

# STATE OF THE PROFESSION

INDEPENDENT EDUCATIONAL CONSULTING • 2022

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# WHAT WE'LL COVER



A BIT ABOUT THE SURVEY  
ITSELF



WHERE THE PROFESSION  
IS HEADING:  
DOMESTICALLY &  
INTERNATIONALLY



IEC OFFICE  
MANAGEMENT & CLIENT  
MEETINGS



THE CLIENTS



HOW IECS ARE  
SPENDING THEIR TIME



BUSINESS GROWTH AND  
FINANCIAL HEALTH OF  
IEC PRACTICES



IEC AFFILIATIONS

# THE 2022 SURVEY



Open to IECA Professional and Associate members



Surveys completed between June 15-July 15, 2022



60 questions



972 participants completed the survey

# THE 2022 SURVEY

22% West Coast

20% Mid-Atlantic

16% Northeast

13% Southeast

12% Midwest

7% Southwest

3% Mountain West

7% Outside of the USA



# THE 2022 SURVEY

## IEC Experience Level

23%	3 years or fewer
39%	4-9 years experience
21%	10-15 years experience
10%	16-20 years experience
7%	21 years or more



# THE 2022 SURVEY



Area of Specialization	2022	2015	2005
College	88%	85%	75%
K-12 Day & Boarding	23%	29%	52%
Therapeutic	8%	36%	54%
Graduate School	13%	--	--

# WHERE THE PROFESSION IS HEADING

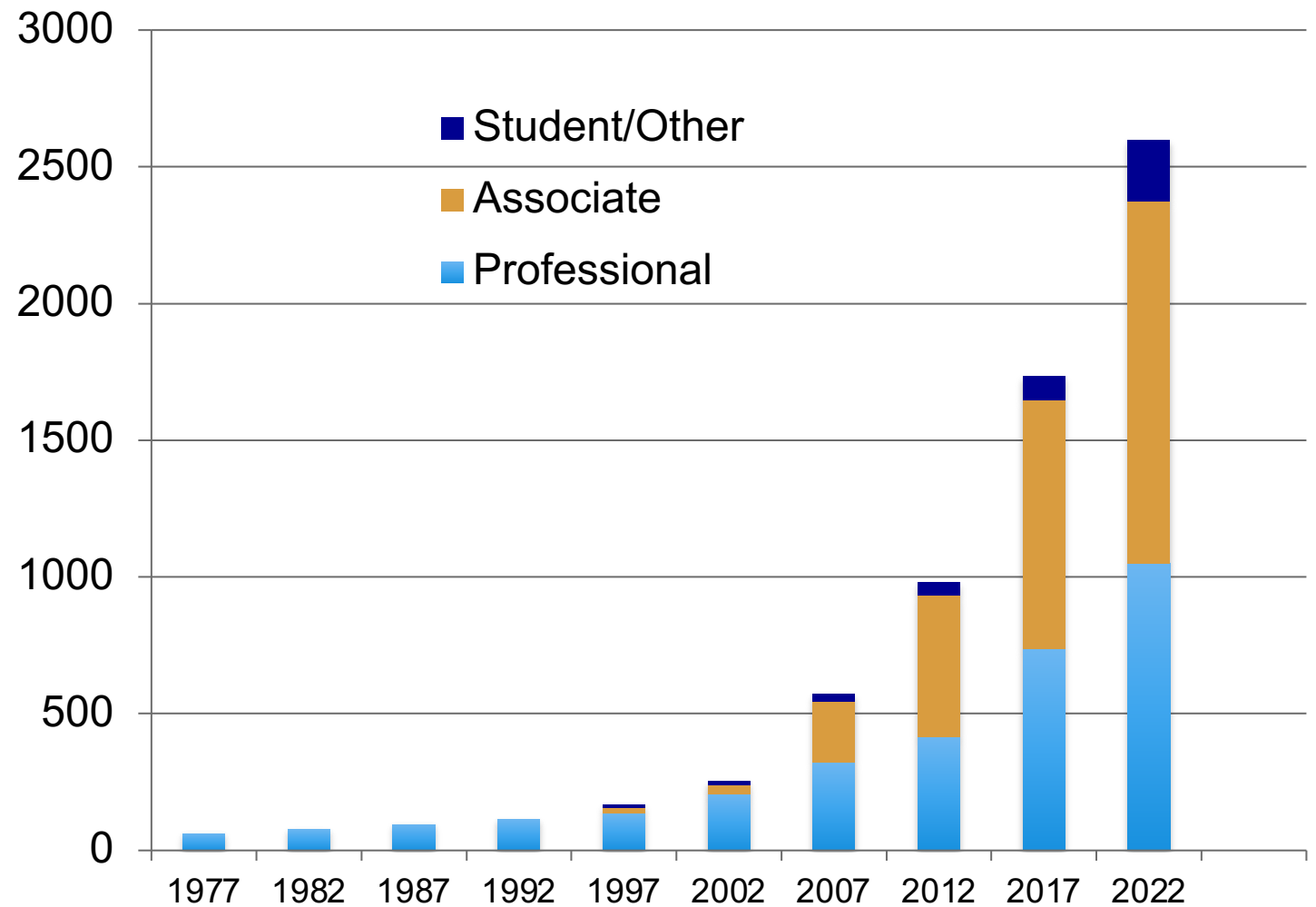


*The rising  
tide lifts  
all boats.*

## #1: GROWTH

- Students are more likely to seek IEC assistance than ever before
- IECA members are busier than they have ever been
- IECA members are turning away and/or referring potential clients more than ever
- IECA members are more likely to be hiring support staff and additional IECs

# IECA MEMBERSHIP AUGUST 20, 2022



# THE PRACTICE: NEW CLIENTS THIS YEAR

College IECs  
averaged **24** new  
clients this year.

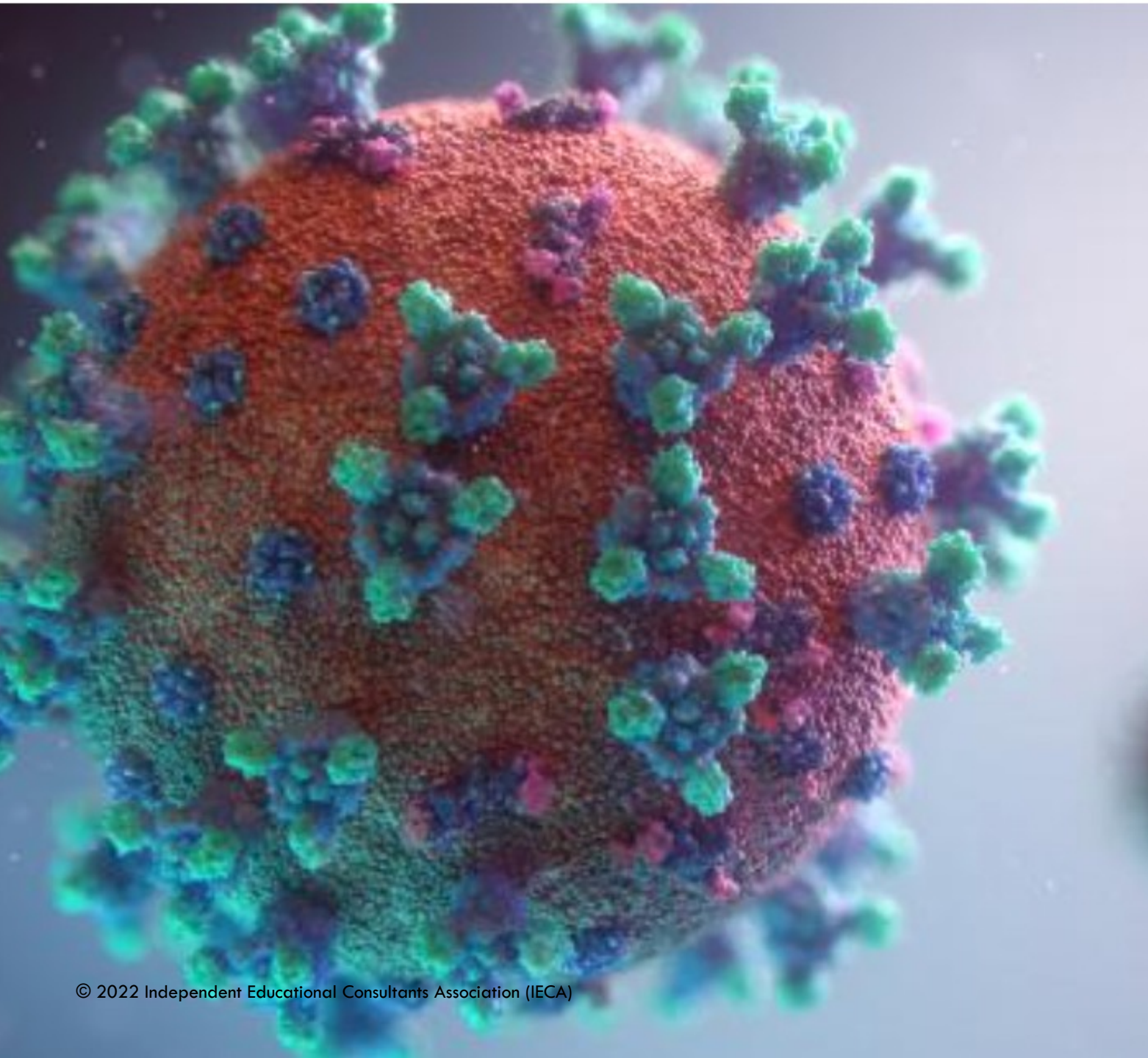
Grad IECs  
averaged **8** new  
clients this year

School IECs  
averaged **19** new  
clients this year

Therapeutic IECs  
averaged **25** new  
clients this year

22% of students,  
across specialties,  
have learning  
differences





## CHANGE IN CLIENT NUMBERS COMPARED TO PRE-COVID:

- 56% significant increase (over 25%)
- 12% moderate increase (under 25%)
- 21% no change
- 7% modest decrease (under 25%)
- 4% significant decrease (over 25%)



# HITTING MAX CLIENT LOAD

Professional members who set a  
“maximum” for their practice:

80% reached their maximum

(3 years ago: 60%!)

The vast majority of those  
referred out to colleagues

...and another 9%  
were at 75% of set  
maximum





## #2: CLIENTS

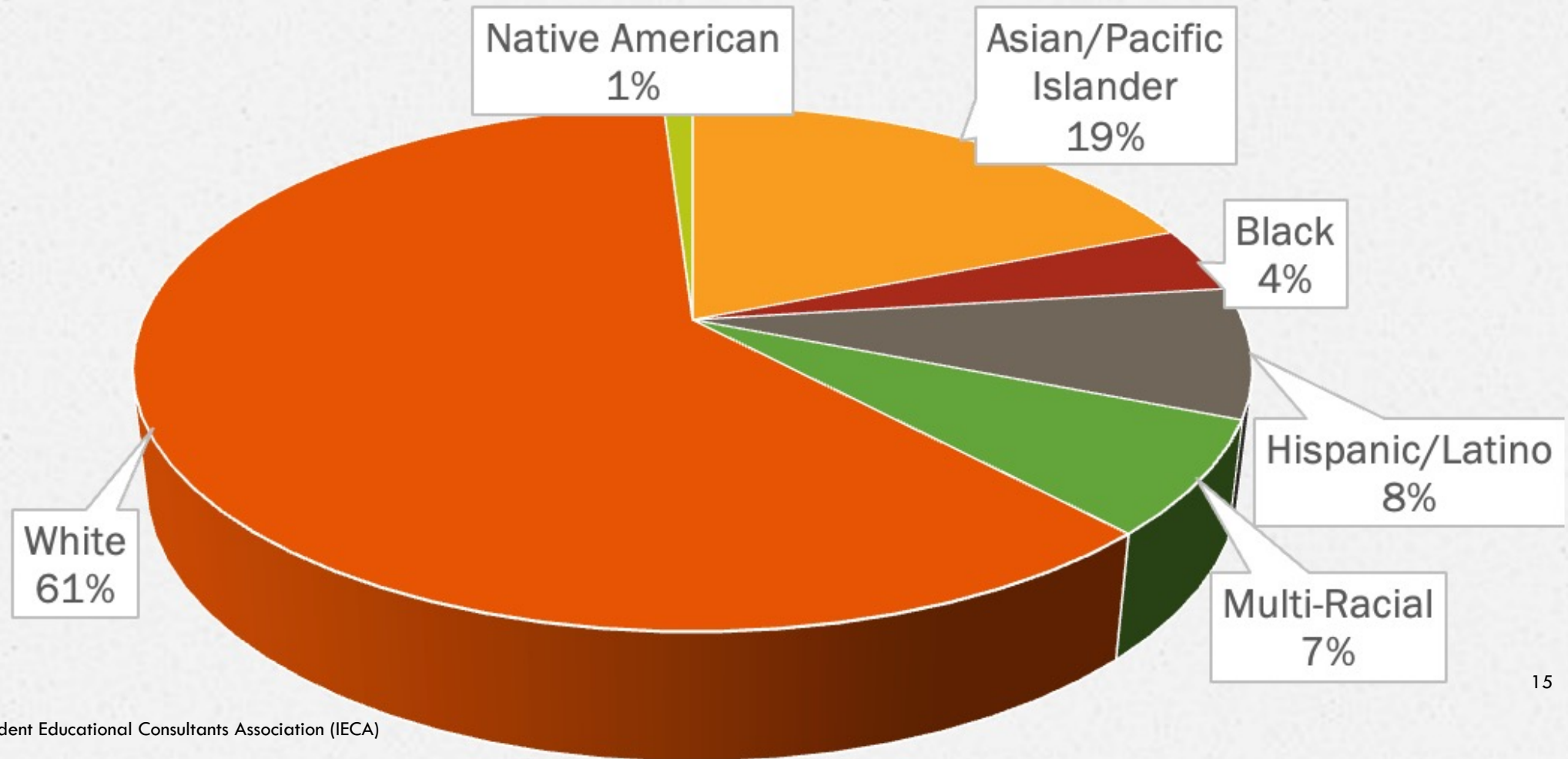




# WHO ARE CLIENTS?

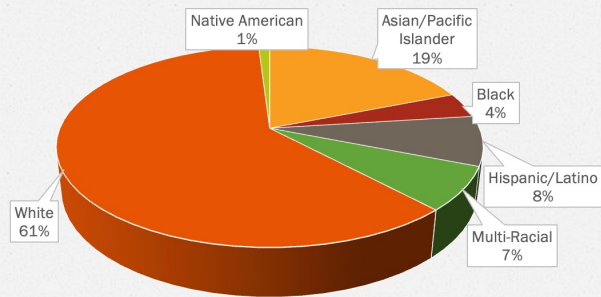
**THE MOST TYPICAL CLIENT IS A PUBLIC SCHOOL STUDENT ATTENDING A LARGE SUBURBAN SCHOOL...**

# Who Are IEC Clients?





# Who Are IEC Clients?

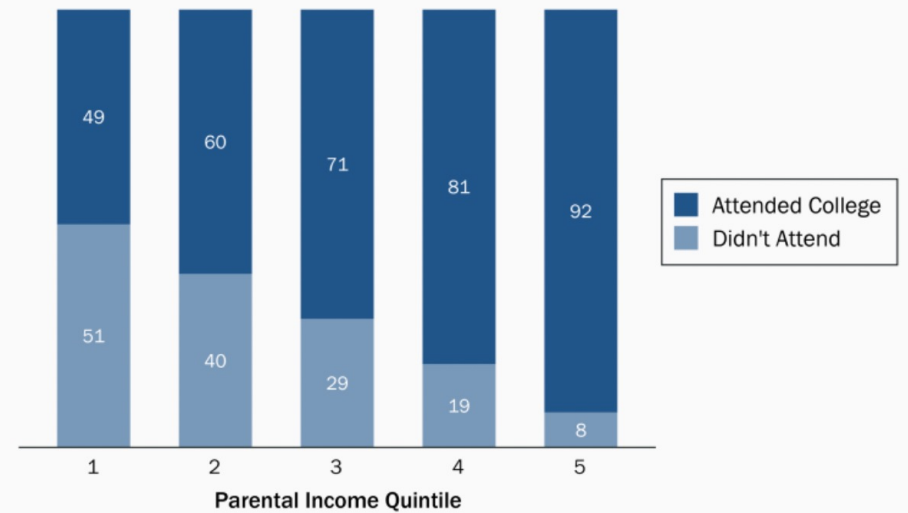


	IEC Clients	USA Adolescents	College
White	61%	50%	56%
Black	4%	14%	14%
Hispanic	8%	25%	15%
Asian/Pacific Islander	19%	5%	10%
Multi-Racial	7%	4%	2%
Other/Unknown	1%	2%	3%

# CLIENTS & SOCIO-ECONOMIC STATUS

- 26% of clients are Upper Class
- 40% are Professional Class
- 18% are Middle Class
- 8% are Working Class
- 8% are Lower Class

Figure 1. College Attendance Status, by Parental Income Quintile





## #3: MANAGING THE PRACTICE





# SEEING CLIENTS

- We used to say 98% of all advising sessions were face-to-face.

In 2022:

- 6% of IECs say virtually **ALL** meetings are in-person
- 11% say **MOST** meetings are in person
- 11% say **HALF** of meetings are in person
- 14% Just some meetings are in person
- 58% virtually never see their clients in person

COVID HAS CREATED A NEW NORMAL!

# WHEN SEEING CLIENTS

**35% OF IECS  
HAVE A HOME  
OFFICE**

**28% OF IECS  
HAVE AN  
OFFICE  
OUTSIDE THE  
HOME**



- 30% meet at IEC's home office
- 24% meet at IEC's business
- 15% meet in community
- 8% meet at client's home
- 23% meet at various locations



# WHEN ARE IECS MEETING WITH CLIENTS?

	2022	2010
See clients on late afternoons & evenings	84%	64%
See clients on Saturdays	46%	40%
See clients on Sundays	40%	23%
Weekend client calls/emails but no appointments	21%	25%

# THE INITIAL MEETING

- 8% Charge a fee for the initial meeting
- 13% Charge, but roll initial fee into comprehensive plan, if contracted
- 79% Do not charge for an initial get-acquainted meeting



# HOW IECS WORK



- |       |                               |                             |
|-------|-------------------------------|-----------------------------|
| • 58% | Work full-time as IEC         | 70% of Professional members |
| • 11% | IEC is part of full-time work | 8% of Professional members  |
| • 24% | Work part-time as IEC         | 20% of Professional members |
| • 7%  | Building up to full-time IEC  | 2% of Professional members  |

# HOW IECS SPEND THEIR TIME

## On Average

- 12% Travel
- 26% Research
- 46% With students
- 16% On the business



## BIGGEST VARIANCE:

### RESEARCH!

- New IECs: 32%
- Under 10 years: 28%
- Experienced 24%
- Very Experienced: 20%



Students working with a college IECA member are much more likely to go out-of-state!

- Nationwide 20% of students go out-of-state
- **63% OF STUDENTS WORKING WITH AN IEC ATTEND AN OUT-OF-STATE COLLEGE!**

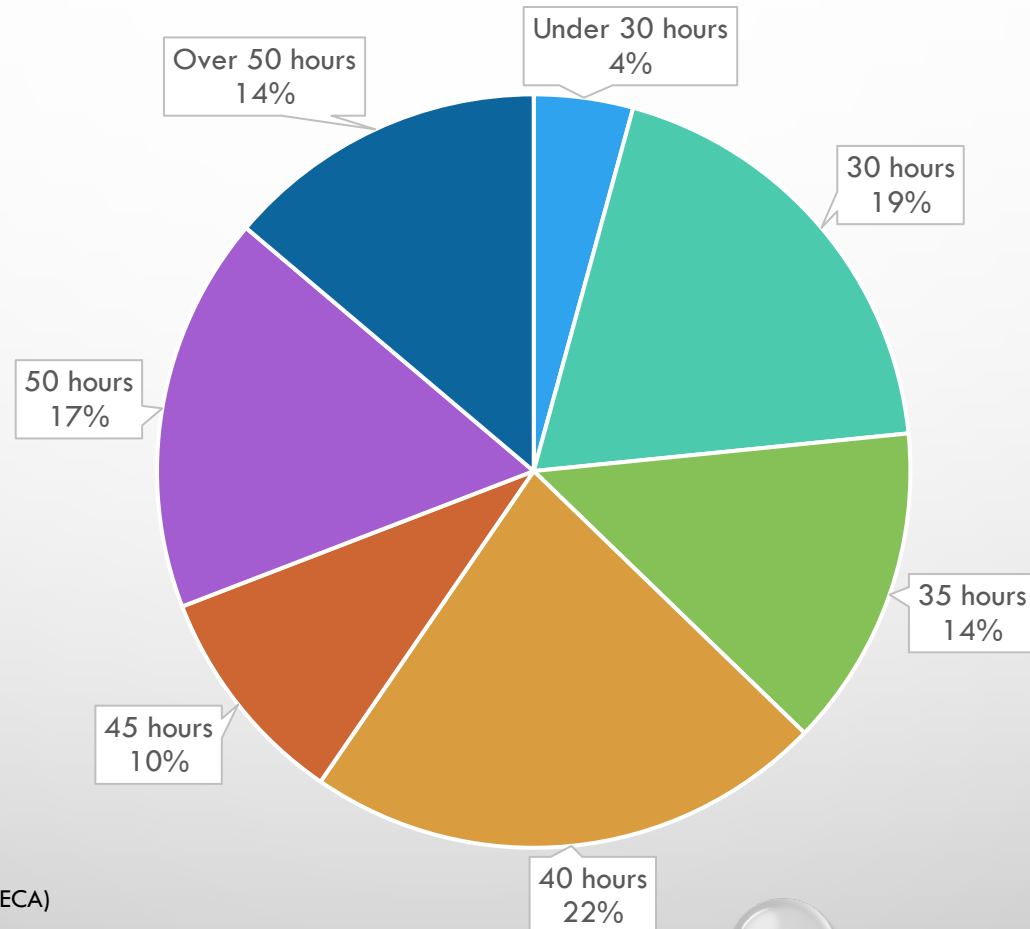


Students working with an IECA member  
are much more likely to attend a  
private college!



- Nationwide 16% of students attend private colleges/universities
- **57% OF STUDENTS WORKING WITH AN IEC ATTEND PRIVATE COLLEGES/UNIVERSITIES**
- THIS WAS 68% THREE YEARS AGO!

# WHAT DO IECs MEAN BY 'FULL-TIME' WORK?







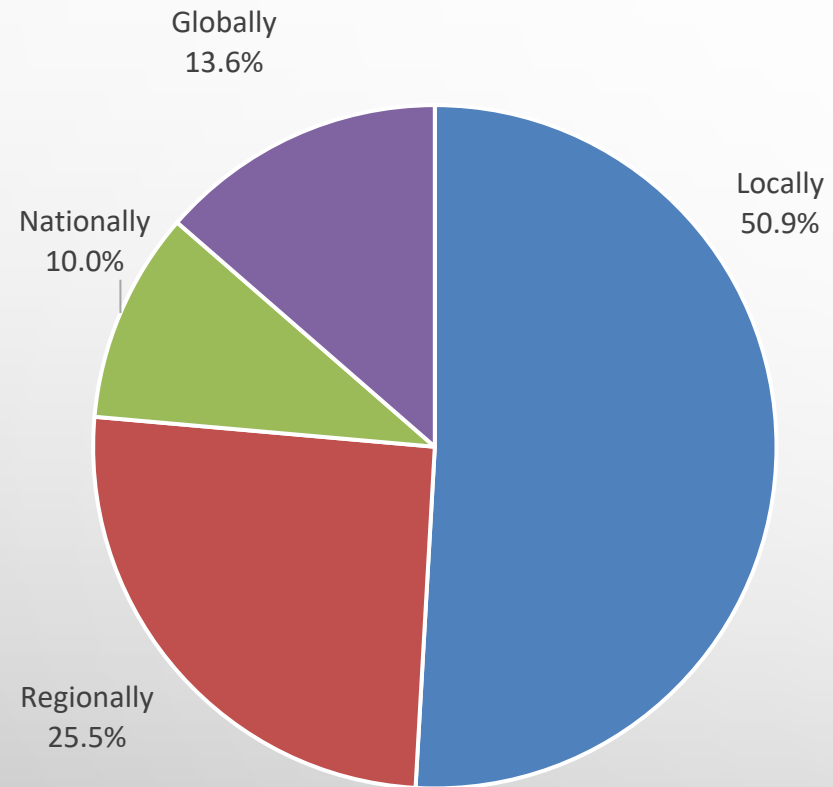
IECs	In-Person	Virtual	Total
College	8	20	28
Grad School	2	9	11
K-12 School	6	12	18
Therapeutic	13	18	31

# THE PRACTICE

AVERAGE # CAMPUS EVALUATIVE VISITS 2021



# THE PRACTICE: CLIENTS SEEN...



OVER THE LAST 3  
YEARS, IECA MEMBERS  
WORKED WITH  
STUDENTS FROM AT  
LEAST 85 COUNTRIES!

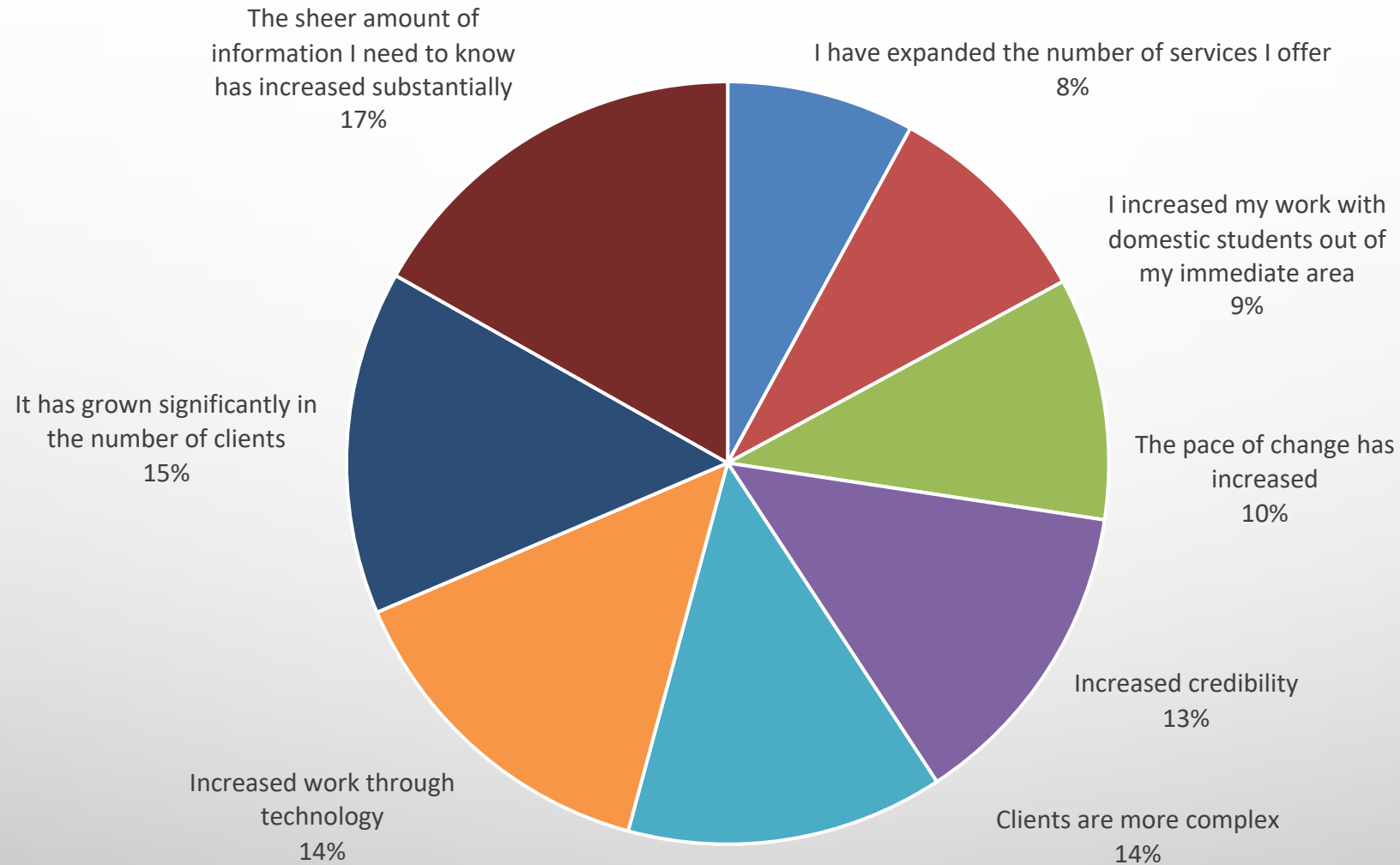


# IECA MEMBERS OUTSIDE OF USA

195 Members from 41 Countries

Ethiopia	Japan	Brazil	Belgium	Montenegro	Jordan
Morocco	Kazakhstan	Colombia	Cyprus	Netherlands	Lebanon
South Africa	Pakistan	Costa Rica	Denmark	Slovakia	Qatar
Australia	Singapore	Dominican Republic	France	Spain	United Arab Emirates
China	South Korea	Guatemala	Germany	Switzerland	Canada
Hong Kong	Taiwan	Panama	Greece	Turkey	Mexico
India	Vietnam	Trinidad & Tobago	Italy	United Kingdom	10 years ago... 25 members from 11 countries

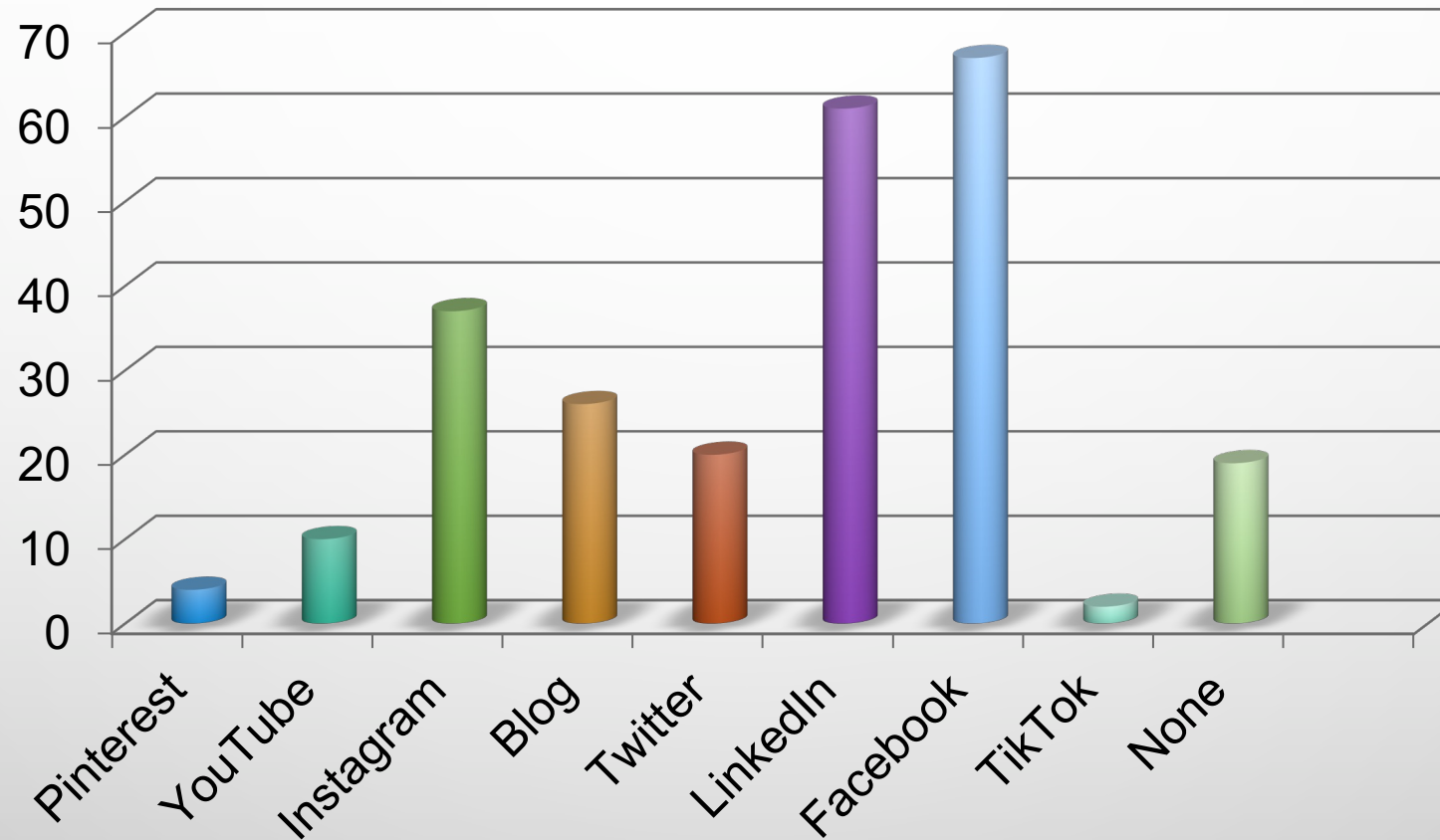
# HOW HAS THE IEC PRACTICE CHANGED?





## SOCIAL MEDIA USE BY IECA MEMBERS

% Using

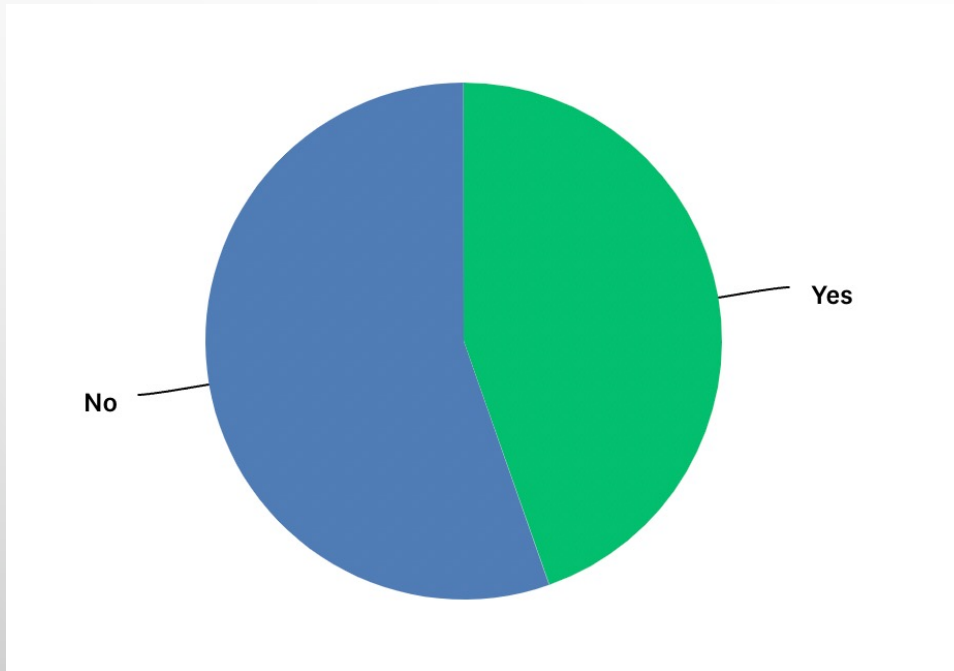


# THE PRACTICE

- Is your consulting practice incorporated?
  - 74% YES
  - 26% No
- Do you carry liability insurance?
  - 54% YES
  - 46% No



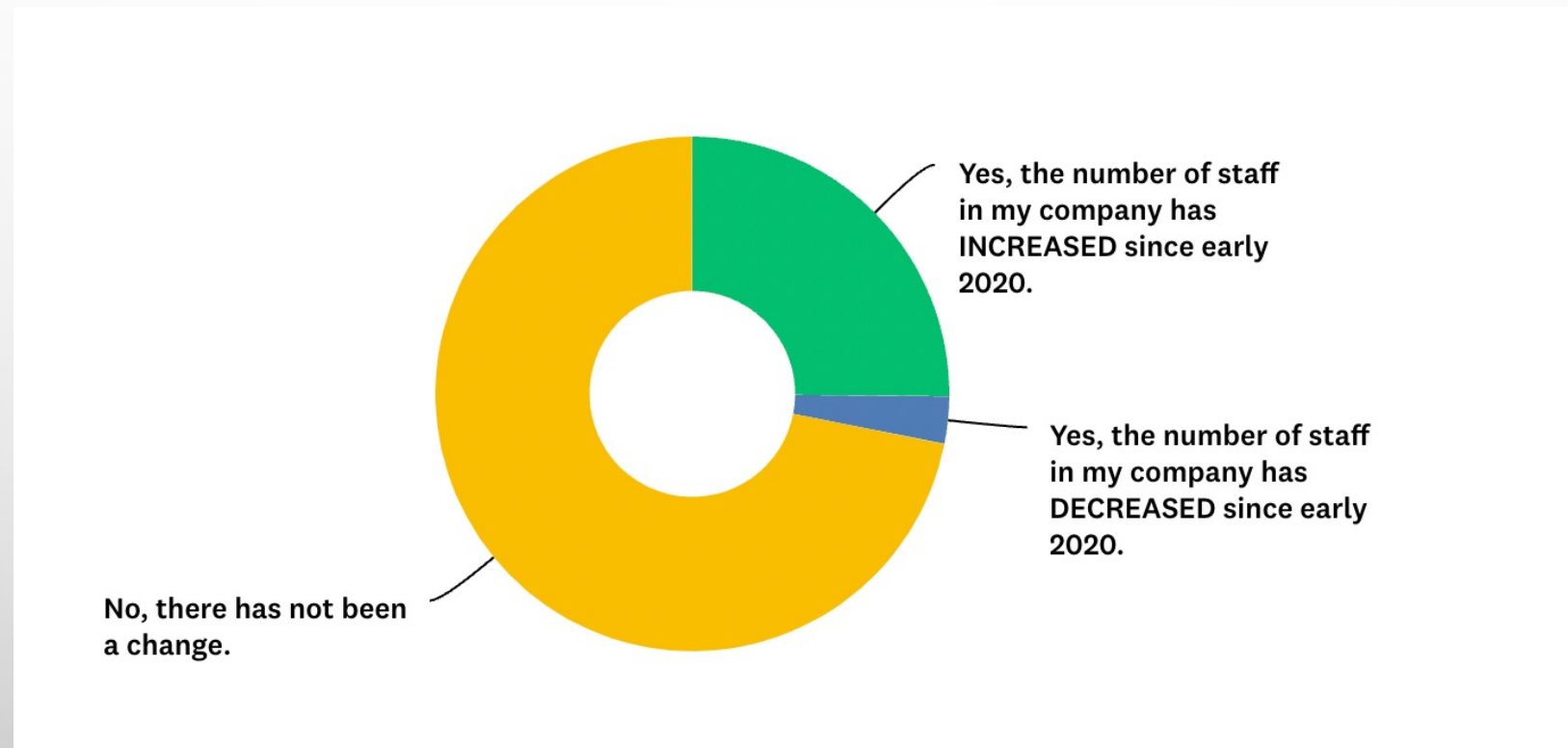
# MOST IECA MEMBERS ARE 'SOLOPRENEURS' BUT THAT'S CHANGING RAPIDLY



45% of IECA members have at least one other employee: partner, IEC, administrative staff, tutoring, etc. in their practice.

Five years ago this was under 1/3.

# 8X AS MANY IECA MEMBERS HAVE **INCREASED** STAFF AS HAVE **DECREASED** STAFF SINCE COVID HIT







# # 4 BUSINESS & FINANCE IN THE IEC PRACTICE

## IEC FEES

BASED ON HISTORICAL DATA  
FROM JANUARY 2021

- 87% of IECA members offer a comprehensive package
- 77% offered less costly options, including:
  - smaller plans
  - hourly rates
  - 'a la carte' services
  - a sliding scale

**79% offer pro bono help**





# COMPREHENSIVE FEES

Used by 75% of clients

- Most IECs nationally charged between \$4,000 and \$7,500 for their advising package
- The mean comprehensive fee was \$6,450 on January 1, 2022 (up over 25% in 3 years)
- The mean hourly rate was \$230



# COMPREHENSIVE FEES

Based on historical data: January 1, 2022

- **Average Comprehensive Fees:**
  - **\$6,304 in College Consulting**
  - **\$6,687 in Grad School Consulting**
  - **\$6,348 in School Consulting**
  - **\$7,566 in Therapeutic Consulting**
- 
- **about 25% Higher for International Consulting**
  - **about 10% Higher New England & Urban Areas**

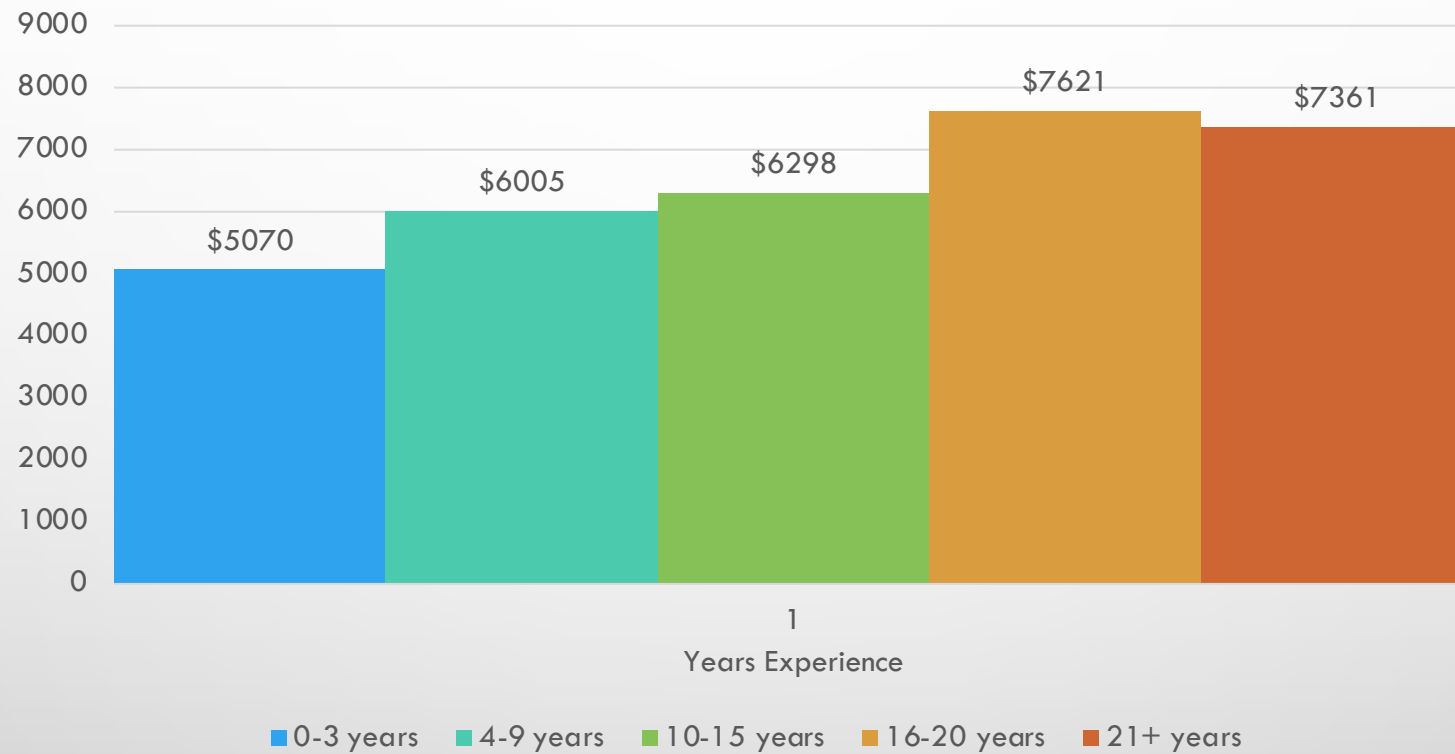


# AVERAGE COMPREHENSIVE FEES BY REGION

Average Fee	Region
\$7,125	New England
\$6,202	Mid-Atlantic
\$5,560	Southeast
\$5,831	Midwest
\$4,618	Mountain West
\$5,829	Southwest
\$5,335	West Coast
\$8,216	Overseas (Asia, Europe, Mideast, Pacific Rim, Africa)
\$4,364	Non-USA Americas (Canada, Mexico, South America)

# COMPREHENSIVE FEES

## ➤ AVERAGE COLLEGE FEES BY EXPERIENCE:





# MOST IECs ARE DOING WELL... EVEN IN UNCERTAIN ECONOMIC TIMES



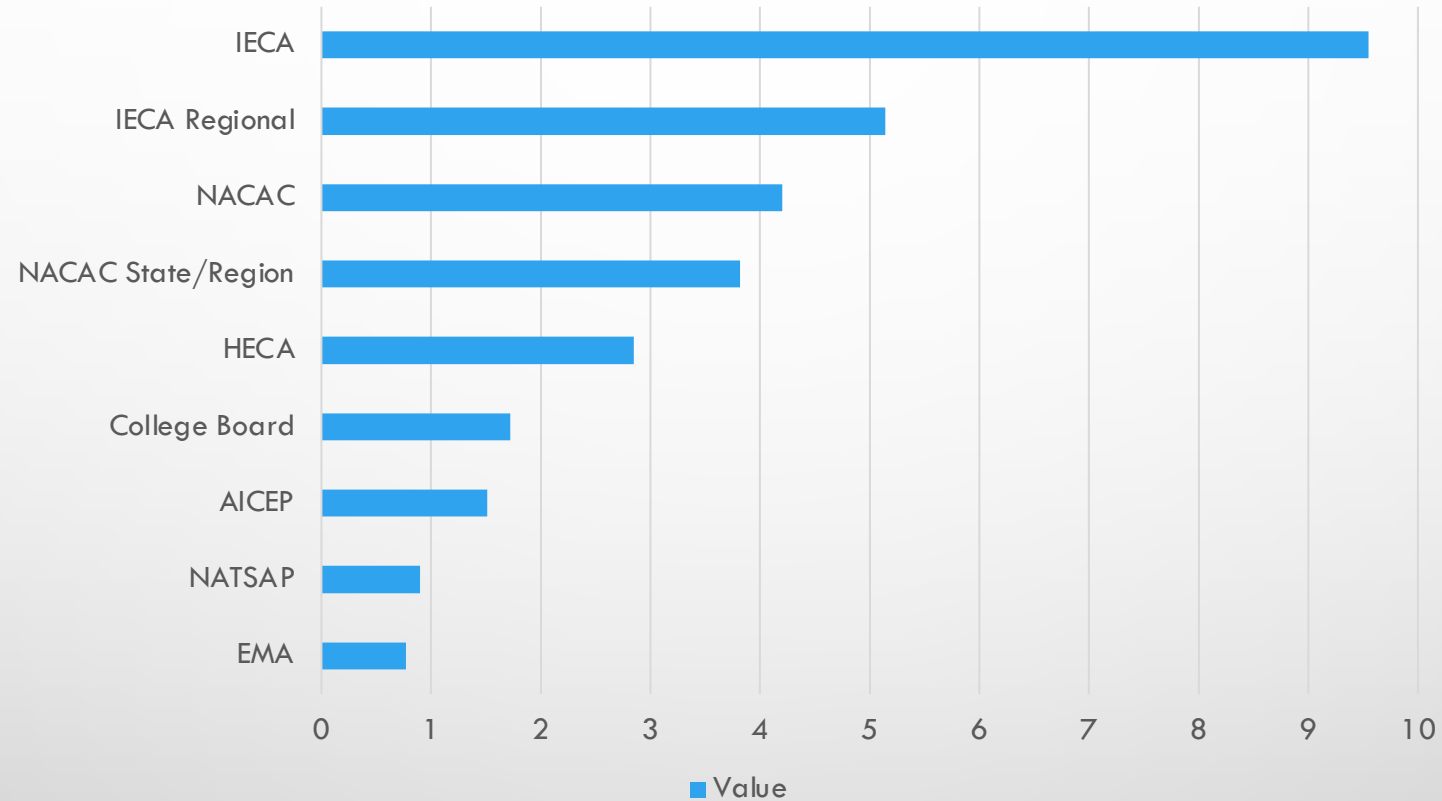
## Making A Living?

Experience	Profit	Loss	Broke Even
3 Years or Less	73%	15%	12%
4-9 Years	89%	5%	6%
10-15 Years	94%	1%	5%
16-20 Years	94%	4%	2%
21+ Years	86%	7%	7%

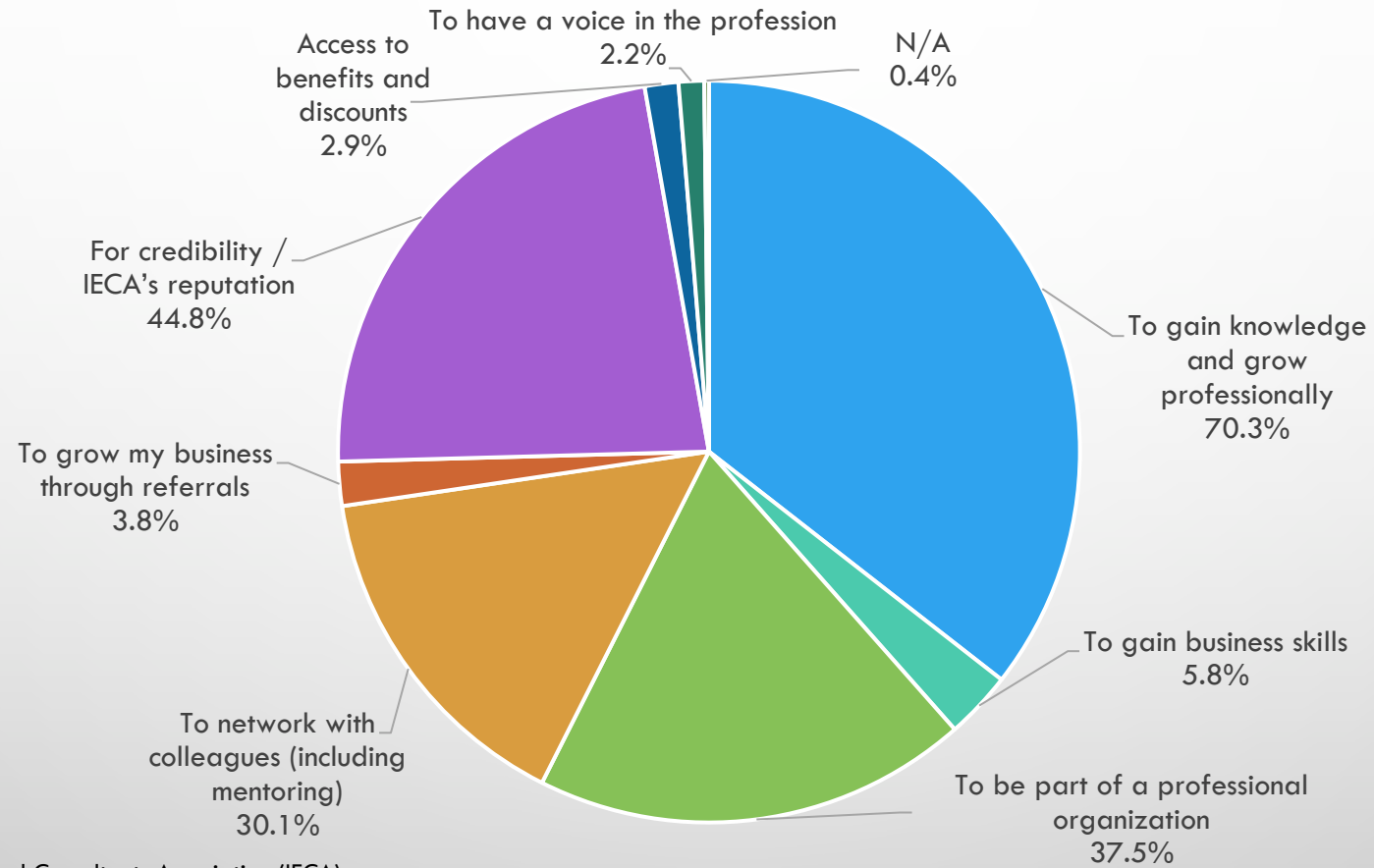
# EXPERIENCE & GROSS EARNINGS

Experience Level	Average Gross Income
3 years or less	\$37,700
4-9 years	\$84,600
10-15 years	\$163,800
16-20 years	\$268,300
21 years or more	\$261,100

# ORGANIZATIONS IMPORTANT TO IECs 2022



# REASONS FOR JOINING IECA



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