



February/March 2008

CALENDAR OF UPCOMING EVENTS

Feb 7-9: NATSAP Conference,
Savannah, GA

Feb 18: President's Day, Office
Closed

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

May 12 - 14: Pre-Conference
Minnesota Campus Tours and
China Immersion Program

May 14 - 17: IECA National
Conference, Minneapolis, MN

May 16: IECA Annual Membership
Meeting, Minneapolis, MN

May 14, 18: IECA Board of
Directors Meeting, Minneapolis,
MN

May 17 - 20: Colleges of
Wisconsin Tour

May 26: Memorial Day, Office
Closed

June 25 - 29: Summer Training
Institute-West, Claremont, CA

July 16 - 20: Summer Training
Institute-East, Villanova, PA

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COLLEGE CONSULTING: A TRANSFORMED PROFESSION

by Mark Sklarow, executive director

Last fall I offered a presentation with this title at the conference of the National Association for College Admission Counseling. As attendees filed in to the room, I realized that my plan—to speak about trends and changes in college admission and then how these trends have impacted consulting—was a disaster waiting to happen. After all, these admission deans and directors, school counselors, and independent consultants all knew more than me about changes in admission; they lived those changes every day.

I prepared for a mass exodus from the room before I would even get close to speaking about consulting.

In the end, no one walked out, and everyone heard something that surprised, interested, shocked, or challenged pre-conceived beliefs and myths. A number of university reps wanted to know why we, as an association, had not been more vocal about the changes to college consulting, and so this article was born. To make it readable, much of the information is presented in this Myth vs. Reality format. At the conclusion you will find my personal predictions for the future.

PART 1: HOW COLLEGE ADMISSION HAS CHANGED

MYTH: The availability of information on the Internet has made school-based counseling and educational consulting less important.

REALITY: False. Google “college admission” and you’ll get just under 5.8 million hits. Sure, information is out there but the sheer volume of information—good,

bad and awful—overwhelms many students and families. All the evidence suggests that families are feeling increasingly overwhelmed and anxious and are seeking help of the high-touch, over high-tech variety.

MYTH: New technologies help students to both explore more college opportunities and file more applications with ease.

REALITY: True. Those in my generation remember the horror of individually typing college applications on their IBM Selectric. Today, a few keystrokes allow a student to file applications to a dozen colleges with ease. In addition, students can virtually tour a campus, take part in discussion groups, and post questions on a campus bulletin board. Evidence suggests that students are casting a wider net in their search because of the ease of discovery.

MYTH: Helicopter parents, always hovering overhead, have become the parental norm.

REALITY: False. We wish this were true. The new evidence is that the “Sherman Tank” parent has taken hold, rolling over their teen to take over the process and thus depriving their child of an important rite of passage.

MYTH: When all is said and done, power in the college application process is equally shared by colleges deciding who gets admitted and students deciding where they want to enroll.

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PRESIDENT'S LETTER

CHANGES AND GOALS FOR 2008

Happy New Year to everyone! I am writing this column as we begin 2008 and will use this space to share with you my goals for the year. I want to build on the success we had in 2007 and continue with that momentum into the new year. I will reflect more on the past in my next column, which will be my last as president.

In 2008, we mark the third year of our five-year strategic plan. I am pleased to report that we have met several of our eight strategic goals with great success. As many of you know, the national office has made two new key hires. We now have a conference manager, Rachel Diamond, who will take on much of the conference planning with Mark and Sue. Some of her responsibilities will include the coordination of speakers and conference logistics, freeing Mark to spend more time planning and strategizing for the future of our association. We welcome Rachel to IECA and I know she will be a wonderful addition to the staff.

The national office is also further enhanced by the addition of Sheila Kirk as administrative

assistant. In addition to answering phones, Sheila will be assisting in office administration and supporting Mark. As many of you know IECA has been experiencing tremendous growth, and the need for proper staffing and infrastructure at the national office are critical. So I also want to welcome Sheila as she will play a critical role in helping us continue to grow and move forward.

As you will also read in this issue of *Insights*, there is a proposed slate of new officers and board members. As the committee structure was strengthened under Tom Callahan's leadership over the last two years, 2008 will see changes in some of those leaders. The proposed slate will join a board of directors committed to ensuring IECA will have a vision for the future of the association. We will continue working to provide opportunities to advance the profession and to think strategically about how IECA can guide young people in making informed educational decisions. We will also continue to strengthen leadership opportunities for members. And we will continue to build partnerships with other organizations that will be of mutual benefit (NASTAP and NAIS for example).

Building upon the success of our new conference format introduced last fall in Hollywood we will look for further enhancements to the professional and educational opportunities at our spring conference in Minneapolis. IECA listened when schools, colleges, programs, and consultants provided constructive feedback about our conferences and how they could be improved. This led to the format changes in Hollywood, and further tweaking to the format for this spring.



A strong local host committee will help us provide excellent learning experiences along with better networking opportunities under the new format.

Finally I want to continue our focus on the strategic plan goal to promote professional ethics. Certainly one of the challenges of association growth is how to maintain the highest possible standards while increasing membership. We must maintain this balance properly so that we may continue providing support and encouragement for our current and future members.

I recognize that we still have areas to improve and remain committed to making IECA the standard-bearer in our profession. I encourage your feedback and would welcome an e-mail or phone call to discuss how IECA can be the best resource for families to seek out the highest quality of advice from the best professional to advise them about making good, sound decisions. I also want schools, colleges, and programs to know that IECA stands for the highest quality both for professional development opportunities and for matching the right student for them.

I wish everyone all the best for a healthy and safe 2008.

A handwritten signature in black ink that reads "Timothy B. Lee". The signature is written in a cursive, flowing style.

Timothy B. Lee
President

IECA⁺ INSIGHTS

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CHANGE IS IN THE AIR

It's a one-word tidal wave. Starting in the cornfields of Iowa and moving through the small towns of New Hampshire, the word of 2008 seems destined to be "Change." All of the Democrats and most of the Republican presidential candidates have adopted the term as a one-word summary of their campaign platforms. Public opinion surveys show that more than anything else, Americans have their hearts set on "change." As we prepare to meet at our Spring Conference in the upper Midwest, we too will focus on Change—Changes taking place in education, in admission, and in consulting.

This gathering marks our first-ever conference in Minnesota and provides a unique opportunity to showcase colleges,

schools, and programs in the region, stretching from Iowa and Wisconsin to the Dakotas and Canadian border. Local educational institutions have been gearing up to welcome consultants with tours in Milwaukee and Minneapolis, and regional experts have been recruited to offer a fresh perspective on adolescence, education, learning and admission trends, parenting and much more. As education and admission undergo fundamental change, the need to remain current increases and attendees will not be disappointed.

General sessions, breakouts and other events will promote dialogue and conversation. Presenters with new points of view will inspire and perhaps initiate some debate. Through it all, change will be the focus.

Based on feedback from our Fall 2007 Hollywood conference, IECA will maintain the basic design of its new conference format. Traditional day and boarding schools, colleges and LD

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PLANNING YOUR CONFERENCE TRAVEL

IECA Member Consultants specializing ONLY in traditional day and boarding schools and colleges (including those with an LD focus)

- Arrive by mid-morning Wednesday, May 14 (or earlier for pre-conference events)
- Depart no earlier than Friday evening, May 16
- Member Day is Friday

IECA Member Consultants specializing ONLY in therapeutic/at-risk/special needs placements

- Arrive by mid-day Thursday, May 15
- Friday is Member Day
- Depart no earlier than Saturday evening, May 17

IECA Member Consultants who 'do it all'

- Arrive by mid-morning Wednesday, May 14 (or earlier for pre-conference events)
- Depart no earlier than Saturday evening, May 17

Admission directors for traditional day or boarding schools, colleges, LD schools and programs, travel and gap year programs, and post-secondary programs (non-therapeutic)

- Arrive by mid-morning Wednesday, May 14 (or earlier for pre-conference events)
- Depart no earlier than Thursday evening, May 15 or Friday morning, May 16
- School/College Fair is Thursday morning

Admission or program representatives for at-risk teens, emotional growth schools, wilderness programs, and post-secondary therapeutic programs

- Arrive by late morning Friday, May 16 (or Thursday afternoon for evening activities)
- Depart no earlier than Saturday evening, May 17
- Information Swap is Saturday morning

CONFERENCE REGISTRATION GOES PAPERLESS!

IECA is excited to unveil our new paperless registration system for the Minneapolis conference as it will increase efficiency and save a few trees. When registration opens in mid-February, you will be able to register on the IECA Web site. Those who prefer not to pay online with a credit card may choose to mail a check after completing the online registration process. Once registered, you will receive an e-mail confirmation and will be able to modify your registration if needed prior to the conference. After you have completed your online registration, you will be given the necessary information to reserve a room at the conference hotel.

Features will be added to the Web site throughout the spring, including a complete listing of conference presenters and educational sessions.

PRE-CONFERENCE CHINESE IMMERSION PROGRAM

As the Chinese market is increasingly looking for educational opportunities in the United States, a pre-conference immersion program will help consultants and admission directors gain greater insight into working with this important population.

The Chinese Language and Immersion Program is open exclusively to IECA member consultants and admission officers at schools, colleges, and programs. The program will take place at the Wilder Forest retreat center, located 50 miles from downtown Minneapolis. The host organization is Concordia Language Villages, internationally recognized for

their hands-on approach to contextualized learning. Established in 1961, Concordia offers immersion into 15 languages for over 12,000 students, professionals, and others each year.

This unique experience will be held from Monday afternoon, May 12, through the morning of Wednesday, May 14. All attendees will be transported from the retreat center to the IECA Conference Hotel in time for the opening keynote.

Participants will experience the transition into another culture, gain some language instruction, learn critical cultural,

interpersonal, and communication skills, and taste authentic cuisine. Designed specifically for IECA members and affiliated schools, workshops will emphasize Chinese family dynamics, background on Chinese educational institutions, cultural sensitivity and awareness training, and deepening professional and personal relationships in China.

Watch for details to be posted on the IECA Web site shortly, including registration information. Total participation will be limited to ensure personalization and optimization of learning.

College Consulting, from page 1

REALITY: False. Power is strongly skewed in favor of colleges, thanks to proactive marketing designed to push up the number of applicants and sophisticated software programs that help admission offices target good prospects over those deemed less likely. Teens need good, knowledgeable, one-on-one counseling to help level the playing field.

MYTH: Numbers may fluctuate a bit from year-to-year, but basically the freshman class at most colleges varies little over time.

REALITY: False. Demographic trends are having a significant impact on college communities. Campuses are becoming more female and less Caucasian in trends that are going to continue. Most people hear that a handful of states will have “majority minority” populations in the near future, but the real figures one should look at are teenage population projections. In the year 2020 just 55% of teens nationwide will be white, 17% black, 7% Asian, and 20% Hispanic.

MYTH: High school counselors are overburdened and increasingly unable to effectively serve students seeking college advice.

REALITY: True. Nationally, the student per counselor ratio is nearly 600 to one. In our largest cities that figure grows to as much as 1,000 students for every counselor. While some school districts have dedicated college advisors with manageable caseloads, for many others, their 600 students include crisis intervention, personal counseling, and academic advising. It is a rare school district that allows counselors leave to take part in college visits, and those who do find themselves hopelessly behind when they return.

PART 2: HOW EDUCATIONAL CONSULTING HAS CHANGED

MYTH: Educational consultants are hired by wealthy families to give already privileged teens yet another advantage in gaining admission to top colleges.

REALITY: False, in oh, so many ways. The typical family hiring a consultant is a suburban, public school family earning between \$75,000 and \$100,000 a year. They are typically from the professional class. Most hire a consultant to help find a college where their child will grow, thrive, and succeed academically, socially, and emotionally.

In fact, IECA and its member consultants first started talking about “college match” nearly 30 years ago and likely introduced the concept that is part of the common vernacular today. Our members have led the way toward emphasizing “fit” and success over “getting in.”

MYTH: The number of educational consultants has exploded.

REALITY: True, and false. The number of consultants in the country has doubled from about 2,000 to nearly 5,000 over the last five years. That is significant growth. But the number of “full-time, professional college consultants” for whom consulting is their principal occupation and source of income is probably closer to 1,500—a relatively small number for America’s population of 300 million.

MYTH: You can’t make a living as an educational consultant, OR ALTERNATELY:

MYTH: Consultants easily make six figures with many making a quarter of a million dollars a year.

REALITY: Both are false. In the early years

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programs will attend Wednesday and Thursday sessions, while Friday afternoon and Saturday will be focused on therapeutic institutions. IECA consultants will have a full-day of specialized programming on Friday with the days prior serving those doing traditional school & college placements and the day following designed specially for those working with therapeutic clients and at-risk students. A number of scheduling changes will take place, based on surveys, including moving the therapeutic-focused Information Swap to Saturday morning.

New technologies are, of course, part of the change we have all been experiencing, and new technologies will be used to facilitate registrations. All conference registrations will be conducted online, affording attendees an immediate confirmation of their plans. After registering for the conference, attendees will receive information necessary to reserve their hotel accommodations.

Also watch for information on special events, planned for Wednesday evening and Friday late afternoon, that will afford attendees the opportunity to meet, greet, and network. Schools and programs planning off-site evening events should plan these for Thursday after 5:30 p.m. or Friday after 6:30 p.m.

Watch for your e-mail invitation directing you to the conference information on the IECA Web site and a conference packet to be mailed in late February. 

BREAKOUT SESSIONS PREVIEW

Here's a sampling of more than 60 educational sessions planned for Minneapolis:

- *Benefits of Small Colleges*, with a panel that includes the president of Southern Vermont College
- *College Athletics*, presented by Earl Johnson of the University of Tulsa
- *A Primer on International Student Advising* with presenters from TLC & Grinnell College
- *Ten Essential Steps to Launching Young Adults*, presented by Randy Russell, SouLore, Inc.
- *Adoption, Attachment and Addiction in Adolescents*, presented by Peninsula Village
- *Getting Into Recovery, Living in Recovery, Thriving in Recovery*, presented by Patrice Salmeri, director of STEPUP Program at Augsburg College
- *Integrity in the Admission Process*, presented by a panel of experts
- *Myths and the Demographic Admission Challenge*
- *Delivering Consulting Services*
- *Recession-Proof Your Consulting Practice*

IN FOCUS

CONFERENCE EVALUATIONS FROM HOLLYWOOD: PART II

In December's issue, we featured results from consultants only. This month we report results from schools, college and program representatives (more than 450 people completed at least part of the online survey).

Rating the Thursday morning school and college fair

73% good or excellent
27% poor or fair

Rating the Saturday afternoon Special Needs Information Swap

56% good or excellent
44% poor or fair

Most cited the timing of the event at mid-day as the sole complaint. We are moving the Swap to morning at your request!

Wednesday's keynote with Denise Clark Pope

92% good or excellent
8% poor or fair

Saturday morning keynote with Dana Chidekel

87% good or excellent
13% poor or fair

Were breakout session topics interesting and available to you?

67% yes
33% not all the time

Rating the Wednesday evening networking dinner at the Hollywood Museum

67% good or excellent
33% fair or poor

Rating the Friday late afternoon "Hollywood Premiere" reception

63% good or excellent
37% fair or poor

Thanks for all of your feedback. We will be using your thoughts, ideas, and suggestions to make improvements to the schedule, timing, and plans for Minneapolis!

WHO DO YOU CONTACT AT THE IECA OFFICE?

For Questions About Contact

Accounts Payable	Mark
Accounts Receivable	Sue
Advertising in <i>Insights</i> or Conferences. .Sarah	
Article submission to <i>Insights</i>	Sarah
Associate-to-Professional Member. . .	Janice
Changes to address, phone, e-mail	Sue
College Maps, SAT Materials	Sheila
Conference Registration	Sue
Conference Sponsorships	Rachel
Conference Vendors	Rachel
Directories/Publications	Sheila
Dues payments	Sue
Ethics Violations	Mark
Foundation Donations	Pat
Foundation Grant Proposals	Pat
Information Service Bulletin	Sue
Media Inquiry	Mark
Membership (request application) . . .	Sheila
Membership application status.	Janice
Member Benefits/insurance/Naviance .	Janice
Proposals to present at Conferences .	Rachel
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TalkList	Sue
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most consultants were not supporting families from their income as a consultant, and most had incomes well below that of school-based counselors. Over the last decade this has begun to change, and the recent growth in consulting reflects the ability to make a living, with long hours and difficult work schedules. But don't be fooled by news articles that focus on a small handful of consultants serving the rich. Due to high costs of touring campuses, running an office and more, the average consultant today makes a yearly income close to what a school-based counselor earns.

MYTH: College admission offices do not like working with educational consultants.

REALITY: False. The number of colleges who expressly do not work with consultants can be counted on two hands, and it's a number that has been steadily shrinking. Most colleges have discovered that good consulting means a student who applies is, at a basic level, well-suited to the colleges, increasing retention and student success.

Today, nearly every college tour reaches out to IECA members, and some run campus visits exclusively for IECA members. Each year hundreds of colleges participate in IECA conferences and special programs and in recent months many have identified an IECA contact on campus.

PART 3: WHAT LIES AHEAD FOR CONSULTING (IN MY HUMBLE OPINION)

- [1] Continued growth in consulting as all signs indicate a growth pattern similar to how SAT prep grew a generation ago.
- [2] Increased specialization: consulting for athletes and artists, students with learning disabilities and much more.
- [3] Increased acceptance by colleges who will work more closely with highly ethical consultants, as new empirical evidence suggests students who matriculate after working with consultants are more likely to succeed and remain in the college where they first enroll. Already we see an increase in colleges calling IECA consultants to ask the million dollar question: "Tell me why you concluded that this student is a good match for us?"
- [4] Increased diversity of delivery services. Watch for consulting to be offered in new and creative ways, as part of employee benefit packages, and even through contractual arrangements with school districts and municipalities.
- [5] Even newer technologies that we can't yet comprehend, but which will allow for easier communication between students and consultants, and between families and colleges.
- [6] Expansion of consulting firms to three or four cooperative professionals, replacing the one-person office. Often with psychologists, career specialists, financial advisors, or others joining the practice. 

IECA HIRES NEW CONFERENCE MANAGER



IECA welcomes our new conference manager, Rachel Diamond. Rachel is a graduate of the University of Florida. She was a student intern for the Fiesta Bowl and has worked for a number of hotels; most recently at an area Hilton as convention services manager. Rachel's father is a high school guidance counselor, giving her insight into the work of educational placement advisors. She can be reached at 703-591-4850, extension 23, or at rachel@iecaonline.com. You can direct your questions or proposals for sessions in Minneapolis directly to her.

ETHICS CASE STUDY

MARKETING STRATEGIES

Annie West is a careful woman. Clients must sign a contract that contains several pages of small print developed by an attorney.

The goal of the small print is to make clear that Annie does not guarantee admission, promise students their 'first choice,' or indicate that using her services increases the likelihood of admission to competitive colleges.

Annie has a busy practice filled with students from one of the best high schools in the nation. The high school also has a well-respected college counseling staff. What then keeps the steady flow of potential clients to Annie's office? Fear. And not ordinary, run-of-the-mill pervasive anxiety.

Annie does a number of "free" workshops and seminars. She can get as many as 100 families to one of her programs. During the program Annie covers the basics of admission, emphasizing how decisions of who is accepted and who is rejected increasingly seem muddled. "Nothing and nobody is a sure admit anymore," she tells the rapt audience. "Not legacies, not 4.0 GPAs, not class presidents." She then notes that while there are more than 2,000

colleges in America, she bets that 99% of the families in the room will be applying to the same 20 colleges and to drive home the point she names them. "And remember all of your kids are applying to the same colleges with similar grades, similar extra-curricular activities, even similar teacher recommendations owing to the fact that they attend the same school," she concludes. She even bets they all have the same "back up" schools out of the area, and names them too, with gasps sounding and panic setting in.

But not to worry, Annie assures them. She knows the secrets to what colleges are looking for, what will make their child stand out from their neighborhood clones, what will improve the odds. Her services are costly, but don't your kids' futures come first? When she concludes, people are throwing business cards and phone numbers her way. That's why she's such a busy consultant. But of course, Annie is a careful woman and so, everyone will sign the contract before work begins.

Is there anything wrong with Annie's approach to marketing? She makes no guarantees or promises, yet certainly raises anxiety and expectations. Aren't people used to such hype in marketing? Does her approach conform to IECA's Principles of Good Practice? What would you copy? Change? Are there phrases or approaches that you would alter? Or is her approach simply out of line?

RESPONSE TO LAST MONTH'S ETHICS DILEMMA

(December Case Study: Consultant used TalkList to solicit LD advice outside of his specialty)

by Diane Geller, vice president for Ethics and Professional Practices

There are probably very few among us who have not been asked by clients to take on something for which we are not exactly the right fit. Sometimes we can make it work; other times a little soul searching or additional information gathering convinces us we need to refer the case elsewhere.

In the ethics case presented in the December issue of *Insights*, our conscientious but possibly out of his league consultant, got blasted by his peers from all sides. First he asked a question and was told if he had to ask such questions, he should not have taken the case. Then when he provided more information, he was told he wasn't protecting the client's privacy.

There are a number of things Jackson might have considered and done differently. First of all, as he probably knows, anyone can hang out a shingle, but IECA members must meet minimum requirements for practicing overall and within their specialty. No one begrudges him trying to make his practice financially viable by expanding into additional areas. Visiting 12 programs, attending breakouts and NATSAP meetings, and requesting a mentor are certainly commendable and necessary steps to begin the process of becoming qualified, but this is only a beginning. There are IECA requirements for adding a specialty designation, including evidence of a minimum number of clients served and campuses

visited. And, those seeking a designation in LD or therapeutic placements must meet additional standards.

Perhaps he should have calmly and firmly explained to the family that this was not yet his area of expertise, but that he would help them find a consultant to work with who would respect their privacy. He should have contacted his mentor immediately, possibly teaming up to work on the case together, or found a consultant who would let him "sit in" on the case or supervise him as a learning/training experience. Although we do not have requirements for "supervised hours," this would seem to be an appropriate arrangement in a case like this.

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TRAVEL TIPS FROM IECA MEMBERS

Thanks to all participants who sent in their travel tips in response to our contest in the December issue of *Insights*. See box on this page for this month's contest. All of the readers who sent in travel tips will receive an IECA travel kit, complete with travel alarm, eye mask, neck pillow and more.

I save lots of travel prep hours by having a second cosmetics case which is always packed with small sized items if available. If I run down or out of something, I replace it when I get home. It was all easier before the new security rules, but the night before I'm leaving, I'm all packed and a little more rested and less nervous as my trip begins.

—Sue Bigg (IL)

Aside from carrying on luggage, joining the Airline Club and planning ahead, I would suggest that you save shower caps for all sorts or reasons. First, they make great covers for shoes (especially muddy shoes after a day visiting a campus), are wonderful to wrap things in, are great for tooth brushes and any bottles you may have.

—Harriet Gershman (IL)

Bring two empty water bottles through security then fill them on other side. You can bring them on the plane and refill them in any airport. Why spend money for a new water bottle, or wait until boarding the plane?

—Nancy Masland (AZ)

» Try to fly the same airline so you can build up to a frequent flyer elite level. Upgrades and separate security lines are wonderful when you travel a lot.

» Always try to pack using luggage small

enough for carry-on. If you need to change flights at the last minute, you can't if you have already checked your bags. Also it saves a lot of time at baggage claim.

» Women should take a smaller pocketbook that can go inside a larger tote so they can actually carry on the plane a roller bag, a tote, and a pocketbook.

» Pack saline solution for those dry planes and hotels rooms. Nasal passages dry out and make breathing more difficult. Also pack eye drops and sample size hand cream inside your quart size plastic bag.

—Leslie S. Goldberg (MA)

THIS MONTH'S CONTEST:

Send us your favorite tips for a pleasant hotel stay. Winners will receive a cozy IECA blanket!

Send your tips to Sarah@IECAonline.com by February 28, 2008.

» Pack efficiently: include tops and bottoms that can be mixed and matched, and easily cleaned (if necessary by an overnight wash in the sink); accessories that can change an outfit—scarves, simple jewelry, etc.; rain gear that rolls up and can be bagged; comfortable but practical shoes that can go day to night, etc.; clothing that works in unexpected changes of temperature (liners for coats or a sweater that can work both as a top or as a jacket).

» Bring a fold-up satchel or backpack in your suitcase that can be used to carry papers and materials picked up at a conference and can later be brought on the plane or checked as luggage. But if the bag begins to weigh too much, consider sending materials home by UPS rather than transporting them by plane so you are not weighted down.

» Pack a sandwich and healthy snacks like fruit, raisins, nuts, power bar, cheese or peanut butter crackers from home or before leaving your hotel so that you don't have to deal with fast food from the airport or on your flight, especially if your flight is delayed. [*This suggestion came from many members.*]

—Barbara W. LeWinter (VT)

» Keep an additional supply of small zip lock bags with you. You just never know what they'll make you take out. And take some large ones, too.

» Backups: make sure you back up your presentations on CDs and Internet-based e-mail sites, as well as on your hard drive. I've had problems opening them and have needed to use all kinds of creative methods to solve problems. Create redundancy in order to increase your chances during last-minute problem solving.

» My carry-on is a small rolling bag that fits overhead and doubles as a filing system. I have important files, my personal items, cords, laptop, rolled up clean shirt, camera, book, passport, travel itinerary, headphones, and iPod in it. Multiple compartments are a must to stay organized and find things. It's my survival kit. Keep this kit ready to go at all times.

» I always bring along my favorite IECA bag (extra prize for you!!) with a zipper and loop it on top of the carry-on. I can fit my purse inside it along with a pashmina shawl and/or sweater. It allows me to carry just a bit more on board. And I've had people all over the place stop to ask me about IECA when they see my bag and just want to make conversation while waiting!

—Becky Grappo (Oman, UAE)

It is a little known fact that the federal government REQUIRES airlines to keep a record of their on-time performance for each of their regularly scheduled flights. Airlines can actually receive a \$10,000 fine if they do not. Any traveler may inquire of their reservation agent the on-time performance of the flight they are booking, and the reservation agent must have access to the information when asked.

—Erin Avery (NJ)

One thing that I have begun to do to make travel easier, even though it takes a lot of willpower, is to try to take the first flight out of a city. There is usually a better chance that the flight will take off on time and you will get to your destination sleepy, but happy.

—Marilyn G. S. Emerson (NY)

When packing my suitcase, I leave room for my coat or jacket. I pack it in there just before checking so I do not have to lug it around with the rest of my carry-on bags.

—Suzanne D. Miller (NY)

As of January 1, 2008, there is a new air travel restriction which states that you are no longer permitted to pack loose lithium batteries in your checked baggage. In order to side-step the inconvenience of this restriction, you are allowed to bring spare lithium batteries with you in your carry-on baggage. Additionally, you may pack your electronic devices in your checked baggage and carry-on baggage with the batteries already installed.

—Karyn Holtzman (CA)

Ethic Dilemmas, from page 7

The TalkList issue is another matter. Many of us have difficulty knowing what is too much or too little to post. Responding with additional details to those who contacted him seems to have made sense. His response in the face of attacks is understandable as he seemed to be in a lose-lose situation. Some would say that is what you get when you take a case outside your specialty; others would say that if you can't ask for help on the TalkList, where can you ask? Blistering attacks for not protecting a client's privacy seem unfair—our TalkList is confidential and what appears on the TalkList should stay on the TalkList.

Similar situations have not gone unnoticed by our Board or Ethics Committee. In the coming months, we will be looking at the purpose of our TalkList and how members use it. We will be exploring how best to educate people about specialty designation requirements. We will remind members what constitutes a good TalkList posting. We will continue to offer workshops and educational opportunities for members who wish to increase their knowledge and expand their areas of expertise.

And, for the moment, we will continue to deal with the catch-22 that occurs when we tell our consultants that they must have some experience and a minimum number of clients before receiving a specialty designation, but then we shut them down when they try to learn from the TalkList, telling them they are “practicing without a license.” We are seeking solutions to this conundrum. Involving mentors and asking someone to supervise you are one way to deal with learning new skills. Kind replies, constructive offers to help someone else learn are another possibility. Sketchy posting and queries have not been limited to “newbies.” Even experienced consultants don't know everything. A good consultant is someone who knows what s/he knows and doesn't know. And good consultants should know when they are practicing beyond their area of expertise. And finally, they should know where to go for guidance if they find themselves getting in over their heads. We encourage our students to be self-aware and to do their research. And to ask for help when they need it. All good advice—we should follow it! 🙌

INITIATIVES

Sue Bigg (IL) has been named a member of the Boarding Schools Committee of the Daniel Murphy Scholarship Foundation.

Associate member **Carol Mulligan** (NJ) recently earned her Certificate in College Counseling from the UCLA Extension.

Associate member **Betsy Woolf** (NY) is a contributor to the recent Hundreds of Heads book, *How to Survive Getting into College*.

Steve Goodman (DC) and Andrea Leiman, family psychologist, published *College Admissions Together--It Takes A Family* (2007).

INTRODUCTIONS



Erin Ryan Avery (NJ) founded Avery Educational Resources in 2003 where she facilitates the college and boarding school search and application process. Erin

previously taught religion at a Benedictine boarding school for girls in Colorado, where she coached tennis and conducted an *a cappella* singing group. She also served as chaplain at Wasatch Academy, a Presbyterian boarding school in Utah, teaching students from Mormon, Native American, Christian, Muslim, and Jewish faith backgrounds.

Erin graduated from Boston College with a B.A. in theology, holds a master of studies degree in women's studies from Oxford University, and a master's of arts in religion from Yale University Divinity School. She attended IECA's 2007 Summer Training Institute.

Erin is married and has two children, Quin and Virginia, and is expecting her third child in April. She was named "Nine Hole Golfer of the Year" for 2007 by Navesink Country Club, in Middletown, NJ.

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Lisa Bleich (NJ) is president of College Bound. She was an associate member for the past year. Lisa has worked as an educational consultant since

2004. She previously worked as a visiting assistant professor at Whittier College, directed the college's business internship program, and has fifteen years of marketing experience.

Lisa leads seminars in the Northeast on the college application and selection process. She serves on the alumni council for Brandeis University and interviews prospective freshmen for fit with the university. Lisa has also served on the boards of the Harvard Business School alumni association and the Jewish Federation of San Gabriel and Pomona Valleys. She is co-chair of the School Nutritional Awareness Council (SNAC) in Westfield, NJ, a grass-root's effort to educate families and K-12 students on healthy food choices.

Lisa holds a B.A. in European cultural studies and French from Brandeis University and an MBA from the Harvard Business School.

She is an avid reader and enjoys yoga, tennis, and Pilates. Lisa is married and has three daughters ages 8, 11, and 13.

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Heather A. Johnson (MA) has been an educational consultant since 2006. She is also an academic testing coordinator, and college counselor/ financial aid advisor

at The Williston Northampton School, where she coordinates SAT and ACT testing on campus, applies for accommodations for students, and orchestrates AP testing. She previously taught religion, worked in admissions at several college prep schools, and has taught college workshops.

Heather attended IECA's Summer Training Institute in 2006.

She earned an M.Ed. in educational administration from the University of Massachusetts, Amherst, and a B.A. in religion from Carleton College.

Heather is married and has two children. She has completed 15 marathons and three triathlons, and enjoys coaching, languages, and singing.

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NEW TRANSPORT ASSOCIATION ESTABLISHED

Several transport service companies have recently formed their own association, The Association of Mediation And Transport Services (AMATS). This new group is committed to developing ethical standards and professional guidelines for those who transport adolescents to therapeutic programs. For more information, contact Jeff Johnson at 435-491-0398; or jjohnson52@mac.com.



Specialities: S,C

Shelley Levine (MD)

works with IECA member Shirley Levin at College Bound. She has worked as an educational consultant since 2004.

Shelley has over 20 years of experience in test preparation (ACT/SAT) and is founder of MATHWORKS, a test prep company.

She attended IECA's 2005 Summer Training Institute. Shelley has written for *Washington Jewish Week* and was featured in the *Potomac Gazette*. She has presented workshops at the Jewish Community Center of Greater Washington, at college fairs, and local high schools and civic associations. She is a member of CACAC.

Shelley earned a B.S. and M.S. in secondary education from the University of Maryland, College Park, and completed the certificate program in college counseling from UCLA Extension.

She is married and has two children. Her hobbies include reading, exercising, traveling and knitting.

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Speciality: C

IN THE NEWS

Teri Solochek (CA) was interviewed on the Dennis Prager radio show, aired nationally, on January 14, 2008. The show focused on the benefits of wilderness therapy programs and the importance of using educational consultants to find an appropriate program.

Associate member **Betsy Woolf** (NY) was quoted in the *New York Times* Education Life section, in the article, V.I.P., about high school guidance counselors on January 6, 2008. IECA's executive director, **Mark Sklarow**, was also featured in the article.

Marilyn Emerson (NY) and associate member **Melinda Kopp** (CO) were quoted in the *U.S. News & World Report* article, *The Perils and Perks of Helicopter Parents* on December 18; Marilyn and **Judi Robinovitz** (FL) are contributors to *America's Best Colleges for B Students* by Tamra Orr.

Pauline Reiter (WA), **Kiersten Murphy** (WA), associate member **Lisa Buchwalter** (WA), and the IECA Web site were featured in the *Seattle Post-Intelligencer* article, *More Students Turn To Consultants For Help Applying To College* on November 22, 2007.

Susan Hanflik (RI), **Barbara LeWinter** (VT), Marilyn Emerson (NY), **Steve Goodman** (DC), and **Peter Adams** (MA) were featured in a *Hartford Courant* article, *When College Turns Gloomy* on January 8, 2008.

Janet Rosier (CT) was quoted in the *FastWeb* article, *Reaching and Playing It Safe: Choosing Colleges* on November 27, 2007; in the *Dow Jones MarketWatch* article, *College-Go-Round* on October

17 with **Katherine Cohen** (NY) and Steve Goodman (DC); and in the *Price of Admission: Consultants Guide College Application Process in the New Haven Register* with **Susan Wexler** (CT) and Mark Sklarow on December 9, 2007.

Associate member **Thomas "Chip" Law** (SC) was interviewed on Fox News on October 13, 2007. Chip appeared opposite Gregory Kutz, from the GAO, who had compiled a report about boot camps. Chip explained the importance for families to use educational consultants and that the programs Mr. Kutz was referring to did not represent programs that IECA consultants visit and use.

The IECA's "Principles of Good Practice" warn against offering too much help: "Members shall not write application essays or any portion of an essay for students."

—Princeton Alumni Weekly
December 12, 2007

James Heryer (MO) was featured in the article, *News and Notes About College*, January 12, 2008 in *The Kansas City Star*.

Susan Trueblood (AZ), **Miriam Bodin** (CA), and associate member **Donna Wittwer** (AZ) were featured in the *Arizona Central* article, *Consultants Help to Steer Academic Futures* on December 17, 2007.

Several IECA members were listed as "experts" on New York City colleges in the *New York Resident* magazine, on December 3, including **Lucia Tyler** (NY), **Jane Kolber** (NY), **Bari Norman** (FL & NY), and **Marilyn Emerson** (NY).

Katherine Cohen (NY) was interviewed on Chicago's ABC affiliate station on December 7, 2007, about tips for applying to college.



INSIGHTS February/March 2008

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The Newsletter of the Independent Educational Consultants Association

Inside This Issue:

- Minneapolis Conference News
 - Sampling of Educational Sessions
 - Pre-Conference Program
 - New! Online Registration
- IECA's New Conference Manager
- Travel Tips Contest Winners
- The Transformation of College Consulting

Inside the Member-to-Member Section:

- Meet IECA's New Slate of Directors
- More Member Benefits:
 - Pre- and Post-Conference Tours
 - Amtrak discount tickets
 - Hundreds of Heads
 - Wintergreen Orchard House
- Expanded Advertising Section Featuring Colleges, Programs, and Schools

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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.

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