

# IECA's 2020 Summer Training Institute

for Independent Educational Consulting



West: July 7–11, 2020 (Tuesday–Saturday morning)  
Scripps College, Claremont, CA (50 miles east of Los Angeles)

East: July 28–August 1, 2020 (Tuesday–Saturday morning)  
Swarthmore College, Swarthmore, PA (suburb of Philadelphia)

# IECA's Summer Training Institute

## ATTENDEE BENEFITS

- 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.
- Sample forms, documents, and related materials which may be adapted for your practice.
- Office procedures for creating and managing an efficient and successful small business; strategies for marketing, liability issues, and business planning.
- Create connections with other independent educational consultants nationally.
- Develop key components of your business plan.
- Earn up to 15 continuing education hours, at no additional cost.

This four-day summer 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; small business management; and content within one's specialty. Whether you pursue 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, attendees will have opportunities to explore a wide range of topics. Our guest faculty enhance attendees' ability to see further inside the admission process.



*"Thank you for the best professional learning experience I've ever had—and I attend a lot of conferences! Every aspect of the program was thoughtfully planned and so well executed. I'm coming away with a treasure trove of valuable information that will help me get my practice up and running. I can't wait to get started and to continue to connect with all the new colleagues I now have!"*

*—Recent STI Attendee*

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.



## 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, school and college admission offices, and 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

Note that while the schedules and primary curriculum at the West and East Institutes are identical, the West Institute will offer electives in college consulting only, while the East Institute will offer electives in college, school, and therapeutic consulting. So if you plan to be a school or therapeutic consultant, you must apply for the East Institute only.

Submit your application via our online system, using the link found on the IECA website at <https://link.iecaonline.com/sti>. You will be asked to upload a resume or provide a description of your educational background and work experience.

The cost of the Institute is \$1,825 (\$1,675 for current IECA professional or associate members in good standing), and includes housing, meals (with the exception of dinner on your free night), and all materials. You will need to submit a \$250 deposit via credit card when you apply, and select which location you wish to attend. You will receive an email confirming your application was received and is under review. Once your application is approved, you will receive an email updating your status and providing an invoice for the balance due. If your application is not approved, your \$250 deposit will be immediately refunded.

*"I am so inspired after this week! Since I've been a school counselor I thought I knew it all, but STI far exceeded my expectations and I am leaving with such a wealth of knowledge that I didn't even know I was missing. I also really appreciate IECA's emphasis on ethics...your reputation for leading the field in this regard is well earned. This week will serve me well for many years to come...thank you!"*

—Recent STI Attendee

## 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: Topics in College, School, or Therapeutic Consulting (West location: college only)
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
11:00–12:00 a.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
4:45–5:00 p.m.	Faculty Q&A
5:30–7:30 p.m.	Closing Session & Dinner

### SATURDAY

Breakfast & departure by 10:30 a.m.



# Registration Information

Space is limited. Applications will be accepted from qualified applicants in the order in which they are received. You do not have to be an IECA member to attend. Priority will be given to those with some experience or training in counseling, admissions, or education, and to current IECA professional, associate, and student members. Your application will be reviewed within 10 days of receipt of the complete application, including resume/description of experience, and the deposit. You will be notified by email when your application has been received, and then again after it has been reviewed. Some applicants may be placed on a wait list. Applications not accepted will receive a full refund of the \$250 deposit.

## LOCATION & HOUSING

Participants will be housed single occupancy in air-conditioned campus residence halls, and meals will be provided in the campus dining hall. While we strongly encourage all participants to stay on campus to experience the informal networking and camaraderie of campus life, those who do not need campus housing may deduct a total of \$125 from their registration fee. Local hotel information will be included with the confirmation email so that you may make your own arrangements if you choose. (Local hotel rates are approximately \$140/night.)

## TRAVEL

You should not book your travel until you receive the final email notice that your application has been reviewed and approved. That email will include additional information on airport recommendations and travel to campus.

## REGISTRATION FEE INCLUDES

The cost of the Institute is \$1,825 (\$1,675 for current IECA Professional and Associate members). The fee includes daily meals, receptions, notebook and all other instructional materials, classroom instruction, and single room accommodations for four nights. Meals will be provided from dinner on Tuesday, through breakfast on Saturday, with the exception of dinner on Thursday since that is your free night.

## ARRIVAL & DEPARTURE

Participants will need to arrive on campus for registration between 11:00 a.m. and 1:30 p.m. on Tuesday. The opening session will begin at 2:30 p.m. Free parking is available for those who drive. All attendees are expected to be present through the conclusion of the Institute at 7:30 p.m. on Friday, and breakfast is provided on Saturday. Please plan your itinerary to ensure sufficient time to get to the airport and to your gate during the busy summer travel season.

## WHAT TO BRING & WEAR

Dress for the Institute is casual (jeans, shorts, etc.). A complete list of items to bring will be provided to all participants 2 weeks prior to the Institute.

## CANCELLATION & REFUND POLICY

Requests for refunds must be submitted in writing to IECA. Fees will be refunded according to this cancellation schedule:

**More than 75 days before start of Institute:** Full refund minus \$75 cancellation fee.

**45–75 days notice:** Refund is 50% of total fee (\$840 to \$915). No refund for deposits or partially paid accounts.

**Less than 45 days notice:** No refund.

## CONSENT TO USE OF PHOTOGRAPHIC IMAGES

Registration and attendance at, or participation in, IECA meetings and other activities constitutes an agreement by the registrant to IECA's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.





**INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION**

3251 Old Lee Highway, Suite 510  
Fairfax, Virginia 22030

## 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 participants, conducts training programs throughout the year, hosts monthly webinars, and sponsors tours of college campuses specifically for independent educational consultants (IECs).

IECA members are pledged to maintain the highest ethical standards in working with students and families. When

a family chooses an IEC who is a member of IECA, they are assured that the IEC is experienced, competently trained, and committed to honest and ethical practices.

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

Attendees can earn Continuing Education Hours (CE Hours) at the Summer Training Institute for no additional fee. IECA has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6632. Programs that do not qualify for NBCC credit are clearly identified. IECA is solely responsible for all aspects of the programs.

### **Independent Educational Consultants Association**

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