Connect with Hundreds of Independent College Consultants

IECA's Annual Spring Conference
May 13-15, 2020



CONNECTICUT

FOCUS ON STUDENTS

“The University of Tampa gains students from new communities thanks to our outreach to IECA members. IECs help families understand both academic and financial fit.”

— Brent Benner,
Director of Enrollment
Management,
Admissions,
University of Tampa

College Fair

Thursday | May 14 | 9:00-11:15 a.m.

Here's why hundreds of colleges and universities attend IECA conferences:

- Students working with IECA member educational consultants are three times more likely to attend school out-of-state and four times more likely to enroll in private colleges.
- 350+ independent educational consultants (IECs) are expected to attend IECA's conference this spring, giving you numerous opportunities to promote your college or university to a responsive audience.
- The number of colleges & universities attending IECA conferences has tripled in the last five years. These colleges have learned the value of connecting with our members at IECA conferences.



*Option to participate in full conference
(for more information, see reverse side)*

(continued from front)

More independent educational consultants attend IECA's conferences than any other state, regional, or national event.

IECA is the largest and most respected organization representing fully vetted Independent College Consultants. IECA member educational consultants adhere to the strictest ethical standards in the profession, visit hundreds of campuses each year, and are among the most experienced IECs in the profession. They focus on finding the best match between student and college.



We Offer Two Options to Register

Full Conference Or College Fair Only

We offer a College Fair-only option for those who wish to attend only the Thursday morning Fair (\$325 for the first representative).

Of course, many colleges will want to take advantage of 2½ days of the IECA Conference, including the Fair, the educational sessions, featured speakers, meals, networking, and many opportunities for additional contact with over 350 college advisors and more than 100 independent school representatives who also attend our gatherings. Colleges may include additional representatives at the College Fair only for just \$125 per person.

Explore Admission Trends

Our educational sessions encourage professional debate and dialog on topics relevant to you and your colleagues. Some breakout sessions will look at new college admission trends while others will emphasize a holistic approach to understanding students, including transitioning to college, LD, and other adolescent issues.



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IECA Spring Conference

May 13-15, 2020



IECA's First Conference in CONNECTICUT



We are excited to be in Connecticut, where IECA has more members per capita than any other state. It is also IECA's first conference where you needn't leave the premises to find food, shopping, or entertainment. There's something for everyone at the Mohegan Sun Resort, an all-in-one venue where learning, playing, and entertainment coexist on one amazing property that will accommodate every attendee. You'll spend the day with captivating speakers; breakout sessions for every specialty and interest, and meeting with colleges, schools, and other professionals. All three ACE Talks presenters also have breakout sessions for deeper dives into their areas of expertise and the Master Class will focus on how assessing psychological profiles can move students toward independence. For the first time, the schedule will feature three separate dedicated events for Schools, Colleges, and Therapeutic programs, facilitating even better information exchange and connections. We introduce the new Wednesday evening School Exchange, giving traditional and LD K-12 schools and programs their own networking event with IECs, and removing them from the Thursday morning Fair, which will now focus exclusively on Colleges/Universities, Gap Year programs, and non-therapeutic Post-Secondary programs. Friday's Information Swap will continue to focus exclusively on therapeutic schools and programs for all ages.

But don't plan to head to your room when the last session ends; the evenings promise to be just as busy! You can choose from 42 restaurants and 30 stores, burn off any conference calories at the fitness centers, bowling alley, golf course and beautiful grounds; or relax and be entertained with a concert, comedy act, or maybe a sporting event. The networking event on Thursday evening at Game On! will add a new dimension to networking with some friendly competition. Plus, Mohegan Sun has gaming for those who want to take advantage, but attendees can go from the front desk to guest rooms to conference events and never pass through the casino floor if they wish, and no one will have to contend with the presence of cigarette smoke, which is the case at many older gaming properties.

Discussions

Therapeutic Community Discussions

Thursday | 9:30 a.m.

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.

School Water Cooler Talks

Co-hosted by members of the IECA Schools Committee & Admission Leaders

The Water Cooler Talks provide an opportunity for IECs and school admission reps to come together for collaboration and collegiality, discuss the work they are doing, trends they are observing, and the families they are seeing. New this conference, there will be three opportunities to participate!

- Wednesday • 2:45 p.m.:
Supporting LGBTQ Students in Our Schools
- Wednesday • 4:30 p.m.:
Character Snapshot Update
- Friday • 9:15 a.m.:
Vaping, Cell Phones, and Student Anxiety



ACE Talks

Thought leaders in **Adolescence, Consulting, and Education.**

Wednesday's opening 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.



Wednesday | May 13 | 1:00 p.m.

The Side Door: Reflections on Operation Varsity Blues

Daniel Golden will discuss his new reporting on the college admissions scandal and how his findings contrast with the popular perception of the case.

Daniel Golden is a Pulitzer Prize-winning journalist and author and a senior editor at ProPublica, a non-profit website for investigative reporting. A longtime higher education reporter, he is best known for his critically acclaimed national bestseller, *The Price of Admission: How America's Ruling Class Buys Its Way Into Elite Colleges—and Who Gets Left Outside the Gates*, which was recently reissued with new reporting on Operation Varsity Blues.



Daniel Golden

Emotional Intelligence: Key to Raising Healthy, Happy, and Successful Children

In this interactive presentation, Marc Brackett will discuss his center's research on the "emotional state" of our nation's children and families and will describe the theory and skills of emotional intelligence, which have been shown to support optimum health, well-being, and academic success. He will also explain the skills, tools, and practices developed at Yale, which can support parents in developing their own and their children's emotional intelligence.

Marc Brackett, PhD is the founding director of the Yale Center for Emotional Intelligence and a professor in the Child Study Center of the Yale School of Medicine. His book, *Permission to Feel*, combines psychological research and compelling anecdotes to offer a blueprint for understanding our emotions and using them wisely in order to achieve success and well-being. Brackett is the lead developer of RULER, a systematic, evidence-based approach to social and emotional learning that has been adopted by more than 2,000 public, charter, and private schools across the United States and in other countries.



Marc Brackett

Easing the Stress of Parents During the Application Process

As professionals who work closely with families know all too well, applying to schools is often a stressful, high-stakes process that can bring out the worst in everyone. This presentation will describe how IECs, program directors, and admissions officers can recognize the underlying anxiety that drives resistance, noncompliance, and other challenging behaviors in families with whom they work. Along with providing insight into typical triggers for parents' anxiety, strategies will be offered to help ease that stress and promote the educational decision-making that best serves students.

Roni Cohen-Sandler, PhD is a clinical psychologist in private practice who specializes in raising healthy adolescents, mother-daughter relationships; and psycho-educational assessments. She has written three parenting books: the bestselling *I'm Not Mad, I Just Hate You: A New Understanding of Mother-Daughter Conflict*; the award-winning *Trust Me, Mom—Everyone Else is Going!* and *Stressed-out Girls: Helping Them Thrive in the Age of Pressure*. Cohen-Sandler is currently working on her newest parenting book, tentatively titled, *Anything But My Phone, Mom!*



Roni Cohen-Sandler

Special Guest Speaker

Thursday | May 14 | 12:30 p.m.

Cultivating Student Access and Success for a New Generation

Angel B. Pérez, PhD is the Vice President for Enrollment and Student Success at Trinity College, Connecticut. Perez is an education administrator, author, speaker, teacher, and student advocate. With more than two decades' experience in secondary and higher education leadership positions in the U.S., he is now recognized as a national thought leader, and sought after as an international speaker, on issues of educational equity and access in American education.



Angel B. Pérez

Friday College Special Address

Friday | May 15 | 10:30 a.m.

The Future of Ethical Practice

Jayne Fonash, EdD is president of NACAC and is an independent educational consultant. She spent 20 years in public and private mental health practice and 24 years as a public high school counselor and director of counseling services. Fonash was recognized by NACAC as the 2013 recipient of the NACAC Government Relations Award, presented to a NACAC member who has made outstanding efforts in support of policy initiatives that promote equal access to higher education. She also served as a past-president of PCACAC and as member of the NACAC Affiliates Presidents Council.



Jayne Fonash

Master Class

Friday | May 15 | 1:00 p.m.

Supporting Independence in Students: Identifying Cognitive and Emotional Risk Factors, Appropriate Interventions and Placements

This Master Class will consider supports required for moving students toward independence. Research will be reviewed that shows strong relationships between cognition, emotion, and personality. This course will consider how the assessment of important psychological profiles can help identify select methods of intervention and placement that will address areas of strength and weaknesses in the students that consultants support. Case studies will be considered as well to identify methods of intervention for both high achieving students as well as students who are at-risk of failure, like those with learning disorders and anxiety.

Matthew Cruger, PhD, a clinical neuropsychologist, is senior director of the Learning and Development Center at the Child Mind Institute. He specializes in neuropsychological examinations, cognitive assessments and other evaluations for gifted children as well as those with learning difficulties, autism spectrum disorders, and ADHD. A strong advocate for children and teens with special education needs, Cruger uses empirically supported treatments to improve both his patients' emotional functioning and their academic achievement.



Matthew Cruger

Fee: \$95

Ready or Not: Assessing College Readiness and Support Options

Wondering how to support LD/ND students who aren't quite college-ready? Join IECA members and experts from transition, support, and disability programs to discuss case studies and understand readiness factors, program options, and best practices.

John Conway, LCSW, CADC,
Edge Learning & Wellness Community
Kinsley Rausch, Franklin Learning Institute
Lauren Merritt, MA, College Steps
Christine Wenzel, MAEd, University of Connecticut
Grant Leibersberger, MEd, MBA, Focus Collegiate
Marci Schwartz, LCSW, PhD, IECA Associate
Eric Endlich, PhD, IECA Associate
 Moderated by Lauren Gaylord, MA, IECA

For All: Applied

You Don't Have to Be a Neuro-Guru to Use Neurofeedback

Explore the what, why, and how of neurofeedback and the science behind it, including research, bio-psycho-social approach, and qEEG brain mapping. Presenters will demystify implementing neurofeedback in the therapeutic and academic environment.

Dianne Kosto, SCN, SYMMETRY Neuro-Pathway Training

For All: Foundational

Tools to Reduce Teen Stress and Anxiety

The high school years are fraught with anxiety for students and their parents. IECs are very often confronted with anxiety-related issues such as sub-par test and academic performance, difficulties focusing and staying on task, and the overall stress, pressure and anxiety of getting into the "right" college or university. This session will provide an in-depth, interactive examination of how to reduce teen anxiety and improve performance. It will also include an evidence-based model of nine tools to help students be more calm, confident, and focused throughout the college application process.

Ben Bernstein, PhD, Performance Psychologist

For All: Applied

Foundational: For those with limited experience, seeking core knowledge

Applied: For established professionals seeking additional knowledge



NETWORKING OPPORTUNITIES



The Exchange, Fair, and Swap feature tabletop exhibits and represent a primary opportunity for school, college, and program representatives to network with independent educational consultants (IECs), learn about new initiatives, and share information. Included with registration, every institution will have the option to reserve one table space in one (1) of the following events:

Wednesday | 7:00–8:30 p.m.

School Exchange

NEW EVENT

Participants include: Traditional Day/Boarding K-12 Schools and LD K-12 Schools and Programs (Non-Therapeutic), and IECs who work with these populations.

This is a brand new opportunity for Traditional Day/Boarding and LD K-12 schools to exclusively network with school and LD/ND IECs at their own event, rather than participating in Thursday's College Fair as has been done in the past.

Thursday | 9:00–11:15 a.m.

College & PostSecondary Fair

NEW FORMAT

Participants include: Colleges/Universities, Gap Year Programs, and LD Post-Secondary Programs (Non-Therapeutic), and IECs who work with these populations.

The Thursday Fair now focuses exclusively on postsecondary options, with tabletop displays featuring colleges/universities, gap year programs, and LD postsecondary programs.

Friday | 10:45 a.m.–12:45 p.m.

Therapeutic Information Swap

Participants include: Residential Treatment Centers, Wilderness Programs, Therapeutic Schools and Programs, PostSecondary and Transitional Schools and Programs (therapeutic), and Related Service Companies (e.g. transport, publishers, software), and IECs who work with these populations.

The Swap provides an excellent opportunity for IECs who specialize in therapeutic advising to meet exclusively with schools and programs that support the needs of students with emotional, behavioral, or substance abuse issues.

Special Visiting Times

During the first or final 30–45 minutes of the independent educational consultants portion of each networking event, we will invite representatives not exhibiting in the event to visit. This will allow for great school-to-school networking, increasing the ROI for all participating schools and programs.

School Exchange:

Wednesday
8:00–8:30 p.m.

College & PostSecondary Fair:

Thursday
10:30–11:15 a.m.

Therapeutic Information Swap:

Friday
10:45–11:30 a.m.

Special Events

Thursday | 6:00–7:00 p.m. IECA Networking Event: Game On!

Our Networking event will take place at Mohegan Sun's entertainment venue, Game On!, which offers bowling, video games, a retro style arcade, a private Karaoke suite, extensive bar, and great food while networking. **Have fun, socialize, unwind, Game On!**

Cost: All registered conference attendees may participate at no additional cost. Guests cannot be accommodated.

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

Therapeutic School Connections provides a structured and congenial atmosphere for therapeutic boarding schools/programs 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/program. During these personal scheduled appointments, schools/programs 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 <https://schoolconnections.org>. 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 | 9:30–10:30 a.m. Special Presentation for Secondary School Admission Reps

NEW EVENT

What Does it Take to Turn Around The Boarding School Brand?

Amid a 15-year decline in domestic boarding, TABS launched the North American Boarding Initiative (NABI). In this session, we'll share the ups and downs of 4 years working with 200+ schools, reflecting on the progress of the campaign and the challenges. Using data, we'll paint a picture of the shifting consumer landscape and outline how our strategy has evolved accordingly. We'll also share a reel of the all-digital advertising campaign and highlight key lessons learned.

Megan Cartier, TABS

Target content level: Applied

Friday | 11:15 a.m.–12:15 p.m. College Showcase

Friday morning you'll have the opportunity to hear from admissions counselors representing colleges and universities from the Northeast and across the country. You'll hear from big universities, small liberal arts colleges, and those in between. This is a great chance to learn more about numerous campuses in one morning!



CONFERENCE Schedule

Tuesday | May 12

* IECA Member Consultants' event: 6:30 – 8:30 p.m.
Schools and programs may not plan events during this time period. *

Wednesday | May 13

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 – 2:30 p.m.	Opening General Session with ACE Talks Daniel Golden, Marc Brackett, Roni Cohen-Sandler
2:45 – 3:45 p.m.	Breakout and Discussion Sessions
3:45 – 4:30 p.m.	Dedicated Vendor Time with refreshments in Conference Central
4:30 – 5:30 p.m.	Breakout and Discussion Sessions
5:45 – 6:15 p.m.	New Attendee Orientation (for all first-time conference attendees)
7:00 – 8:30 p.m.	School Exchange Participants: Traditional Day/Boarding schools and LD K-12 schools and programs College and Therapeutic representatives will have access to the School Exchange starting at 8:00 p.m.

* IECA Member Consultants have conference program events from 8:30 a.m.–8:30 p.m. Schools and programs may not plan events during this time period (with the exception of 11:30 a.m.–12:45 p.m.)

Thursday | May 14

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 Vendor Hall, Conference Central
9:00 – 11:15 a.m.	College & PostSecondary Fair Participants: Colleges/Universities, Gap Year programs, LD PostSecondary schools/programs and Related Service companies School and Therapeutic representatives will have access to the College & PostSecondary Fair starting at 10:30 a.m.
9:30 – 10:30 a.m.	Special Presentation for Secondary School Admission Reps
9:30 - 10:30 a.m.	Therapeutic Community Discussions
11:30 a.m. – 12:30 p.m.	Breakout and Discussion Sessions
12:30 – 1:45 p.m.	Lunch with guest speaker, Angel Pérez & presentation of Steven R. Antonoff Award
2:00 – 3:00 p.m.	Breakout and Discussion Sessions
3:00 – 3:45 p.m.	Dedicated Vendor Time with refreshments in Conference Central
3:45 – 4:45 p.m.	Breakout and Discussion Sessions
6:00 – 7:00 p.m.	IECA Networking Reception

* IECA Member Consultants have conference program events from 7:30 a.m.–7:00 p.m. Schools and programs may not plan events during this time period. *

Friday | May 15

7:30 – 9:30 a.m.	Conference Central Open Includes Registration, Vendor Hall, and Networking Lounge
8:00 – 9:00 a.m.	Continental Breakfast in Vendor Hall, Conference Central
9:15 – 10:15 a.m.	Breakout and Discussion Sessions
10:30 – 11:15 a.m.	Friday College Special Address from Jayne Fonash
10:45 a.m. – 12:45 p.m.	Therapeutic Information Swap Participants: Therapeutic schools and programs, including Wilderness, PostSecondary and Transitional, and Related Service companies
11:15 a.m. – 12:15 p.m.	College Showcase
12:15 – 1:00 p.m.	Lunch Available Inside Therapeutic Information Swap
1:00 – 2:45 p.m.	Master Class with Matthew Cruger
2:45 p.m.	Conference Closes

* IECA Member Consultants have conference program events from 7:30 a.m.–2:45 p.m. Schools and programs may not plan events during this time period. *

HOSTING AFTER HOURS EVENTS

Schools, colleges, programs, and vendors planning hosted receptions and activities at the hotel or off-site, **MUST SCHEDULE THESE TO START OR DEPART** according to the times listed here:

Tuesday after 8:30 p.m.

Wednesday 11:30 a.m.-12:45 p.m.
(prior to opening session) or after 8:30 p.m.

Thursday after 7:00 p.m.

Friday after 2:45 p.m.



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Independent Educational Consultants Association

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

CONFERENCE REGISTRATION

IECA Spring 2020 Conference in Connecticut

Registration is being conducted exclusively through the online registration system at: <https://link.iecaonline.com/Conference-Info>
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 will be published based on paid registrations received by April 1.

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

Early Bird (through February 29): \$600
Regular (March 1 - through April 1): \$645
Late Fee (after April 1): \$50

Pre-Conference Workshops

Wednesday half-day workshops: \$95

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. All sessions qualify for CE credit for AICEP. 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

We are not able to accommodate guests for conference speakers, meals, sessions, or the Exchange/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 (\$179 single/double + \$14.95 facility fee). **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. 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

Driving: Mohegan Sun is approximately a one-hour drive from Providence, Hartford, and New Haven. Boston is just over 90 minutes and New York is approximately two hours. The resort offers **free parking** for all hotel guests and conference attendees.

Airport Shuttle Service: Shuttle Service and Private Car Service are offered to guests of Mohegan Sun (fees apply). Reservations are required 24 hours in advance and are accepted 24 hours a day at 888-320-4577, ext 2.

Airports Served:

Bradley International Airport (BDL) in Hartford, CT and
TF Green Airport (PVD) in Providence, RI

Cost: \$50.00 per person, plus 20% suggested gratuity

Hours: From the airports: 7:30 a.m., 10:30 a.m., 1:30 p.m.,
4:30 p.m., 7:30 p.m. & 10:30 p.m.

From the hotel: 6:00 a.m., 9:00 a.m., 12:00 p.m., 3:00 p.m.,
6:00 p.m. & 9:00 p.m.

For additional travel information (bus, train, ride share, etc.) visit:
<https://mohegansun.com/about-mohegan-sun/getting-here.html>