



July 24–28, 2023

This highly rated five-day virtual 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.**

Registration will open in January 2023

Comprehensive Curriculum

Being successful as an independent educational consultant (IEC) requires knowledge in three core areas: counseling and communication skills, small business management, and knowledge within one's specialty. Whether one pursues the profession with a focus on colleges, K-12 schools, graduate 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, all attendees will get the training they need.

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 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. The overall size of the Institute is limited to maximize interaction among participants and between attendees and faculty. Small mentoring groups give ample opportunity for sharing.

Exceptional 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, from school and college admission offices, and from IECA's own national office.

Resources

The extensive Institute Notebook has been developed from the faculty's many years of experience working with students and families. The material coordinates with the seminars and visual presentations throughout the Institute. Many of the sample documents are provided for reference purposes for attendees to use in their businesses.

Applications

The Summer Training Institute details and application will be available in January 2023 on the IECA website at: link.IECAonline.com/sti. To receive this information as soon as it's available, send an email to info@IECAonline.com indicating you wish to receive the Institute materials. The cost of the Institute, and all materials, is \$1,095 (\$995 for IECA Professional and Associate members).



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Feedback from our 2022 STI participants

I learned so much from each one of these presenters and their presentations. The presenters spoke in ways I could grasp and understand the content; I could envision myself utilizing the information. I am thankful to have slides and handouts for follow-up reminders of the presentation content.

As a seasoned admission professional with experience both on the college and high school side as a college counselor, I was hesitant to attend STI doubting I would learn much. Just a few hours in, I was blown away! My notebook is full, my brain is on overdrive, and I still have presentations to watch, re-watch, and so much more to learn! Thank you for an incredible experience and showing me once more that there is always something new to learn in this field.

The generosity of the knowledge shared, and the resources provided were way beyond expectations!

My knowledge has exponentially increased, and I am so much more confident to be guiding students and families through the many facets of college admissions. The whole program was well worth the time and money!

I expected to learn a lot this week, but you did outstrip my expectations. In the past couple of weeks, I've been going back to sessions and listening to them again and going over handouts. I feel motivated and excited about the community I will find as an IEC, something I did not expect at all. Truly an excellent program.

Thank you for the hard work behind the scenes that goes into an excellent training institute. IECA is clearly an organization of great integrity and sincere passion for its purpose. I'm proud to have participated in STI.

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