



## CALENDAR OF UPCOMING EVENTS

December 24 - 25: office closed

December 31 - January 1: office closed

January 17: Local Host  
Committee Meeting in Baltimore,  
MD

January 17 - 19: IECA Executive  
Committee Meeting in Baltimore,  
MD

January 19 - 20: IECA Foundation  
Trustees meet in Fairfax, VA

February 7 - 9: NATSAP  
Conference in Savannah, GA

March 13 - 15: Small Boarding  
Conference in Pomfret, CT

May 14 - 17: IECA Spring  
Conference in Minneapolis, MN

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## A STAR-STUDDED HOLLYWOOD CONFERENCE

December 2007/January 2008



IECA's Fall Conference provided a wonderful mix of education, serious topics, nationally respected speakers—and Hollywood Whimsy. Need directions to a breakout on attachment disorder? Take the escalator, make a right at Sylvester Stallone and look for Humphrey Bogart.



The Wednesday night networking social was held for schools, colleges, and consultants at the Hollywood Museum where attendees saw props and costumes celebrating movies of yesterday and today. You could even sip a little Chianti in the original prison cell that



housed Hannibal Lecter in *Silence of the Lambs*. The Friday night reception welcoming representatives from the therapeutic community was a huge success, as attendees were greeted on the red carpet by the paparazzi, screaming teenage fans, autograph hunters, and of course 'Joan Rivers' (all being broadcast on a large screen TV). Inside, celebs like 'Marilyn Monroe' and 'Lucille Ball' mingled with the crowd, who dined on food catered by Wolfgang Puck while 'Frank Sinatra' performed.

The new schedule succeeded in allowing the School & College Fair on Thursday, and the Information Swap on Saturday to be more relaxed,

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## PRESIDENT'S LETTER

# HOLLYWOOD REVIEW

What a fantastic conference we had in Hollywood! Our keynote speakers were dynamic, our featured presenters were terrific, and our breakout and discussion sessions were most educational. By all measures the conference was a huge success.

This conference was our first using a new format. We had heard from many of you over the last several years that our conferences grew so large and popular that the opportunity to connect and network with each other was becoming harder and harder. Our success at running conferences was creating new challenges. Mark Sklarow, our executive director, began exploring different scenarios and options about how we might address these issues. Simultaneously, our strategic planning committee was examining our conference schedule and format as well. In order to continue to provide high-quality experiences that would attract colleges, schools, and programs as well as consultants to attend our conferences, we knew something had to change.

Our opening reception at the Hollywood History Museum in the old Max Factor building provided a wonderful venue to begin the first portion of our conference. There were almost equal numbers of consultants as there were college, school, and post-secondary representatives.

On Friday consultants and special needs programs were treated to a Hollywood style premiere. Actors, actresses, and "celebrities" mingled with the crowd, entertaining us all. As with other events throughout the conference, the smaller numbers allowed for more interaction and greater opportunity to network.

Our new format also clearly benefited our School and College Fair, and our therapeutic



focused Information Swap. Consultants were able to spend more time at each table learning about key features of a college, particular strengths of a school, or where the focus of a therapeutic program was. Because we were able to linger longer, more meaningful dialogue occurred. Many attendees reported that each of the swaps was the best they had been to in years.

*continued on page 7*

## IN FOCUS

### FEEDBACK FROM HOLLYWOOD CONFERENCE EVALUATIONS

*Responses from Consultants Only (see responses from school, program, college and exhibitor attendees in the next issue of Insights)*

**Considering the two conference socials (Wednesday evening for schools, colleges & consultants; and Friday evening for special needs programs and consultants) rather than one single event for all 1,200 attendees:**

New Split Format was better: 65%

Old Format was better: 16%

About the same: 19%

**Rating the Thursday Morning School & College Fair:**

Poor/Fair: 14%

Good/Great: 86%

**Rating the Saturday Special Needs Swap:**

Poor/Fair: 22%

Good/Great: 78%

**Comparing the "Old" Format and the "New" this first time out:**

(percentage of consultants agreeing with the statement...)

46% Format improved my ability to network

27% Format hurt my ability to network

63% Swap/Fairs were less crowded and helped me to really communicate

3% Swap/Fairs felt empty and were less valuable to me

73% Schedule seemed to reduce overcrowding

34% There should be some moment when everyone is attending the same event

21% New schedule left me confused

IECA<sup>+</sup> INSIGHTS

Published by:

Independent Educational  
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# WELCOME TO MINNEAPOLIS!

by Valerie Broughton (MN)

I just got home from Los Angeles and believe me, I'm glad to be in Minneapolis. There's no smog here, the sun is shining and although it's the 13th of November, it's 60 degrees. I asked IECA folks in Los Angeles what they thought of when they thought of Minneapolis. Here were some of their replies: cold, Minnesota Twins, Mall of America, Jesse Ventura, Lake Wobegon, Mary Tyler More, Mississippi River and bratwurst (no, that's Milwaukee!), and cold. The average high temperature in Minneapolis in May is 68 degrees. My garden will be planted by the time you come to town for the IECA conference.

Twin Cities is the nickname for the two largest cities in Minnesota: Minneapolis and St. Paul. They're separated by the Mississippi River. The University of Minnesota is one big campus with parts in each city, twin campuses if you will. The

UM conducted groundbreaking research investigating the similarities and differences between twins, from birth to death. Our baseball team is none other than the Minnesota Twins. There are 2.8 million people in the Twin Cities.

The economic history of the 'Cities' includes flour-milling and river traffic, and now includes General Mills, 3M, Cargill, Target, Best Buy, and Medtronic. Minneapolis is home to the Hedberg Map Company that so many of us depend on to help our families find where colleges are located. Oh, don't forget SPAM from Hormel. Plus, Minneapolis is second only to NYC in per capita theater, museums and art exhibits.

Here are some Minnesota firsts:

- Pop-Up Toaster
- Water skis
- Packaged cake mix
- Walk-behind snow thrower

- Pacemaker
- Rollerblades

There are 17 private colleges in Minnesota and two huge public colleges and university systems. They all want to meet you!

The conference hotel is connected to virtually every restaurant, shopping, and hot spot in downtown Minneapolis through the pedestrian skyway system that will allow attendees to see the sites of Minneapolis regardless of the weather.

The IECA leadership and your colleagues here in Minnesota are planning a great conference. Start planning your trip to the Twin Cities for the IECA's Spring Conference today!

*NOTE: Watch for information in January on a pre-conference tour of Minnesota Colleges and a post-conference COWS (Colleges of Wisconsin) tour!*

## STAFF CHANGE AT THE NATIONAL OFFICE

We are pleased to announce that we have a new administrative assistant at IECA's national office. Priscilla Weeks has left to pursue new directions in association work, and we wish her well. We expect her to stay in touch as she's indicated that she'll miss IECA staff and members.



Sheila Kirk has taken over the front desk duties. She holds a B.A. in English from Eureka College in Illinois. She moved to Virginia in 1991 and

joined the staff at the Foxcroft School in Middleburg as the administrative assistant in the admission office. She worked there

for over 15 years. Sheila will answer IECA's phones, manage payments, mail, and other administrative duties. She arrives at IECA already understanding educational consulting, students and families. She

feels like the position was tailor-made for her, and we feel the same way! Sheila can be reached at 703-591-4850, ext. 10, or [Sheila@IECAonline.com](mailto:Sheila@IECAonline.com).

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## ETHICS CASE STUDY

# CASE OF THE TOO LITTLE, TOO MUCH

Jackson joined IECA four years ago after a long career as a school-based college counselor. In his nearly 20 years at the suburban, private, 'Country Day,' he worked with more than 800 students of which 90% went to college. Unlike many of his colleagues in independent schools, Jackson always emphasized "fit" despite parent pressure for name-brand schools. On two occasions he was named "Outstanding School Counselor" in the state.

Since joining IECA he has discovered the difficulty of building a private practice in a part of the country where consultants are nearly unheard of. After hiring a business consultant it became clear that in order to make his practice financially viable, he would need to expand his services to include placements for students

demonstrating oppositional or self-destructive behaviors. This being new, Jackson began attending breakouts at IECA meetings relating to ODD, attachment disorders and much more. He attended last year's NATSAP gathering and has gone on a little over a dozen program visits. He also requested and was assigned an IECA mentor who specializes in therapeutic placements.

In March a family approached him for assistance. He knows the family well, having advised two of their children on college selection. Now the family came with a different sort of case: their youngest son seemed to be spiraling out of control, influenced by a peer group the parents objected to, grades falling to the point that moving on to 11th grade was unlikely and there was every reason to believe the boy was selling his ADD medications while experimenting with illegal drugs. The family struggled with seeking help outside of the family, but came to Jackson because of his long relationship with them. A well-connected and recognizable name in political circles, the family insisted that they be protected from outside eyes and ears.

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## RESPONSE TO LAST MONTH'S ETHICS CASE STUDY

*(October Case Study: Consultant hosted admission representatives for cocktails and dinner at his home.)*

*From Dodge Johnson (PA) [name printed with permission]*

In the matter of ethics, appearance is as important as substance. We need to seem ethical as well as be ethical. Any activity that doesn't pass both tests is something we shouldn't do, whether there's a rule about it or not.

Our Principles of Good Practice formalize this notion by defining some behaviors that are and are not acceptable to IECA as an association.

The purpose of his gathering was to 1) create an opportunity for him and his prospect-guests to shmooze with admissions people and 2) increase his stature with them.

First, I don't see any obligation on Sam's part to include consultant-colleagues. While we all want good relationships with colleagues, we are, in fact \*independent\*, meaning we're in business for ourselves. And we can invite (or not) whomever we want.

Second, prospects and clients assume that Sam has relationships with colleges, meaning that the consultant knows people and knows how to do business with them. This in itself does not imply an 'in' but only that they know and trust one another. By inviting them to his house, Sam can help cement that relationship. And, it seems to me that hosting them does not, in and of itself, imply an 'in.'

That said, Sam's statements and actions have to pass the "sniff test." If Sam claims or implies that he gets special treatment (or even fails to contradict any inference he comes across), then that constitutes a violation of the PGP. And I would include indirect statements here. For example, if he were to claim that 90% of his clients get into their first choice college, that's tantamount to saying 'I get people in,' which is also a clear violation.

In other words, the tune matters as much as the words. The Tobacco Association faced this

squarely when they said that all models in cigarette advertising have to be over 21—and look it.

Third, cost might be a problem. As IECA members, we agree not to accept gifts costing more than \$50, which makes possible for us to accept token gifts which aren't valuable enough to buy us off and which it would be churlish to refuse. But when you get into expensive gifts—a diamond tiara, a cruise on the Sea Cloud—we're in the same position as congressmen who accept cash from lobbyists. Despite how clean we may believe we are, we risk implying that we can be bought.

My own feeling is that the same principles should govern the reverse. We should avoid parties that are expensive in and of themselves. I don't know how much Sam spent on his farrago. But I hope it was less than \$50 a head.

# COMMUNITY COLLEGES: TAKE ANOTHER LOOK!

by Heather Ricker-Gilbert, IECA associate member (CT)

As I walk down the hall of the community college where I work, I sense a new energy as I weave my way through crowds of students who are talking, flirting, text messaging, and sitting on the floor studying. This new energy emanates from 18-year-olds who are coming to community colleges in greater numbers than ever before. Fifty percent of all undergraduates in this country are enrolled in a community college. I am a college admissions consultant and I teach at Manchester Community College in Connecticut where, for example, 81% of the full-time students are 21 or younger. As the population of students at all public institutions increases, community colleges are becoming more popular. An article published in the *Washington Post* (March 2004) states: "Whether shut out of universities in a competitive admissions climate or turned off by their soaring costs and oversized classes, unprecedented numbers of ambitious, high-achieving students are shrugging off the '13th grade' stigma and going to community colleges." A community college used to be the last choice for students entering college. Now, for many students and their parents, it is the first stop on the way to a four-year degree.

What community colleges provide are extensive support services, reasonable tuition, the chance to mature and explore academic and career options, and the ability to transfer credits. By design, community colleges have an "open door policy." Students of all abilities are offered access to a college education. Therefore, the staff at community colleges work very hard to help students be successful through counseling and career services, tutoring and learning centers, developmental courses and ESL classes. Students who have not been

academically successful in high school may find the extra support they need at their local community college.

In a January 28, 2007 article, the *Washington Post* writes: "As the price of college has skyrocketed, millions of middle- and upper-middle class families...have juggled to find ways to keep pace..." One of the ways is to attend a community college at a discount from what four full years at a baccalaureate institution costs. For example, annual



in-state tuition at the campuses of Northern Virginia Community College is \$2,430. At The College of William and Mary it is \$8,490, plus room and board. An in-state Virginia student who chooses to first take his general education courses at the community college and earn an associate degree will spend approximately \$4,812 for two years of course work. If he is qualified, he can then go on to earn a degree from William and Mary having saved \$12,120 on his total tuition bill. Jess Batchelor, a columnist for the Manchester Community College student paper the *Live Wire*, questioned..."Does going to a four-year college immediately after graduating from high school really make you thousands of dollars smarter?"

In addition to saving students from paying mounting tuition fees, taking on loans, and accumulating huge debts, community colleges allow students to explore and decide what they might like to do academically and professionally. Penn State professor Dr. Kenneth Gray, who spoke at the IECA fall 2005 conference and the author of *Other Ways to Win*, notes, "A four year college is an expensive place to make career decisions." For the 18-year-old who is not academically confident or who is not quite sure whether he wants a career in criminal justice, psychology, business, early childhood education, or electronic music, a community college makes sense. Most community colleges offer a wide array of both applied and Liberal Arts and Science courses and majors.

For some who did not excel in high school, coming to a local community college with small classes and personal attention will give them a chance to improve their grades and gain admission to a four-year college of their choice. Currently, many private colleges are looking for economic diversity, and they aggressively recruit capable students from community colleges. For example, Amherst, Mount Holyoke, and Wesleyan regularly attend college transfer fairs at my community college. Another advantage of community colleges is that they offer many programs that train students to go to work with a two-year associate degree in specialized areas such as hospitality management, computer programming, graphic design, surgical technology, or dental hygiene.

For those who eventually want to earn a bachelor's degree, community college credits transfer to most four-year colleges,

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Conference, from page 1



spacious, and gave attendees the opportunity for real communication. The schedule changes also resulted in only consultants with appropriate specialties and those representing such placements attending each event. The reduction in attendees present

at one time, from 1,200 to 750, meant that those in the room were directly interested and involved in that event's focus. In the end, more than 200 consultants who specialize in school and college placement walked the hall on Thursday morning and well over 100 consultants who specialize in therapeutic and special needs placements attended the event Saturday.



Four keynoters in four days brought nationally recognized figures to the conference and many featured breakout presenters could easily have warranted keynoter status. Among the major presenters: Denise Pope of Stanford; psychologist and author Wendy Mogel; adoption expert Elaine Gordon; author and expert on eating disorders Aimee Liu; and neuropsychologist and author Dana Chidekel. A little Hollywood magic was added by one of Hollywood's most famous producers, Michael Bay. In all, more than 140 speakers, presenters, panelists and moderators made the conference's educational component hugely successful.

Many attendees were able to hear lunchtime speaker Henry Winkler, TV icon, writer, producer and director who has authored a series of children's books about a 4th grader dealing with learning disabilities, based on his own upbringing in New York. Winkler used humor and warmth to carry the message of support for students with learning issues and spent considerable time following his remarks greeting attendees, signing autographs, and posing for photos.

The Conference was made possible due to tremendous support of IECA members in Southern California, more than 100 volunteer presenters and sponsoring schools, colleges, programs, and companies. 🙏

## IECA Thanks All of the Sponsors for Making the Conference Possible:

- Aspen Education – Conference Totes Bags
- Betton House – Hotel keycards
- Colleges That Change Lives – College Fair
- College Zapps – College Fair
- Family Foundation School – Information Swap & Conference Directory
- Heritage School – Welcome Break
- Ironwood RTC – Information Swap
- Junior Boarding Schools Association – Member Breakfast
- Marymount College – College & Consultants Reception
- McLean Hospital – Conference Directory
- Montcalm Schools – Friday Coffee Break
- Optimum Performance Institute – Friday Evening Reception
- Rogers Memorial Hospital – Information Swap
- Shortridge Academy – Conference Folder
- SLS Residential – Conference Directory
- Sober College – College Tour Bus & Friday Reception
- Stewart Home School – Saturday Continental Breakfast
- Three Springs – Member Lunch
- Valley View School – Information Swap

*President's Letter, from page 2*

I would like to take this opportunity to thank Mark and the office staff for the countless hours of preparation and work that went into making this such a wonderful conference. Martha Moses, as vice president for conferences, did an excellent job working with the local host committee in securing many of our wonderful speakers and ensuring that we had informative and educational breakout and discussion sessions. The local host committee secured all of the major speakers, and many of the breakout and discussion sessions were the direct result of the local host committee or a submitted proposal.

While the new schedule meant more work for the office staff, attendees clearly benefited from our new format. At the same time, feedback we have received has been helpful in suggesting ways we might further develop the schedule to ensure it benefits all attendees. If you have not answered our electronic survey seeking your feedback about the conference, I encourage you to do so. This feedback will ensure that we make necessary changes to best meet the needs of every attendee. If you have already filled out the survey, thank you for helping us learn how we can make the conference even better.

As we prepare to gather again in the spring in Minneapolis, we will seek ways to further improve our conference. We want the IECA conferences to be known as the best opportunity for attendees to connect with colleagues, network, and learn valuable and timely information.

Best wishes to everyone for a happy and healthy holiday season.

Sincerely,



Timothy B. Lee  
President

*Ethics Case Study, from page 4*

Jackson agreed to take on the case and moved with considerable care given this new career direction. He posted a question on the TalkList providing a bare bones account of the teen's case, trying his best to protect the family. Within 20 minutes there were more than 15 responses. While a handful made recommendations the vast majority delivered a blistering attack on Jackson, his professionalism, his laziness, his lack of expertise, and most concluded he needed to drop the client, refer on to a colleague, or resign from IECA. Two indicated they were reporting his behavior to the Ethics Committee.

Jackson took care to write back to all where he shared much more detail about the case, wanting to demonstrate that there was no laziness and that he was in control of the facts. He mentioned programs he explored, described drugs and interactions, spoke of his knowledge of co-morbidity between drugs and LD issues and much more. The result was blistering attacks for sharing too much information and not protecting his client's privacy.

**Guide Questions**

What do you think Jackson should have done when the client appeared on his doorstep? Did he do anything wrong? Should he have handled the TalkList differently? Should he keep the case? Send your responses to [Sarah@IECAonline.com](mailto:Sarah@IECAonline.com). 🗣️

*Community Colleges, from page 5*

and there are numerous established articulation agreements between state institutions. States such as California and New York have long standing "2 plus 2" transfer agreements between the community colleges and four-year institutions. In Arizona, all the community colleges have transfer agreements with the University of Arizona, Arizona State and Northern Arizona as well as articulation agreements with out-of-state institutions such as University of New Mexico and the Columbus College of Art and Design. In Connecticut, students in the "Pathways" program in engineering sciences can complete their first two years at a Connecticut Community College, then move on to an articulated engineering program at the University of Connecticut, the University of New Haven, Fairfield University, the University of Hartford or Central Connecticut State University. In September 2007 the governor of New Jersey signed a law requiring that an associate degree awarded by one of the state's community colleges will be fully transferable and count as the first two years toward a baccalaureate degree at any of New Jersey's public institutions.

Community colleges with extensive support services and small classes, low tuition, and easily transferable credits offer a great place to embark on an academic career. As educational consultants we know that community colleges are, of course, not for everyone. But for some of the young people we work with who may need a chance to explore, who are concerned about costs, and who want the ability to transfer to a four-year college later on, we should take another look at what community colleges can offer. Community colleges are no longer the last choice! 🗣️

*Heather Ricker-Gilbert, D.Ed, specializes in college and graduate school admissions. She is an associate professor of communications at Manchester Community College.*

# TRAVEL TIPS

by Mark Sklarow, IECA Executive Director

Educational consultants and admission counselors have one thing in common: travel. Both spend as much as 25% of their time on the road. While that much time away is rarely joyful, the record on air travel in 2007 has made that much travel barely tolerable. Media reports have noted that 2007 will set records for flight delays, cancellations and lost luggage.

So *Insights* offers a few tips to help ease your travel burden. And read the box below to learn how YOUR tip can win you a great IECA travel bag.

1. "Direct Flights" is the new term for "stopover." It means you will stop at least once, increasing the likelihood of being delayed, missing your connection, or discovering the joys of the airport Ramada (without your luggage). It may cost more, but when you can, **fly nonstop**. You'll make up the additional cost in productivity by arriving on-time and fresh more often.
2. **Fly early in the month.** The limit on the numbers of hours a pilot or crew can fly starts anew the first of each month. As the date ticks closer to the 25th or 30th, the odds increase exponentially that a flight will be delayed because a scheduled crewmember has hit his or her monthly limit.
3. **Fly early in the day.** Busy airports get backed up quickly should anything go wrong. The earlier you fly in the morning, the greater the chance of getting out before the schedule goes haywire. This is also true in the summer months when afternoon thunderstorms wreak havoc on flight patterns.
4. Worry a little less about where your

plane is heading and more on where your plane is coming from. Most flights get delayed because the airplane ("the equipment" in carrier lingo), was delayed taking off from its origination airport that day. Whether because of mechanical, weather, or crew problems, you can't fly when the plane is still in San Juan. **Try to book a plane's first trip of the day.** When booking ask where the plane scheduled for your flight will be originating.

*What tips do you have for Insights readers to avoid delays, hassles, lost luggage or just to improve the air travel experience? Send an e-mail with your ideas to Sarah@IECAonline.com. In the next issue we'll publish your ideas. Those whose ideas are picked for inclusion will win an IECA travel kit including a neck pillow, ear plugs, eye mask, and more.*

5. Keep your camera phone with you, especially if it allows you to create short videos. When your plane remains in a "ground hold" and you have been on the tarmac for hours without food, drink, or adequate bathroom facilities, whip out your phone and start recording the situation. You might even want to mention "u-tube" in a stage whisper. Airlines are increasingly sensitive to the bad publicity that impacted JetBlue and others earlier this year. Sure, the flight attendants will tell you to stop, maybe threatening to call the police, and you URGE them to call the police. Please! In fact, ask them to give the police your name so you can report a kidnapping. A couple years ago a few Northwest

passengers sued for false imprisonment after being kept on a sealed plane on the runway for nine hours and won a settlement of \$7 million. Ever since, airlines are very concerned when they hear "false imprisonment."

6. One word. **AMTRAK.** Those living in the northeast should rediscover the joys of train travel, especially with Acela and other high speed options.
7. Think small. Increasingly delays are being felt most severely in the largest airports and in airlines' hubs. **By traveling through smaller airports**—Manchester or Providence instead of Boston; San Jose instead of San Francisco—you greatly increase the chance of arriving or departing on schedule.
8. **Watch those connections.** Airlines know people look at the total travel time when booking flights. So they often schedule connecting flights with just an hour layover. Experts suggest twice that to decrease the odds of missing your connection (even after running from terminal A to terminal X).
9. Remember the good old days when you brought your luggage on board? Not any more, unless you can live with only two ounces of shampoo. Increasingly **hotels are offering "travel kits"** made up of all the creams and lotions that can't be brought on the plane, allowing travelers to once again avoid lost luggage hassles. Others are discovering the ease of travel that comes from using FedEx to ship luggage ahead. This is particularly effective when traveling to a location with a climate change.

# NAVIANCE COUNSELOR'S OFFICE

by Debbie Davis, IECA Associate Member (CT)

After attending the Counselor's Office training in Hollywood, I highly recommend the Naviance program to IECA colleagues. Here's why.

I was hesitant to sign on at first given the price and the fact that I already had access to client statistical data through high school Naviance accounts. Yet I was frustrated by the enormous amount of time spent managing my own Web-based data systems, numerous office file cabinets, and general client communication. I knew I would benefit from an improved system.

The training and subsequent implementation confirmed for me that Counselor's Office is worth the investment and provides an extremely efficient way to compile, analyze, store, and send information on both an individual client and group basis. What especially impressed me is the following:

- 1) Counselor's Office is **online**, a highly attractive method of managing information systems for my technically savvy clients of the Millennial Generation.
- 2) The system is **interactive**, a key component as my students and parents have the capability to access their account information at anytime (with my control). No longer will members of the client team have to dig around for information. They can find it all in one place. This is especially valuable to me as my clients always leave a meeting with a follow-up action plan. The action plan and status can now be tracked by all parties without the information getting tucked away on the client's kitchen table or in a calculus notebook.
- 3) The program is **user-friendly**. Many of us went back to our hotel rooms after the Counselor's Office training and started inputting data immediately. We were excited about getting our online office established and the basic training was easy to follow. Likewise, students and parents will have no problem learning to use the system.
- 4) Naviance provides excellent **support**. As soon as I signed up, I was given the name of an individual (thanks Adam!) who will provide additional guidance as I continue to navigate the various capabilities. This is extremely important to me as I



don't have the time (or specialization) to work out computer kinks.

- 5) Naviance is aware of the importance of maintaining **current college information** on the database. One of my concerns about Naviance from past use is that college information on admissions requirements and statistics is not always up to date. The Naviance support staff has assured me that they are working to provide the most accurate data possible and are committed to at least quarterly updates.

So, if you are looking for a more efficient way to manage client relationships as I was a few months ago, I recommend that you consider Naviance Counselor's Office. I'm glad I did. Please don't hesitate to call me if you have any questions about my experience with the program.

*IECA members can purchase a special IECA-enhanced version of Naviance at a savings of over \$200 off the regular cost. To download the Counselor's Office order form, go to [www.IECAonline.com/consult\\_member.html](http://www.IECAonline.com/consult_member.html), then click on "Special Member Benefits."*

*For more information on Counselor's Office for IECA members, contact Janice Berger at [Janice@IECAonline.com](mailto:Janice@IECAonline.com) or 703-591-4850, ext. 13.*

## CALL FOR PROPOSALS DEADLINE EXTENDED FOR MINNEAPOLIS

**New Deadline: January 31, 2008**

To download a proposal form, visit the IECA Web site at [www.IECAonline.com](http://www.IECAonline.com), and go to our conference page; or send a request for a form to [info@IECAonline.com](mailto:info@IECAonline.com).

## INTRODUCTIONS



**Susan Grossi** (CA) is a licensed marriage and family therapist and has been in private practice since 2005. She previously worked as a clinician with the Marine

Corps community services, as a school psychologist, and as a clinic director and therapist at Aspen Community Services.

Susan is a graduate of IECA's 2006 Summer Training Institute, has a Pupil Personnel Services Credential (PPS), and is a certified mediation specialist.

She is a member of the California Association of Marriage & Family Therapists, NATSAP, CHADD, LDA, NAIS, SBSA, and NASP.

Susan earned her certification in infant & early childhood assessment and diagnosis from California State University Fullerton; a master's of arts in school psychology from Alliant International University in Irvine, CA; and a master's of arts in clinical psychology from Pepperdine University.

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*Specialties: L,N*



**Katelyn Gleason Klapper** (MA) is the founder of College Options. She has been an associate member of IECA since 2005 and has been in practice with

IECA president Tim Lee for the past two years. Katelyn divides her time between her practice in Sudbury, and Dynamy, a gap-year and access-to-college program in Worcester, where she provides college counseling and curriculum support.

Prior to becoming an educational consultant, Katelyn was a fundraiser at WPI, Bentley College and Boston University. She also worked as an assistant director of admissions at Boston University.

Katelyn has presented numerous college and financial aid planning seminars both to organizations and as part of corporate human resource services. She has spoken at schools on topics of college planning as well as gap-year options.

Katelyn earned a B.A. from Scripps College and has completed the certificate program in college counseling from UCLA Extension. She is a member of NEACAC and NCAN.

Katelyn is married, the mother of three children, and an active Scripps alumni volunteer as well as a volunteer in her children's schools. She likes gardening, experiencing art in all forms, traveling, and visiting colleges.

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*Specialty: C*

**Allison W. Matlack** (MA) has been an associate member of IECA for three years. She works with IECA president Tim Lee at AHP Educational Consulting. Allison previously taught English and also served as a college counselor, associate dean of students, dormitory head, and swim coach at Westtown School in Pennsylvania.

She attended IECA's 2004 Summer Training Institute. Alison graduated from Bates College and received a master of arts in teaching from Tufts University. She lives in Needham with her husband and two children, Hannah and Nathaneal.

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**Lisa McLaughlin** (CA) has been an associate member of IECA for two years. She is a former English teacher, college readiness coordinator, and high school assistant principal.

Lisa has presented workshops throughout the United States related to college admissions and helping all students feel successful studying rigorous curriculum.

She attended IECA's 2005 Summer Training Institute. Lisa graduated from U.C. Santa Barbara with a B.A. in English, and a master's degree in education and English teaching credential. She is a professional member of WACAC.

Lisa lives in San Clemente, California with her husband Steve and daughter Kayla.

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**John Montgomery** (Japan) has 25 years of experience teaching at Nishimachi International School. Prior to moving to Japan, he taught middle school in California.

He holds a B.A. in anthropology from U.C. Santa Barbara, an M.A. in educational leadership from the University of San Francisco, and teaching credential in California for Kindergarten through ninth grades.

John is married and has two children. His son is an investment banker; his daughter is a sophomore at Boston University. John likes to sing, and plays guitar and harmonica in a band.

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**Levia Nahary** (NM) is founder of CollegeQuest, Inc. She has over twenty years of college admissions experience.

Levia has served on the government relations committee of NACAC, and chaired the human relations and conference planning committees for the RMACAC. She also participates on the review board for the Sussman-Miller Educational trust fund in New Mexico, and volunteers her time with organizations such as Talent Search, the College Success Network, and SIPI's summer programs for Native American students. She presents at high schools all around the state about the college admission process, and has consulted with New Mexico Academy of Mathematics and Science, and Valley High School's Valley Academy.

Levia also provides her services part-time to Santa Fe Preparatory school and offers free once-a-month college counseling meetings and workshops at Congregation Albert.

Levia earned her M.S. in higher education counseling from West Chester University, Pennsylvania, and her B.A. from the University of Scranton. She also has a teaching certificate for English as a second language.

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**Peter W. Stevens** (MA) has been an associate member of IECA for three years. Prior to becoming an educational consultant he taught English and served as an

independent school headmaster in Ohio and Oregon, and in American Schools in Switzerland and England. Peter also served as dean of academics and college counselor in a therapeutic boarding school in Massachusetts.

He serves on the board of trustees of the Linden Hill School in Massachusetts, and is a member of NACAC, NEACAC, and the Country Day School Headmasters' Association.

Peter holds a B.A. from Williams College and an M.A. from The University of Chicago

He is married to Linda Bower, a psychotherapist and artist, and has two grown children who live in the U.K. and Washington, DC.

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*Specialties: S, C*

The Association of Boarding Schools announces that they have appointed Peter Upham of Asheville, North Carolina to replace their late executive director, Steve Ruzicka. Peter spent 13 years in boarding school administration and teaching. He most recently served as assistant head of school for external affairs at Asheville School, a boarding-day school in North Carolina.

## INITIATIVES

**Imy Wax** (IL) and MaryBeth Kravets announce the 9th edition of *The K&W Guide to Colleges for Students with Learning Disabilities or ADHD*.

A number of IECA members presented during the NACAC Conference in Austin earlier this fall. **Steve Antonoff** (CO), **Shirley Bloomquist** (VA), **Barbara Pasalis** (OH) and **Mark Sklarow** were presenters at a day-long pre-conference seminar entitled "Transitioning to Private Practice College Consulting" offered jointly by IECA and NACAC.

Among those representing breakout sessions during the NACAC conference: **Marilyn Petrequin** (OR) was a presenter on the topic of "Independent Meets School-Based Counseling: Partnering Benefits All"; **Steve Antonoff** (CO) was part of a panel presenting to a packed house on "Become a Certified Educational Planner"; **Blair White** (MD), IECA associate member, was part of a panel presenting "Balancing Career and Family"; **Mark Sklarow** spoke on "Educational Consulting: A Transformed Profession." **Kpakpundu Ezeze** (DC) received a major honor during the NACAC opening session. He was given the Gayle C. Wilson award in recognition of his many years of service advising under-represented communities and impoverished (and often orphaned) students.

**Linda Jacobs** (WA) participated in an online forum, *College Guide—How to Pick the Right College*, sponsored by the *Seattle Times*. Linda and another college counselor responded to questions from the public.

**Marvin Goldberg** (MA) and **Renee Goldberg** (MA) are providing college advising services to the first graduating class of New England Academy, an independent college preparatory day school in Beverly, Massachusetts. Also, Marvin and Renee hosted College Day at the Learning Disability Worldwide Congress on November 3, in Marlborough, Massachusetts, where they also led a session on the college interview.

**Patty Finer** (CA) was awarded third place in the college guide's category for her book, *The Applica-phobia of College Admissions: Why "Getting In" Starts With Your Resume in USA Book News' national "Best Books 2007" awards.*

**Judy Zodda**, IECA associate member (MA) is serving for the third consecutive year on the Parents and Grandparents Committee at Dartmouth College. She was also elected to the Dartmouth Women's Club Board of Directors.

**Elizabeth Gordon** (MI) has employed new web-based surveying as a way to measure client satisfaction. Her office has determined that the survey process has been a great success.

**Matthew Hayutin**, IECA associate member (CA) and his wife just had their first baby girl, named Bianca.

## IN THE NEWS

**Jean Baldwin** (DC), **Adam Goldberg** (MA) and **Mark Sklarow**, IECA executive director, were quoted in a *U.S. News & World Report* article, *Finding a Good Grade School, for a Fee* on September 2.

**Paula Porter** (PA), associate member **Sheila Jones** (PA), and **Mark Sklarow** were quoted in the article, *Getting Help with a Big Decision*, in the November 18 issue of the Lancaster Newspaper.

**Joan Koven** (PA), **Barbara Hannmann** (NJ), **Katherine Cohen** (NY), and **Mark Sklarow** were featured in the November 10 article, *Parents Pay For Outside Help To Get Students Into Choice College*, in the *Philadelphia Inquirer*. The article also featured IECA membership criteria.

**Barbara Pasalis** (OH) was interviewed for a November 8 article, *Booming Business for College Consultants* on the WKYC-TV Web site.

**Mark Sklarow** was quoted in the *Los Angeles Times* article, *Private-School Scout Gives Parents the Lowdown* on October 9; and in the October 4 article, *Employers Offer Help On College Admissions* in *The Wall Street Journal*; in the *Chronicle of Higher Education's* article, *Private Admissions Consultants Are Popular With the Middle Class, Not Just the Rich* on September 28; in the *Yale Daily News* article, *Yale Uncertain About Early Yield*, on November 16.

*continued on page 13*

**Share your news! Let IECA know when you have been featured in a publication or on TV or radio.**

**Send your clips to: Sarah Brachman, manager of communications at [Sarah@IECAonline.com](mailto:Sarah@IECAonline.com)**

**Kiersten Murphy** (WA) was interviewed for a program on XM satellite radio channel 155 on November 13, about the college application process and her role in helping students; she was also featured in a November 22 article in the *Seattle Post-Intelligencer*, *More Students Turn to Consultants for Help Applying to College*. IECA was also featured in this article.

**Tim Lee** (MA), IECA president, and **Steve Antonoff** (CO) were quoted in the November 5 article, *Families Pay for Help Choosing a College* in the *Rochester Democrat and Chronicle*. IECA was also featured in the article.

Associate member **Philip Lewenstein** (MN) was quoted in the *St. Paul Pioneer Press* article, *Web site to Smooth College Quest* on September 26.

**Judy Berg** (NJ) wrote an article for the fall issue of *Reform Judaism* magazine, entitled, *Answers for a Non-A Student*.

**Janet Rosier** (CT), Katherine Cohen (NY), and **Steve Goodman** (DC) were featured in the October 17 **MarketWatch** article, *College-Go-Round*.

**Jeannie Borin** (CA) was featured in an August 2 article, *College Board: Schools Misuse AP Designation* in *The Daily Pennsylvanian*; in a September 4 article in the *New York Sun* entitled, *College Interviews Fade Fast as Race for Ivies Heats Up*; in a September 25 article *Tips to Survive Application Time* in the *Bergen county Reporter*; and with Mark Sklarow in *The Daily Pennsylvanian* article, *Ex-Dean Appears at Conference as Questions Loom* on October 2.

**Sue Bigg** (IL) was featured on the NBC affiliate evening news in Chicago on October 4. The topic was working with consultants, and how it affects the admissions process.

**Marilyn Emerson** (NY) and Mark Sklarow were interviewed by the Fox News Channel for a story on college admission consulting. The story was aired on local Fox affiliates across the country in late October though early November.

**Marcia Rubinstien** (CT) was featured in *The Hartford Courant* article, *High School Senior Year Not a Time for Slacking Off* on October 5.

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**“I’m very clear that you don’t need a consultant...to gain admission to a school,” says Washington, D.C., area consultant Jean Baldwin, who is a former admission director of a private grade school. “What’s really important is that parents are applying to the appropriate schools. And that’s where I think I can help.”**

*US News & World Report  
September 2, 2007*

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Katherine Cohen (NY) and IECA were featured in the October 22 issue of *BusinessWeek*, in the article, *I Can Get Your Kid into an Ivy*; in the September 19 *Money Magazine* article, *They Want to Sell Your Kid*; and with Mark Sklarow in the *Detroit Free Press* article, *Top Students Anxious to Get Picked*, on October 7.

**Shirley Bloomquist** (VA) and Steve Antonoff (CO) were quoted in *The Daily Pennsylvanian* article, *Stetson Departure: Former Dean’s Trademark: His Willingness to Talk* on October 3.

**Lloyd Paradiso** (PA) and Steve Goodman (DC) were quoted in *Stetson Departure: Ex-Dean Cancels Speech at Conference* in *The Daily Pennsylvanian* on October 5.

IECA associate member **Jill Rickel** (FL) was published in the September 5 issue of *Parkland Life Magazine*, in the article, *One Size Does Not Fit All—The College Selection Process for Students with LD and AD/HD*.

**Imy Wax** (IL) appears in the article *Counselors Up Their Influence* in the September 10 issue of *Crain’s Chicago Business*.

Steve Goodman (DC) published an article in *The New Haven Register* entitled, *Rankings of Colleges Needed by Consumer* on September 25.

**Georgia Irvin** (MD) was quoted on *Forbes.com* on September 18, in the article, *The Most Expensive Preschools*.

**Claire Law** (RI) and Mark Sklarow were quoted in the September 17 *Providence Business News* article, *Consultants Find Big Demand For Good Advice On Colleges*.

**Bridget Hotrum**, IECA associate member, (PA) was featured in the *Observer-Reporter Newspaper*, *Peters Township Magazine*, and *Chartiers-Houston Magazine* in October. She was also featured on Pittsburgh’s KDKA Today Live show, talking about college admissions: <http://kdka.com/video/?id=33311@kdka.dayport.com>

Associate member **Judy Zodda** (MA) had an article, *Minimizing SAT and ACT Stress*, published in three local Boston area newspapers on October 17; she was also quoted in the article in *My College Guide* in September; and in *Speaking of Dartmouth* on October 10.

Associate member **Rosanna Sprague** (OH) was quoted in *The Cleveland Jewish News* in October. The article, *Make Me a Perfect Match: The College Tour* also included part of IECA’s *Ten Ways to Test Drive a College*.



**INSIGHTS** December 2007/January 2008

 Printed on recycled paper

*The Newsletter of the Independent Educational Consultants Association*

**Inside This Issue:**

- Conference Photos
- Hollywood Review
- Welcome to Minneapolis
- New Ethics Case
- Travel Tips from Mark

**Inside the Member-to-Member Section:**

- New Member Benefits
  - Counselor's Office by Naviance
  - Hedberg Maps Customized for IECA Members
  - IECA Logo Available for Monogramming on Land's End Clothes
  - Hobson's Guides Free for IECA Members
- Committee Reports

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*In an ongoing effort to increase our environmental consciousness, IECA is pleased to announce that Insights is now printed on paper that uses at least 30% recycled fibers.*