

State of the Profession 2018

THE 10 TRENDS RESHAPING
INDEPENDENT EDUCATIONAL CONSULTING

Mark Sklarow, IECA Chief Executive Officer

#1: IEC Growth is NOT Slowing Down

Since 2005:

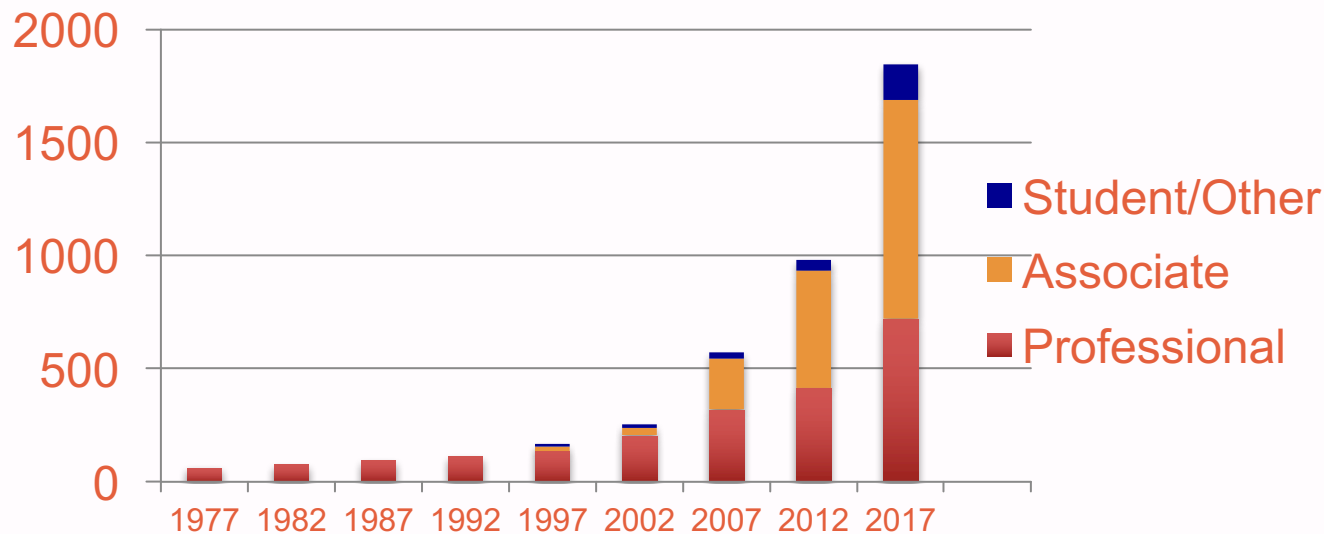
- ▶ There has been a 400% increase in the number of IECs domestically.
- ▶ There has been a 1,000% increase in the number of IECs internationally.
- ▶ There has been a 300% increase in the number of “dabblers.”



#2: IEC Affiliations ARE Growing, but...

Affiliated IECs:

- ▶ 1,847 IECA
- ▶ + additional 350 NACAC
- ▶ + additional 165 HECA
- ▶ + additional 295 ACACs
- ▶ + additional 75 others
- ▶ **2,732 total**



But affiliations represent the smallest percentage of IECs, ever...

- ▶ 30 years ago the percentage of IECs that “belonged” to a professional association was over 80%
- ▶ Today the 2,700+ affiliated IECs represent only 20% of the total
- ▶ There is an upside to *individual members* (a competitive advantage) even as there is a serious downside to the *profession and families*, and a concern about exposure to the profession itself.

#3: EXPANSION is the trend



- ▶ Non-consulting staff
- ▶ IECs
- ▶ Geographic
- ▶ Services within specialty
- ▶ Sub-specialties
- ▶ New Specialty Area
- ▶ School, CBO & Corporate

Expansion Trends Worth Noting

International Growth:

- ▶ Consulting expanding internationally
- ▶ School/College compensated agents peaked and in decline
- ▶ Domestic IECs advising more kids globally
- ▶ Slight growth in domestic placements abroad



Expansion Trends Worth Noting



Services that are expanding in existing practices:

- ▶ Financial aid, affordability
- ▶ Graduate studies
- ▶ Career exploration
- ▶ Arts: performing & visual
- ▶ Student athletes
- ▶ Learning & emotional disabilities

#4: Early Stages of Corporatization



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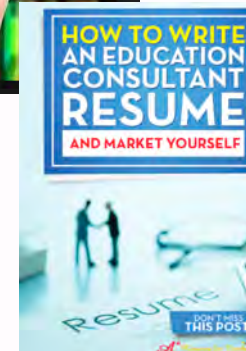
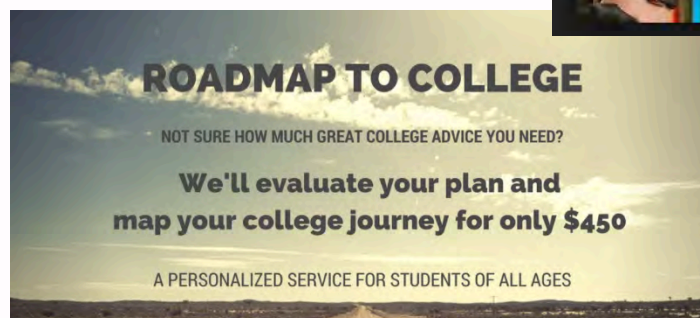
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#5: Students at all levels are MORE COMPLICATED

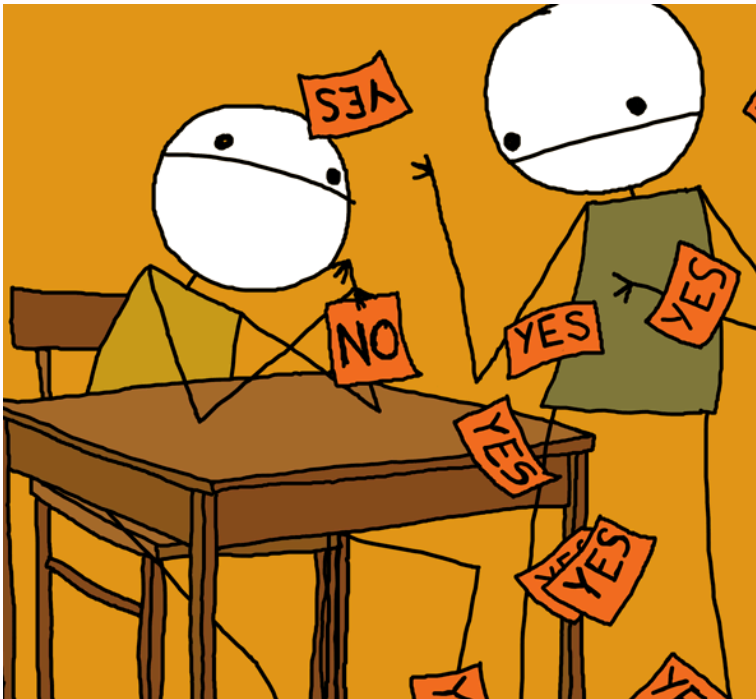


#6: Admission Decisions Are Less Predictable

Can you really call yourself a 'college admission EXPERT' ...if you can no longer predict who is likely to be admitted?



Changes to How Admission Decisions are Made



- ▶ Reliance on technology-based modeling, especially at larger universities
- ▶ Constantly changing application numbers, acceptance rates, reliance on ED, EA
- ▶ Renewed interest in character measures
- ▶ Unclear role of “demonstrated interest”

#7: Information Overload



- ▶ Too much
- ▶ Too often
- ▶ Constant change
- ▶ Source explosion

- ▶ And then there are clients who “know just a little too much”

#8: Integration of Technology



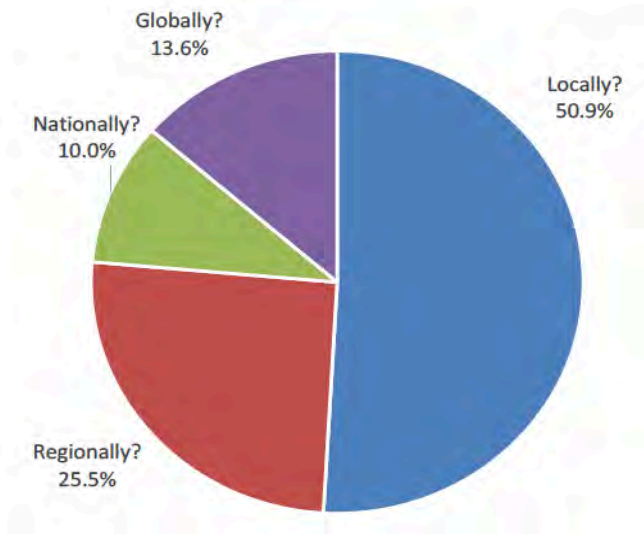
- ▶ Client records
- ▶ Office & financial management
- ▶ Online testing
- ▶ Communications
- ▶ Web-based advising
- ▶ Research & resources
- ▶ Education of clients & others
- ▶ Marketing

A Quick Survey

In what areas do you NOW USE TECHNOLOGY in the regular course of your work? Check as many as apply to your work situation:

- ▶ Managing client records/files
- ▶ Office/financial management (includes billing)
- ▶ Online testing (career, etc.)
- ▶ Communications (emails, text)
- ▶ Web-based advising (Skype & Zoom meetings, essays reviews, etc.)
- ▶ Research & resources for self or client
- ▶ Dissemination of info or educational materials to clients & others
- ▶ Marketing, advertising, social media

Impact of New Technologies



Allows IECs to see **MORE** clients,

SHARE client information with experts & colleagues,

Increases **COLLABORATION**

Add clients **BEYOND** one's own geographic area,

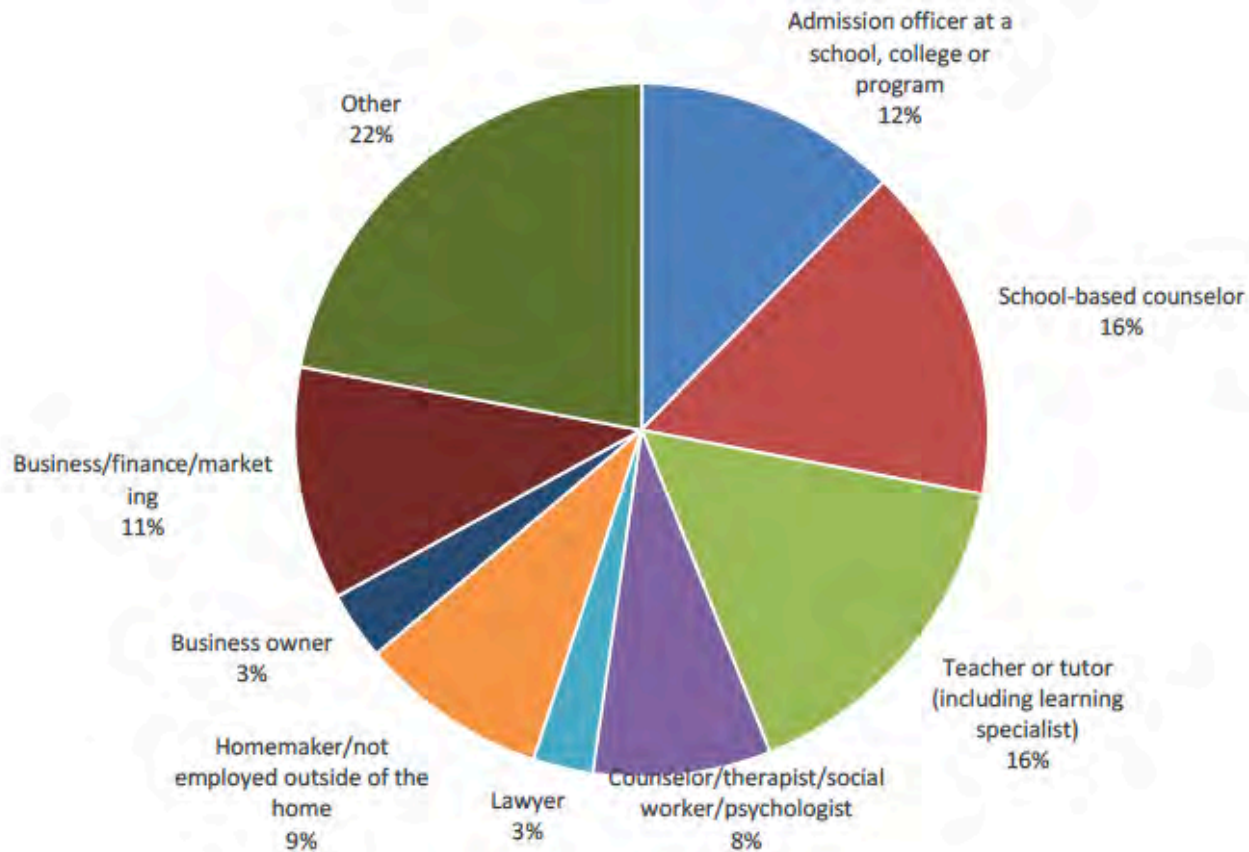
Meet with clients **THROUGHOUT** the **DAY**,

Expands your IEC footprint and **BRAND**, among others.

#9: Diversity: Among IECs & Clients



Diversity: Background of IECA Members

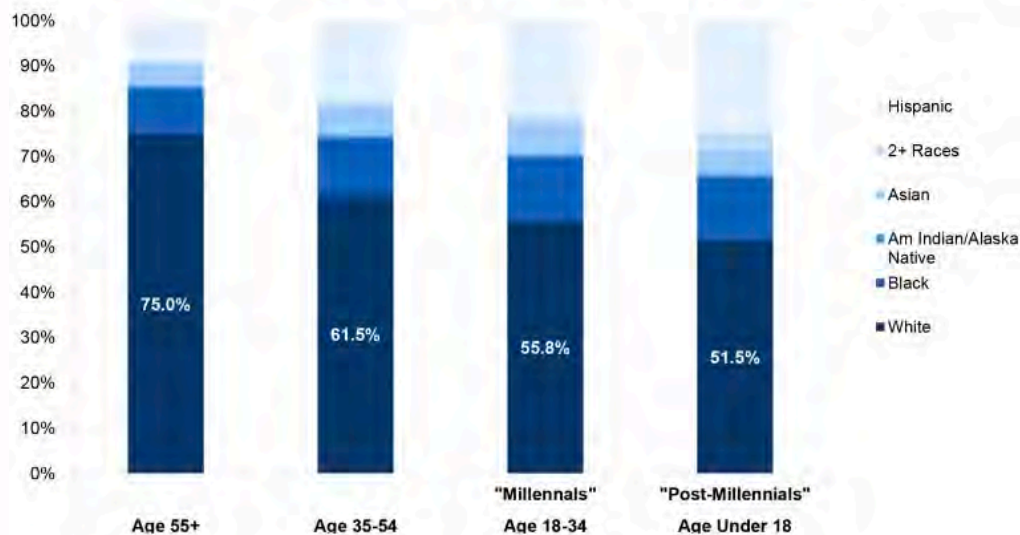


Diversity: Our Future Clients

Under age 18

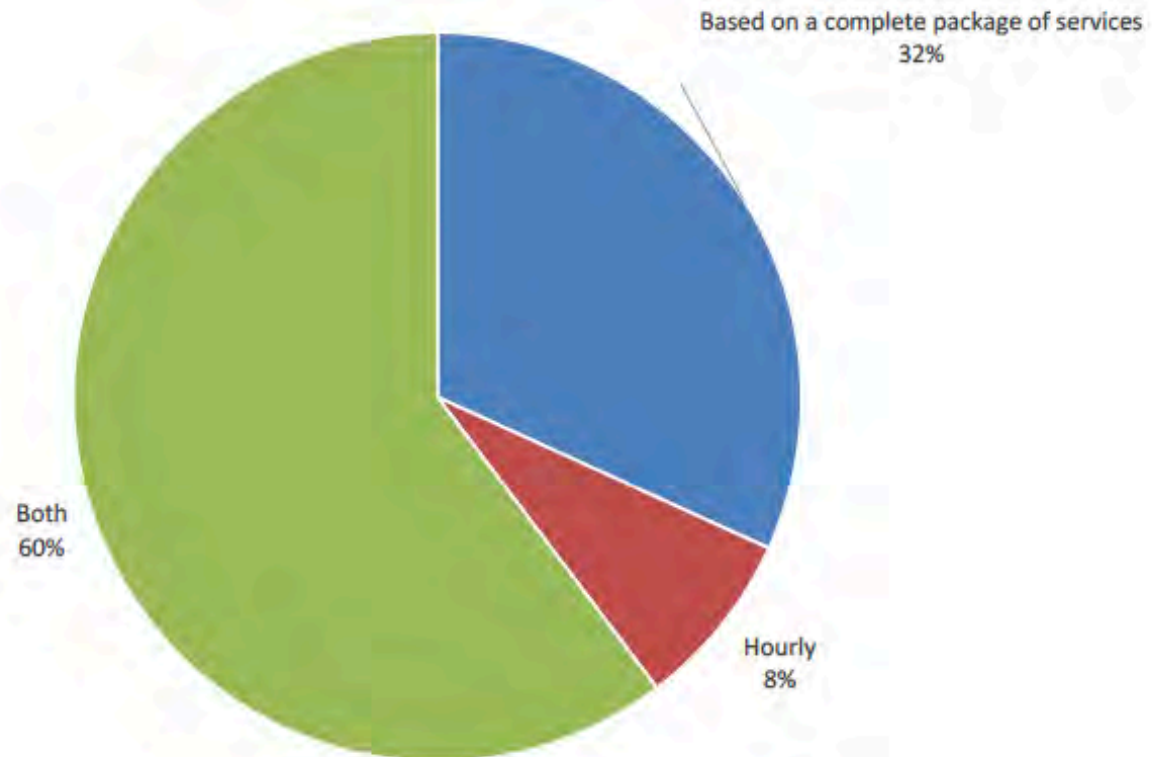


Figure 1: US Race-Ethnic Profiles for Age Groups, 2015



Source: William H. Frey analysis of Census Bureau Estimates released June 23, 2016

#10: Fee Structures are Diversifying as Rates Climb



Rates Continue to Climb

Hourly Fees:

- ▶ **2017 Average: \$200**
- ▶ Range: \$85 to \$350
- ▶ 15% charge under \$100
- ▶ 25% charge over \$200
- ▶ Becoming more common
- ▶ Rising faster than comprehensive fees



Rates Continue to Climb

Comprehensive Package Fees:

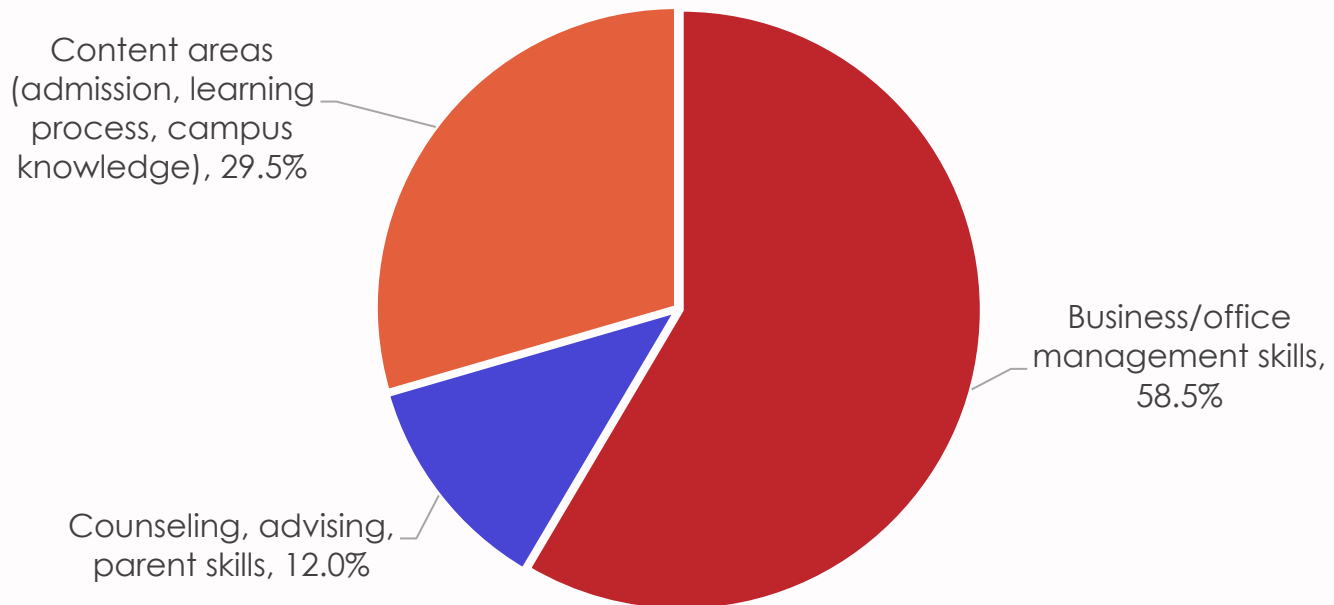
- ▶ Range: \$850 to \$10,000
- ▶ < 5 years experience: \$4,100 average
- ▶ >10 years experience: \$5,200 average



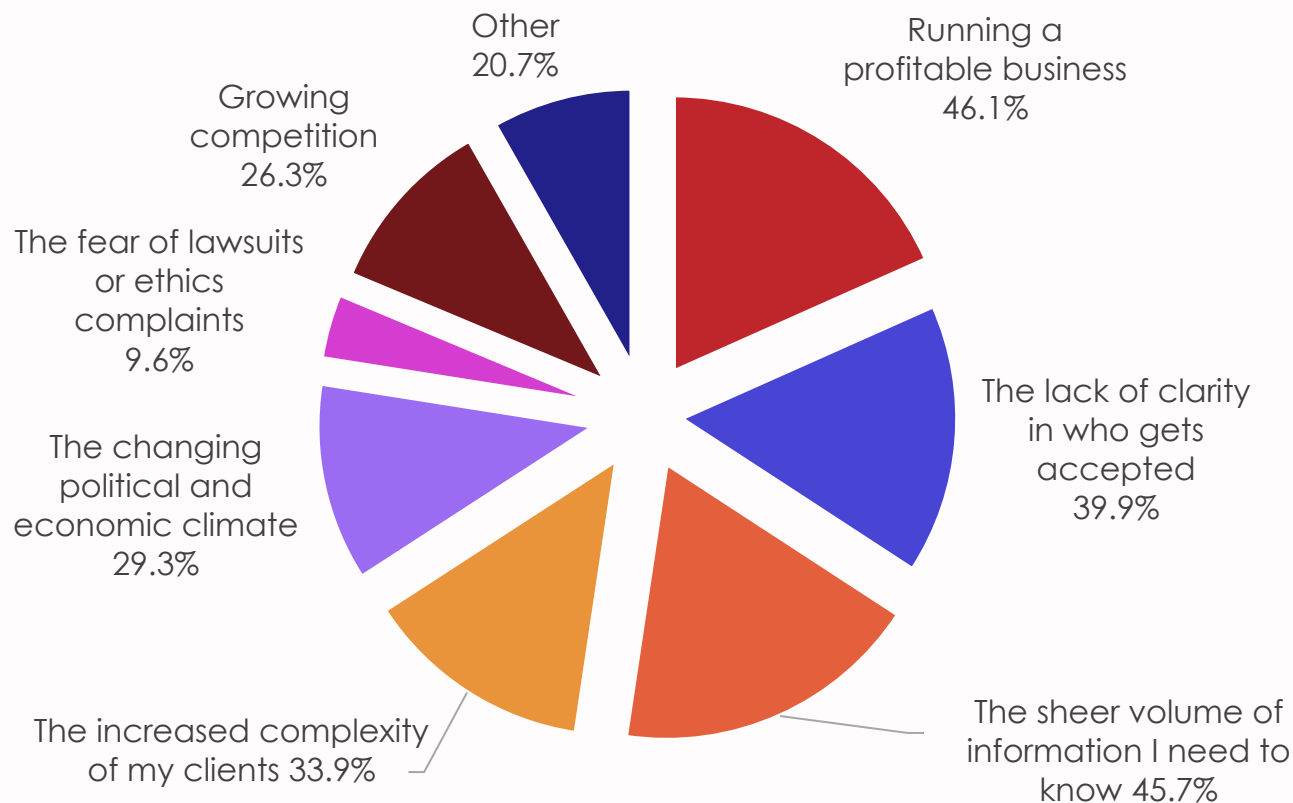
Approximate Regional Averages:

- ▶ \$4,000 in SE and West
- ▶ \$4,100 in Midwest
- ▶ \$4,800 in Mid-Atlantic
- ▶ \$5,400 in New England
- ▶ \$6,700 international

Of the Three "Pillars" of Consulting, Where Do You Feel Most Exposed?



Member Concerns and Challenges



Thank you! Time for Q&A

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