



EDUCATIONAL CONSULTING
PRACTICES AND PRINCIPLES:

THE 2010 IECA SUMMER TRAINING INSTITUTE

This popular, hands-on, intensive four-day training program is designed for those seeking to establish a private practice in educational consulting, or those already in the field looking to strengthen their skills, grow their practice, and gain new insights by networking with leaders in the profession.

A TRAINING INSTITUTE OFFERED BY THE INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

**Tuesday, July 27 to Saturday, July 31, 2010
at Swarthmore College in Suburban Philadelphia**

SUMMER TRAINING INSTITUTE

This four-day summer Institute is designed for newer educational consultants who want to learn more about: managing and promoting a business, working effectively with students and families, building a knowledge of the wide range of options available to students, and establishing a professional, competent, and ethical practice.

INTERACTIVE DISCUSSIONS

The Institute is designed so each day provides a mixture of large group instruction and small group dialogue and labs among those with similar interests. In addition, experts will respond to questions raised within seminars and that arise in the give-and-take of discussion during relaxation and networking time. The overall size of the Institute is limited to maximize interaction among participants and between attendees and faculty. Past attendees often remark that this interaction is invaluable for gaining firsthand knowledge of the profession.

EXPOSURE TO ALL SPECIALTIES

Educational Consultants assist families with educational decision-making on many levels. Some consultants work with families in one particular area: college admissions or boarding schools, for example. However, experience teaches us that the vast majority of consultants, regardless of how they start out, eventually work in multiple areas. Some consultants may develop an expertise in learning disabilities to support their college practice, while others working in secondary-level placements expand their practice to include behavioral or wilderness programs for troubled teens. The Institute offers participants introductions to ALL areas of consulting and affords attendees the opportunity to understand student needs outside of their initial expertise. Scheduled small group discussions and opportunities to choose elective sessions allow participants additional time with those exploring similar practices, led by someone already working in the field.

“By far, this was the most inspiring professional enrichment experience I have ever attended! Tremendous thanks for sharing your valuable time, eloquent wisdom, and outstanding expertise with us all. I eagerly look forward to putting your advice to work in my practice as an educational consultant, and hope to have the honor of eventual affiliation with IECA.”

—Recent Attendee

SUMMER TRAINING INSTITUTE BENEFITS

- Insight into the admission office, guidelines for effective evaluative visits of campuses, and other resources useful in meeting the needs of students with a variety of interests, abilities, backgrounds, and social and educational needs.
- Office procedures for creating and managing an efficient and successful small business; strategies for marketing, liability issues, and business planning.
- Sample forms, documents and related materials which may be adapted for your practice.
- Contact with other educational consultants and school, college, and program administrators.
- Information on professional memberships and certification.
- Up to 27 Continuing Education Unit contact hours, at no additional cost.

“This institute has been amazing and life-changing. I now have the tools I need to move forward effectively and positively.”

—2009 Attendee

TOP-NOTCH FACULTY

Session leaders have been carefully picked from among the nation's most experienced and successful educational consultants. Each faculty member specializes in the topics they are scheduled to present, and most have served on past faculties. Other presenters and panelists will be drawn from national educational organizations, from school and college admission offices, and from IECA's own executive office.

The Institute Notebook has been developed as a result of the faculty's many years of experience with students and families. The material is meant to coordinate with the seminars and visual presentations throughout the Institute. In addition, many sample documents can be modified for use in participants' practices.

APPLICATIONS

Please be sure to complete parts 1 through 3 as listed on the application, including a resume or brief description of your experience or training in counseling, admissions or education. If you do not have experience or training in any of these areas, we ask that you tell us about your interest in the profession of educational consulting and include your educational background and work experience.

The cost of the Institute is \$1,375 (\$1,200 if you are an IECA Professional or Associate member in good standing by June 1, 2010), and includes housing, meals (with the exception of dinner on your free night), and all materials. A \$250 deposit must accompany your application. Once the application is approved, this fee is nonrefundable. If the application is not approved, the \$250 deposit will be refunded immediately. Applications received after June 15 must include full payment.



SAMPLE SCHEDULE

(This is a tentative schedule; the actual schedule will vary.)

TUESDAY

11:30 a.m. – 2:15 p.m.	Arrivals & check-in
2:30 – 4:30 p.m.	Welcome & Opening Session
4:30 – 5:15 p.m.	Trends in the Profession
5:30 – 6:30 p.m.	Dinner (meal plan begins)
7:00 – 8:00 p.m.	Relaxation/Networking

WEDNESDAY

7:15 – 8:00 a.m.	Breakfast
8:15 – 10:15 a.m.	Electives: College, School, or Therapeutic Consulting
10:40 – 11:25 a.m.	Mentoring Groups
11:30 a.m. - 12:15 p.m.	Mini-Courses: Session A
12:15 – 1:15 p.m.	Lunch
1:45 – 3:00 p.m.	Embracing Your Inner Entrepreneur
3:15 – 5:15 p.m.	Elective Sessions: Topics in Consulting
5:30 – 6:30 p.m.	Dinner
7:00 – 8:00 p.m.	Relaxation/Networking

THURSDAY

7:15 – 8:00 a.m.	Breakfast
8:15 – 10:15 a.m.	Marketing: Profile, Promotion, & Pricing
10:40 – 11:25 a.m.	Marketing Labs
11:30 a.m. - 12:15 p.m.	Mini-Courses: Session B
12:15 – 1:15 p.m.	Lunch
1:45 – 2:45 p.m.	Elective Sessions: Topics in Consulting
3:15 – 5:15 p.m.	Professional & Legal Liability
5:15 - 5:45 p.m.	Faculty Q & A
6:00 p.m.	Free Night (dinner not provided)

FRIDAY

7:30 – 8:15 a.m.	Breakfast
8:30 – 9:35 a.m.	Professional Practices
10:00 – 11:00 a.m.	Ethics Labs
11:15 a.m. – 12:15 p.m.	Evaluating Schools, Colleges, and Programs
12:15 – 1:15 p.m.	Lunch
1:45 – 4:45 p.m.	Creating Your Personal Business Plan
4:45 – 5:15 p.m.	Faculty Panel
5:30 – 8:00 p.m.	Closing Session & Dinner

SATURDAY

Breakfast & departure



THE INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

The Independent Educational Consultants Association, founded in 1976, is a nonprofit, international association of professional, experienced independent educational consultants. From its headquarters just outside of Washington, DC, IECA publishes a print and online directory of professional consultants, provides materials to its members, promotes the profession to the general public and works to educate families about the school and college selection process. The Association holds two national conferences annually that attract more than 1,100 attendees, conducts training programs throughout the year, and sponsors tours of college campuses specifically for independent consultants.

IECA members are pledged to maintain the highest ethical standards in working with students and families. When a family chooses an educational consultant who is a member of IECA, they are assured that the consultant is experienced, competently trained, and committed to honest and ethical practices.

Learn from nationally recognized independent consultants, gather information on school and college admission practices, and discover how to build a successful consulting practice at IECA's unique Summer Training Institute.



INDEPENDENT
EDUCATIONAL
CONSULTANTS
ASSOCIATION

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Excellence in Educational Planning



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Tuesday, July 27 to Saturday, July 31, 2010
Swarthmore College in Suburban Philadelphia

2010 LOCATION AND HOUSING

Participants will be housed single occupancy in air-conditioned residence hall, and meals will be provided in the campus dining hall. While we strongly encourage all participants to stay on campus to experience the informal networking and camaraderie of campus life, those who do not need campus housing may deduct a total of \$125 from their registration fee. Local hotel information will be included with confirmation letters so that you may make your own arrangements if you choose. (Local hotel rates are approximately \$120/night.)

TRAVEL

You should not book your travel until you receive an acceptance/confirmation letter from us. That letter will include additional information on airport recommendations and travel to campus.

REGISTRATION FEE INCLUDES

The fee includes daily meals, receptions, notebook and all other instructional materials, classroom instruction, and single room accommodations for four nights. Meals will be provided from dinner on Tuesday, through breakfast on Saturday, with the exception of dinner on Thursday as that is your free night.

ARRIVAL & DEPARTURE INFORMATION

Participants will need to arrive on campus for registration between 11:00 a.m. and 1:30 p.m. on Tuesday. The opening session will begin at 2:30 p.m. Parking is available for those who drive. All attendees are expected to be present through the conclusion of the Institute at 8:00 p.m. on Friday, and breakfast is provided on Saturday. Please plan your itinerary to ensure sufficient time to get to the airport and to your gate during the busy summer travel season.

WHAT TO BRING & WEAR

Dress for the Institute is casual (jeans, shorts, etc.). A complete list of items to bring will be included in your acceptance/confirmation packet.

Cancellation & Refund Policy

Requests for refunds must be submitted in writing to IECA. Fees will be refunded according to this cancellation schedule:

More than 75 days before start of Institute:

Full refund minus \$75 cancellation fee.

45 - 75 days notice:

Refund is 50% of total fee (\$600 to \$675).
No refund for partially paid accounts.

Less than 45 days notice:

No refund. Documented emergencies considered on a case-by-case basis.

2010 INSTITUTE APPLICATION

Space is limited. Registrations will be accepted from qualified applicants in the order in which they are received. Priority will be given to those with some experience or training in counseling, admissions or education, and to IECA Professional, Associate, and Student members. Your application will be considered complete when both this form and the deposit are received. Please keep a copy of this page (and the information on the reverse side) for your records. Those accepted for participation will receive confirmation within 30 days of application. Some applicants may be placed on a wait list. Applicants not accepted will receive a full refund of their deposit.

Complete **all three parts** of this application and mail it to:
 IECA Summer Training Institute
 3251 Old Lee Highway, Suite 510
 Fairfax, Virginia 22030-1504

PART 1: EDUCATION AND EXPERIENCE *(Current IECA Members can skip this section)*

Please attach a resume or brief description of your experience or training in counseling, admissions or education. If you do not have experience or training in any of these areas, please tell us about your interest in the profession of educational consulting.

PART 2: CONTACT INFORMATION *(Contact information will be published in participant directory)*

First Name _____ Last Name _____
 Gender: Male ___ Female ___ Nickname *(for name badge)* _____
 Mailing Address _____
 City _____ State _____ Zip _____
 E-Mail _____ Telephone _____ Fax _____
 Current Employer/Company Name (if applicable): _____

In what area(s) of consulting do you (expect to) work?

College: ___ Learning disabilities: ___ Emotional/behavioral/special needs: ___ Boarding school: ___
 Other: _____

As a new or prospective educational consultant, what is your current status?

I am seeing clients: ___ I have opened/joined a practice, but am not seeing clients yet: ___
 I have not opened/joined a practice yet: ___ Other: _____

If you require any special assistance (physical impairment, mobility, dietary requirements), please attach a description.

PART 3: FEES *(Applications received after June 15 must include full payment)*

___ IECA Professional & Associate Member Consultants *(Must be a Professional or Associate member in good standing by June 1, 2010 to qualify for this discounted rate): \$1,200*
 ___ Non-Members and new IECA Members *(applications approved after June 1, 2010): \$1,375*
 ___ Not staying on campus: Deduct \$125 from final payment
 Enclosed: ___ Full payment OR ___ \$250 deposit (You will receive an invoice for the remaining balance.)
 Payment: ___ A check for \$_____ is enclosed OR ___ Please charge \$_____ to my ___ Visa ___ MasterCard ___ Am Ex
 Card #: _____ Expiration date _____
 Name on card: _____ Zip code of card's billing address _____
 Signature _____ Security code on card _____

Cancellation Policy: Please read policy on reverse.