



## CONFERENCE INSIGHTS

### DAILY EVENTS TO BRING HOLLYWOOD SPARKLE TO 2007 FALL CONFERENCE

There are some conferences, we all know, where it's impossible to tell where you are: the conference begins and ends inside a generic-looking hotel with a generic-looking program and all too generic speakers who drone on while you eat the same generic roasted chicken.

The 2007 Fall Conference promises to be different, as our Hollywood location will become an integral part of the conference. The Renaissance Hollywood Hotel is a magnificent, modern structure referred to by *Architectural Digest* as 'ultra stylish,' a 'dazzling landmark hotel masterfully capturing the legendary glamour and excitement of Hollywood.' The hotel offers tremendous views of the Hollywood Hills, including the legendary Hollywood sign.

Situated at the corner of Hollywood and Highland, the hotel is a few steps away from Graumann's Chinese Theater with its collection of hand and foot imprints in cement, Mel's Drive-In, the Hollywood Walk of Fame, the Hollywood Museum in the Max Factor Building, and El Capitan Theatre—a movie theater where premieres occur weekly. A number of TV programs are filmed in the area, including *Jimmy Kimmel Live* that is filmed directly across the street. An exciting retail and restaurant complex, as well as the Kodak Theater (site of the Academy Awards and *American Idol* finals) is attached to the hotel.

### SPECIAL GUEST STAR: HENRY WINKLER



Actor, director, and producer Henry Winkler, best known for his role as "Fonzie" on the hit TV show *Happy Days* will deliver a special

address at the fall conference. In recent years, Winkler has become an advocate for those with learning disabilities and he has recalled his own struggles with dyslexia in a series of children's books he's co-authored about a fourth grader dealing with the impairment. Watch for your conference registration packet in September and the IECA Web site for details.

IECA is working with producers of television shows to secure tickets during non-conference times for those who would like to attend a filming of a comedy, talk show or game show.

On Wednesday evening IECA members, as well as college and traditional day/boarding and LD schools representatives, are invited to a reception at the

*continued on page 4*

## CALENDAR OF UPCOMING EVENTS

**August 16** Spring '08 Conference Planning Meeting, Minneapolis, MN

**August 16 – 18** IECA Executive Committee Meets, Minneapolis

**September 3** Labor Day, office closed

**September 24 – 26** IECA Texas College Tours

**September 26** IECA/NACAC Workshop: Transitioning to Private Practice, Austin, TX

**September 27** Annual IECA/ College Admission Officer Luncheon, Austin, TX

**November 5 – 7** IECA Los Angeles – Area College Tours

**November 7** IECA Pre-Conference Naviance Training, Hollywood, CA

**November 7 – 10** IECA National Conference, Hollywood, CA

**November 7 – 8:** School & College Focus

**November 9 – 10:** Therapeutic Focus

**November 8** IECA Foundation Theater Gala

**November 22 – 23** Thanksgiving, office closed

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## PRESIDENT'S LETTER

# SUMMERTIME NEWS

For those of us who are accustomed to the rhythm of an academic year, the summer can be a time of renewal, a chance to travel or plan for the next year, and for taking some time off to relax with family and friends. For consultants and the IECA office, it is a busy time. We hold two Summer Training Institutes, renew IECA professional memberships, and plan and prepare for our fall conference in Hollywood with our new conference format.

By the time you read this, our professional members will have renewed their membership in IECA. While this practice occurs every year, this year is different. Even though we have always signed a pledge to uphold the ethical guidelines of our Principles of Good Practice as part of the renewal process, this year marks the first time signing our revised and updated document. I have written here before about this updated document and many articles have been featured about these new guidelines in *Insights*. We have been working hard to inform and educate not only consultants but also schools, colleges, and programs of our changes. The signed pledge

to adhere to these principles represents one of the most important aspects of IECA membership. The clarity of the guidelines in this document will benefit all constituencies—students, families, consultants, colleges, schools, and programs.

The membership committee recently voted in seven new professional members, and they too will be signing this document. The attendees of our two Summer Training Institutes will have these principles emphasized as they each acquire the tools to launch their practices. We all have a responsibility to assist in the education of new associates and new professional members as to what it means to be an IECA consultant, and how one comports oneself in the most ethical manner. As the ranks of IECA continue to grow with both professional and associate members, the issues of ethics begin to take on an even greater importance for us all.

As IECA enters into its fourth decade, some of our distinguished members are retiring. Recently Ann Carol Price, Sally Ten Eyck and



Carol Loewith announced their retirements. They will become emeritus members of IECA. Each has served IECA both officially and unofficially. They have served on committees, presented at both IECA and other professional association conferences, and given generously of their time and expertise. IECA has been most fortunate to have had these individuals as members since they have contributed so much to the association. I want to thank them on behalf of us all, and wish them well in their retirements.

This issue of *Insights* features more about our new conference schedule. After much discussion and planning, we are excited to implement this new conference format. We believe everyone will benefit from this. As with any new endeavor there will be challenges, but we are confident this will be a great conference that will accommodate

attendees' needs, and maximize their time for learning and networking. Hollywood will be an exciting location for the conference, and when the conference registration materials arrive in September and you see what we have planned, I believe you will want to attend.

I recently attended the IECA Foundation Trustees

## IECA<sup>+</sup> INSIGHTS

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### IN FOCUS

## IECA'S MEMBERSHIP: GROWTH OVER THE LAST 35 YEARS

(Includes Professional, Associate,  
and Student Members)



# PLANNING YOUR CONFERENCE TRAVEL AND HOTEL STAY

With the change to IECA's conference format, you may be wondering about booking travel and hotel accommodations for Los Angeles. **To prevent overbooking your hotel with the possibility of being charged for cancelled nights, FIRST make travel plans and then book your hotel based on actual arrival and departure. Only conference registrants may book rooms in the IECA room block.**

One of the motivations for the schedule change was a request from schools to maximize their time at the conference and reduce their time out of the office. With a little planning, attendees can do both—reduce their hotel costs and increase their face time with consultants and colleagues.

## **Colleges, Post-Secondary & Gap Year Programs, Travel Programs, Traditional Day & Boarding Schools, including those with an LD focus:**

Your conference program runs from 12:00 noon Wednesday through 4:00 p.m. Thursday

(Thursday evening is the optional IECA Foundation Theater Gala)

The school & college fair will be held over breakfast on Thursday, November 8

Arrive: late Tuesday/early Wednesday, depending on flight availability

Depart: late evening flight Thursday or anytime Friday.

## **Vendors**

Vendor set up begins 9:00 a.m.

Wednesday; tear-down concludes 6:00 p.m. Friday.

## **Therapeutic and Behavioral Schools & Programs, including post-secondary therapeutic, wilderness, RTC, emotional growth schools and related services:**

Your conference program runs from 12:00 noon Friday through 4:30 p.m. Saturday

(Thursday evening is the optional IECA Foundation Theater Gala)

The Information Swap will be held over lunch on Saturday, November 10

Arrive: Thursday, if attending Foundation Gala or early Friday

Depart: late evening flight Saturday or anytime Sunday.

## **IECA Member Educational Consultants: Serving ALL Specialty Areas:**

Your conference program runs from 12:00 noon Wednesday to 4:30 p.m. Saturday

Members-only program runs from Thursday afternoon to Friday afternoon

Those **NOT Working in therapeutic** placement **conclude Friday** 6:00 p.m.

Those **ONLY Working in therapeutic** placements **begin Thursday** 12:00 noon

Arrive Sunday in Dallas if participating in pre-conference college tours

Arrive Tuesday to participate in pre-conference workshops or due to flight availability, otherwise arrive early Wednesday

Arrive late Wednesday or early Thursday if you do only therapeutic placements

Depart late evening Friday or anytime Saturday if you do no therapeutic work

Otherwise depart late Saturday evening or anytime Sunday.

**Travel:** Preferred Airline: United Airlines

Reservations: 800-521-4041, 7 days a week, 8:00 a.m. - 8:00 p.m. EST. To receive a 10% discount off the lowest applicable fares, book online at [www.united.com](http://www.united.com), enter your origin and destination, travel dates and IECA's promotion code number 577LG (code is case sensitive so use capital letters); then available flights will be displayed. There are no fees for booking online when you use the special promotion code.

## **Hotel**

### **Conference Host Property: The Hollywood Renaissance Hotel**

Hollywood & Highland

323-856-1200 or 800-228-9290

IECA Group Rate: \$185 single/double (code: IECA)

Current rate for those not registered for conference: \$339.

Rate valid until 10/22/07, if rooms are available.

### **Alternate Hotel: Holiday Inn Hollywood Walk of Fame**

2005 N. Highland Ave. (2 blocks from Renaissance)

323-762-1045

IECA Group Rate: \$139 single/double (code: IEC)

Current rate for those not registered for conference: \$229.

Rate valid until 10/5/07, if rooms are available.

If you have booked additional nights that you will not need, be sure to cancel those additional hotel nights as *quickly as possible* (after travel plans are made) to avoid being charged for unnecessary nights and to make those rooms available for other conference participants.

# IECA & NAIS ANNOUNCE NEW COLLABORATION

IECA and The National Association of Independent Schools (NAIS) are pleased to announce a joint project to serve the needs of parents wanting to gain a better understanding of independent school options. IECA has created a network of consultants available for one-time, brief consulting to be featured on NAIS's new parents' portal section of their Web site.

After almost a year and a half of work, IECA's Schools Committee has developed a training manual, and during the next six weeks will launch the parent portal and the first consulting sessions will begin by late summer or early fall.

"As it is impossible to have an in-depth, student-specific conversation without seeing information about each student and having a more comprehensive interview with the family, we have worked hard to make sure that each parent that IECA member consultants meet with through this initiative understands what to expect and what not to expect," said Christine Chapman (MA),

chair of IECA's Schools Committee. Each consulting session will last up to 40 minutes and will provide families with a better understanding of private schools and how to explore a student's strengths and weaknesses, a landscape of the admissions process, and general advice and resources on how to investigate the best possible options in private schools. A student's individual records will not be reviewed. IECA envisions this initiative as a first step in beginning a relationship with NAIS, and we are excited to be embarking on this project.

After the three month experimental period, IECA's Schools Committee and staff representatives will meet with NAIS for an evaluation. If this experiment proves successful, it will be opened up to the membership of school-focused consultants and a formal training will be required of each consultant who is interested in being a part of the collaborative project in the future.

*Conference Daily Events, continued from page 1*

Hollywood Museum. The museum features thousands of costumes, mementos, props, and more representing stars and films from Hollywood's heyday to the present. Among the sites: the Hannibal Lecter cellblock set from *Silence of the Lambs*. A little chianti, anyone? The museum is rarely open to non-Hollywood groups for private parties, so this will be an exceptional evening. The cost is included in the conference registration for the above-mentioned groups only.

On Friday evening consultants and those representing the therapeutic community will attend a spectacular red carpet premiere featuring several Hollywood "stars." The event will be catered by one of Hollywood's best-known celebrity chefs, Wolfgang Puck. The cost is included in the conference registration for IECA members and therapeutic programs.

Information from the IECA Foundation will soon be available detailing a gala fundraising event on Thursday evening that will include a reception at the world famous Pantages Theater, orchestra seats for a performance of *Wicked*, and the opportunity to meet the stars following the show. Watch for registration information from the IECA Foundation.

Finally, special touches throughout the conference will leave no doubt that attendees have arrived in Hollywood for a once-in-a-lifetime conference. 🌟

## WENDY MOGEL AND DENISE POPE TO SPEAK AT IECA'S HOLLYWOOD CONFERENCE



**Dr. Wendy Mogel** is a nationally known clinical psychologist and parent educator. She is the author of *The New York Times* best-selling parenting book, *The Blessing of a Skinned Knee*. Dr. Mogel will speak at

Friday's General Session. A graduate of Middlebury College, Dr. Mogel is the co-founder of the Los Angeles Association of Independent School Counselors and serves on the boards of the Center for Early Education and the Counsel for Spiritual and Ethical Education, a century old interfaith organization serving private schools.



**Dr. Denise Pope, PhD**, has been a lecturer at the Stanford University School of Education for the past seven years, and is the author of *Doing School: How We Are Creating a Generation of Stressed-Out, Materialistic, and*

*Miseducated Students*, which earned the Notable Book in Education by the *American School Board Journal* in 2001. Dr. Pope will speak at Wednesday's General Session. She directs the SOS: Stressed-Out Students project, a research-based intervention to address the causes and consequences of stress associated with academic achievement.

# SOCIAL TONE: MANAGING THE “TOUCHY FEELY” FACTORS IN COLLEGE SELECTION

by IECA Associate Member Jill Bernaciak (OH)



The social tone, or campus culture, can make or break a student's happiness and success in college. It's also one of the most difficult campus qualities to understand.

Campus diversity, religious affiliation, degree of liberalism/conservatism, and style of the learning environment “jell” together to create the unique campus experience.

A student must feel comfortable in the environment in order to engage and receive the learning. A bad reaction to campus life could result in detachment, boredom, or a feeling of isolation.

Educational consultants can provide value-added service by making a client aware of the benefits and challenges of different cultural styles on campus, and by helping to define fit on this basis. Some baseline data are available, but specific examples of the schools' philosophy in practice, and whether it impacts all students, are very enlightening.

Over two-thirds (70%) of the students surveyed in the 2006-07 Post-Secondary Planning survey from the National Research Center for College & University Relations (NRCCUR) prefer a “moderate social environment” on campus, 10% prefer a conservative environment, and 20% prefer a

liberal environment. More than 42% of students prefer a denominational, religious-affiliated college.

There are no independent statistics that classify all colleges by whether they are liberal, conservative or “moderate.” Young American's Foundation identified its Top Ten

Conservative Colleges through a review of stated missions and identification of programs that emphasize principles of smaller government, strong national defense, free enterprise, traditional values, and an emphasis on Western civilization studies.

Generally, the larger the campus the less likely it is that extreme liberalism or conservatism will dominate the environment. On the other hand, minority groups can cling together at larger schools, making it harder to experience this kind of diversity, unless it is “institutionalized” in the classroom and student housing environments.

In the classroom, the extent of student/faculty collaboration, and the level of student competitiveness, reflect the campus culture and are palpable. “Collaborative learning” is a result of the social experience of working together to solve a problem, complete a task, or create a product. An indication of a college's level of commitment to collaborative learning is the number of “interdisciplinary courses” offered. These courses allow students to enter and leave

with very different technical skills, but to learn while developing collaboration skills. Teachers from different departments also often collaborate in creating the coursework.

The best time to dig deep into a college's culture is after the client has determined that the college meets the student's academic, financial, and practical needs, and has visited once. When your client has put together a final list of eight to ten colleges that meet all of the student's basic criteria, it's time to further evaluate the student's chance for success at them:

1. Read about the college's mission statement and strategic plan, and look at the president's message on the Web site. Ask to see the most recent student satisfaction survey, which should be on file in the president's office or posted on the Web site.
2. Encourage your client to ask college representatives about the social tone, campus culture (or campus climate), and to provide examples of how they personally experience it. Don't assume that a college affiliated with a religious institution will be evident in daily campus life.
3. After the client has been accepted, but before the financial aid offer is accepted, encourage a second visit to take advantage of overnight stay programs that may be offered. Barring that, the client should pay attention to verbiage used in event posters, student newspapers, and presentations, and ask random students on campus for their opinion about the campus climate.

It may be possible to visit or call the residence halls, and ask the same questions that were asked of official representatives. Barring that, published student-written guides and online forums about campus life can be consulted for objective feedback on specific colleges.

*continued on page 9*

## REAL LIFE CASE STUDY

### The Traveler

"Mary Jones" is a consultant with a good size practice and is known among her peers for being thorough—she seems to always be on the road. In fact, Mary hates to get closed out of a group tour. As soon as a tour is announced she sends an immediate reply to 'sign her up.' When the tour gets closer, based on her caseload and other obligations, she'll make her 'real' decision and either confirm her participation or graciously bow out. Only once or twice has she neglected to cancel but there were a few other times where she did not cancel until the last minute. She feels she is always appropriately apologetic.

Mary figures that time away from the office is a significant hardship, and so she does ask schools or programs (if they offer to fly her out) to put her on her preferred airline. She knows this may cost the schools a few bucks more, but it gives her an airport lounge to work in and those earned miles can help with future tours, since some do not cover airfare. It's a sensible business decision, she says. Mary also insists on flying direct if at all possible—getting stuck in Cincinnati is not her idea of effectively maximizing her time and energy. Again, it may cost a little more but if schools or programs want her to visit, Mary believes it's their responsibility.

The one thing Mary believes most certainly is that a good consultant maximizes his or her time in travel. Any time she is invited by a group of

schools or programs that takes her far from home, she'll work to include additional schools that are not part of the organized trip. She prides herself on these visits to smaller programs that might not be able to afford paying her airfare. Those planning the tour have expressed to IECA their concern that Mary often shaves 30 minutes from one tour, or misses a dinner or breakfast so she can squeeze in another school almost every day. The paying schools feel cheated. Mary knows that this means she might miss part of a "formal" tour, but she often avoids those canned events and wanders the campus on her own, anyway—no way to really get to know a school better than "disappearing" for a bit to talk to "real" kids.

### Questions

Do you see any violations of the Principles of Good Practice? Bad behavior? Or do you see evidence of sound business decisions?

What about Mary's behavior needs to be changed? How could schools establish clearer guidelines at the outset?

Is there a difference in departing from the organized tour whether at a program, a school, or a college? In what way? What should be the guide for a consultant?

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Send your comments and feedback to: [Sarah@IECAonline.com](mailto:Sarah@IECAonline.com). The October/November issue of *Insights* will feature feedback from this case, and a new real life case.


## Insights Wins Award



IECA's *Insights* newsletter was honored as an *Outstanding Membership Newsletter* for 2007 by the American Society of Association Executives. The Gold Circle Award marks the second recognition of *Insights* for excellence among all smaller association newsletters.

### *President's Letter, Continued from page 2*

summer meeting. The Foundation is also experiencing some nice growing pains. Over this past year they have been able to increase the size of grants awarded, which has resulted in more organizations seeking grants. Fundraising has been quite successful, and the word of the Foundation's work has spread nicely. If you are not familiar with the Foundation and the support it gives not only to projects that help students make educational choices, but also several pre-conference workshops for IECA and the educational community, I encourage you to visit their Web site at [www.iecafoundation.org](http://www.iecafoundation.org). The new fiscal year has begun, and when you are asked to consider a tax deductible gift, I encourage you to give. The Foundation is entering into its second decade and I am excited about what lies ahead.

Whether you are on an academic year schedule or are busy with work and planning this summer, I hope you will have time to relax and spend valuable time with family and friends. 

A handwritten signature in black ink that reads "Timothy B. Lee".

Timothy B. Lee  
IECA President

# RESPONSE TO LAST MONTH'S ETHICS CASE STUDY, 'THE RESTAURANT'

by Diane Geller, VP, Ethics and Professional Practices

The consultant in the case study clearly violated the IECA Principles of Good Practice. The appropriate section of the Principles is section IV: Relationships with Schools/Programs.

The document notes that consultants may not accept gifts with a value of \$50 or more in a calendar year. While an exception allows for expenses incurred in the process of educating a consultant, this requirement states that such expenditures should be "customary, ordinary, and reasonable." In the case study, the excessively expensive restaurant and wine choice would seem to be beyond the bounds of this exception.

Moreover, the decision to bring along a guest is never acceptable nor the consultant's request for a restaurant 'upgrade.' As the Principles state: "it is inappropriate to request

the use of a specific airline, flights, lodging accommodations or upgrades other than what is necessary for a disability...; [or for] reimbursement for anyone other than oneself; or reimbursement of expenses not agreed to previously."

The rule of thumb for consultants to use: when any social event has entertainment and networking as its root, the \$50 limit applies. When a meal or other event is educational in nature, the limit does not apply. However, in these situations all efforts should be made to avoid even the appearance of lavish expenditures, of demanding specific restaurants, accommodations, or menu choices, and in no circumstances should a social guest have their expenses paid for by a school, college, or program.

## PRE-CONFERENCE NAVIANCE TRAINING OFFERED IN HOLLYWOOD

At IECA's Hollywood conference, a pre-conference training session will be offered on the tools in Counselor's Office from Naviance for IECA members subscribing to Counselor's Office.

This full morning of training will focus on student and parent record-keeping, communication tools for students, parents, and colleges, data collection and reporting tools, and the networking tools available to consultants. This training will also focus on the customized options created specifically for IECA members.

To register, use the Hollywood conference registration form.

## READERS' FEEDBACK FROM JUNE/JULY ETHICS CASE

### *Consultant chooses expensive restaurant and brings spouse*

"One of the interesting ancillary issues coming to light in the case study is how IECA's new, stringent guidelines on gifts will change not only consultant behavior but school behavior as well. Gone are the days when a multi-school tour can offer a massage treatment in the evening or an expensive Harry & David gift basket at Christmas [editor's note: consultants may no longer accept gifts valued above \$50 during a calendar year]. Many programs have enjoyed hosting consultants for an evening cruise, lavish party, or sports event during a conference. Those events valued beyond the limit are no longer permissible. The general exception to this includes expenses directly related to increasing a consultant's knowledge of a program, school or college. This allows for campus visits that might include a modest hotel stay, travel stipend, or book on an education topic that is gifted to a consultant. This leaves some gray area, including a lunch or

dinner where the expense may exceed \$50 but the meal is used to acquaint a consultant with a school or new developments on campus. The case provided remains egregious, however, as the consultant's manipulation of the meal to a more expensive location, selection of an expensive wine, and decision to include a spouse were inexcusable and had no educational benefit."

"Two things about the case study really raised my blood pressure. First, it's never acceptable to 'bring along a spouse' to a business function. The consultant in the case requested a dinner instead of a lunch, so to later claim that the spouse should come because the meal interfered with at-home time seems a blatant lie. Second, it is wholly inappropriate for the consultant to change the venue to something upscale, unless the consultant herself offers to foot the bill! I only wish the admission representative would have turned to the consultant and said, 'your share of the bill is...'"

"I had heard about this same situation several years ago and now to hear it's still going on is an embarrassment to us all. Why didn't the school report this behavior when it first happened? School representatives should not hesitate to report violations of the Principles of Good Practice to the IECA office or Ethics Committee."

# WINNING THE COLLEGE ADMISSION GAME

by Peter Van Buskirk

Review by Steve Antonoff (CO)

There's been a flood of new college admission guidebooks in the last few years. This growth suggests that families feel a new level of stress and anxiety about choosing a college. Or does it? Note the following from *Time Magazine*, November 6, 1964:

"As the demand for higher education rises faster than schools can supply it, the college applicant's Anguish Quotient keeps climbing too. 'Who gets into college, and where, is a national dilemma that has much of America close to an epileptic fit,' says Tufts University Dean of Admissions John C. Palmer."

Well, if not entirely new, the worry hasn't subsided. Indeed, if the "Anguish Quotient" was climbing in 1964, it must be close to reaching its peak in 2007. College admission issues are often deemed front page news in papers such as the *New York Times*, *Washington Post*, and the *Wall Street Journal*. Families face what seems like an enormity of stress points as they consider sending Buffy off to college. In the most neurotic of families, the quest for the right deal is more important than the right match.

What a shame. The truth is that the number of superior colleges has grown enormously in the last few decades. Students getting into Syracuse or Southern Cal or NYU today are far different from the ones admitted 15 years ago. The students are stronger at these schools, the faculty is more accomplished, and the classrooms and the facilities are much improved. The perception of excellence hasn't kept up with

the expansion of excellence.

Information intended to guide families on this path shows no sign of abating. In fact, there's every reason to think the guidebook craze will continue over the next decade.

It's good that reasoned voices such as that of Peter Van Buskirk have entered the fray. His target audience is not just the students and parents crazed by this process. In fact, his book, *Winning the College Admission Game*, is highly approachable and will have utility for a wide range of college shoppers. The book was recently published by Peterson's. He's found an interesting wrinkle to current college planning guidebooks: it's actually two books in one. One side of the book is written for students. Flip the book over and you find one written for parents. Some of the content is based on his popular and interesting presentation (delivered to students, parents, and professionals) about the college admission scene.

While it would be easy to assume that all the "answers" to this process are well-known (as least by those in the know), he provides a new lens through which to see the transition from high school to college. Such a lens will bring riches to many readers, including those of us who work as consultants.

While the standard issues are covered (determining what you're looking for in a college, testing, how colleges recruit, making the most of visits, the application and financial aid processes, how

decisions are made, and so on), what he provides is new terminology for common college planning concepts and issues. Perhaps the best example is his "Pyramid of Selectivity." The "Pyramid" has the "most highly selective" colleges on top and "somewhat selective" schools at the bottom. This "pyramid" provides the backdrop for much of his advice for students and parents. Thus, if Buffy aspires to the top of the heap, her college planning considerations are different from a student who aspires to another level of the pyramid. In turn, admission officers at a "highly selective" college have a unique set of operating procedures and choice points. While this is not a new idea per se, he explains these differences well, and his view adds a freshness and a vibrance to these discussions.

The book includes advice worth considering. For example:

- Go to the college that values "you for what you do well." (He is precise in enumerating "tips for identifying colleges where your gift(s) will be valued.")
- "Money plays a role in the admission process . . . even [at those colleges] that proclaim to be 'need blind.'"
- Students should "Grow with their talents."
- In college planning, students need to take a "view from 30,000 feet." That is, periodically . . . consider the big picture."

*continued on page 11*

# IVY PLUS CONFERENCE INVITES IECA'S ANTONOFF TO PRESENT

*First time a consultant has been invited*



*Steve Antonoff pictured with Richard Shaw, dean of admissions at Stanford University*

Steven R. Antonoff (CO) spoke as part of a panel on the topic of educational consulting at the Ivy Plus Conference at Stanford University in Palo Alto on May 22. This was the first time Ivy Plus ever included a panel on educational consulting, and the first time a consultant has been invited to their meeting. Other presenters on the panel included William Fitzsimmons, dean of undergraduate admissions at Harvard University, Richard Shaw, dean of undergraduate admission at Stanford University, and Martin Bonilla, director of college counseling at the College Preparatory School in Oakland, California.

The Ivy Plus Conference is an annual meeting of admission deans, directors and staff of the schools in the Ivy League, plus Stanford and MIT. Over 120 people attended. Aside from the session on consulting, other panels covered early outreach programs and the technology of online communication. Speakers included David Kennedy, a Pulitzer Prize winning historian.

"Their scheduling this panel is a huge advance for our profession," Antonoff said. "I think it reflects the tremendous progress we've made in recent years and an increased acceptance of consultants by colleges and universities across the spectrum of selectivity."

*Social Tone, continued from page 5*

4. Interview faculty members (especially those in the chosen field of study). Ask for specifics about:
  - Activities in which students from different backgrounds meet and work together, and which impact the majority of students, not just members of club or academic program.
  - How often students work in teams to complete assignments, solve problems, or apply course content. How frequently students engage in service learning or take part in community-based projects, to fulfill class requirements.
  - How many students collaborate on research with faculty members. How many interdisciplinary courses are offered and whether they are open to all students.
  - How many students are involved with living and learning communities. Ask how the faculty is involved with these communities. A "supportive campus environment" is correlated best with colleges that have strong retention and graduation rates.

While you can discuss campus culture and make your client aware of its impact on happiness and success, don't expect tremendous insight from a young student. Coach parents to withhold their personal judgments about campus cultures and to listen for genuine enthusiasm from their child to zero in on their final selection. 🙌

*Jill Bernaciak is author of the What's Your Major portfolio/workbook. For more information, visit [www.whatsyourmajor.net](http://www.whatsyourmajor.net).*

## IN THE NEWS

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**Carol Gill** (NY) was quoted in the June issue of *Money Magazine*, in the article, *Best Leg up on College Admissions*.

**Bari Norman** (FL) was quoted in a June 18 *Wall Street Journal* article on how colleges are slanting college admission in favor of males, which are underrepresented on many campuses.

**Claire Law** (RI) and associate member **Thomas “Chip” Law** (SC) have both recently been interviewed by FOX News. The Laws had recently written a series of widely published articles related to technology and how students and parents need to understand how it can be used for educational enhancement or to cheat. Chip was interviewed on April 27 about how students cheat using technology, why they do, and what parents and school administrators can do to reduce or eliminate this problem. Claire was interviewed on the Fox News channel on May 15 to discuss teachers cheating to help students pass standardized tests.

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*“My involvement with IECA gave Binghamton University the opportunity to network with hundreds of Independent Educators from across the globe.”*

— Jeffrey T. Gates, assistant director  
Office of Undergraduate Admission,  
SUNY/Binghamton University

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**Valerie Broughton** (MN) and IECA Executive Director Mark Sklarow were featured in the August issue of *Kiplinger’s* in the article, *Invest in Some College Advice*. The cover story suggested ways to maximize a \$1,000 expenditure and featured educational consulting as one possibility.

**Susan Sykes** (MN) was featured in the *Pittsburgh Post-Gazette* article, *Road Trip 101* on June 5.

IECA associate member **Katelyn Klapper** (MA) was quoted in the article, *Ceremony Honors Dynamy Graduates* in the *Worcester Telegram & Gazette* on May 24.

**Sue Luse** (MN) was interviewed on the nationally syndicated talk radio program, *The Radio Ritas* on May 21. The topic was “Fare Well at the College Fair,” discussing what questions prospective college students should be asking at college fairs, and some examples of good college application essays.

**Carol Gene Cohen** (TX) was interviewed by Fox 4 News on the need for private educational consultants. The segment aired on March 1 in Dallas, Texas, and has been picked up by other Fox affiliates.

**Donald Dunbar** (CT) was featured on WTHN radio’s Web site on his new book, *What You Don’t Know Can Keep You Out of College*, on June 30.

IECA associate member **Janet Rosier** (CT) was interviewed in the June 17 issue of *US News & World Report* article, *Many Colleges Reject Women at Higher Rates Than for Men*.

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## INITIATIVES

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In June, **Kim R. Crockard** (AL) presented four sessions entitled The ‘INGS’ of Applying to College to students attending The Alabama Governor’s School on the campus of Samford University. Governor’s School is a summer program for academically talented and successful high school seniors from throughout the state. Also in June, Kim addressed a group of Raytheon employees in Huntsville, Alabama. The title of this presentation was Planning for College.

On April 13, **Diane Epstein** (MD) and Gail Ross (MD) worked at the Jewish Social Service Agency, where they both serve on the scholarship committee. On April 24, they spoke to the local Yale Alumni group on college admissions.

IECA associate member **Judy Zodda** (MA) was elected to the Dartmouth Women’s Club of Boston, a two-year appointment.

## 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)



**Several IECA members participated in a recent Rediscover Tour for special needs programs in the mid-Atlantic area, including:**

*Camille Bertram (CT), Lynn Luckenbach (MI), Marcia Rubinstien (CT), Nancy Ike (OH), Mary Mansfield (MA), Milton Little (NC), Londa May (TX), Jody Dobson (PA), Marilyn Engelman (MA), Sue Bigg (IL), Liz Gordon (MI), Ben Mason (VT), Jeanne Hughes (CA), Nancy Cadwallader (LA), and Diane Arnold (CO).*

IECA welcomes other schools/programs to send us photos of their IECA tour participants.

*Van Buskirk Review, continued from page 8*

How does a student see her/his life unfolding? What does a student care about “more than anything?”

- Students should keep a journal to be used to consider essay topics.
- For parents on finances: “If you think you need assistance, ask for it.”

He diffuses myths and encourages consideration of a student’s priorities. He properly underscores the fact that admission decisions are generally business decisions. He tells parents, “. . . the whole process is commercialized beyond belief.”

I have some minor quibbles with his suggestions. For example, he advises that students visit their colleges three times before enrolling. While I’d love to see it, I’m not sure how realistic it is for students to visit that often, particularly those from some distance away or those with cost constraints. He also indicates that students should stay away from certain essay topics (pets, favorite grandparents, etc.). While these topics might be trite in the hands of some students, others may write a compelling piece using them. I just don’t find the notion of good or bad topics useful. In the right hands, an insightful, passionate essay that shows the humanity and humility sought by colleges can be written about most topics. It’s what a student says about a topic that matters.

The best parts of the book deal with how admission departments view and select students. This is to be expected since Van Buskirk is former dean of admission at Franklin and Marshall College. His “behind the scenes” perspective is valuable. For example, he talks about “The Agenda” of qualities admission committees seek. He discusses the key question in admission circles: “How can we become more selective (admit fewer students) and improve our yield (get more students to enroll)?” He lists “hotspots” (places on applications skimmed to identify hooks) such as home address, potential major, ethnic background, family background, and transcript. He’s honest in admitting, “Much as readers might want to read every word of your essay, they aren’t always afforded that luxury.” His explanation of early decision options is comprehensive.

Bravo to Van Buskirk for recognizing the role of educational consultants these days. Finally, an honest and positive appraisal of our role: both what we do and how families can find a suitable person to work with. This is not surprising for a man who has been a good friend of our field for a long time. The truth is, he’s a friend to anyone who sees college planning as a time to celebrate student success instead of a time to agonize over the potential loss of a handful of college options. 🙌

## INTRODUCTIONS

**Linda Cain** (CO) has been an associate member of IECA since 2004. She taught elementary, middle and high school, taught at-risk adolescents as a Homebound teacher, and served as director of a private elementary school.

Linda earned a B.A. in psychology from Hope College, an M.S. from the University of Wisconsin, is SASSI certified (Substance Abuse Subtle Screening Inventory), and attended the 2004 IECA Summer Training Institute.

She is a member of NATSAP, Children and Adults with Attention Deficit Hyperactivity Disorder, LDA, International Dyslexia Association, Colorado Alliance of Caring Professionals, NAIS, and Small Boarding School Association.

Linda has four adopted children and numerous foster children.

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**Randi Klein** (CA) is a licensed marriage family therapist with specialized training and practice in working with at-risk teenagers and their families for over eight years. She is a former educational consultant and school counselor with the

Las Virgenes Unified School District, and now owns and operates Klein & Associates Educational Therapists and Consultants.

Randi has developed and implemented substance abuse and social skills groups that has received White House attention and recognition. The Westlake Village City Council and the Agoura Hills City Council recently honored her for her work with adolescents and families within the community.

Randi has a B.S. from the University of Arizona and an M.S. from San Francisco State University, and certification as a PPS and CWA counselor from California Lutheran University.

She is an affiliate member of NATSAP and CAMFT.

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**Barbara W. LeWinter** (VT) been an associate member of IECA since 2004. She has worked as a district school psychologist for more than 30 years, served for four years as an elected school board member in South Burlington, Vermont, and taught human development, tests and measurement, and career development courses at a number of colleges.

Barbara earned an Ed.D. from University of San Diego in leadership, an M.S. from City College of New York in school psychology, and an A.B. from Vassar College in child

development/psychology. She also earned special student status at Oxford, and is a graduate of the 2004 IECA Summer Training Institute.

Barbara held certifications as an elementary and secondary teacher, principal, and school psychologist in New York, California, and Vermont, and was a nationally certified school psychologist (now emeritus).

Her hobbies include international travel, reading, mah jong, cooking, watercoloring, and volunteering.

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**Hilary Rediker** (NJ) has been in practice with IECA professional member Judy Berg since 2000, and has been an IECA associate member for several years. Previously she worked as a career counselor at Rutgers University.

Hilary attended the IECA Practices & Principles workshop in 2001. She earned a master of arts in education, with a concentration in counseling psychology from Seton Hall University, and a bachelor of arts in French studies from Barnard College of Columbia University.

Hilary is a member of NJACAC and the American Counseling Association.

She has a two-year old son, Noah.

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**Tracy L. Spann** (TN) has been an IECA associate member since 2005. She is director of Spann College Planning Consultants. Tracy previously worked for many years as a school-based counselor.

She is a graduate of IECA's Transitioning to Private Practice Workshop. She earned a bachelor's degree in English and an M.Ed. from Middle Tennessee State University. Tracy is a member of NACAC, SACAC, and the College Board.

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**Jill Tipograph** (NJ) is the founding director of Everything Summer, which provides customized summer planning options for children and teens. Additional services

include educational planning, learning evaluation, and tutoring.

Prior to summer advising, Jill spent many years as a corporate executive, honing her skills in client service, research, analysis and planning.

She wrote a book on the summer planning process, *Your Everything Summer Guide & Planner*, and conducts workshops on the summer planning process. Jill has been featured as a summer expert on WNBC-TV's

Today Show, as well as in the New York Times, Wall Street Journal, Smart Money, Business Week, Bloomberg News, Chicago Tribune and Real Simple Magazine.

Jill is an active member of the American Camp Association. She holds a B.A. in psychology and an M.B.A. from New York University.

Jill is the mother of two children; one in college and the other soon to graduate from high school.

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**Wendy M. Williams** (GA) has been an associate member of IECA since 2006. She began her educational consulting career working for IECA member Jean

Hague (GA). She previously worked as an admissions counselor and a college counselor.

Wendy is a 2005 graduate of IECA's Summer Training Institute. She earned a bachelor's degree in psychology from Kennesaw State University, and a master's in professional psychology from Argosy University.

Wendy is a member of NACAC, SACAC, and the Learning Disabilities Association of Georgia.

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**INSIGHTS** August/September 2007

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**Inside This Issue:**

- Hollywood Conference Special Events: Henry Winkler to Speak
- Book Review: Peter Van Buskirk's Winning The College Admission Game
- New Real Life Ethics Dilemma, responses from last issue's case
- Hollywood Conference Travel and Hotel Information

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

- Members-only tours lined up for California
- New Hertz Benefit
- Nominating Committee Update
- IECA Member Tours in Texas

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

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