

2025 ANNUAL CONFERENCE GUIDE

MAY 5-7 • DETROIT



**Breaking Barriers,
Empowering Change**



INDEPENDENT
EDUCATIONAL
CONSULTANTS
ASSOCIATION

WELCOME TO THE



Breaking Barriers, Empowering Change

On behalf of the 250+ presenters, discussion leaders, speakers, panelists, volunteers, and staff, we are thrilled to welcome you to this year's conference. Detroit is a vibrant city filled with diverse shops, restaurants, and cultural experiences—try to save some time to explore!

Get ready for an exciting and dynamic event packed with opportunities to learn, connect, and engage. With more than 80 breakout sessions, networking opportunities, roundtable discussions, and our Tuesday evening Networking Reception, there's something for everyone. We are pleased to continue offering StriveScan technology for seamless networking—no business cards required! New this year, our Conference Buddy Program is designed to connect first-time member attendees with experienced members to help them navigate the conference with confidence.

Make the most of your time by attending as many events as possible, including ACE speaker presentations, educational and discussion sessions, meals, receptions, and hosted gatherings. And when you need a break from the conference activity, visit our Wellness Lounge—a quiet space stocked with ear plugs, fidget toys, and a calming atmosphere to help you recharge.

We're excited to have you here—enjoy the conference!

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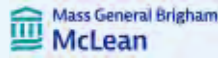


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General Conference Information

Conference App

Download the IECA 2025 Annual Conference app! To help you navigate the conference, we have created a mobile app that you can download from the Apple Store or Google Play (search for IECA conference). You'll find the agenda, sessions, speakers, and attendees all at your fingertips!



Badges

Badges are nontransferable and must be worn to all conference events. They serve as your admission to all events at the hotel including meals, workshops, general sessions, receptions, Tuesday's Networking Reception, and the Fair, Exchange, and Swap.

IEC Badge Codes

All IECs now have their self-selected specialty areas of interest on their name badges. Look for these codes listed prominently under their names on the badges to help you quickly identify those IECs working with the students you serve:

- S** Traditional Day/Boarding School advising
- C** College advising
- G** Graduate School advising
- T** Therapeutic/Behavioral advising
- L** LD/ND advising
- I** International advising

Lanyards

What Do the Lanyard Colors Mean?



Independent Educational Consultants (IECs):	
IECA members	White Lanyards
Non-member IECs	Purple Lanyards
Black Lanyards	Vendors in Conference Central (Monday to Wednesday)
Green Lanyards	LD K-12 schools (in Wednesday Exchange) & LD Postsecondary programs (in Tuesday Fair)
Red Lanyards	K-12 Schools in the Wednesday Exchange
Blue Lanyards	Colleges, Gap Year, & Related Services in the Tuesday Fair
Yellow Lanyards	Therapeutic Schools/Programs & Related Services in Monday Swap

Smoking, Cell Phones, Pagers

Smoking and vaping are prohibited during all conference events including indoor and outdoor meals, breaks, seminars, exhibiting events and in Conference Central. Please turn off the ringers on all cell phones and pagers, and set your phones to vibrate. If you need to make or receive a call, please do so outside of the meeting rooms.

Emergencies/First Aid

The safety and security of attendees and staff is the first priority of IECA and the conference hotel. For fire or medical emergencies, dial the hotel operator from any house phone.

Conference Attire

Attire for all conference events is business casual, and you are encouraged to wear comfortable walking shoes.

Special Diets

If you requested a special meal on your conference registration, it has been ordered for you. Simply let your waiter know of your vegetarian, kosher, or other request as soon as you are seated. Special meals were only ordered for those who made their requirement known in advance.

Need Assistance?

The IECA registration desk doubles as an attendee assistance area and information counter.

IECA events are accessible to all participants. If you require assistance due to any physical challenge, speak to an IECA staff member at registration. The conference hotel complies with the regulations set by the Americans with Disabilities Act.

Educational Sessions Program Policy

Educational sessions are noncommercial forums. Individuals should refrain from endorsing specific products, schools, or programs. Educational sessions are not to be used as a place for direct promotion of a product or service.

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.

Conference Recording Policy

Participants are not permitted to record any conference sessions or discussions (with any audio, video, note-takers, transcribers, or AI bots/software). If a participant requires a recording for accessibility purposes, they must obtain advance approval from IECA.

Using a Tablet or Laptop?

Those using a laptop to take notes during sessions, or those involved in other activities that make similar noise are asked to sit in the rear two rows during breakout and general sessions to ensure their activities do not distract other attendees.

Free Conference Wifi

IECA is providing FREE wifi throughout the IECA meeting space.

Conference wifi: **Marriott_Conference**

Password: **IECA25**

ONTARIO

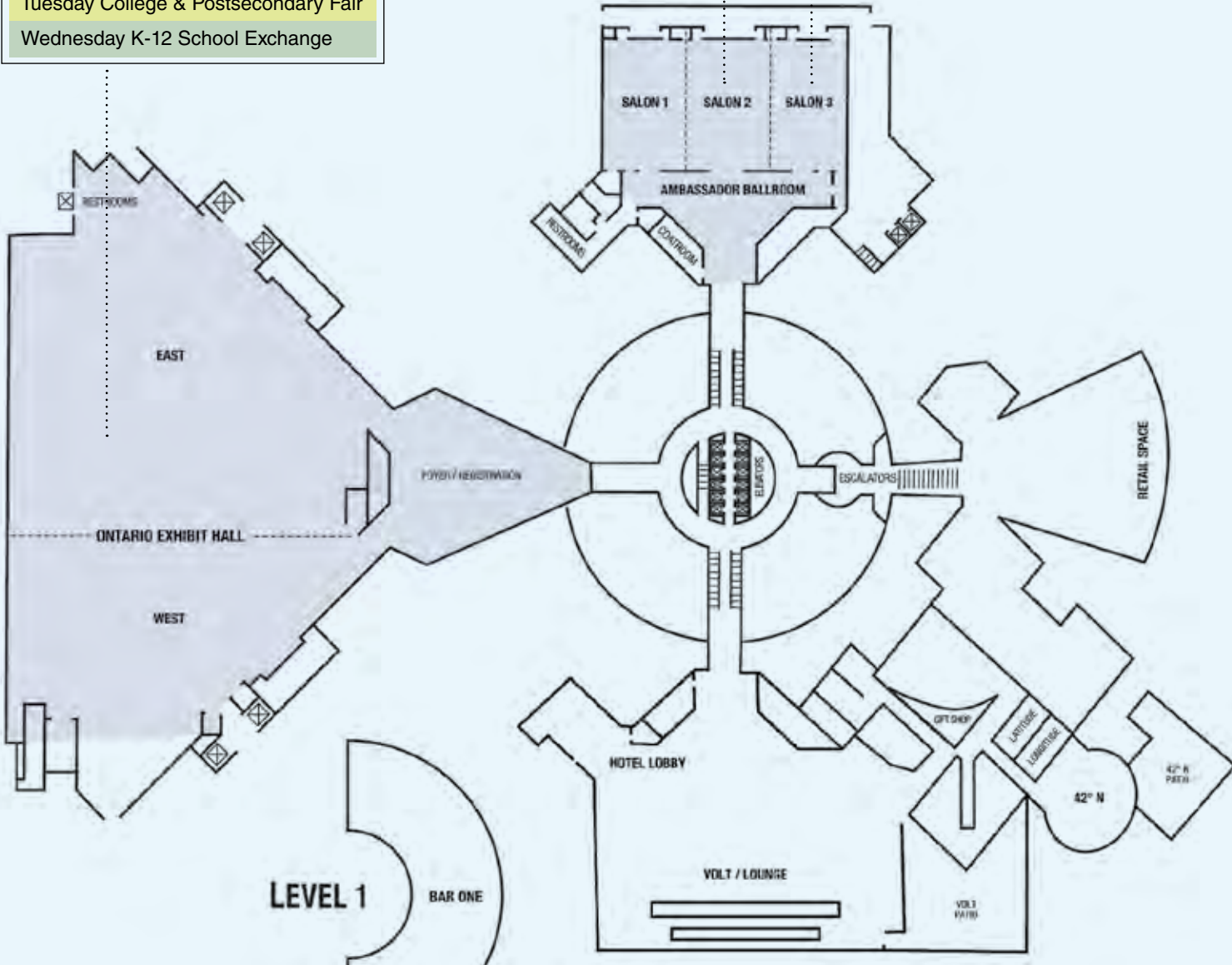
- Monday Therapeutic Information Swap
- Tuesday College & Postsecondary Fair
- Wednesday K-12 School Exchange

AMBASSADOR 2

- Breakout Sessions
- Tuesday Back to School: A Live (and Unfiltered) Storytelling Show
- Wednesday College Special Session & College Showcase

AMBASSADOR 3

- Monday Hosted Reception
- Tuesday K-12 School and Therapeutic Connect & Collaborate



Detroit Marriott - Level 4

COLUMBUS

Monday Opening General Session

Tuesday Consultant Roundtables

Tuesday Lunch

Tuesday Networking Reception

Wednesday Consultant Roundtables

Wednesday Affinity and Regional Groups

Wednesday Fireside Chat

Refreshment and Coffee Breaks

CONFERENCE CENTRAL

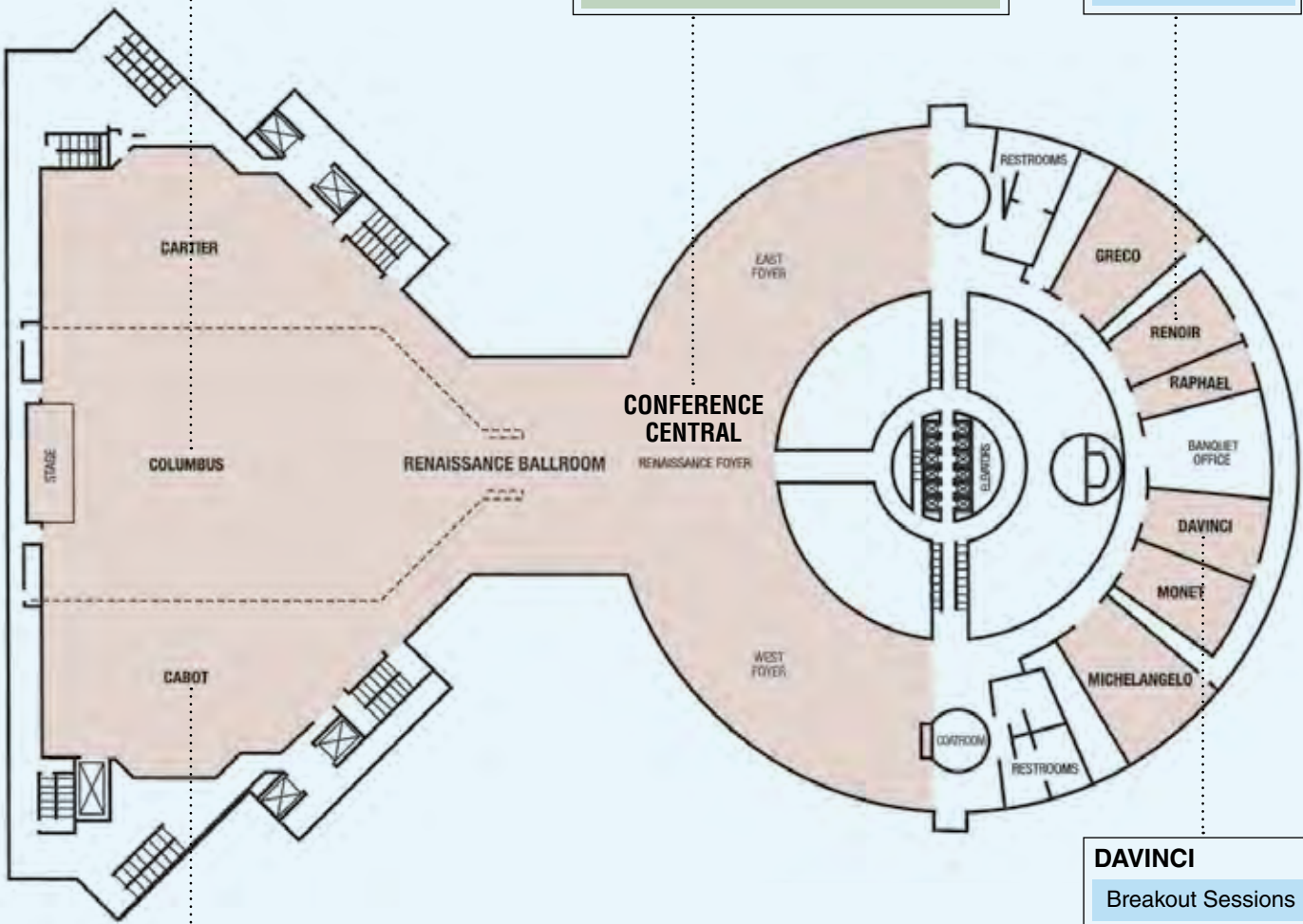
Vendors

Tuesday and Wednesday Breakfast

Wednesday Boxed Lunches

RENOIR

Wellness Lounge



CABOT

Monday IECA Foundation

Tuesday Breakfast Seating

Wednesday Breakfast Seating

Wednesday Lunch Seating

Refreshment and Coffee Breaks

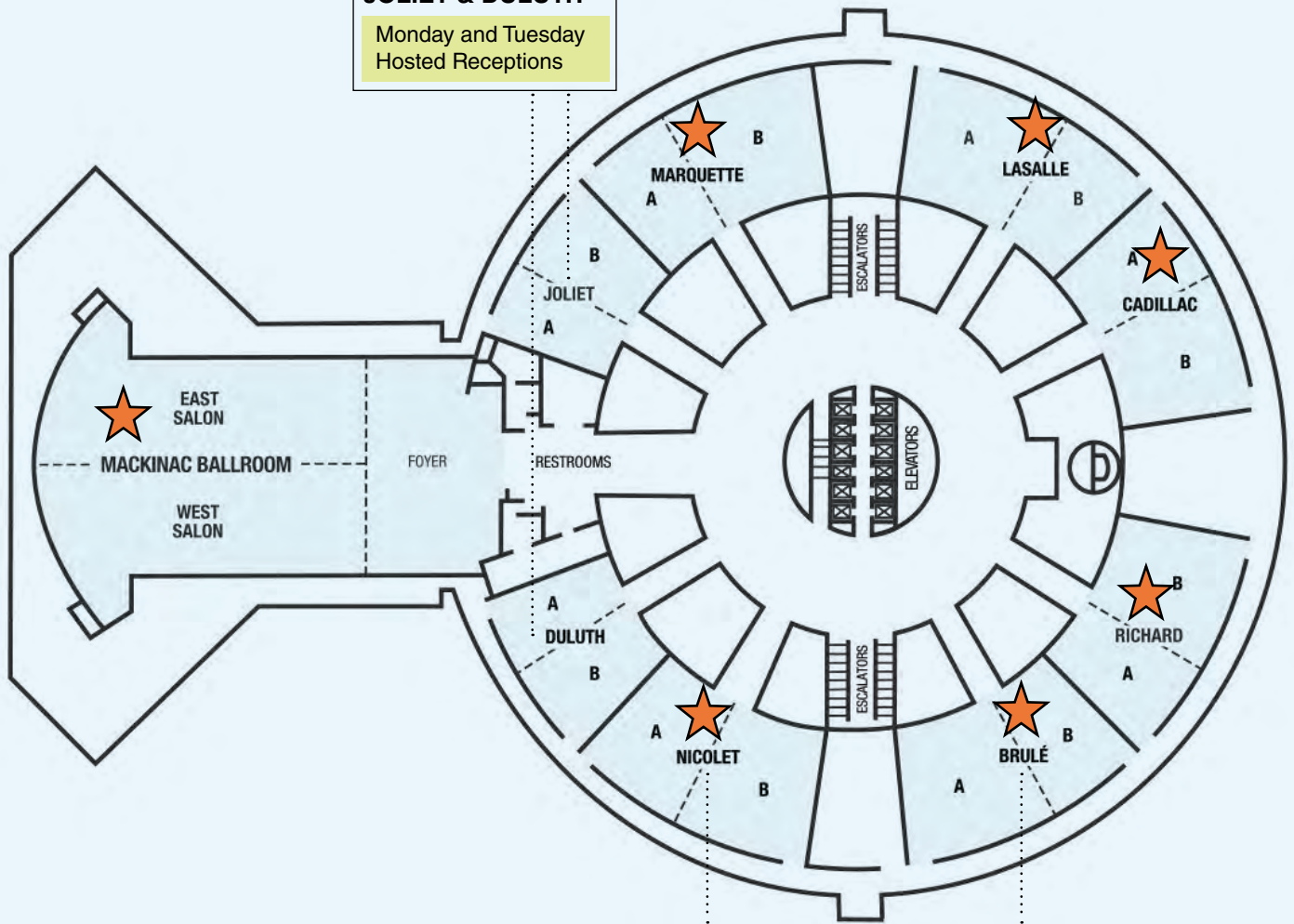
DAVINCI

Breakout Sessions

Detroit Marriott - Level 5

**MARQUETTE, LASALLE, CADILLAC,
RICHARD, BRULE, NICOLET,
MACKINAC**
Breakout Sessions ★

JOLIET & DULUTH
Monday and Tuesday
Hosted Receptions



NICOLET
K-12 School Community Event

BRULÉ
Therapeutic Community Event

Officers

President

Belinda Wilkerson, EdD (NC)

Vice President for Ethics & Standards of Practice

Julia Gooding, EdM, CEP (ME)

Vice President for Education & Training

Brooke Daly (NC)

Vice President for Committees

Sherri Maxman (NY)

Vice President for Membership & Engagement

Vita Cohen, MA, MAT, CEP (IL)

Secretary/Treasurer

Stephanie Klein Wassink, MBA, CEP (CT)

Immediate Past President

Ibrahim Firat, MBA (TX)

Committees of the Board

Audit

Chair: Juan-Camilo Tamayo, MBA (FL)

Board Development

Chair: Chris Andersson, MA (NY)

Diversity, Equity, Inclusion, & Accessibility

Chair: Chris Andersson, MA (NY)

Vice Chair: Justin Wang, MBA, MA (CA)

Education & Training

Chair: Brooke Daly (NC)

Ethics & Standards of Practice

Chair: Julia Gooding, EdM, CEP (ME)

Finance

Chair: Stephanie Klein Wassink, MBA, CEP (CT)

Government Relations

Chair: Whitney Bruce, CEP (ME)

Vice Chair: Cheryl Chamberlain, JD (IL)

Membership

Chair: Vita Cohen, MA, MAT, CEP (IL)

Nominating

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Linda Daley, MBA (NH)

Mindy Goodman (MD)

Suzanne Lewis, MEd (AZ)

Amy McVeigh, MBA (MI)

Krissy Naspo, MA (CT)

Marilyn O'Toole, CEP (CA)

Juan-Camilo Tamayo, MBA (FL)

Committees of the Membership

Business Practices

Chair: Lindsay Augustine (GA)

Vice Chair: Barbara Rifkind (NY)

College

Chair: Jan Esposito, MA, CEP (NY)

Vice Chair: Mark Cruver, MEd, CSA, CEP (GA)

Community

Chair: Qing (Shirley) Xian, MBA, CEP (MN)

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Chair: Kara Madden, MA (Spain)

Vice Chair: Patricia O'Keefe, MBA (China)

Graduate School

Chair: Betsy Pruitt, MEd (IN)

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Chair: Jen Hambleton, MA (OR)

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Outreach

Chair: Sue Freeman (CA)

Vice Chair: Karen Handler Ryan, JD (NY)

Schools

Chair: Margaret Martin, MEd (NH)

Vice Chair: Peter Braverman, EdM (MD)

Therapeutic

Chair: Kathryn Nauta (NJ)

Vice Chair: Brendan O'Neil, MSW (MA)

7:30 a.m.-6:30 p.m.	Conference Registration Open , <i>Level 3 Foyer</i>
10:00 a.m.-5:30 p.m.	Vendor Hall Open , <i>Renaissance Foyer, Level 4</i>
7:00 a.m.-7:00 p.m.	Wellness Lounge <i>Renoir, Level 4</i>
8:30-11:30 a.m.	Pre-Conference Workshops
11:00 a.m.-1:00 p.m.	Lunch on your own
1:00-2:15 p.m.	Opening General Session with ACE Speakers, Zach Rausch and Amy Blankson <i>Columbus, Level 4</i> <i>see page 39 for information</i>
2:30-3:30 p.m.	Breakout Sessions (100 block) <i>see pages 40-41 for information</i>
3:30-4:00 p.m.	Refreshments in Vendor Hall <i>Conference Central, Renaissance Foyer, Level 4</i>
4:00-5:00 p.m.	Breakout Sessions (200 block) <i>see pages 42-43 for information</i>
4:15-5:00 p.m.	Exhibitor Set Up for Therapeutic Information Swap <i>Ontario, Level 3</i>
5:00-6:30 p.m.	Therapeutic Information Swap <i>Ontario, Level 3</i>
6:30-8:00 p.m.	Hosted Receptions for IECs <i>see page 14 for information</i>
6:45-7:45 p.m.	Friends of Bill W <i>Richard A, Level 5</i>
7:30-10:00 p.m.	IECA Foundation <i>Cabot, Level 4</i>

Pre-Conference Workshops

Monday, May 5, 8:30 a.m.-11:30 a.m.

Cost: \$45 IECA members; \$75 non-member consultants
(registration available onsite)

Aiding the Anxious Generation: Strategies and Solutions (open to all attendees)

AI Hackathon (for IECs only)

SMART Goals for Your IEC Practice (for IECs only)

Navigating Global University Admissions (for IECs only)

Detailed workshop descriptions and presenter lists can be found in the conference app.



ACHIEVE
BY SIMPLY SUCCEED

Thank you to our sponsor!

Tuesday | May 6 | Schedule At-A-Glance

7:30 a.m.-5:30 p.m.	Conference Registration Open , <i>Level 3 Foyer</i>
7:30 a.m.-5:00 p.m.	Vendor Hall Open , <i>Renaissance Foyer, Level 4</i>
7:00 a.m.-7:00 p.m.	Wellness Lounge <i>Renoir, Level 4</i>
7:00-7:45 a.m.	Morning Group Walk <i>Meet in the main lobby of the Detroit Marriott at the Renaissance Center</i>
7:30-8:00 a.m.	Early Risers Coffee with the Vendors <i>Conference Central, Renaissance Foyer, Level 4</i>
7:45-8:45 a.m.	Breakfast <i>Conference Central, Renaissance Foyer, Level 4</i> <i>(seating available in Cabot)</i>
8:00-8:45 a.m.	For IECs Only: Consultant Roundtables <i>Columbus, Level 4</i> <i>see pages 50-51 for information</i>
9:00-10:00 a.m.	Breakout Sessions (300 block) <i>see pages 52-53 for information</i>
9:15-10:00 a.m.	Exhibitor Set Up for College & Postsecondary Fair <i>Ontario, Level 3</i>
10:00 a.m.-12:15 p.m.	College & Postsecondary Fair <i>Ontario, Level 3</i>
10:15-11:30 a.m.	K-12 School Community Event <i>Nicolet, Level 5</i> <i>see page 49 for information</i>
10:15-11:30 a.m.	Therapeutic Community Event <i>Brule, Level 5</i> <i>see page 49 for information</i>
12:30-1:45 p.m.	Lunch and Awards <i>Columbus, Level 4</i> <i>see page 48 for information</i>
2:00-3:00 p.m.	Breakout Sessions (400 block) <i>see pages 54-55 for information</i>
3:00-3:45 p.m.	For K-12 Schools, K-12 IECs, Therapeutic Programs & Therapeutic IECs: Connect & Collaborate with Dessert <i>Ambassador 3, Level 3</i>
3:00-3:45 p.m.	Dessert in Vendor Hall <i>Conference Central, Renaissance Foyer, Level 4</i>
3:45-4:45 p.m.	Breakout Sessions (500 block) <i>see pages 56-57 for information</i>
5:00-6:30 p.m.	IECA Networking Reception <i>Columbus, Level 4</i>
6:15-7:15 p.m.	Friends of Bill W <i>Richard A, Level 5</i>
6:30 p.m.	Hosted Receptions for IECs <i>see page 15 for information</i>
9:00-10:30 p.m.	Back to School: A Live (and Unfiltered) Storytelling Show <i>Ambassador 2, Level 3</i>

7:30 a.m.-2:30 p.m. **Conference Registration Open**, Level 3 Foyer

7:30 a.m.-2:00 p.m. **Vendor Hall Open**, Renaissance Foyer, Level 4

7:00 a.m.-4:00 p.m. **Wellness Lounge**
Renoir, Level 4

7:00-7:30 a.m. **Gentle Yoga**
Monet, Level 4

7:15-8:15 a.m. **Friends of Bill W**
Richard A, Level 5

7:45-9:00 a.m. **Breakfast**
Conference Central, Renaissance Foyer, Level 4
(seating available in Cabot)

8:00-9:00 a.m. **For IECs Only: Consultant Roundtables**
Columbus, Level 4
see pages 64-65 for information

9:15-10:15 a.m. **Breakout Sessions (600 block)**
see pages 66-67 for information

10:15-10:45 a.m. **Coffee Break in Vendor Hall**
Conference Central, Renaissance Foyer, Level 4

10:15-11:00 a.m. **Exhibitor Set Up for K-12 School Exchange**
Ontario, Level 3

10:45 a.m.-12:30 p.m. **College Special Session & College Showcase with Q&A**
Columbus, Level 4
with Special Session Speaker, Jeff Selingo
see page 62 for information

11:00 a.m.-12:30 p.m. **K-12 School Exchange**
Ontario, Level 3

12:30-1:15 p.m. **Boxed Lunches in Vendor Hall**
Conference Central, Renaissance Foyer, Level 4
(seating available in Cabot)

12:45-1:45 p.m. **For IECs Only: Affinity and Regional Group Meetings**
Columbus, Level 4

2:00-3:00 p.m. **Breakout Sessions (700 block)**
see pages 68-69 for information

3:15-4:00 p.m. **Fireside Chat with IECA President and CEO**
Columbus, Level 4

4:00 p.m. **Conference Closes**

Breakout Session Tracks

		TRACK						
No.	SESSION	College	K-12 School	Therapeutic	Graduate School	LD/ND	Global	Business of Consulting
101	Designing and Playing Your Own Joy Game	•	•	•	•	•	•	•
102	Admissions Testing in the Digital Era	•						
103	Advising International Students on US Colleges	•					•	
104	Smarter Faster Feedback: Leveraging AI in College Essays	•						
105	Second Season, First Choice: Navigating Late Admissions		•					
106	Major Doesn't Matter and Other Surprising Pre-Med Facts	•			•			
107	The Power of Farm-Based Therapeutic Healing Communities			•				
108	Publishing Research in High School: Do's and Don'ts	•			•			•
109	Building Neurodevelopmental Partnerships in Consultancy			•		•		
110	Evaluating Current College Options from a Jewish Lens	•						
111	Challenges and Strategies: Communicating with Parents							•
112	College Capable but not College Ready: Case Studies	•				•		
201	Forms, Awards and Appeals For Families and IECs							•
202	Midwest Universities: Admissions Panel and Trends	•						
203	Finding the Sweet Spot: Guiding Students in an AI World		•					
204	Neurodiversity Informed and Affirming Support	•		•		•		
205	Financial Aid: Deciding Whether or Not to Apply	•						
206	Cracking the Code: Global University Applications	•					•	
207	The Anxious Generation (of Parents)	•						
208	Online High Schools Unveiled: Success Traits and Insights		•					
209	Procrastination Cessation: Executive Function Tools	•				•		
210	How to Create a Memorable Client Experience							•
211	Winning a Parity Act Claim			•				
212	Empower IECs: Guiding Students from College to Career	•			•			
213	From Inspiration to Action: Sustaining the BGI Momentum							•
301	Managing the Unmanageable: Handling Difficult Parents	•						
302	Choosing to Attend HBCUs After Completing a Gap Year	•						
303	Simple Ways to Scale: Earn Your Target Income							•
304	Liberal Arts Colleges: Elite Paths for High Achievers	•						
305	Recruiting and Retaining Chinese Families		•				•	
306	College Panel Discussion: Trends in Financial Aid	•						
307	Innovative and Supportive Study Abroad Options	•				•		
308	Social Media's Influence and Contagion Effect Risks	•	•	•				
309	Advising Female Students Interested in STEM Majors	•						
310	Advanced AI Toolkit for IECs: Enhance Your Practice	•			•			•
311	Assessing Family Dynamics While Selecting Schools		•	•		•		
312	Academically Vanderbilt, Emotionally Community College	•		•		•		
401	Support Clients in Today's College Financial Landscape	•						
402	Generalist, Specialist, or Niche: What Do Clients Want?							•
403	So You Want to Go to Film School?	•						
404	UK Education: Opportunities During and After Study	•					•	
405	Interviews with Private College Admissions Leaders	•						
406	Neurodiversity, Gender Identity, and Anxiety Disorders	•	•	•		•		

Breakout Session Tracks

		TRACK						
No.	SESSION	College	K-12 School	Therapeutic	Graduate School	LD/ND	Global	Business of Consulting
407	Sending Your Blue-State Students to College in Red States	•						
408	Less Admin, More Impact: AI in the School Admission World		•					
409	Beyond the Trading Floor: New Emerging Wall Street Jobs	•			•			
410	Onboarding Methods: Pain Points and Solutions							•
411	Test-Optional ≠ Test-Ignorant	•						
412	Causes, Presentation, and Treatment for Trauma in 2e Kids		•	•		•		
501	Red Flag Alert! How to Navigate the Danger Zone							•
502	Case Studies in Selective College Admission	•						
503	Transformations in Learning for Neurodiverse Students		•	•		•		
504	Beyond Grey's Anatomy: Working with Nursing Applicants	•			•			
505	Limit Less: Expanding into Unique Postsecondary Options	•				•	•	
506	Pernicious Myths and Pervasive Untruths in Admissions	•						
507	Game On: Navigating Complex Transfers	•		•		•		
508	Private School Financial Aid: Trends and Essentials		•					
509	Seeing Through the Mask: The Hidden Spectrum			•				
510	Advising Clients on the ROI of Colleges	•			•			
511	Strategies to Hand Off Clients from Owner to Staff							•
512	Athletic Recruiting 101: Supporting Student-Athletes	•						
601	Artificial Intelligence (AI) as an Undergraduate Major	•						
602	Beyond Gut Instinct: The KPIs Every IEC Should Track							•
603	Taking Flight: Civilian and Military Aviation Programs	•						
604	Empowering Neurodiverse Students: Conquering Challenges	•				•		
605	Navigating Greek Life: Insights for Admissions Advising	•						
606	A Fresh Look at Junior Boarding Schools		•					
607	Strategic Partnerships 2.0: Empowering Counselors and IECs	•						
608	American Style Education Outside of America (AOA)		•				•	
609	Sophomore to Senior: Critical Checkpoints with Clients	•						•
610	Mental Health Counts: Credit for Therapeutic Adventures			•				
611	How Parents Pay		•					
612	The ABCs of JDs: Intro to Law School Admission				•			
613	Current Issues and Conversation in Government Relations	•		•				•
701	Neurodivergence Now! Planning for Long-term Success			•		•		
702	Navigating AP and Dual Enrollment for Admissions Impact	•						
703	The Great Divide: Supporting Divorced Families							•
704	Sports, Admissions, and Data on College Campuses	•						
705	From Specialized to Generalized	•	•	•		•		
706	AI in College Admissions: Pilots and Future Potential	•						
707	Admissions and Athletics: What is the Admissions Process?		•					
708	Curriculum 101: Organize Your Students and Your Practice	•						•
709	Eating Disorders 101: Basics You Should Know			•				
710	The Eh to Zeds of Studying in Canada in 2025	•					•	
711	Transfer Transparency: Working with Transfer Students	•						
712	Elevate Your Practice with Powerful Presentations	•						•

11:00 a.m. – 12:30 p.m.
(offsite)

Launch

Learn About Launch + Get Lunch on Us! Come learn about Launch, a new Prompt service! Launch helps you build the business you want and launch your kids into life. Access a private IEC network and business advisory service. Access services you can offer under your brand, such as test prep, research and career counseling. Space is limited. Register here: <https://forms.gle/J79CWy51xr5E6L3Q6>

Andiamo in the Detroit Renaissance Center

Contact: Brad Schiller, 949-266-7805 or brad@myprompt.com

6:30-8:00 p.m.

Colleges That Change Lives

Kick off your Monday evening with the Colleges That Change Lives member institutions! Let's celebrate the impactful opportunities available at our 44 distinctly different liberal arts colleges, YOU, and the student-centered work our partnership makes possible!

Ambassador 3, Level 3

6:30-8:00 p.m.

Lees-McRae College

LMC Celebration - Stop by and learn more about Lees-McRae College (Banner Elk, NC). Beer, wine, cocktails, hors d'oeuvres, and desserts will be served.

Joliet, Level 5

6:30-8:00 p.m.

Colleges of the Fenway

Join the Colleges of the Fenway (Emmanuel College, Massachusetts College of Art & Design, Massachusetts College of Pharmacy & Health Sciences, Simmons University, and Wentworth Institute of Technology) for this special reception. Come early to win prizes — time to brush up on your Boston trivia! Hope to see you there!

Duluth, Level 5





6:30-8:00 p.m.

Focus Collegiate/Warren Wilson College/Franklin Academy

Let's Celebrate Success in the Field of Neurodiversity and Disability!
Join us to network with other professionals in the field and acknowledge all of this year's accomplishments. We invite all who are interested in neurodiversity or are currently working with students with disabilities to join.

Joliet, Level 5

6:30-8:00 p.m.

Curry College

Please join representatives from the Curry College Admission Office, the Program for Advancement of Learning (PAL), and the new Social Achievement In Learning (SAIL) program for an evening reception. Learn more about how this small college outside of Boston provides big opportunities!

Duluth, Level 5

6:30-8:30 p.m.

(offsite)

Brews and the Latest DePaul University Buzz

Join members of the DePaul admission team to learn about the latest buzz and other university updates over some pizza and beer! Register to attend: <https://connect.depaul.edu/register/?id=9f4fb598-c616-480e-8e80-2227264a9ca0>

Elephant & Co - 456 Charlotte St

Contact: Katrina Kamarulzaman, 773-325-7051 or kkamarul@depaul.edu

7:30 p.m.

(offsite)

Midwest Boarding Schools Gathering

Enjoy duckpin bowling and golf simulators or just drinks and snacks with IECA colleagues and enrollment directors from Cranbrook, Culver, Lake Forest, Wayland, and Western Reserve. Depart with the group from the 1st floor of the Marriott at 7:00 p.m. for the 10-minute People Mover ride, or meet us there.

Five Iron Golf - 600 W Lafayette Blvd

Contact: Drew Miller, 248-224-5336 or dmiller@cranbrook.edu

Continuing Education Hours

Everyone who attends the IECA conference can earn CE hours. Simply complete an evaluation in the conference app for each session or event you attend to earn credit. After the conference, you will be able to email yourself a copy of your CE certificate to save, download, and/or print.

Only sessions that meet the NBCC standards are eligible for Continuing Education (CE) hours. CE information is listed below each session's description in this guide and in the app, and includes the number of CE hours that can be earned for each session. Only Independent Educational Consultants (IECs) may earn hours for time spent in the Consultant Roundtables, College & Postsecondary Fair, K-12 School Exchange, Therapeutic Information Swap, and College Showcase.

IECs may earn up to 19.75 CE hours; school, college, and program representatives may earn up to 12.25 CE hours. This includes the approved pre-conference workshop.

The Independent Educational Consultants Association 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. The Independent Educational Consultants Association is solely responsible for all aspects of the programs.

Certified Educational Planners: AICEP grants continuing education credit for all breakouts, speakers, and discussions. Save your conference materials for your five-year recertification.

IECA Staff



Leigh Allen II
Chief Executive Officer



Cyndi Bohlin
Editor & Communications Associate



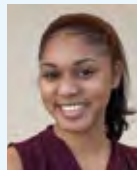
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admiss@highpoint.edu
www.highpoint.edu/admissions



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McLean Hospital serves children, adolescents and young adults struggling with OCD and anxiety-related disorders, trauma, depression, self-harm and emerging borderline personality disorder. McLean has served as the top ranked freestanding psychiatric hospital for 2 decades and is the largest psychiatric hospital of Harvard Medical School.

Jim Holsomback, 617-855-3417
jholsomback@partners.org
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Polygence Lunch & Learn and Opening General Session

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Stonewater Adolescent Recovery Center Hotel Key Cards and Envelopes

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Elizabeth Fikes, 662-259-8474
efikes@stonewaterrecovery.com
stonewaterrecovery.com

GOLD



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Lumiere Education

Lunch with Awards – Tuesday

Founded by Harvard and Oxford researchers, the Lumiere Research Scholar Program helps students work 1-on-1 with a PhD mentor to learn about the cutting edge in their field of interest and produce an independent research project.

Maya Novak-Herzog, 707-481-5253

maya.novak-herzog@lumiere.education

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SILVER



College Internship Program (CIP)

Roundtable Discussions – Tuesday

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Kevin Broeckling, 877-566-9247

admissions@cipworldwide.org

www.cipworldwide.org



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Roundtable Discussions – Wednesday

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Skye Rust, 219-616-4469

srust@colum.edu

www.colum.edu



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Networking Reception – Refreshments

Theory, Practice, Performance—These elements are the core of the Ithaca College experience—today and every day since our founding over 125 years ago. Through research, projects, and involvement in their communities, students continue to learn and develop as professionals and thought leaders.

Jessica Kowalewski Dietrich, 607-274-3124

admission@ithaca.edu

ithaca.edu



LADDER INTERNSHIPS

Ladder Internships

Sunday Welcome Event – Refreshments

Ladder Internships equips students with internship experiences at startups! Students work on a real-world project over 8 weeks. Internships range from computer science, AI, Machine Learning and programming, to projects in general business, marketing, data analysis, finance, healthcare & medicine, sustainability and more!

Shifan Fei

Shifan.feil@ladderinternships.com

https://www.ladderinternships.com/

SILVER



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Sunday Welcome Event – Hors D’oeuvres

Launch helps you build the business you want and launch your kids into life. Access services you can offer under your brand, such as test prep, research & career counseling.

Brad Schiller, 844-577-6678

brad@myprompt.com
launchiec.com



NBI and NBI Ranch

Fireside Chat with IECA President and CEO

NBI specializes in treating complex cases of Anxiety, Obsessive-Compulsive Disorder (OCD), and Level 1 Autism Spectrum Disorder (ASD). We offer Outpatient, Intensive Outpatient (IOP), and Partial Hospitalization (PHP) programs for children, teens, and adults, with residential support available for adults 18 and older. Our multidisciplinary team provides care in English, Spanish, and Portuguese, ensuring accessible and comprehensive treatment for diverse communities.

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celeste.gonzalez@nbweston.com
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Lindsay Fried Augustine, 914-419-1091

lindsay@simplysucceediec.com

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CharlestonLIFE | College of Charleston **College & Postsecondary Fair**

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Georgianna May, 843-953-4849

CharlestonLIFE@charleston.edu

<https://charleston.edu/charleston-life/index.php>



Justice Resource Institute **Therapeutic Information Swap**

JRI offers therapeutic programming at both residential and day schools designed for children and adolescents, ages 5-22, coping with academic and social struggles, complex trauma, mental illness, and emotional challenges.

Holly Mazelli, 508-397-0377

hmazelli@jri.org

www.jri.org



King's InterHigh USA **K-12 School Exchange**

King's InterHigh USA is a top-tier American college-prep education delivered online with live, interactive classes (core, AP and electives), fun extracurricular clubs, and social meet-ups. Enrolling now for August 2025.

Stefanie Moriarty, 833-752-9066

hello@kingsinterhigh.com

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Kristin Rukhaberlen, 847-800-2061

info@laurelsprings.com

<https://laurelsprings.com>



SCAD **College & Postsecondary Fair**

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Lara Langston, 404-797-3064

llangsto@scad.edu

<https://www.scad.edu>

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Mark Cortez, 631-632-6859
mark.cortez@stonybrook.edu
[Stonybrook.edu](https://www.stonybrook.edu)



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Ryan Boyd, 513-556-1100
ryan.boyd@uc.edu
<https://www.uc.edu>

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Network with reps from the **national product and service companies** who are reaching out specifically to the IEC community. See vendor list on pages 28-35.

BACK BY POPULAR DEMAND! Enjoy an **Early Risers Coffee** with the Vendors from 7:30-8:00 a.m. on Tuesday morning prior to Breakfast.

Visit the exhibitors and enter **drawings for outstanding prizes** and pick up exhibitor giveaways. See page 25 for details.

Be sure to stop by the **IECA Member Services** table for membership information, publications, including bundles of our brochures, and to say hello to our membership staff!



Back By Popular Demand!

IECA is pleased to again partner with StriveScan to streamline information sharing between IECs and schools, colleges, programs, and companies at the College & Postsecondary Fair, the K-12 School Exchange and the Therapeutic Information Swap, in the Vendor Hall, and anytime throughout the conference.

For IECs only:

StriveScan will create a unique barcode for every IEC that will be printed on your name badge. When you interact with an organization and wish to share your contact information, simply let them scan your barcode and they'll receive your information. At the end of the conference, you'll receive a list of contact information for the exhibitors you allowed to scan your code, giving you a quick and easy way to follow up with new connections!

For Exhibitor Representatives (school, college, program, and vendor registrants):

The StriveScan technology is available to all registered exhibitors and is included as part of your registration. Simply download the StriveScan app, connect to the IECA 2025 Annual Conference, and scan the barcode on IECs' name badges to capture their information. Check your email for outreach from help@strivescan.com for details or reach out to the StriveScan team with questions.

As a school, college, program, or company representative at the conference, if you wish to get your own personal barcode so that other exhibitors can scan your information, please sign up at <https://strivefair.com/ieca2025>.



Stop by these sponsor and vendor tables to drop off your business card, get connected, and enter to win the following prizes!

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International Research Institute of North Carolina

- A free book

Ladder Internships

- A free spot in our program!

Onsen Education

- Two Test Prep hours

Pioneer Academics

- A total of 16 gift cards will be given away!

Polygence

- One Pod program

Talking College

- Campus Visit Cards

Teach Me Wall Street

- Win an Amazon Card! Three drawings – one each day – three chances to win! Visit our table to enter the daily drawing!

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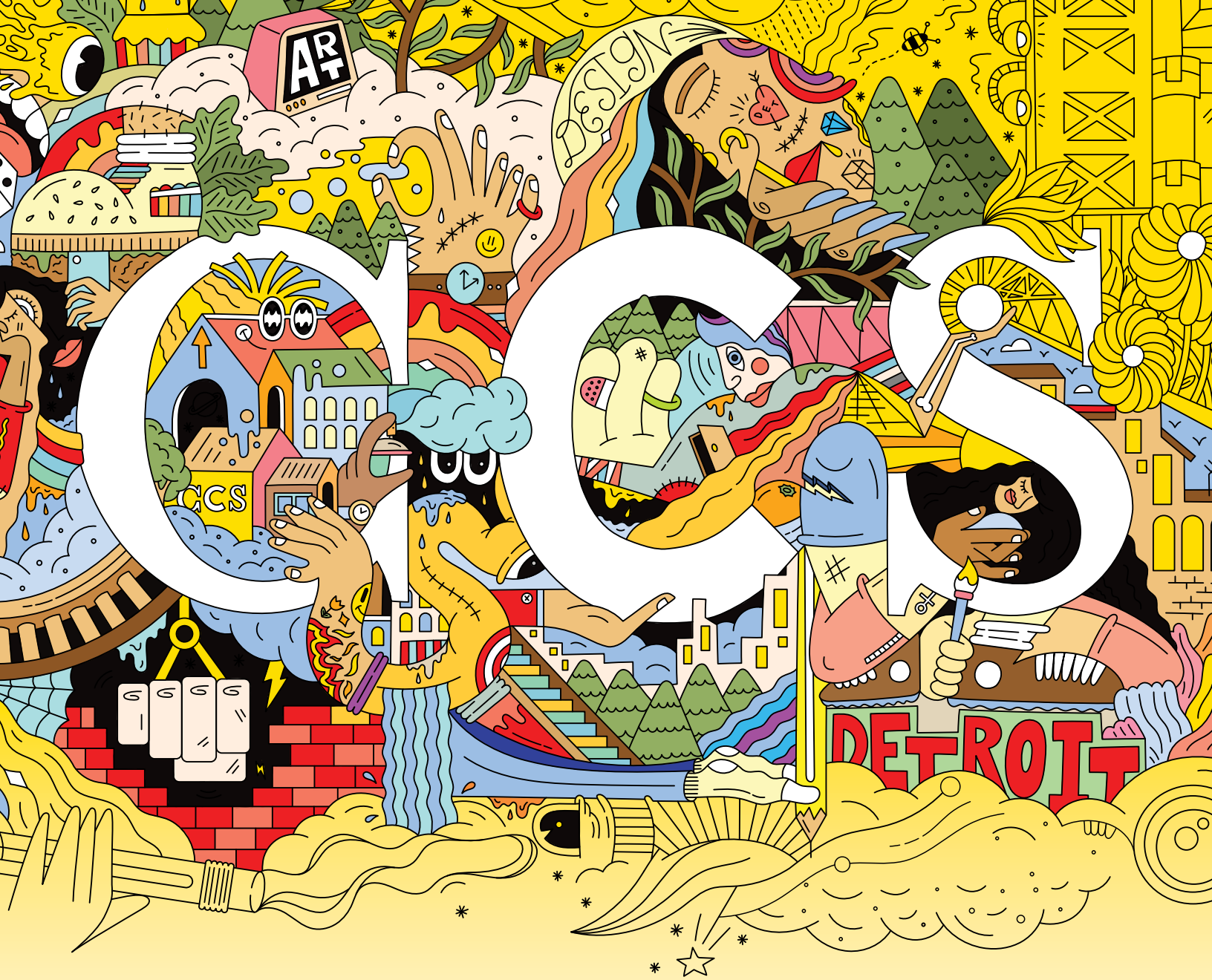
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Here in Detroit

Our Vendor Hall will be in Conference Central, Renaissance Foyer, Level 4

MONDAY: 10:00 a.m.–5:30 p.m.
(with refreshments 3:30-4:00 p.m.)

TUESDAY: 7:30 a.m.-5:00 p.m.
(with coffee 7:30-8:00 a.m. and
dessert 3:00-3:45 p.m.)

WEDNESDAY: 7:30 a.m.-2:00 p.m.
(with coffee 10:15-10:45 a.m. and
boxed lunch pick up 12:30-1:15 p.m.)



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lindsay@simplysucceediec.com

<https://www.simplysucceediec.com>



Alliance Tutoring

Alliance Tutoring & Academic Coaching is an in-person and online service specializing in assisting students who have strayed away from their academic path and are in need of additional support and mentoring to give them the edge they need to succeed.

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alex@alliancetutoring.com

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Chris Bell, 720-819-7779

info@aicep.org

www.aicep.org



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iecrelations@applerouth.com

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ArborBridge is pioneering tutoring and standardized test prep to meet the demands of an ever-changing world. We partner with IECs as a trusted resource for IEC professional development and support IECs' students through the most efficient tutoring available. The future of test prep is ArborBridge.

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Jake Weld, 802-380-4413

jake@canopycollegecoaching.org



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laura@collegkickstart.com

www.collegkickstart.com



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Lisa Davis, 424-250-0396

lisa@collegeplannerpro.com

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jonathan@pc529.com

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Matty Steiner, 800-685-6986

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gage@gradbetter.com
<https://www.gradbetter.com>



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Nikolia Turnbull

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For more than twenty-five years the IECA Foundation has served as the charitable arm of the Independent Educational Consultants Association. The Foundation leverages knowledge, professional skills and funds provided by IECA members, sponsors, and donors to help underserved students map pathways to success.

Rachel Herman

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IECA Member Services

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Caitlin Myers and Tanesha Norman, 703-591-4850
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Shifan Fei
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Maya Novak-Herzog, 707-481-5253

maya.novak-herzog@lumiere.education
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Sean Quinn, 929-277-2008

sean@onseneducation.com
www.onseneducation.com



NATIONAL TEST PREP ASSOCIATION

National Test Prep Association

The National Test Prep Association (NTPA) is a nonprofit industry organization dedicated to supporting test prep professionals, upholding the highest ethical standards, and promoting best practices, while advocating for the effective administration and use of standardized tests in education. Our members welcome opportunities to collaborate with IECs to better support all of our students.

https://nationaltestprep.org
info@nationaltestprep.org



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Laura Amigone, 240-994-2516

laura@ruddercoaching.com

www.ruddercoaching.com



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<https://www.scholarlaunch.org>



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Our executive function coaching program helps college students become more effective, productive, and independent during their collegiate careers. We help students set and achieve their academic goals and improve their executive functioning.

Scott Lutostanski, 608-841-1053

scott@statestreeteducation.com

<https://statestreeteducation.com>



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STEAM in AI is creating accessible pathways for middle and high school students to excel in AI while emphasizing ethics, helping them stand out in competitive college admissions, and preparing them for the jobs of tomorrow.

Shilpi Agarwal

shilpi@steaminai.org

<https://STEAMinAI.org>



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For over 30 years, Summit Educational Group has been a trusted test preparation and academic tutoring resource for schools, families, and independent educational consultants. We offer SAT, ACT, AP, SSAT, ISEE, and academic subject tutoring.

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wlongworth@mytutor.com

www.mytutor.com



Talking College

Talking College card decks are filled with discussion prompts and insider tips for college-bound students and their parents/guardians. Endorsed by IECs across the country, the cards are an excellent welcome gift for new families, high school graduates, or as a resource for your practice!

Andrea Brenner, 301-221-2233

info@talkingcollege.com

<https://talkingcollege.com>

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We provide dynamic online programs for high schoolers that focus on Wall Street, Investing, Trading and Personal Finance. We empower students to make wise trading, investment and real-life money decisions. Live instruction, presented by Wall Street professionals, helps prepare students for college, careers and life!

Annaline Dinkelmann, 212-666-0175

info@teachmewallstreet.com

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Susan Knoppow, 800-497-9748

susan@wowwritingworkshop.com

<https://wowwritingworkshop.com>

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7:30 a.m.-6:30 p.m.	Conference Registration Open , Level 3 Foyer
10:00 a.m.-5:30 p.m.	Vendor Hall Open , Renaissance Foyer, Level 4
7:00 a.m.-7:00 p.m.	Wellness Lounge Renoir, Level 4
8:30-11:30 a.m.	Pre-Conference Workshops
11:00 a.m.-1:00 p.m.	Lunch on your own
1:00-2:15 p.m.	Opening General Session with ACE Speakers, Zach Rausch and Amy Blankson Columbus, Level 4 see page 39 for information
2:30-3:30 p.m.	Breakout Sessions (100 block) see pages 40-41 for information
3:30-4:00 p.m.	Refreshments in Vendor Hall Conference Central, Renaissance Foyer, Level 4
4:00-5:00 p.m.	Breakout Sessions (200 block) see pages 42-43 for information
4:15-5:00 p.m.	Exhibitor Set Up for Therapeutic Information Swap Ontario, Level 3
5:00-6:30 p.m.	Therapeutic Information Swap Ontario, Level 3
6:30-8:00 p.m.	Hosted Receptions for IECs see page 14 for information
6:45-7:45 p.m.	Friends of Bill W Richard A, Level 5
7:30-10:00 p.m.	IECA Foundation Cabot, Level 4

Pre-Conference Workshops

Monday, May 5, 8:30 a.m.-11:30 a.m.

Cost: \$45 IECA members; \$75 non-member consultants
(registration available onsite)

Aiding the Anxious Generation: Strategies and Solutions (open to all attendees)

AI Hackathon (for IECs only)

SMART Goals for Your IEC Practice (for IECs only)

Navigating Global University Admissions (for IECs only)

Detailed workshop descriptions and presenter lists can be found in the conference app.

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STUDENT TO FACULTY RATIO
4:1



OUR STUDENTS
COME FROM AROUND
THE WORLD:

14
COUNTRIES
-AND-
14
U.S. STATES



41%
DAY
STUDENTS

58%
BOARDING
STUDENTS



AVERAGE CLASS SIZE > 10

14
YEARS
AVERAGE
FACULTY
TENURE

48% GIRLS
52% BOYS

NUMBER OF PICKLEBALL
GAMES PLAYED ON THE
PAVILION EACH YEAR?



TOO
MANY
TO
COUNT

PERCENT OF
MELP TRIP
COVERED BY
TUITION?

100%



24 DOGS ON
CAMPUS



42+
ELECTIVE
ACTIVITIES

COOL SPOTS ON CAMPUS

VICTORY BELL
DORM PARENT KITCHEN
WOODSHOP
HIGH & LOW ROPES COURSE
THE WOLF DEN

THE PAVILION
HIKING AND BIKING TRAILS
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ACE Talks

Thought leaders in Adolescence, Consulting, and Education

Monday, May 5, 1:00-2:15 p.m.

COLUMBUS, LEVEL 4

Monday's opening session will feature two renowned experts conducting 30-minute dynamic and energetic presentations to share a major point, theme, or innovative idea with our audience. CE: 1 clock hour



Freeing the Anxious Generation: Collective Action to Restore Healthy Childhood



Zach Rausch,
Associate Research Scientist at
NYU Stern School of Business

Zach Rausch is Associate Research Scientist at NYU Stern School of Business, lead researcher to social psychologist Jonathan Haidt, and a researcher for the Center for Humane Technology. He earned a bachelor of arts (BA) in sociology and religious studies and a master of science (MS) in psychological science from SUNY New Paltz. He has also given expert testimony to multiple state legislatures on the impact of social media on adolescent mental health.

The Joy Game: Using the Science of Happiness to Turn Stress and Exhaustion into the Daily Practice of Joy



Amy Blankson, Chief Evangelist
for the Digital Wellness Institute

Amy Blankson is a sought-after speaker on the intersection of happiness and innovation. She is the Chief Evangelist for the Digital Wellness Institute, the bestselling author of *The Future of Happiness*, and a graduate of both Harvard and the Yale School of Management. Most recently, Amy was named to the AI75 by Dallas Innovates and serves on Harvard's AI for Human Flourishing Council.

Thank you to our sponsor!



For Therapeutic Programs & IECs: Therapeutic Information Swap

Monday, May 5, 5:00-6:30 p.m.

ONTARIO, LEVEL 3

CE: 1.5 clock hours (for IECs only)
Participants include:

- Wilderness Therapy
- Residential Treatment Centers
- Therapeutic Boarding Schools
- Young Adult (inc. therapeutic postsecondary & transitional)
- Therapeutic Related Services (e.g. transport, publishers, software)
- IECs who work with these institutions

Finding a Specific Institution

An alphabetical list of all institutions participating in the Therapeutic Information Swap, as well as a listing of all conference attendees, can be found in the conference app.

Thank you to our sponsor!



IECA Foundation Presents: Motown in the Motor City!

Monday, May 5, 7:30-10:00 p.m.

(ticketed event)
CABOT, LEVEL 4

Let's get down to Motown! Join the IECA Foundation for their annual fundraising event! It will be an unforgettable evening celebrating the vibrant sounds of Motown in the heart of the Motor City. Enjoy classic hits, connect with colleagues, and dance the night away—all while supporting our mission to provide grants to nonprofit organizations that help underserved youth and young adults map pathways to success! For tickets and more information, please stop by the Foundation's table in Conference Central or visit: <https://www.iecafoundation.org/upcoming-event-information>

101 **FEATURED BREAKOUT** Designing and Playing Your Own Joy Game

MACKINAC WEST, LEVEL 5

Building on the insights from her keynote, Amy Blankson will lead an interactive workshop where participants will craft their own "Joy Game." In this engaging session, attendees will dive into personalized exercises and reflections designed to uncover and amplify the unique sparks of joy that fuel their lives. Through meaningful discussions and empowering challenges, participants will design a sustainable, personalized framework to bring joy into every facet of their journey. This workshop is an opportunity to walk away with a toolkit of joy practices and an actionable, joy-infused roadmap that aligns with both personal and professional aspirations, setting the stage for a lifetime of fulfillment and growth.

Amy Blankson, Chief Evangelist, **Digital Wellness Institute**

Track(s): **College, LD/ND, Therapeutic, Schools, Graduate, Global (International), Business and Communication**
Content Level: **Foundational**
CE: **1 Clock Hour**

102 **Admissions Testing in the Digital Era**

AMBASSADOR 2, LEVEL 3

The testing landscape is changing, yet again. Students can take a paper ACT, a digital ACT with or without science, or a digital SAT. How will colleges perceive these new testing formats? Given the array of options, what is the best testing strategy for your students? And given the shifts in test-optional and test-required admissions, how should students think about these tests in the context of their applications? Let's do a deep dive into all things testing in 2025.

Jed Applerouth, PhD, NCC, **Applerouth Tutoring Services**;
Drew Heilpern, PhD, **Summit Education**; Matty Steiner, MA,
Compass Education Group; Megan Stubbendeck, PhD, **Arbor Bridge**

Track(s): **College**
CE: **1 Clock Hour**

103 **Advising International Students on US Colleges**

LASALLE A, LEVEL 5

This session will equip IECs with the knowledge and skills to guide international students through the complex process of applying to selective US universities. Attendees will gain insights from a panel of international admission experts into the unique requirements of international applications, including English proficiency expectations, the role of financial need in admissions, and strategies for crafting competitive applications in an increasingly selective landscape.

Kindel Hollis, **Trinity University**; Sarah Paulsen, **Macalester College**; Lauren Sefton, **Rhodes College**

Track(s): **Global (International), College**
Content Level: **Foundational**
CE: **1 Clock Hour**

104 **Smarter Faster Feedback: Leveraging AI in College Essays**

NICOLET, LEVEL 5

For IECs only: Discover how AI can transform your college essay feedback, making it faster, consistent, and more personalized. This beginner-friendly session introduces tools like ChatGPT, with live demonstrations and exercises to build confidence in AI-driven feedback. We'll cover ethical considerations, tackle common misconceptions, and show specific ways AI can enhance essay reviews. Walk away with actionable tools to integrate AI responsibly and effectively into your workflow.

Mark Cruver, CEP, **IECA**

Track(s): **College**
Content Level: **Foundational**
CE: **1 Clock Hour**

105 **Second Season, First Choice: Navigating Late Admissions**

MACKINAC EAST, LEVEL 5

Is the traditional boarding school admissions timeline shifting? Are you an IEC handling more last-minute inquiries from families with complex profiles? Or an admissions director with spots still open after April 10th? Let's talk! Join two experienced IECs and two experienced admission directors for a dynamic discussion on navigating this 'second season' and discover creative solutions to better serve families beyond the priority deadlines.

Jenni Biehn, **Westtown School**; Kristen Kaschub, MEd, **Gould Academy**; Katie Garrett, CEP, **IECA**; Elizabeth Hall, EdM, CEP, **IECA**

Track(s): **Schools**
Content Level: **Advanced**
CE: **1 Clock Hour**

106 **Major Doesn't Matter and Other Surprising Pre-Med Facts**

LASALLE B, LEVEL 5

Pre-health applicants need help early! (Pro tip: Advice from Aunt Jackie the dermatologist may not be optimal...) After a quick overview of the pre-med timeline, we'll discuss 25 common beliefs about academic choices in middle/high school/college as well as clinical/service experiences. Each will be fact checked against how they will be viewed later by colleges and professional schools.

Marcia Boynton, JD, **BCPA, IECA Associate**

Track(s): **College, Graduate**
Content Level: **Foundational**
CE: **1 Clock Hour**

107 The Power of Farm-Based Therapeutic Healing Communities

MARQUETTE A, LEVEL 5

This session unites the executive directors of Gould Farm, Spring Lake Ranch, Hopewell, Rose Hill, and CooperRiis to explore the farm-based therapeutic community model, which supports adults with serious mental illness through work, community, and clinical practices. These five nonprofit programs form a unique U.S. network fostering recovery for individuals with schizophrenia, bipolar disorder, and major depression in structured, natural environments.

Lisanne Finston, MDiv, MSW, Gould Farm; Jim Kubicek, LCSW, Rose Hill Center; Eric Levine, EdD, CooperRiis Healing Community; Rachel Stark, MBA, Spring Lake Ranch; Colleen Welder, RN-BC, MBA, Hopewell Therapeutic Community

Track (s): **Therapeutic**
Content Level: **Advanced**
CE: **1 Clock Hour**

108 Publishing Research in High School: Do's and Don'ts

MARQUETTE B, LEVEL 5

A substantive research publication can elevate a college application. Yet, this endeavor can be risky. Publishing in the wrong journal or accidentally misrepresenting one's role can reduce the chance of acceptance at selective universities. IECs can make a difference by providing informed advice to their clients about compliance, ethics, representation claims, and the academic publishing process. This talk explains these issues and the associated dangers.

Robert Malkin, PhD, International Research Institute of North Carolina

Track(s): **College, Graduate, Business and Communication**
Content Level: **Advanced**
CE: **1 Clock Hour**

109 Building Neurodevelopmental Partnerships in Consultancy

CADILLAC B, LEVEL 5

Fostering sustainable change for neurodivergent individuals requires a collaborative partnership grounded in trust, expertise, and compassion. This session will provide practical insights on how comprehensive consultancy can better support growth and independence for this population utilizing a neurodevelopmental toolkit. The presenters will analyze challenges from specific consultant, parent, and client experiences and discuss tools and processes that have helped with these challenges at each level.

Cam Sherman, CMHCA, NeuroDev, Raleigh; Elaine Morales-Thomason, MEd, Emile Educational Consulting, LLC

Track(s): **LD/ND, Therapeutic**
Content Level: **Advanced**
CE: **1 Clock Hour**

110 Evaluating Current College Options from a Jewish Lens

CADILLAC A, LEVEL 5

Our panel, including IECs, Jewish student life professionals and a psychotherapist, will explore the experiences of Jewish college students, both from the perspective of the pre-college admissions process, and from the lens of life on campus. The presenters will discuss what to look for when evaluating Jewish life on campus as well as the mental health realities Jewish students face on campus.

Rabbi Davey Rosen, University of Michigan Hillel; Daniel Goldman, LCSW, Guide Forward; Shira Goodman, Anti-Defamation League; Zach Galin, IECA

Track(s): **College**
Content Level: **Foundational**
CE: **1 Clock Hour**

111 Challenges and Strategies: Communicating with Parents

BRULE, LEVEL 5

IECs often face challenges working with difficult parents. Some are needy or demanding, while others are confused due to unfamiliarity with the educational landscape. Putting our collective ideas and experiences together, we will help one another, especially the IECs who are new to the profession. This session will present crowdsourced strategies to communicate effectively, manage demanding situations, and set boundaries without becoming overwhelmed.

Archana Sudame, PhD, IECA; Rose Ellen Mocombe, MEd, IECA Associate; Kristi Ramey, IECA Associate; Anu Singh, IECA Associate

Track(s): **Business and Communication**
Content Level: **Foundational**
CE: **1 Clock Hour**

112 College Capable but Not College Ready: Case Studies

RICHARD, LEVEL 5

A panel of three experienced IECs who work with neurodivergent students and three representatives from transition and college programs will discuss three case studies of students the IECs have worked with whose needs align with each transition/college program. Attendees will develop new insight into how IECs can work with students and families to navigate the transition to college and a more nuanced understanding of successful college transition for LD/ND students.

Ryan Palm, Mercyhurst University; Ann-Marie Stripling, MS, Focus Collegiate; Jake Weld, MEd, Mansfield Hall; Marci Schwartz, LCSW, PhD, IECA; Amy Brown, MEd, IECA Associate; Noah Nemitoff-Bresler, IECA Associate

Track(s): **College, LD/ND**
Content Level: **Advanced**
CE: **1 Clock Hour**

201 Forms, Awards and Appeals for Families and IECs

RICHARD, LEVEL 5

Explore why every family should file financial aid forms, regardless of income or assets. With college costs exceeding \$100K, aid and scholarships are increasingly crucial to your families. Filing forms enables families to maximize awards and pursue appeals. We'll feature insights from both sides of the desk. Learn how to integrate forms filing, awards, and appeals into your practice, creating additional revenue streams while collaborating with seasoned professionals in the field.

Cori Murphy, National Association of Student Financial Aid Administrators; Tania Rachkoskie, Goucher College; Crystal Tate, IECA Associate

Track(s): **Business and Communication**

Content Level: **Advanced**

CE: **1 Clock Hour**

202 Midwest Universities: Admissions Panel and Trends

AMBASSADOR 2, LEVEL 3

Join the College Committee's dynamic panel with admission officers from top Midwest state universities! Dive into the latest trends in college admissions and discover the ideal student profile for success on their campuses. Don't miss the lively Q&A session. It's your gateway to understanding the evolving world of higher education admissions!

Sacha Thieme, Indiana University, Bloomington; additional college reps TBA; Moderated by Mary Jane Breinholt, PhD, MPA, IECA; Mark Cruver, CEP, IECA

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

203 Finding the Sweet Spot: Guiding Students in an AI World

MACKINAC WEST, LEVEL 5

As artificial intelligence tools become increasingly integral to our lives, key questions arise for K12 schools and families. How are students taught to understand and engage with AI? What are its appropriate uses in admissions? What ethical considerations should we keep in mind? And what must adults know to guide students effectively? Experts from one brick-and-mortar and one online school will tackle these questions and more in this engaging discussion.

Gwyneth Connell, MA, Pomfret School; Sarah Hanawald, MEd, One Schoolhouse; Josh Lake, MA, Pomfret School; Tanya Nongera-Nickerson, MS, Pomfret School

Track(s): **Schools**

Content Level: **Advanced**

CE: **1 Clock Hour**

204 Neurodiversity Informed and Affirming Support

LASALLE A, LEVEL 5

This panel of two IECs and three experts from different programs/schools will share perspectives, trends, issues, pitfalls and tips on working with neurodivergent clients and their families. Science, research, theory, and experience in neurodiversity is still relatively new and is culminating into a clear need for neurodivergent informed and affirming approaches. Join us for facts and laughs from a group who is passionate about nurturing this community.

Jason Grygla, LCMHC, MA, CAGS, NeuroDev; Elaine Morgan, AICEP, EdM, NBC-HWC, IECA

Track(s): **LD/ND, Therapeutic, College**

Content Level: **Foundational**

CE: **1 Clock Hour**

205 Financial Aid: Deciding Whether or Not to Apply

BRULE, LEVEL 5

One of your families just heard they must submit the FAFSA even if they won't qualify for need-based aid. Another family told you that they decided not to apply for aid because they don't want to hurt their child's chance of admission. In this confusing world of financial aid, knowledgeably advising parents can be treacherous. At this session, the presenter will discuss best practices on how to guide families towards making the best financial aid decisions for themselves.

Jeff Levy, CEP, IECA

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

206 Cracking the Code: Global University Applications

MARQUETTE B, LEVEL 5

This session explores the complexities of international student applications, including visa requirements, funding, and common challenges. A panel of experts from the UK, Ireland, and Canada will share insights into what admissions officers are really looking for and practical tips for guiding students through the application process. Attendees will learn how to help students secure funding, avoid common mistakes, and navigate the transition to studying abroad.

Tomoka Mano, University of British Columbia; Gabriela Mendez, MA, Middlesex University; Tara Murphy, London Metropolitan University; Alana Stuart, University of East Anglia; Bridie Troy, MA, University College Dublin

Track(s): **Global (International), College**

Content Level: **Foundational**

CE: **1 Clock Hour**

207 The Anxious Generation (of Parents)

NICOLET, LEVEL 5

This session, inspired by Jonathan Haidt's *The Anxious Generation*, delves into strategies for working with anxious parents in college admissions. It highlights sources of parental anxiety and their effects on students, offering practical techniques to manage expectations, improve communication, and promote a balanced college search approach. Participants will explore how IECs can be a calming influence, providing valuable support to both parents and students.

Antoinette Battiste, MBA, IECA; Carolyn Caplan, MLA, IECA; Lisa Carlton, MA, IECA; Amy Jasper, MPA, IECA; Stephanie Meade, CEP, IECA

Track(s): **College**
Content Level: **Foundational**
CE: **1 Clock Hour**

208 Online High Schools Unveiled: Success Traits and Insights

LASALLE B, LEVEL 5

This session unites leaders from online high schools to share insights on which students and families thrive in online learning, what to expect, and how to succeed. The panel will address why online schools are often overlooked by families seeking flexible education and how awareness can shift views. Case studies will showcase the adaptability and personalization of online education, with a Q&A to equip consultants in guiding families to ideal educational options.

Heidi McClure, EdD, Laurel Springs School; Alicia Morris, Dwight Global Online School; Chris Wilson, Sora Schools; Michele Evard, PhD, IECA

Track(s): **Schools**
Content Level: **Foundational**
CE: **1 Clock Hour**

209 Procrastination Cessation: Executive Function Tools

CADILLAC B, LEVEL 5

Frustrated with students who don't follow through? Want to turn things around and make an impact? Strategies to support executive functioning aren't just relevant to special ed; they're tools for all students. Helping students maintain persistence towards their goals is a critical component of any comprehensive work with teens and young adults. Learn some coaching tips to incorporate into your sessions and support your students in the college application process...and beyond.

Jennifer Fordham, MA, IECA Associate; Heather Zapp-Massaro, MEd, IECA Associate

Track(s): **College, LD/ND**
Content Level: **Foundational**
CE: **1 Clock Hour**

210 Beyond the Basics: How to Create a Memorable Client Experience

MACKINAC EAST, LEVEL 5

Today's clients expect more transparency, responsiveness, and personalized service from IECs. Meeting or exceeding these

expectations is key to staying competitive. This session will explore strategies for leveraging technology, communication, and client insights to deliver exceptional value. Learn how to manage client demands while enhancing service quality, building trust, and creating memorable experiences for your families.

Lindsay Augustine, CEP, IECA; Barbara Rifkind, IECA

Track(s): **Business and Communication**
Content Level: **Foundational**
CE: **1 Clock Hour**

211 Winning a Parity Act Claim

MARQUETTE A, LEVEL 5

An experienced Parity Act litigator will explain how to use the Parity Act to win insurance coverage for clients with mental health and addiction issues. The presenter will explain how Parity Act works, survey state of Parity Act caselaw, and discuss recent discussion that resulted in certified class and significant settlement for patients who attended RTCs and wilderness.

Jordan Lewis, Attorney

Track(s): **Therapeutic**
Content Level: **Advanced**
CE: **1 Clock Hour**

212 Empower IECs: Guiding Students from College to Career

CADILLAC A, LEVEL 5

This session will equip IECs to integrate career readiness into college planning, enhancing their services. It covers entry-level hiring trends, key college-to-career success factors, and a strategic framework for planning. With 43% of recent grads underemployed and 78% of parents prioritizing career outcomes, this session bridges college planning with career development, addressing ROI concerns and expanding IECs' offerings.

Christine Rigby-Hall, MS, GradLanding

Track(s): **College, Graduate**
Content Level: **Advanced**
CE: **1 Clock Hour**

213 From Inspiration to Action: Sustaining the BGI Momentum

DAVINCI, LEVEL 4

Note: This session is open to graduates of the IECA 2025 Business Growth Institute. The Business Growth Institute offered strategies to elevate your business and team. Now a few months later, what's working, and where are you facing challenges? Join this interactive session with BGI grads and expert instructors to share wins, troubleshoot roadblocks, and exchange tips for staying on track. Whether you need fresh insights, a boost, or a space to brainstorm, this session will help you maintain momentum and continue driving your business growth forward.

Brooke Daly, IECA; Kristina Dooley, MA, IECA; Evelyn Jerome-Alexander, MA, CEP, IECA

Track(s): **Business and Communication**
Content Level: **Advanced**
CE: **1 Clock Hour**

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- Dance
- Dramatic Arts
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- Fashion Design
- Creative Writing
- InterArts



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7:30 a.m.-5:30 p.m.	Conference Registration Open , <i>Level 3 Foyer</i>
7:30 a.m.-5:00 p.m.	Vendor Hall Open , <i>Renaissance Foyer, Level 4</i>
7:00 a.m.-7:00 p.m.	Wellness Lounge <i>Renoir, Level 4</i>
7:00-7:45 a.m.	Morning Group Walk <i>Meet in the main lobby of the Detroit Marriott at the Renaissance Center</i>
7:30-8:00 a.m.	Early Risers Coffee with the Vendors <i>Conference Central, Renaissance Foyer, Level 4</i>
7:45-8:45 a.m.	Breakfast <i>Conference Central, Renaissance Foyer, Level 4 (seating available in Cabot)</i>
8:00-8:45 a.m.	For IECs Only: Consultant Roundtables <i>Columbus, Level 4 see pages 50-51 for information</i>
9:00-10:00 a.m.	Breakout Sessions (300 block) <i>see pages 52-53 for information</i>
9:15-10:00 a.m.	Exhibitor Set Up for College & Postsecondary Fair <i>Ontario, Level 3</i>
10:00 a.m.-12:15 p.m.	College & Postsecondary Fair <i>Ontario, Level 3</i>
10:15-11:30 a.m.	K-12 School Community Event <i>Nicolet, Level 5 see page 49 for information</i>
10:15-11:30 a.m.	Therapeutic Community Event <i>Brule, Level 5 see page 49 for information</i>
12:30-1:45 p.m.	Lunch and Awards <i>Columbus, Level 4 see page 48 for information</i>
2:00-3:00 p.m.	Breakout Sessions (400 block) <i>see pages 54-55 for information</i>
3:00-3:45 p.m.	For K-12 Schools, K-12 IECs, Therapeutic Programs & Therapeutic IECs: Connect & Collaborate with Dessert <i>Ambassador 3, Level 3</i>
3:00-3:45 p.m.	Dessert in Vendor Hall <i>Conference Central, Renaissance Foyer, Level 4</i>
3:45-4:45 p.m.	Breakout Sessions (500 block) <i>see pages 56-57 for information</i>
5:00-6:30 p.m.	IECA Networking Reception <i>Columbus, Level 4</i>
6:15-7:15 p.m.	Friends of Bill W <i>Richard A, Level 5</i>
6:30 p.m.	Hosted Receptions for IECs <i>see page 15 for information</i>
9:00-10:30 p.m.	Back to School: A Live (and Unfiltered) Storytelling Show <i>Ambassador 2, Level 3</i>

2026 ANNUAL CONFERENCE



NAVIGATING THE FUTURE

Save the date!
BALTIMORE
2026 ANNUAL
CONFERENCE



- ✦ Network with hundreds of independent educational consultants during roundtable discussions
- ✦ Learn about new educational trends from a variety of speakers, presenters, and panelists in over 80 breakout sessions
- ✦ Meet with program admission leaders during the College & Postsecondary Fair, K-12 School Exchange, and Therapeutic Info Swap
- ✦ Visit local colleges, schools, and programs during our organized pre-/post-campus tours

Call for Proposals will open this summer and conference registration will open in early 2026

info@IECAonline.com
iecaonline.com



College & Postsecondary Fair

Tuesday, May 6, 10:00 a.m.-12:15 p.m.

ONTARIO, LEVEL 3

CE: 2.25 clock hours (for IECs only)

Participants include:

- Colleges/universities
- Gap year, summer, and travel programs (non-therapeutic)
- Postsecondary LD programs
- Related service companies (i.e. publishers, software, finance)
- IECs who work with these institutions

Finding a Specific Institution

An alphabetical list of all institutions participating in the College & Postsecondary Fair as well as a listing of all conference attendees can be found in the conference app.

Thank you to our sponsors!



NEW!

For K-12 Schools, K-12 IECs, Therapeutic Programs & Therapeutic IECs: Connect & Collaborate

Tuesday, May 6, 3:00-3:45 p.m.

AMBASSADOR 3, LEVEL 3

This new event will enable K-12 Schools, Therapeutic Programs, and the IECs who serve both to gather for informal networking and dessert. Don't miss this opportunity to connect!

IECA Networking Reception - Detroit: The Sound & Style of the Motor City

Tuesday, May 6, 5:00-6:30 p.m.

COLUMBUS, LEVEL 4

(for all registered conference attendees)

Step into the heart of **Detroit's legacy**, where **music, innovation, and industry** come together for an unforgettable evening of networking and celebration! Known as the birthplace of the American automobile industry, Detroit has shaped the world with its legendary car manufacturers. As you mingle, enjoy fascinating Detroit facts on the screen, showcasing the city's impact on innovation, culture, and history. Capture the evening at our **red carpet photo booth**. Take home a **soft record coaster**, a perfect nod to the sounds that shaped Detroit's legacy.

The networking reception menu can be found in the conference app.

Thank you to our sponsor!



Thank you to our Tuesday Breakfast sponsor!



Lunch and Awards

Tuesday, May 6, 12:30-1:45 p.m.

COLUMBUS, LEVEL 4

Join us for lunch as we celebrate our community with the presentation of the **Steven R. Antonoff Award for Professional Achievement**, the **Mark H. Sklarow Excellence in Advocacy Award**, and the **IECA Foundation's Irv Katz Award and microgrants**.

Steven R. Antonoff Award for Professional Achievement

The Steven R. Antonoff Award for Professional Achievement is presented annually to an IECA member who exemplifies the values of the organization through outstanding contributions to the profession and a commitment to students. It is IECA's highest recognition for a member demonstrating leadership and collegueship.



2025 Awardee: Mark Sklarow

The IECA Board of Directors is pleased to announce that, in special recognition of his 30 years of dedicated leadership and collegueship, they have named CEO Emeritus Mark Sklarow an honorary IEC and will be presenting him with this award.

Mark H. Sklarow Excellence in Advocacy Award

During his 30 years of service as IECA's CEO, Mark Sklarow oversaw the introduction and growth of IECA's commitment to advocacy. IECA advocates on behalf of the profession and to benefit all students by promoting clarity in admission, financial aid, and adolescent mental healthcare, while upholding the highest standards for the profession and IECA members. This award is presented annually to recognize IECA members at the forefront of these advocacy efforts.

2025 Awardees: Bar Clarke and Lucy Pritzker



Bar Clarke has spent 35 years working with adolescents and young adults. After graduating from Marlboro College, he taught at The Deck House School and served as a teacher, admissions coordinator, Assistant Headmaster, and Headmaster. He has previously served as the Executive Director

of an adolescent therapeutic boarding school, Program Director of a men's extended care program, and now has his own IEC firm, Loeta Consulting Group. He continues to visit programs and schools nationwide and also offers life and recovery coaching. Within IECA, Bar has served on the Board of Directors, as Chair of the Therapeutic Committee, as a member of the Government Relations and Strategic Planning Committees, and on the Summer Training Institute faculty.



Lucy Pritzker has a master's degree in addiction counseling and over 25 years of experience working in educational and therapeutic settings. Her experience advising parents on academic and therapeutic placements for their children brings unparalleled expertise to her book *Crisis Interrupted: A Parents' Guide to Residential Placement for Children, Teens and Young Adults*.

Lucy travels extensively to visit and evaluate schools and treatment programs in the USA and beyond. Lucy is a past member of the IECA Board of Directors and currently sits on the Government Relations Committee. She is also on the Board of Trustees at Hampshire Country School.

Irv Katz Award

Irvin W. Katz, a founding member of IECA, lived his life in service to others as a mentor to many consultants and as a steward of community volunteerism. In 2006, together with the IECA Foundation, his family established the Irvin Katz Memorial Award to honor members of IECA who make extraordinary voluntary contributions of their time and talents to community organizations that benefit the educational needs, health and wellbeing of students.

Thank you to our sponsor!



K-12 School Community Event: We're All In This Together

Tuesday, May 6 10:15-11:30 a.m.

NICOLET, LEVEL 5

CE: 1.25 clock hours

With declining demographics, increasing tuition costs, and a constantly changing educational landscape, admission offices and independent educational consultants are continually asked to do more with less. Join two admissions directors and two IECs in an interactive conversation about how we can leverage our relationships to benefit families and help schools meet their enrollment goals.

Susanna Beckwith, McMillan Education; Naomi Levine, Northfield Mount Hermon; Katie Myer, Emma Willard School; Krissy Naspo, MA, IECA

Thank you to our sponsor!



Therapeutic Community Event: An Interactive Conversation About Our Ever-Evolving Field

Tuesday, May 6 10:15-11:30 a.m.

BRULE, LEVEL 5

CE: 1.25 clock hours

This engaging discussion amongst consultants and program representatives will focus on the major events driving change in the field. These interactive discussions/mini workshops will include, but won't be limited to:

- The Stop Institutional Child Abuse Act and its impact
- The rise of insurance-based programming
- Just what is a therapeutic school?
- Expanding our services beyond traditional clients

Derek J. Daley, Legacy Outdoor Adventure, NATSAP President; Bar Clarke, IECA

IECA Volunteer Reception

Tuesday, May 6, 8:00-9:00 p.m.

(BY INVITATION ONLY)

IECA's success as an association is due mostly to the large vibrant volunteer corps that run committees, regional groups, affinity groups, assist at events, plan tours and symposia, mentor colleagues, and so much more. At this invitation-only event, IECA demonstrates its appreciation to our 2024 volunteers. Dessert and beverages will be served. Our annual Service, Mentorship Excellence and Making A Difference Awards will be presented. Invitations were emailed to volunteers in April.

Back to School: A Live (and Unfiltered) Storytelling Show

Tuesday, May 6, 9:00-10:30 p.m.

AMBASSADOR 2, LEVEL 3

Our last two shows were standing room only — so we're back for a third time with *Back to School: A Live (and Unfiltered) Storytelling Show!* Come cheer on your colleagues as they take the mic to share hilarious, heartwarming, and heart-wrenching true school memories. Maybe it's a cutthroat 4th-grade spelling bee, the prom to end all proms, or mysteriously missing college applications. It's like NPR's *The Moth* — but IECA-style. Want to join in? There's even a chance for audience participation to anonymously share your own unforgettable school experience. Produced and emceed by Scot Marken, IECA Associate and 2-time MothSLAM winner.

Check the conference app and daily schedule for this year's amazing storyteller lineup!

Open to ALL conference attendees — including IECs and representatives from colleges, schools, programs, and vendors. Please note this is a show, and attendees might not be able to enter once the storytelling starts.

Please Note: This is a show—late entry may not be possible once the storytelling begins.

Consultant Roundtables

Tuesday, May 6, 8:00-8:45 a.m.

COLUMBUS, LEVEL 4

For member and non-member independent educational consultants

CE: .75 clock hour (for IECs only)

This is an opportunity to learn from others and to “talk shop” with colleagues on topics that challenge you throughout the year. IECA committee leaders selected the topics and created talking points to facilitate and focus conversation at each table. Participants will select one topic and find a table in the room labeled with that topic’s corresponding letter. Using the talking points found at each table, the discussion of your chosen topic will continue at your table for 45 minutes. A second set of roundtables with new topics will be held on Wednesday morning (see pages 64-65 for details).

College

A) Working with Younger Students: Engaging and Guiding Early High Schoolers

- At what age do you start working with students, and what services do you provide at each stage?
- How do you keep younger students engaged and motivated without overwhelming them?
- What are the best strategies for early college readiness and exploration?
- How can AI tools support younger students in career exploration, skill-building, and academic planning?
- Do you charge an additional fee for early-year students, and how do you structure those engagements?

B) Marketing and Revenue Streams: Growing Your Business Beyond Referrals

- What marketing strategies have been most effective for growing your client base?
- How do you diversify revenue streams beyond traditional consulting (e.g., test prep, workshops, online courses)?
- What pricing models have worked best for sustainability and scalability?
- How do you navigate the challenge of maintaining business during slow seasons?
- What AI tools have helped streamline business operations, improve client communication, or enhance marketing efforts?

College Affordability Subcommittee

C) College Affordability

- What are your challenges in discussing, learning about, or implementing affordability in your practice?
- How do you incorporate affordability into your students’ lists?

D) SOCA Financial Aid Fundamentals and Affordable College List Flyer

- Can you share your experience with students in each of the academic/socioeconomic profile quadrants?
- How would you use this resource with your clients?

Schools

E) Stay Organized and Get Your Name Out There—How Do You Do It?

- How do you manage client information and projects efficiently?
- What tools or resources do you recommend for staying organized and getting noticed?
- What metrics or feedback help you track progress?

Therapeutic

F) Central to our work in supporting our students and families is our collaborative relationship with programs. As we navigate the nuanced variables of each placement and setting, it is critical that IECs forge supportive relationships with program representatives (therapists, educational, and other key figures). These connections help both programs and families remain as engaged and as successful as possible over the course of the placement AND as we work to develop and support transition planning.

- What are some techniques and strategies that have been effective for IECs in the pursuit of and maintenance of collaborative relationships with programs?
- How can we be most effective in supporting programs as we encounter “difficult families” during the placement term?
- How can we be most useful when confronted with “crisis” situations during the placement? What do we as IECs need, what do programs need, and how can we best collaborate on this effort?
- What are some important things for IECs to keep in mind during a current placement as we seek to be playful and involved respective to transition planning? What do we as IECs need, what do programs need, and how can we best collaborate on this effort?

Global

G) International Academic Topics

- Immigration issues
- Preparing international students for travel outside of the U.S.

H) Are You Ready to Go Global?

- Cultural competency
- On-campus visits: necessary for truly knowing global options
- Morals and ethics: dealing with different sets of values

LD/ND

I) Learning Support on College Campuses: What IECs Should Look for and Questions to Ask

Learning support is available through a variety of offices on campus, so IECs need to be equipped when they visit schools to know what to look for and what questions to ask. We will discuss the best ways to make the most of your campus visits and how we gather valuable information for our students and parents. The focus will be on:

- Accommodations and support for students registered with Accessibility/Disability Services.
- Learning support for all students.
- Fee-based learning support programs.

Diversity, Equity & Inclusion in Conjunction with Education & Training

J) Using DEIA Principles in Our Practices and Professional Relationships

- A discussion about how we as IECs can apply DEIA principles to our own practices and encourage schools and programs to be more cognizant and active in these areas.

K) Working with LGBTQ+ Students in Challenging Times

- We recognize that things are changing quickly for the LGBTQ+ community in the current political climate. How is it affecting your work, your students, and their families? (In partnership with the LGBTQIA2S+ & Allies Affinity Group)

Business Practices

L) Marketing & Sales

- What types of content marketing have worked for you (blogs, newsletters, social media, videos, webinars, podcasts, etc.), and how do you measure that success?
- How do you communicate your personal brand to potential clients—both to attract them and to find best-fit families?
- How do you encourage and sustain a strong referral pipeline from past clients and professional networks?

M) Post-Cycle Revisions

- What key contract terms have helped you prevent misunderstandings and ensure smooth client relationships?
- How often do you adjust your pricing, and how do you determine the right pricing model?
- How do you balance touchpoints—automated versus personal to maintain meaningful relationships?

Education & Training

N) How are you thinking about your long-term exit strategy?

- What avenues have you/might you consider—sell to a team member, hire a CEO and become a “silent” (?) investor, sell to another IEC business, close up and sail away, what else?
- What sources of information/people do you find helpful as you consider your options? What gaps do you see in your knowledge/available resources?

O) What performance measures do you or could you use that help you manage your business?

- How do you measure the success of your clients (college acceptances, scholarships, satisfaction surveys, referrals)? Do you track Net Promoter Score (NPS) or collect testimonials to gauge client experience and loyalty?
- What indicators help you assess your own happiness and work-life balance, as well as team engagement? For example, do you track employee satisfaction, your time spent in your “zone of genius,” or how much you’re working in the business versus on the business?
- What metrics do you use to evaluate business health and scalability: number of new leads, conversion rates, revenue growth, client retention, or time spent per client? How do you assess whether your time and resources are generating the outcomes you want?

Thank you to our sponsor!



301 Managing the Unmanageable: Handling Difficult Parents

BRULE, LEVEL 5

Presenters will provide tools and strategies to cope with challenging parents. We will offer ways to allow students to have agency in the process, despite parents who may be intrusive, unwilling to relinquish control, or question our knowledge or expertise. In addition, the presenters will also explore best practices to avoid conflict and potential negative impact on your reputation, and suggested language to neutralize conflict.

Emily Haft Bloom, CEP, IECA; Sherri Maxman, IECA; Stephanie Klein Wassink, MBA, IECA

Track(s): **College**

Content Level: **Advanced**

CE: **1 Clock Hour**

302 Choosing to Attend HBCUs After Completing a Gap Year

LASALLE B, LEVEL 5

Are HBCUs gap year friendly? The presenters will discuss the acceptance of students who complete a gap year and choose to attend an HBCU; the benefits of gap year opportunities for students who choose to attend an HBCU; explore the alignment of gap year programs with HBCU missions; and provide actionable strategies for connecting students with gap year programs.

Angela Byrd, MBA, IECA; Rose Ellen Mocombe, MEd, IECA Associate

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

303 Simple Ways to Scale: Earn Your Target Income

MACKINAC EAST, LEVEL 5

Haphazard growth can be clumsy or even corrosive to your business, reputation, or even sanity. If you are hoping to scale and maybe one day even sell your consulting practice, you'll want to prepare, plan, and implement smart strategies that serve you, your team, and your clients. Learn from respected professionals who have taken the journey and supported colleagues in college and educational services through the scaling process.

Mike Bergin, Chariot Learning; Amy Seeley, Seeley Test Pros; Zach Galin, IECA; Margaret Rothe, MA, IECA

Track(s): **Business and Communication**

Content Level: **Foundational**

CE: **1 Clock Hour**

304 Liberal Arts Colleges: Elite Paths for High Achievers

AMBASSADOR 2, LEVEL 3

Discover how liberal arts colleges (LACs) provide unique advantages on par with Ivy League universities, focusing on personalized mentorship, extensive research opportunities, support from robust alumni associations, and access to elite graduate programs. This panel will guide IECs on positioning LACs as top-tier options, transforming perceptions and expanding opportunities for high achievers.

Alison Laughbaum, MEd, Kenyon College; Courtney Minden, Mount Holyoke College; Maya Novak-Herzog, Lumiere Education; Judd Wexler, Oberlin College; Amy Morgenstern, PhD, MFA, IECA

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

305 Recruiting and Retaining Chinese Families

MARQUETTE A, LEVEL 5

Presenters with a collective 80+ years of China experiences will lead this interactive panel exploring how a deeper understanding of Chinese students' cultural and educational backgrounds can aid admissions teams and IECs. The panel will focus on how to identify good school fits, manage parental expectations, identify potential "red flags" at the application stage, and create supportive environments that promote long-term retention and success for Chinese students in the U.S.

Wenwen Li, MA, Hyde Education, LLC; Andi O'Hearn, IECA; Jennifer Sachs, IECA

Track(s): **Schools, Global (International)**

Content Level: **Advanced**

CE: **1 Clock Hour**

306 College Panel Discussion: Trends in Financial Aid

RICHARD, LEVEL 5

With the impact of financial aid (including merit) on admissions, IECs must stay current with financial aid trends and methodologies that colleges employ to shape their first-year classes. IECA's Subcommittee on College Affordability has organized this panel of financial aid and enrollment professionals to gain insight into the issues they face and how they arrive at their decisions to fulfill institutional priorities. Panelists will represent a diverse group of colleges. We will also present survey results on financial aid practices by college fair participants.

Tammie Durham Luis, University of Michigan; Janeen Stone, Denison University; Karime Jankauskas, IECA; Elizete Groenendaal, MBA, IECA Associate

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

**307 Innovative and Supportive Study
Abroad Options**

CADILLAC A, LEVEL 5

This panel will explore not only the value of study abroad options, but also explore the ways in which these opportunities are becoming increasingly inclusive for students, including students on the autism spectrum, students with identified learning differences, and/or students who may simply need some additional social-emotional, or even clinically-informed, support in order to make the experience accessible.

Danny Recio, MA, PhD, The Bridge Costa Rica; Carrie Weatherhead, LCSW, Weatherhead Strategic Services; Jake Weld, MEd, Mansfield Hall

Track(s): **College, LD/ND**
Content Level: **Foundational**
CE: **1 Clock Hour**

**308 Social Media's Influence and Contagion
Effect Risks**

LASALLE A, LEVEL 5

There is an urgent need to better understand the impact of social media engagement on mental health. These include topic, trend, and algorithm driven feeds, the echo chambers they can produce, and untrained creators sharing inaccurate healthcare information. The resulting potentially dangerous "contagion effect" is a topic of concern among professionals. This session is presented by two globally-recognized experts in healthy device management, social media, and psychology.

Don Grant, PhD, MA, MFA, SUDCC IV, DAC, Newport Healthcare; Claudia Schwarz, LMFT, MA, J. Flowers Health Institute

Track: **Therapeutic, College, Schools**
Content Level: **Advanced**
CE: **1 Clock Hour**

**309 Advising Female Students Interested in
STEM Majors**

NICOLET, LEVEL 5

To this day, gender inequities in STEM related fields continue to exist. Join us for this important discussion to hear our expert panelists share their valuable tips on what we can be doing to successfully advise our female students who want to pursue STEM majors.

Catherine Finks, The College of Wooster; Vita Cohen, MA, MAT, CEP, IECA; Jyoti Jain, MBA, IECA

Track(s): **College**
Content Level: **Foundational**
CE: **1 Clock Hour**

**310 Advanced AI Toolkit for IECs: Enhance
Your Practice**

MARQUETTE B, LEVEL 5

Step into the future of independent educational consulting with our advanced AI how-to session. The panel will present effective applications of the latest AI models to help you enhance student success in the college admissions process. You'll also discover how AI can optimize your practice in areas such as data analysis and administrative work. Our panel of veteran educators will share a practical and up-to-date toolkit you can begin using right away.

Kyle Graham, MEd, EliteEdge Advisors; Ben Neely, Revolution Prep; Lauren Watson, Watson College Consulting; Peter Olich, MBA, IECA

Track(s): **College, Business and Communication, Graduate**
Content Level: **Advanced**
CE: **1 Clock Hour**

**311 Assessing Family Dynamics While
Selecting Schools**

MACKINAC WEST, LEVEL 5

This panel will focus on evaluating family systems in relation to students with complex educational needs. Understanding family and student acceptance of a child's profile, identifying needs for academic and/or therapeutic support, and distinguishing between traditional, supported, specialized, and therapeutic school settings will be discussed. Additionally, learning differences, post-COVID gaps, and mental health issues will be explored.

Alexander Morris-Wood, MS, Franklin Academy; Margaret Martin, MEd, IECA; Stephanie Mitchell, MA, IECA; Krissy Naspo, MA, IECA

Track(s): **Schools, LD/ND, Therapeutic**
Content Level: **Foundational**
CE: **1 Clock Hour**

**312 Academically Vanderbilt, Emotionally
Community College**

CADILLAC B, LEVEL 5

This session will dive into the complexities of college readiness, instead of college capability. Presenters will address how to respond to students and parents through the admissions process and end of senior year if it's clear that the student won't thrive in college. This session will cover barriers, ways to raise topics with parents, and tools for college IECs. The presenters will also discuss options to re-route the student, circling back to that same college at a later date.

Adrienne Frumberg, MA, IECA; Joanna Lilley, NCC, IECA

Track(s): **College, Therapeutic, LD/ND**
Content Level: **Advanced**
CE: **1 Clock Hour**

401 Support Clients in Today's College Financial Landscape

MACKINAC WEST, LEVEL 5

Gain crucial insights into the current college financial landscape to enhance your consulting practice. Understand how financial realities impact school selection and student outcomes. Discover the latest trends in college pricing, financial aid policies, and scholarship opportunities. Upon completion, participants will be able to recommend schools that align with both academic fit and financial feasibility, guiding families toward realistic and sustainable college choices.

Jennifer Hartman, **InfoQuest College & Financial Solutions**; Gage Mersereau, **GradBetter**; Melissa Miery, **MEd, IECA Associate**

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

402 Generalist, Specialist, Or Niche: What Do Clients Want?

RICHARD, LEVEL 5

The panel will discuss how our industry is adapting to changing wants and needs from our clients seen by the increase in IEC specialization. The panelists will discuss pros and cons to being a generalist, having a specialty, or being an expert in a small specific niche. A discussion will be included on how to best serve our clients, and how business pivots may be explored.

Jenny Buyens, **MBA, IECA**; Kendall Guess, **CEP, IECA**; Reid Meyer, **CEP, IECA**

Track(s): **Business and Communication**

Content Level: **Advanced**

CE: **1 Clock Hour**

403 So You Want to Go to Film School?

LASALLE B, LEVEL 5

Your student is convinced she is the next Greta Gerwig, but her parents aren't so sure. Do you advise her to go to film school to develop her craft, or to find her voice in the liberal arts? Our two panelists, who have a combined 50+ years of experience in film and television, will take you through the pros and cons of the film school path, and help you evaluate the range of undergraduate options. Bonus: A pre-recorded panel of current film students will share their experiences.

Jeff Levy, **CEP, IECA**; Stephanie Meade, **CEP, IECA**

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

404 UK Education: Opportunities During and After Study

MARQUETTE A, LEVEL 5

What educational and career pathways can be accessed when studying in the UK? Explore student life, study models, and assessment methods as unique characteristics of UK higher education. Learn about support services for health, disabilities, and special educational needs. Together with opportunities for internships, work placements, career services, and alumni support. Our speakers will guide you through a student's journey in the UK, both inside and outside the classroom.

Tara Murphy, **London Metropolitan University**; Karina Pichardo, **British Council, Study UK**; Alana Stuart, **University of East Anglia**; Sam Whiteside, **University of Central Lancashire**

Track(s): **Global (International), College**

Content Level: **Foundational**

CE: **1 Clock Hour**

405 Interviews with Private College Admissions Leaders

AMBASSADOR 2, LEVEL 3

Senior admission officers from private colleges will be interviewed, answering direct and moderated questions from the IECA College Committee facilitators on their colleges' admission practices, procedures, and policies. Panelists will be asked to address what they are looking for in students, what kind of student will most likely succeed on their campuses, and give insight into the behind-the-scenes process of considering applications.

Grace Chapin James, **Washington University of St. Louis**; Joseph (Joe) Bagnoli, **Grinnell University**; Art Rodriguez, **Carleton College**; Aaron Zdawczyk, **Northwestern University**; Jan Esposito, **MA, CEP, IECA**; Jan Kerchner, **MBA, CEP, IECA**

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

406 Neurodiversity, Gender Identity, and Anxiety Disorders

LASALLE A, LEVEL 5

This advanced session explores the clinically and culturally relevant intersection of anxiety, neurodiversity, and gender identity in adolescents. Studies show that students on the autism spectrum are more likely to question their gender, intensifying anxiety and elevating risks for depression and suicidality. This session will equip IECs with insights and strategies to connect emotionally, assess complex clinical needs, and make well-informed program referrals.

Daniel Villiers, **PhD, Mountain Valley**; Zachary Schafer, **MS, OTR, Mountain Valley**

Track(s): **Therapeutic, Schools, College, LD/ND**

Content Level: **Advanced**

CE: **1 Clock Hour**

407 Sending Your Blue-State Students to College in Red States

NICOLET, LEVEL 5

With the changed political landscape and deep division across the U.S., many blue-state parents will limit where they're willing to allow their kids to go to college. Colleges can't change where they're located, so let's have an honest conversation: can we, and should we, try to convince parents that some colleges are little blue islands and they should expand the list of acceptable states? What can individual colleges do to show students and families that they will keep them safe? This IEC-moderated panel discussion will feature admissions and student life leaders from colleges in red states.

Eric Danielson, Muhlenberg College; Justin Doty, Trinity University; Stefano Papaleo, Lynn University; Lauren Sefton, Rhodes College; Evelyn Jerome-Alexander, MA, CEP, IECA

Track(s): **College**
Content Level: **Foundational**
CE: **1 Clock Hour**

408 Less Admin, More Impact: AI in the School Admission World

MARQUETTE B, LEVEL 5

Discover how AI can save your team time and enable more focused, personalized engagement with applicants and prospective families. From identifying prospective families' interests and needs up front to making the application review process both faster and more thorough, private school admissions teams are already leveraging AI at scale to cut down on the admin and boost IECs' impact!

Ryan Armstrong, Baylor School; Henry Blue, Baylor School; Lisa Pelrine, Landmark School

Track(s): **Schools**
Content Level: **Foundational**
CE: **1 Clock Hour**

409 Beyond the Trading Floor: New Emerging Wall Street Jobs

CADILLAC B, LEVEL 5

This session will explore the changing landscape of Wall Street, focusing on emerging careers driven by technology, data science, and sustainability. From financial technology (FinTech) and artificial intelligence to green finance and environmental, social, and governance (ESG) investing, the presenters will discuss how the roles in finance are evolving and what skills and degrees students should focus on to succeed in these fields.

Shilpi Agarwal, STEAM in AI; Annaline Dinkelmann, TMWS, ITD; Barbara Leventhal, MA, IECA

Track(s): **College, Graduate**
Content Level: **Foundational**
CE: **1 Clock Hour**

410 Onboarding Methods: Pain Points and Solutions

MACKINAC EAST, LEVEL 5

You only have one chance to make a good first impression! An efficient and professional onboarding experience can help your potential new clients decide to hire you instead of the competition. A panel of experienced IECs will discuss methods for onboarding clients, including free consultations, registration forms, contracts, service menus, and automated CRM systems. This presentation will cover systems for a solo or multi-member practice.

Monica Andrews, EdD, IECA; Carey Cimino, MS, IECA; Barbara Connolly, JD, CEP, IECA; Ann Mannering, CEP, IECA

Track(s): **Business and Communication**
Content Level: **Foundational**
CE: **1 Clock Hour**

411 Test-Optional ≠ Test-Ignorant

BRULE, LEVEL 5

This session delves into test-optional policies in college admissions, focusing on schools that appear test-optional but still value strong scores. Presenters will cover how scores are evaluated, potential drawbacks for students who don't submit, and strategies for advising students on score submission

Adam Allouche, ESM Prep College MatchPoint; Jed Applerouth, PhD, NCC, Applerouth Tutoring Services; Bob Carlton, IECA; Aubrey Groves, MA, IECA; Amy McVeigh, MBA, IECA

Track(s): **College**
Content Level: **Advanced**
CE: **1 Clock Hour**

412 Causes, Presentation, and Treatment for Trauma in 2e Kids

CADILLAC A, LEVEL 5

Twice-exceptional kids can have vast peaks and valleys within their neuropsychological profile, creating what are often dysfunctionally large gaps that make them vulnerable to under-identification for special education services, misinterpretation of learning disabilities as behavior problems, hypervigilance to failure and task avoidance, or even school refusal. Neuroscience-based tools for leveraging 2e kids' high intelligence to reverse this downward cycle will be presented.

Cheryl Viirand, JD, Cajal Academy, Inc.

Track(s): **LD/ND, Therapeutic, Schools**
Content Level: **Foundational**
CE: **1 Clock Hour**

501 Red Flag Alert! How to Navigate the Danger Zone

RICHARD, LEVEL 5

New and updated—back by popular demand! The presenters will define red flags and share case studies that illuminate how to identify and manage potential problems. The presenters will discuss how to decide what situations are untenable for you, steer away potential clients that present difficulties, de-escalate problems with current clients, know when terminating a relationship would be the best option, and maintain mental well-being throughout the situation. Join us for tools and templates!

Jessica Chermak, MA, LPC, CEP, IECA; Sawyer Earwood, CEP, IECA; Michele Evard, PhD, IECA; Suzanne Lewis, MEd, IECA; Arun Ponnusamy, IECA

Track(s): **Business and Communication**
Content Level: **Foundational**
CE: **1 Clock Hour**

502 Case Studies in Selective College Admission

AMBASSADOR 2, LEVEL 3

We've all encountered those baffling college decisions when an exceptionally qualified student is denied admission. It often leaves us wondering what went on in the admission committee to reach that outcome and how we can better guide our families. What institutional priorities and other factors shaped that decision? The heads of admission from two highly selective colleges will walk us through the committee process and the challenges of shaping a class.

Art Rodriguez, **Carleton College**; Aaron Zdawczyk, **Northwestern University**; Moderated by Laurie Kopp Weingarten, CEP, IECA; Carole Kraemer, CEP, IECA

Track(s): **College**
Content Level: **Advanced**
CE: **1 Clock Hour**

503 Transformations in Learning for Neurodiverse Students

LASALLE A, LEVEL 5

Inclusivity and individualized learning are crucial for fostering student success. Embracing differently-abled learners is essential in creating an environment where all students can thrive. Specialized small boarding schools offer focused communities that cater to the unique academic, social, and emotional needs of neurodiverse students. In this interactive session, participants will gain insights into the transformative impact of these specialized boarding schools through engaging case studies and inspiring success stories. We encourage attendees to actively share their experiences and perspectives, fostering a collaborative dialogue on best practices for supporting diverse learners.

Lisa Pelrine, **Landmark School**; Helen Waldron, MEd, **Oxford Academy**; Lauren Seltzer, LMFT, **IECA Associate**

Track(s): **LD/ND, Schools, Therapeutic**
Content Level: **Foundational**
CE: **1 Clock Hour**

504 Beyond Grey's Anatomy: Working with Nursing Applicants

LASALLE B, LEVEL 5

In this session, the presenters will provide an overview of what IECs need to know when working with nursing applicants. Topics will include high school academic choices, the rise in popularity of vocational classes, the personal statement, the role of healthcare-related extracurriculars, direct-admit vs. non-direct admit programs, and the relevance of standardized tests. Presenters will also discuss other considerations such as NCLEX pass rates, access to clinicals, and job outcomes.

Kristen Gallant, MBA, **Boston College**; Greg Zaiser, MBA, **Elon University**; Nancy Steenson, **IECA**

Track(s): **College, Graduate**
Content Level: **Foundational**
CE: **1 Clock Hour**

505 Limit Less: Expanding into Unique Postsecondary Options

MARQUETTE B, LEVEL 5

Students have unique abilities and strengths, each ready to shape their future in diverse ways. As wages in skilled trades climb, diagnoses grow, and college costs soar, it is critical for IECs to explore and understand alternatives beyond the traditional college route. Learn how to identify distinctive, strengths-based pathways and create accessible, meaningful routes for Gen Z to thrive on their own terms.

Lauren Joyce Hensel, MPA, **IECA**

Track(s): **Global (International), LD/ND, College**
Content Level: **Foundational**
CE: **1 Clock Hour**

506 Pernicious Myths and Pervasive Untruths in Admissions

NICOLET, LEVEL 5

"College admissions is a lottery." "Colleges are going back to the SAT and ACT because of grade inflation in high school." "We have to apply ED because the advantage is HUGE!" We hear many untruths and myths from parents, students, Facebook posts, and the media. Join the panelists to talk through the legends and lore of college admissions. The panelists will provide data and real-world experience to help you push back on those Pernicious Myths and Pervasive Untruths.

Mike Drish, **Vanderbilt University**; Catherine Finks, **The College of Wooster**; Joanne LaSpina, MA, CEP, **IECA**; Cigus Vanni, **IECA Associate**

Track(s): **College**
Content Level: **Foundational**
CE: **1 Clock Hour**

507 Game On: Navigating Complex Transfers

MACKINAC EAST, LEVEL 5

Through an engaging game-like format, participants will collaboratively construct and examine complex transfer student profiles involving neurodivergence, mental health, health conditions, identity, and other lived experiences. Two IECs who work with transfers and an experienced college admissions officer will respond on the spot with real-world strategies for guiding these potential transfer students. Participants will leave with actionable insights for their own practices.

April Gamble, MEd, The College of Wooster; Jaime Smith, MEd, CEP, IECA; Scot Marken, IECA Associate

Track(s): **College, LD/ND, Therapeutic**
Content Level: **Advanced**
CE: **1 Clock Hour**

508 Private School Financial Aid: Trends and Essentials

MARQUETTE A, LEVEL 5

Step into a fresh, no-nonsense guide to private school financial aid essentials—from key terms and trends to the latest shift to the Clarity FA platform! Learn how to make the financial aid process seamless for families and your admissions office. The presenters will demystify true costs and share expert insights. Leave ready to lead families confidently through their financial journey—without breaking the bank!

Lee Greener, MS, Williston Northampton School; Tory Hayes, Fenn School; Lizzy Spalding, Berkshire School; Elizabeth Hall, EdM, CEP, IECA

Track(s): **Schools**
Content Level: **Foundational**
CE: **1 Clock Hour**

509 Seeing through the Mask: The Hidden Spectrum

CADILLAC A, LEVEL 5

Females (AFAB) are often better at “masking” symptoms of autism, which leads to females in treatment programs or other settings being misdiagnosed as having borderline personality disorder, bipolar disorder, obsessive-compulsive disorder, social anxiety, and so on. This is especially problematic in treatment programs, where getting the right diagnosis early on is critical for effective treatment, interventions, and the success of the child. In a treatment setting, early and accurate diagnosis is key. When autism goes unrecognized, interventions may be less effective, and clients may feel misunderstood or resistant to approaches that don’t align with their true experiences. By learning to identify autism in females more accurately, we can ensure they receive the correct support, the most effective treatment, and the best path toward growth and healing.

Allison Jenkins, LCSW, Oasis Ascent; Nicole Stewart, PhD, Psychological Solutions

Track(s): **Therapeutic**
Content Level: **Advanced**
CE: **1 Clock Hour**

510 Advising Clients on the ROI of Colleges

CADILLAC B, LEVEL 5

Learn the key data points to investigate ROI, such as institutional retention, graduation, and job placement rates. In addition, learn how to identify whether institutions under consideration are financially healthy or vulnerable to closure based on metrics such as expense ratios and endowments. This session is intended to help IECs provide value to clients with guidance on the long-term sustainability of colleges and the metrics available to make informed decisions.

Sarah Holtan, PhD, High-Level Leadership; Angela Walmsley, PhD, IECA

Track(s): **College, Graduate**
Content Level: **Foundational**
CE: **1 Clock Hour**

511 Strategies to Hand Off Clients from Owner to Staff

MACKINAC WEST, LEVEL 5

As a practice grows, it will eventually hit the tipping point where it’s time to hire other professionals. When this happens, the business owner needs to hire and needs to start selling their associates. This presentation will focus on that phase. The presenters will focus on the strategies, systems, and processes to successfully onboard clients and get them working with your team members.

Scott Lutostanski, State Street Education; Mark Talaga, MA, Center for Identity Potential; Joan Casey, IECA

Track(s): **Business and Communication**
Content Level: **Foundational**
CE: **1 Clock Hour**

512 Athletic Recruiting 101: Supporting Student-Athletes

BRULE, LEVEL 5

Join a panel of student-athlete experts as they provide foundational insights into the world of college athletics. Learn how you as an IEC can effectively support your athletic students in navigating this competitive landscape. This session will equip you with the foundational knowledge and resources to help guide your student-athletes toward success in both academics and sports.

Amy Bryant, MS, IECA; Reid Meyer, CEP, IECA; Katie Andersen, IECA Associate; Joe Slater, IECA Associate

Track(s): **College**
Content Level: **Foundational**
CE: **1 Clock Hour**



Riverview School

A leader in educating extraordinary students.

Riverview School is an independent, coeducational boarding/day school, located on Cape Cod, Massachusetts. Riverview is a leader in educating students with complex language and learning challenges. We're committed to helping each of our students gain academic, social, and independent living skills to achieve their goals. To learn more, visit riverviewschool.org.

MIDDLE SCHOOL AT RIVERVIEW

Our main goal with all of our students is to change the trajectory of their lives. While we celebrate each student's individual talents and abilities, our youngest students who begin their Riverview journey in middle school have the greatest lead time to achieve the highest success in independence academically, emotionally and socially.



HIGH SCHOOL AT RIVERVIEW

Our high school students have the best of both worlds—traditional high school experiences like sports, plays and concerts, prom, and graduation in a specialized learning environment tailored for them to thrive. Students begin to explore vocational opportunities, and work with our team to find the right path for them after high school.



GETTING READY FOR THE OUTSIDE WORLD

Our successful post-high school program, G.R.O.W. (Getting Ready for the Outside World), is designed to give our students real-life vocational skills and experiences while reinforcing daily living skills and fostering their independence. Each student is given a personalized approach based on their interests to reach their goals.



Riverview remains committed to creating a longitudinal model of education, support, and connection from adolescence to adulthood. To that end, our newest program **Friends Forever** will provide additional support after graduation, acting as a social hub consisting of activities, educational resources, and employment opportunities for Riverview alumni.

7:30 a.m.-2:30 p.m. **Conference Registration Open**, *Level 3 Foyer*

7:30 a.m.-2:00 p.m. **Vendor Hall Open**, *Renaissance Foyer, Level 4*

7:00 a.m.-4:00 p.m. **Wellness Lounge**
Renoir, Level 4

7:00-7:30 a.m. **Gentle Yoga**
Monet, Level 4

7:15-8:15 a.m. **Friends of Bill W**
Richard A, Level 5

7:45-9:00 a.m. **Breakfast**
Conference Central, Renaissance Foyer, Level 4
(seating available in Cabot)

8:00-9:00 a.m. **For IECs Only: Consultant Roundtables**
Columbus, Level 4
see pages 64-65 for information

9:15-10:15 a.m. **Breakout Sessions (600 block)**
see pages 66-67 for information

10:15-10:45 a.m. **Coffee Break in Vendor Hall**
Conference Central, Renaissance Foyer, Level 4

10:15-11:00 a.m. **Exhibitor Set Up for K-12 School Exchange**
Ontario, Level 3

10:45 a.m.-12:30 p.m. **College Special Session & College Showcase with Q&A**
Columbus, Level 4
with Special Session Speaker, Jeff Selingo
see page 62 for information

11:00 a.m.-12:30 p.m. **K-12 School Exchange**
Ontario, Level 3

12:30-1:15 p.m. **Boxed Lunches in Vendor Hall**
Conference Central, Renaissance Foyer, Level 4
(seating available in Cabot)

12:45-1:45 p.m. **For IECs Only: Affinity and Regional Group Meetings**
Columbus, Level 4

2:00-3:00 p.m. **Breakout Sessions (700 block)**
see pages 68-69 for information

3:15-4:00 p.m. **Fireside Chat with IECA President and CEO**
Columbus, Level 4

4:00 p.m. **Conference Closes**

IECA FOUNDATION



Transforming futures, one grant at a time!

www.iecafoundation.org

WHO WE ARE

Since 1996, the IECA Foundation has served as the charitable arm of the Independent Educational Consultants Association, the nation's leading professional organization for educational advisors in private practice.

OUR MISSION

The IECA Foundation provides grants to nonprofit organizations that help underserved youth and young adults map pathways to success. Just as IECA consultants apply objective professional assessments, skilled individual counseling, and family engagement to guide clients in making thoughtful, positive life choices, the Foundation supports programs that utilize similar strategies through its grant-making.

THE IMPACT

The educational programs supported by the IECA Foundation's grant-making create opportunities and provide hope for deserving and underserved students. Priority is given to programs that assist students in making educational choices. Our regular grant cycle aims to fund programs where our contributions will directly benefit students and significantly enhance the program's success. In 2025, 14 organizations across the US were awarded a total of \$70,000 in funding.

In addition to our regular grant cycle, each year the Foundation highlights the important work of IECA members and consultants by awarding \$2,000 microgrants to five organizations that align with our mission—organizations where consultants have maintained an ongoing relationship serving young people as they advance in their education.

To learn more about our recent grant winners, visit our website at www.iecafoundation.org/grant-winners.

HOW TO SUPPORT

As a 501(c)(3) nonprofit organization, we sincerely appreciate and rely on donations of all amounts from our generous partners! We invite you to consider "subscribing" to the IECA Foundation, similar to how many of us subscribe to services like Netflix or Apple News. We hope that our mission is relevant to you!



Access our donation page using the QR code on the left. By choosing to subscribe or support the Foundation in any way, you will play a vital role in making a positive impact on organizations that serve communities in need.



2025 Grant Recipient, Beyond the Front Porch (Douglasville, GA)

GRANT SUCCESS STORY: BEYOND THE FRONT PORCH

We seek to bring back the experience of educational field trips to our school aged children and expose economically disadvantaged teens to non-traditional activities beyond their current surroundings.

What They Do

We empower underserved students by introducing them to valuable educational experiences that inspire lifelong learning with support from their families.


Who They Serve

We offer transportation and lunch for underserved students who may lack access to educational opportunities beyond their local environment. We depart from Douglasville Mall (GA) on the second Saturday of each month.

"The IECA Foundation grant helps remove barriers for these students, covering transportation, meals, and admission costs for our monthly trips to museums, zoos, aquariums, and other enriching destinations. We are so grateful for your support!"



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K-12 School Exchange

Wednesday, May 7, 11:00 a.m.-12:30 p.m.

ONTARIO, LEVEL 3

CE: 1.5 clock hours (for IECs only)

The K-12 School Exchange is a fantastic opportunity for K-12 Traditional Day/Boarding schools, K-12 LD schools, and K-12 online schools to network exclusively with school consultants. Schools will set up small tabletop displays and share information with IECs during this dedicated networking time.

Finding a Specific Institution

An alphabetical list of all institutions participating in the K-12 School Exchange as well as a listing of all conference attendees can be found in the conference app. At the Exchange, traditional schools can be identified by white table signs, LD schools by green signs, and online schools by orange signs.

Thank you to our sponsor!



Fireside Chat with IECA President and CEO

Wednesday, May 7, 3:15-4:00 p.m.

COLUMBUS, LEVEL 4

Join us for an engaging Fireside Chat with CEO Leigh Allen II and Board President Belinda Wilkerson as they share insights on the future of IECA and key initiatives for the coming year. This conversation will give conference participants the opportunity to hear directly from our leadership about the association's vision and priorities.

Thank you to our sponsor!



Thank you to our Wednesday Breakfast sponsor!



College Special Session & College Showcase

Wednesday, May 7

COLUMBUS, LEVEL 4

College Special Session | 10:45 a.m.

Finding The College That's Right For You

In this keynote, Jeff Selingo will offer a sneak peek into his next book, *Dream School*, which takes a fresh approach to the college search and is scheduled for release in September 2025. Selingo challenges the common narrative that there is a "dream school" for everyone—one perfect institution that guarantees success. In this presentation, Selingo will share insights on how to rethink what truly makes a "good" school and how we can empower families to focus on the colleges where students will flourish.

CE: .75 clock hour

College Showcase | 11:30 a.m.

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

Here are the participating colleges: Arizona State University, Denison University, Hampshire College, Lawrence University, Lynn University, Mississippi State University, Purdue University, Rose-Hulman Institute of Technology, University of Denver, and Warren Wilson College.

CE: 1 clock hour

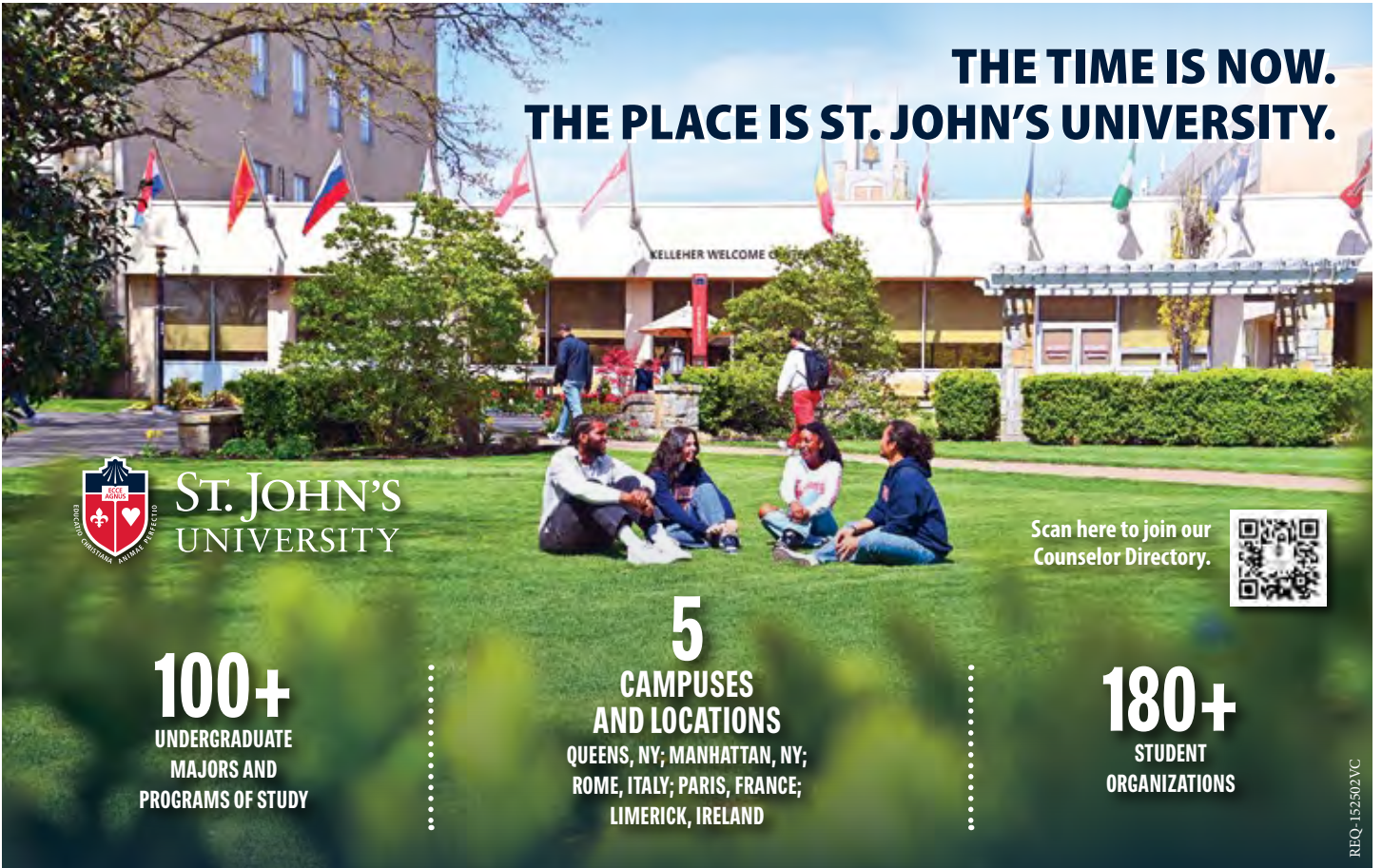


Jeff Selingo has written about higher education for more than two and a half decades and is a *New York Times* bestselling author of three books, including *Who Gets In & Why: A Year Inside College Admissions*. A regular contributor to *The Atlantic*, *The New York Times*, and *The Washington Post*, Jeff is a special advisor to the president and professor of practice at Arizona State University. He also writes a bi-weekly newsletter on all things higher ed called *Next*, and co-hosts the podcast, *Future U*.

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Meet Gracie, a second-year student at Stoneleigh-Burnham School who, like many students, sought a place where they could explore their diverse interests. Here, Gracie has the opportunity to dig into digital media skills in our state-of-the-art animation lab while also engaging in hands-on projects like designing and building a fire pit.

At Stoneleigh-Burnham, students have the freedom to pursue their interests and discover their own paths. Just like Gracie.

Join our community.
The next school year is open for enrollment.

Be Wise. Be Bold. Be You.



Stoneleigh-Burnham School

sbschool.org | admissions@sbschool.org
Greenfield, MA
Girls | Grades 7 - 12, PG

Consultant Roundtables

Wednesday, May 7, 8:00-9:00 a.m.

COLUMBUS, LEVEL 4

For member and non-member independent educational consultants
CE: 1 clock hour (for IECs only)

This is an opportunity to learn from others and to “talk shop” with colleagues on topics that challenge you throughout the year. IECA committee leaders selected the topics and created talking points to facilitate and focus conversation at each table. Participants will select one topic and find a table in the room labeled with that topic’s corresponding letter. Using the talking points found at each table, the discussion of your chosen topic will continue at your table for one hour.

College

A) Managing the Circle of Expectations: Mine, Student’s, and Parent’s

- How do you set and communicate clear expectations to students and parents?
- What strategies help navigate the balance between student ownership and parental involvement?
- How do you handle difficult conversations when student/parent expectations don’t align with reality?
- What boundaries have helped you maintain a healthy and productive relationship with clients?
- How can AI tools assist in tracking student progress, automating reminders, and providing structured feedback while keeping expectations clear?

B) Interpreting and Evaluating Transcripts & Advising on Extracurriculars for College Readiness

- How do you assess transcripts with different grading scales, GPA systems, and rigor levels?
- What tools or methods do you use to analyze a student’s academic readiness for different college tiers?
- How do you guide students in choosing extracurricular activities that align with their interests and strengthen their college applications?
- What strategies do you use to help students develop a compelling and well-rounded profile?
- How can AI assist in evaluating transcript data, identifying academic trends, and suggesting potential extracurricular pathways based on student interests?

College Affordability Subcommittee

C) Open Discussion on Financial Aid & Affordability Trends and Issues

- Have you noticed any trends with the Class of 2029 financial aid awards? For example, unexpected gapping, merit aid reduction, discrepancies with Net Price Calculators (NPCs)?
- Do you have any specific affordability concerns due to the changes at the Department of Education? How can we best guide families through these uncertainties? What resources can we use to stay informed?

D) Financial Aid Awards in Regional Colleges

- What are your favorite regional colleges for strong financial aid packages (merit or need-based)?
- What regional or state financial aid opportunities do you encourage students to consider (WUE, border county discounts, Florida grandparent in-state tuition discount, local/state loan programs, etc.)?

Schools

E) AI in Action: Are you using it? If so, how? If not, how can it help you?

- What is AI and why does it matter?
- What AI tools do you use?
- How to establish boundaries, and other challenges.
- What’s the future of AI in client work?

Therapeutic and LD/ND Joint Roundtable Discussion

F) IECs specializing in LD/ND and those focusing on Therapeutic placement often encounter overlapping needs among the students and families they serve. While each specialty is distinct, there is also significant common ground. By understanding both the similarities and differences across LD/ND and therapeutic work, we can refine our methods and better serve our students and families. In this roundtable discussion, we will discuss:

- What is our background and training?
- How to determine when and how to refer clients to one another.
- What are different models for collaborating with each other?
- What are IECA training and networking opportunities?

Graduate School

G) Graduate School Consulting: Current Events & Networking

- Current events in Graduate School Consulting
- Networking with other Graduate School Consultants
- Sharing Graduate School resources

Global

H) International Academic Topics

- Immigration issues
- Preparing international students for travel outside of the U.S.

I) International Business Practices

- International contracts
- International payments
- 24hr world clock—handling your workload and mental health

Diversity, Equity & Inclusion in Conjunction with Education & Training

J) The Current Climate and the Future of Our Work

- What is the impact of the current administration's policies or directions that are likely to affect your practice and your clientele/students?
- What are you hearing from your students in terms of their needs and concerns and how can you encourage and support them?

Business Practices

K) Business Systems & Tools

- What CRM systems or client management tools do you use, and how have they improved your business efficiency?
- What scheduling, communication, or automation tools have been game-changers in your business operations? Do you use free or paid versions?

L) Transitions

- What's one great thing you do to wrap up your work with a senior and their family?
- How do you gather feedback from your departing families?
- If you provide college preparatory resources for your students and parents, what information or support has been most valuable and well-received? How do you deliver this content?

Education & Training

M) Let's talk about creative ways to meet client needs/sell our services. Have you or are you considering adding any new services (or discontinuing existing services)? Toward what end?

- Have you added new products or services or are you exploring it? If so, what and why?
- Have you discontinued products or services or are you exploring it? If so, what and why?

N) We are in a field that requires us to be continuously learning. What are your suggestions for creating and implementing learning objectives and planning and tracking your progress?

- What do you find to be your highest value professional development activities?
- How could you approach learning as part of a strategic plan? What changes might that inspire?

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COLLEGE CHICAGO

601 Artificial Intelligence (AI) as an Undergraduate Major

RICHARD, LEVEL 5

Artificial intelligence (AI) tools are widely applied in nearly every aspect of our modern world. Yet very few colleges and universities offer a formal AI major or degree. Where can students pursue a degree in AI? What do students study when they major in AI and what are some focus areas within an AI degree? Do students have to major in artificial intelligence to be prepared for careers in AI? What competencies and majors besides AI can position students for a career in AI?

Jennifer Stephan, PhD, IECA

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

602 Beyond Gut Instinct: The KPIs Every IEC Should Track

NICOLET, LEVEL 5

It's easy to focus on serving families and overlook the numbers that drive your success. Tracking the right Key Performance Indicators (KPIs) can transform how you manage and grow your practice. In this session, we'll explore essential KPIs—marketing, business health, and efficiency—and show you how to interpret and apply them. Walk away with practical tools to make smarter decisions, identify when to pivot, and build a thriving independent educational consulting business.

Brooke Daly, IECA; Jennifer McKenzie, IECA

Track(s): **Business and Communication**

Content Level: **Advanced**

CE: **1 Clock Hour**

603 Taking Flight: Civilian and Military Aviation Programs

LASALLE B, LEVEL 5

Two experienced IECs will explain college pathways to becoming a pilot, including professional aviation programs at civilian colleges and military aviation pathways through service academies and college ROTC programs. Discussion will include admissions requirements, timelines, additional costs, academic expectations, medical requirements, and pros and cons of diverse options.

Penny Linsenmayer, JD, IECA; Lisa Rielage, MEd, IECA

Track(s): **College**

Content Level: **Advanced**

CE: **1 Clock Hour**

604 Empowering Neurodiverse Students: Conquering Challenges

LASALLE A, LEVEL 5

High school to college is a transformative phase, especially for students with ASD/LD. This dynamic panel shares cutting-edge approaches to evaluate student readiness across six vital domains: academic performance, mental health, self-advocacy, life skills, college preparedness, and parental roles. Attendees

will discover breakthrough strategies to preempt hidden barriers, ensuring a smoother, more confident transition to college for neurodiverse students and their families.

Michele Ramsay, EdD, **College Internship Program**; Sharona Sommer, CPC, **College Internship Program**; Michelle McAnaney, MEd, **IECA**; Linda Borden, MSW, MEd, **IECA Associate**

Track(s): **LD/ND, College**

Content Level: **Foundational**

CE: **1 Clock Hour**

605 Navigating Greek Life: Insights for Admissions Advising

AMBASSADOR 2, LEVEL 3

Discover the realities of Greek life by examining its benefits, challenges, and impact on students. Gain insights for admissions conversations, diversity efforts, and addressing family questions. Explore various types of fraternity and sorority organizations, alternative communities, service organizations, and cultural groups. By understanding these organizations' role in fostering student development, attendees will be equipped to guide students in making informed choices.

Larry Alterman, **Michigan State University**; Judson Horras, MA, **North American Interfraternity Conference**; Shetina Jones, PhD, **University of Windsor**; Dani Weatherford, JD, **National Panhellenic Conference**; Renée Serrano, **IECA**; Mary Baker, EdD, **IECA Associate**

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

606 A Fresh Look at Junior Boarding Schools

MARQUETTE A, LEVEL 5

There are many reasons families choose independent schools. Learn how junior boarding schools help parents achieve what they want for their child. Whether we are providing a safe learning environment, providing opportunities to grow and prepare for competitive secondary schools, offering time to foster independence and support social and emotional growth, or providing academic challenge or support, boarding in middle school years can pave a more successful path for students.

Alexander Fernandez, **Fay School**; Sean Hayes, **Hillside School**; Ben LeStage, **Indian Mountain School**; Bill Newman, **North Country School**

Track(s): **Schools**

Content Level: **Foundational**

CE: **1 Clock Hour**

607 Strategic Partnerships 2.0 Empowering Counselors and IECs

BRULE, LEVEL 5

With growing student needs and expanding caseloads, collaboration between school counselors and IECs is more essential than ever. This session focuses on defining roles and enhancing collaboration to strengthen student outcomes.

By promoting mutual understanding, role clarity, and strategic communication, participants will gain tools to build partnerships that empower both IECs and counselors to support students effectively.

Bre Goetz, MA, PPS, Templeton High School; Nagla Orlando, MEd, CEP, IECA; Breanne Boyle, IECA Associate

Track(s): **College**
Content Level: **Advanced**
CE: **1 Clock Hour**

608 American Style Education Outside of America (AOA)

MACKINAC WEST, LEVEL 5

American education continues to be in high demand, but studying in America can be challenging, expensive, and even worrisome for some families. Are there alternative options? Yes! Come join an interactive conversation to hear more about boarding options in Spain (Brewster), England (TASIS) and Jordan (King's) and be the first to hear about the formation of a new American Style Education Outside of America (AOA) consortium of schools.

Laura Burgess, MALS, Kings Academy - Madaba, Jordan; Joshua Clark, MEd, TASIS England; Kat Simison, MBA, Brewster Madrid

Track(s): **Schools, Global (International)**
Content Level: **Advanced**
CE: **1 Clock Hour**

609 Sophomore to Senior: Critical Checkpoints with Clients

MACKINAC EAST, LEVEL 5

How can IECs effectively help all students progress on a macro level, while still helping each individually? IECs from diverse practices will share insights on how each firm structures their 10th-12th timelines around key checkpoints. Presenters will show tangible examples of college planning calendars featuring milestones their firm views as "critical," how benchmarks are communicated (email, text, webinar, 1:1 meeting, etc.), and the timing of information disbursement.

Amber Gilsdorf, MA, LPC, IECA; Ryan Luse, IECA; Diane Steiger, MEd, IECA

Track(s): **Business and Communication, College**
Content Level: **Foundational**
CE: **1 Clock Hour**

610 Mental Health Counts: Credit for Therapeutic Adventures

CADILLAC A, LEVEL 5

The presenters will discuss the possibilities and realities of liberal arts colleges and accredited high schools partnering with therapeutic programs to provide transferable credit for clients. Young people's mental health is at a critical level, yet it's often hard to commit to therapeutic care without sacrificing academic goals. New England College and Pure Life Adventure have developed a partnership to provide transferable college credit to clients in a therapeutic setting.

Allan Capp, Pure Life Adventure; RaeLyn Viti, PhD, New England College

Track(s): **Therapeutic**
Content Level: **Foundational**
CE: **1 Clock Hour**

611 How Parents Pay

MARQUETTE B, LEVEL 5

Periodically since 1986, NAIS has surveyed parents to better understand perceptions of the financial aid process, how they sacrifice to pay tuition, and what feelings are most associated with paying tuition. Join this discussion of the 2023-24 How Parents Pay study for a look into the emotions, behaviors, and strategies parents shared in the research. Get insights to inform your efforts to educate parents and communicate effectively about private school affordability.

Mark Mitchell, NAIS

Track(s): **Schools**
Content Level: **Foundational**
CE: **1 Clock Hour**

612 The ABCs of JDs: Intro to Law School Admission

CADILLAC B, LEVEL 5

We all encounter high schoolers who are already thinking about law school. What should IECs know about law school in order to guide pre-law college applicants? How can we help our clients become stronger law school candidates down the road? Can you really "do anything" with a law degree? This session will offer non-lawyer IECs an overview of the law school admission process and legal industry with an eye to better serving our college-applicant clients.

Hanna Stotland, JD, IECA

Track(s): **Graduate**
Content Level: **Advanced**
CE: **1 Clock Hour**

613 Current Issues and Conversation in Government Relations

DAVINCI, LEVEL 4

In recent years, proposed legislation can significantly impact how IECs run their practices. IECA's Government Relations Committee is dedicated to raising awareness of legislation and regulation that impact our profession. Drawing upon the GRC work of the past year and future goals, we will discuss the importance of advocacy and IECA's role in supporting our profession. This session will highlight regional activities and therapeutic issues.

Cheryl Chamberlain, CEP, IECA; Suzanne Lewis, MEd, IECA; Dave Morris, MEd, IECA

Track(s): **College, Therapeutic, Business and Communication**
Content Level: **Foundational**
CE: **1 Clock Hour**

701 Neurodivergence Now! Planning for Long-term Success

LASALLE A, LEVEL 5

Long-term placement can offer neurodivergent adults a joyful, rich, thriving life in supported communities that promote individualized journeys to independence. Four lifelong programs and two IECs will discuss shaping families' understanding of long-term forecasting of stages on the path to supported independence. IECs will have the opportunity to learn from case studies and share their expertise to develop strategies for having these crucial conversations.

Heather Bartholomew, **Stephen's Place**; Christy Chandler, **Chapel Haven Schleifer Center**; Kara Davies, EdD, **Stewart Home & School**; Jen Murphree, MS, **Rainbow Acres**; Elaine Morgan, EdM, **AICEP, NBC-HWC, IECA**; Jennifer Taylor, JD, **IECA**

Track(s): **LD/ND, Therapeutic**
Content Level: **Foundational**
CE: **1 Clock Hour**

702 Navigating AP and Dual Enrollment for Admissions Impact

AMBASSADOR 2, LEVEL 3

Students are faced with various pathways for course rigor and college credit while in high school. How are the options viewed by college admissions offices? What if a student takes AP, but doesn't report test scores? Do the answers vary by major? This panel discussion with college representatives will explore the nuances of AP courses, AP test scores, and Dual Enrollment in the admissions process.

Larry Alterman, **Michigan State University**; Mark Emblidge, **Rochester Institute of Technology**; April Gamble, MEd, **The College of Wooster**; Jamie Kirby, MA, **IECA Associate**

Track(s): **College**
Content Level: **Foundational**
CE: **1 Clock Hour**

703 The Great Divide: Supporting Divorced Families

LASALLE B, LEVEL 5

Are you looking for best practices to help your students who have divorced parents? Whether parents are amicable or contentious, this panel will provide some ways you can deliver consistent and clear services and expectations. The panel will discuss common pain points, and participants will gain practical take-aways to assist in making this process smoother for all involved.

Sandra Furth, MS, CEP, **IECA**; Ann Rossbach, AICEP, MAT, **IECA**; Alyson Campbell, **IECA Associate**

Track(s): **Business and Communication**
Content Level: **Foundational**
CE: **1 Clock Hour**

704 Sports, Admissions, and Data on College Campuses

RICHARD, LEVEL 5

What insights can be gained about the college athletics landscape by combining the Equity in Athletics database with NCAA Transfer Portal information, athletics rankings, admissions data, and financial aid statistics? Join the panelists as they explore this question through dynamic data visualizations, offering valuable perspectives for IECs interested in the complex relationships and trends that connect college sports and admissions.

Brent Benner, **University of Tampa**; Amy Bryant, MS, **IECA**; Katie Andersen, **IECA Associate**; Joe Slater, **IECA Associate**

Track(s): **College**
Content Level: **Advanced**
CE: **1 Clock Hour**

705 From Specialized to Generalized

MACKINAC WEST, LEVEL 5

Join this panel for an engaging discussion on the rising trend of students from specialized high schools transitioning to diverse colleges and programs. Attendees will gain valuable insights from tools, case studies, and proven approaches that empower IECs in guiding students toward successful post-secondary placements. Don't miss this opportunity to be part of the conversation shaping the future of education for diverse groups of students.

Sarah Hannigan, CCC-SLP, **Curry College**; Alexander Morris-Wood, MS, **Franklin Academy**; Lyn O'Hare, MEd, **Warren Wilson College**; Amy Radochonski, MEd, **College Living Experience**; Stephanie Mitchell, MA, **IECA**

Track(s): **College, LD/ND, Therapeutic, Schools**
Content Level: **Foundational**
CE: **1 Clock Hour**

706 AI in College Admissions: Pilots and Future Potential

NICOLET, LEVEL 5

The panel will present the different ways various stakeholders can use AI in the college admissions process: how colleges are leveraging AI to complement the human review process, how high school counselors are teaching students to use AI as a tool for writing Common App activities descriptions, and how IECs can use AI to assess essays for key variables that matter to colleges.

Jeff Neill, EdD, **Graded School**; Emily Pacheco, **Case Western Reserve University**; Cyndy McDonald, MA, PPS, CEP, **IECA**; Kate Sonnenberg, JD, CEP, **IECA**

Track(s): **College**
Content Level: **Advanced**
CE: **1 Clock Hour**

707 Admissions and Athletics: What Is the Admissions Process?

MARQUETTE B, LEVEL 5

How do Admissions offices, coaches, and IECs work together? Private, independent, and boarding high schools are eager to enroll the best scholar-athlete who are missions appropriate. How does the Admissions Team work with coaches as well as IECs to attract and retain a mission appropriate student who will become involved in the school community at large? Join this panel as they dive into these questions.

John Bayreuther, Cardigan Mountain School; Naomi Levine, Northfield Mount Hermon; Eric Long, Tabor Academy; Will Richardson, Richardson Advisory Group; Kelly Sheehan, Saint Andrew's School (FL)

Track(s): **Schools**

Content Level: **Foundational**

CE: **1 Clock Hour**

708 Curriculum 101: Organize Your Students and Your Practice

CADILLAC B, LEVEL 5

Though the college admission process is fairly standard, the needs of individual consulting practices are unique. In this session, two experienced IECs will share insights and understanding of the need for customized curriculums in order to effectively support students. The presenters will discuss the process for designing effective frameworks, selecting resources for tailored curriculums, and marketing strategies. Practical examples will be provided.

Cindy Allerman, IECA; Randi Heathman, IECA

Track(s): **College, Business and Communication**

Content Level: **Foundational**

CE: **1 Clock Hour**

709 Eating Disorders 101: Basics You Should Know

MARQUETTE A, LEVEL 5

A presenter with over 20 years of experience in the field of eating disorders will review foundational information related to detecting and understanding these behaviors in your clients/students. This workshop will provide concrete information to help you determine severity, clarify the diagnosis, and understand the resources available in your community and nationally. Major philosophical concepts specific to eating disorder treatment will also be addressed.

Amy Boyers, PhD, Galen Hope

Track(s): **Therapeutic**

Content Level: **Foundational**

CE: **1 Clock Hour**

710 The Eh to Zeds of Studying in Canada in 2025

CADILLAC A, LEVEL 5

Deposits, attestation letters, admission transparency; given the recent notable changes in the administrative processes to study in Canada in 2024, join us to hear more about what has and hasn't changed to help your students study in Canada in 2025.

Caroline Breitman, Wilfrid Laurier University; Amy Ernest, MEDI, University of Waterloo; Shabeer Hussain Amirali, University of Guelph; Andy Moonsammy, McMaster University; Juanita Muwanga, York University

Track(s): **College, Global (International)**

Content Level: **Advanced**

CE: **1 Clock Hour**

711 Transfer Transparency: Working with Transfer Students

MACKINAC EAST, LEVEL 5

Students transfer for various reasons—whether to be closer to home, address mental or physical health needs, manage costs, or find a better academic or cultural fit. Transfer students often face these challenges while navigating a complex admissions process, frequently without the same guidance traditional students receive. In this session, three professionals with over 50 years of combined experience across multiple secondary and postsecondary education roles will share insights and discuss how you can help your students transfer.

Tara Miller, MEd, DePaul University; Sean Whitten, Southern Methodist University; Eva Garza-Nyer, PhD, CEP, IECA

Track(s): **College**

Content Level: **Foundational**

CE: **1 Clock Hour**

712 Elevate Your Practice with Powerful Presentations

BRULE, LEVEL 5

Targeted presentations educate, engage, and streamline information for clients. The presenter will demonstrate how these sessions deliver valuable education, boost client engagement, and generate future referrals through recent presentations. Attendees will see how tools like AI, Canva, Zoom, and YouTube are utilized to develop topic-specific presentations, effectively supporting their clients. You will leave with new ideas to enhance your practice that anyone can use.

Jennifer Almoney, MEd, CEP, IECA

Track(s): **Business and Communication, College**

Content Level: **Advanced**

CE: **1 Clock Hour**



July 21–25, 2025

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.**

Register here: link.IECAonline.com/sti

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, communication, 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 so you can connect with other participants and faculty from around the world. 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. In the words of a 2024 participant: *"I'm so impressed. The faculty members were incredibly knowledgeable and had a genuine love and passion for helping us; they want us to succeed. I felt so empowered through their support."*

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 as attendees develop their own business documents.

Applications

The Summer Training Institute details and application are available on the IECA website at: <https://link.IECAonline.com/sti>. The cost of the Institute and all materials is \$1,195 (\$995 for IECA Professional and Associate members).



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