

10 Important Ways IECA Members Are Unlike Other College Consultants

1. EXPERIENCE

IECA members are serious professionals. They must have at least three years of experience in admissions counseling and have worked with scores of students before we will consider their applications for membership. Each application is reviewed by a committee of respected peers, assuring professionalism and competence.

2. CAMPUS KNOWLEDGE

IECA members have, on average, visited more than 150 college campuses each, and spend about 20% of their time each year touring colleges to stay knowledgeable and up-to-date.

3. PROFESSIONAL INTEGRITY

IECA members sign an annual pledge that governs their interactions with colleges, students, and parents. They agree to avoid any action that distorts or misrepresents a student's record or interferes with a university's ability to get an accurate picture of a student. IECA members affirm yearly that they will accept no compensation from a university, college, or any institution in exchange for placement.

4. TRUTH IN ADVERTISING

As a criterion for membership, IECA consultants must submit their marketing materials so that we can ensure no false promises are made to prospective clients. When communicating with students and parents, IECA members emphasize finding a great match, rather than merely "getting in." Some in the college consulting field who are not members of our Association do make outlandish promises to win over potential clients. IECA's stringent Principles of Good Practice discourage such promises and we bar those who make them from membership.

5. EDUCATION

IECA members don't stumble into college consulting. We require a master's degree in counseling or an appropriate field, or similar experience and training.

6. COMMITMENT TO KEEP CURRENT

No association places a greater emphasis on professional training. IECA leads conferences and workshops meant to ensure that our members understand the very latest trends in admission, learning theory, and adolescent behavior. Our seminars featuring well-known experts in the field have become so popular that local school counselors and admission directors vie with our members for these 'standing room only' learning opportunities.

7. SERVICES FOR ALL STUDENTS

Yes, educational consultants are hired by families with the ability to pay for their services. But IECA members are different in two ways: First, over 90% of our members do significant pro bono work, either individually or through charitable community or national organizations. In addition, IECA's Foundation has served over half a million students in the last five years and has contributed over \$250,000 in free programming to help school-based counselors and parents better meet the needs of all students during this important time in their lives.

8. DEDICATION TO REDUCING ANXIETY

Every member of IECA understands his or her important role in the college application process. Members immediately seek to reassure students and parents that there are great college choices for everyone, and commit to help reduce anxiety for both parents and students. Our members believe that the student, not the parent or the consultant, is responsible for driving the application process. Success is judged not by gaining admission, but by a successful experience wherever a student chooses to matriculate.

9. RESPECT OF COLLEAGUES

Members in IECA must demonstrate their commitment to students' welfare and professional standards by providing professional references. Given their extensive knowledge and experience, it's not surprising that IECA members are routinely tapped for national and regional boards, presentations, and lectures.

10. STRINGENT ETHICAL STANDARDS

Rarely, but occasionally, a member violates the spirit of the principles cited on this page. When that happens, the member is removed from IECA. Those removed from membership are ineligible to rejoin our Association. This is the only way we can assure you that when a consultant is an IECA member, it means something.

We know other groups with similar names may try to confuse you. But make no mistake—IECA members are unique among independent college consultants. They offer a level of expertise, competence, and professionalism that has been unequalled since 1976. Now you know why our members wear their IECA membership proudly.



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