

## AN IECA EDUCATIONAL CONSULTANT CAN HELP WITH ONE OF LIFE'S MOST IMPORTANT DECISIONS

How do you know you're choosing the right college?

Studies have shown that students often limit their college choices to institutions their friends attend, those with nationally renowned sports teams, or those close to home. While these colleges may be excellent choices for others, how do you know they are right for you? What factors should be considered when selecting a college?

School guidance counselors are usually the first resource a student turns to, and they can provide much of the help the student needs. However, school-based counselors are often burdened with other duties, and simply may not have the time they would like to spend on researching colleges and working closely with students and families to ensure a great match.

## ABOUT THE INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION (IECA)

IECA was founded in 1976 as a non-profit, professional association of established educational consultants. As the nation's respected voice of the profession, IECA sets the standards, leads the discussion, and serves as the public face of educational consulting to the media, colleges, and other professionals.

IECA helps members update knowledge and maintain skills through meetings, workshops, training programs, and information exchange with colleges, schools, programs, and other consultants.

When a family chooses an independent educational consultant who is a member of IECA, they are assured that the consultant is experienced, highly trained, and committed to honest and ethical practices.



INDEPENDENT  
EDUCATIONAL  
CONSULTANTS  
ASSOCIATION

3251 Old Lee Highway ■ Suite 510 ■ Fairfax, VA 22030

Phone: 703-591-4850

Fax: 703-591-4860

E-mail: [info@IECAonline.com](mailto:info@IECAonline.com)

Web site: [www.IECAonline.com](http://www.IECAonline.com)

*Excellence in Educational Planning*

© 2008 Independent Educational Consultants Association



Printed on recycled paper

## HOW TO FIND THE RIGHT COLLEGE

AN INDEPENDENT EDUCATIONAL  
CONSULTANT CAN HELP YOU SUCCEED  
IN THE COLLEGE SEARCH



INDEPENDENT  
EDUCATIONAL  
CONSULTANTS  
ASSOCIATION

## HOW AN IECA MEMBER EDUCATIONAL CONSULTANT CAN HELP FIND THE COLLEGE THAT'S RIGHT FOR YOU

**IECA member consultants can be a welcome resource for families who recognize that they need more individual attention than a school counselor may have time to provide.** IECA member consultants bring to the family the knowledge and skills of an experienced professional, coupled with a commitment to meeting the student's best interests. IECA consultants also have expertise in advising students with special circumstances such as learning or physical disabilities.

### **An IECA educational consultant spends hours with the student and family getting to the heart of the student's personality, interests, and aspirations.**

A successful admission to college begins when a consultant learns as much as he or she can about you, then works to find the college that provides the best environment for your educational, social, and personal growth. It's not only about being accepted by the college—more importantly, it's about thriving the next four years at a college that is the right fit for you.



### **IECA member consultants provide a complete search of appropriate colleges.**

An IECA consultant spends 20% of his or her time on the road, meeting with admissions officers, touring campuses, and exploring the campus environment. Therefore, consultants have extensive, first-hand knowledge of colleges, big and small, around the country. This personal insight provides a student with a much deeper understanding of a college than a catalog or Web site can convey. Because consultants are familiar with a multitude of colleges, they can present students with a much wider selection of possibilities and provide vital help in weighing factors such as cost, location, and curriculum.

### **An IECA member consultant can act as your guide, interpreter, and facilitator for the entire college selection and application process.**

Working with someone who understands the system can be invaluable during this stressful time. IECA consultants

regularly attend conferences and workshops to stay current on developments in their field. They have experience in college admissions and know the intricacies of test preparation, applications, essays, interviews, and financial aid. IECA consultants can even help you decide what high school courses to take or summer programs to join to best prepare for success in college.

### **IECA member consultants provide unbiased help.**

They work for you, not the college. Not tied to any institution, IECA consultants will offer objective help in wading through the myriad of letters, brochures, videos, and catalogs that students collect in their search, and in evaluating the pros and cons of each college.

With colleges becoming more expensive and competitive, families and students feel increased pressure to make the right college choice. An IECA educational consultant serves as a student's personal resource in this important decision-making process.

