

# TRANSITIONING TO INDEPENDENT COLLEGE CONSULTING



Wednesday, September 29, 2010  
St. Louis, Missouri • 8:30 a.m. - 5:00 p.m.

*A Full Day Training Institute In Private College Consulting*

*One Day Prior to the start of the NACAC Conference*

This one-day training is especially designed for school-based college counselors and college admission representatives considering a transition to private practice. Whether it's a mid-career change or plans for post-retirement work, this full-day institute will provide you with the tools to make the transition.



*Sponsored by the Independent Educational Consultants Association  
and the National Association for College Admission Counseling*



# TRANSITIONING TO PRIVATE PRACTICE

School-based college counselors as well as university-based admission counselors possess a wealth of knowledge, have developed a valuable network of professional colleagues, and have unique insight into teenagers' hopes, fears, and worries about college and the admission process. Many counselors also struggle under growing case loads allowing even less time for ever-increasingly involved student and family needs.

As the field of educational consulting has grown into a significant profession, more and more institutionally-based counselors have considered the career. What holds many back is concern over opening a small business—how to take their extensive experience and knowledge and use it in private practice.

IECA has created this workshop specifically for those who are currently in a school or college setting and are contemplating such a move: how to market a new professional office, how to set up a small home or office-based business, how ethics, counseling services, and credibility issues change, and how to write a "Transition Plan" to guide you through the process.



## THE INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

No one knows more about private college counseling than IECA. Now 34 years old, IECA has been recognized by the media, by groups such as NACAC, and college admission officers as the nation's preeminent association for private counselors. Harvard University's William Fitzsimmons recently called IECA "the Harvard of Educational Advisors."

IECA's four-day Summer Training Institute for those entering the field (taking place on the campus of Swarthmore College, PA in 2010) is widely recognized as the finest training opportunity in the profession. IECA's college tours, national conferences, and outreach events are widely anticipated and praised. And IECA's ethics and professional practice requirements make us the leader, not only in training but also in establishing standards for the profession.

As further evidence of the respect our programs have received, NACAC has arranged for our training program to be part of the formal pre-conference events at the NACAC National Conference since 2006.



*"This was a positive introduction  
to an exciting venture and  
organization."*

*—2009 IECA Transition  
Workshop Attendee*

## EXPERIENCED FACULTY

Session leaders have been carefully picked from among the nation's most experienced and successful educational consultants. Faculty members are regarded as particularly knowledgeable about the area they will present. Each has made the successful transition from an institutional setting to private practice—so they understand your concerns.

## TIMING IS PERFECT

IECA has scheduled this event to coincide with the NACAC National Conference in St. Louis, Missouri. The NACAC Conference opens Thursday, allowing you to complete the Transition Training and then move on to the opening of the NACAC Conference. NACAC has held rooms at several St. Louis hotels for those who wish to arrive early for this Institute.

## REGISTRATION

Registration for this Pre-Conference Workshop is conducted by NACAC through their 2010 National Conference Registration form, available at [www.NACACnet.org](http://www.NACACnet.org) or use the link from IECA Web site at: [www.iecaonline.com/transitioning.html](http://www.iecaonline.com/transitioning.html). Membership in NACAC or IECA is not required, and you may attend the workshop even if you are not registering for the NACAC National Conference that follows.

*Special Requirements: Registrants with dietary restrictions or other special requirements are asked to include written requests with their registration.*



*"This is the best session I have ever attended at ANY conference. Sessions were 'meaty,' fast-paced, and stayed on topic."*

*—2009 IECA Transition Workshop Attendee*

## TENTATIVE CURRICULUM

Wednesday, September 29, 2010  
St. Louis, Missouri

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8:00 a.m.	<b>REGISTRATION</b>
8:30 a.m.	<b>WELCOME, OVERVIEW</b>
	<b>The Keys to Success in Educational Consulting™</b>
	1. Know Yourself: ethics, financial and personal goals
	2. Know Your Role: and how it varies from working for a school or college
	3. Know How to Interact with Students and Families
	4. Know How to be an Entrepreneur
	5. Know How to Sell Yourself
12:00 noon	Lunch, included with registration
1:30 p.m.	<b>Panel: Ask the Faculty</b>
	6. Know How to Set and Deliver Services: service delivery models
	7. Know Where You are Headed: your business plan
	8. Know the Ethics of Consulting
	9. Know Your Stuff
5:00 p.m.	Program Ends

## 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.



INDEPENDENT EDUCATIONAL  
CONSULTANTS ASSOCIATION

Independent Educational Consultants Association  
3251 Old Lee Highway, Suite 510  
Fairfax, VA 22030  
phone: 703-591-4850 • fax: 703-591-4860  
info@IECAonline.com • www.IECAonline.com



National Association for  
College Admission Counseling

# 2010 National Conference Registration Form

NACAC's 66th National Conference • America's Center • St. Louis, MO • September 30–October 2, 2010

This area for office use only.

### THREE WAYS TO REGISTER

- 1) **Online** at [www.nacacconference.org](http://www.nacacconference.org).
- 2) **Fax\*** form to 703/373-2372 (credit card information must be included).
- 3) **Mail\*** form and payment to NACAC National Conference Registration; 1050 N. Highland Street, Suite 400; Arlington, VA 22201 (credit card info or check must be included).

**Using a credit card?**  
Register online to be entered into a drawing for a free or discounted registration!

\* Faxed and mailed registrations may take up to 10 business days to process.

**PLEASE PRINT OR TYPE IN FULL** (Use a separate form for each person registering and include your member number to expedite the registration process.)

### BADGE INFORMATION

- Mr.     Ms.     Mrs.

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last Name \_\_\_\_\_

Name on Badge (Limited to one name that will appear the largest on the badge.) \_\_\_\_\_

Title \_\_\_\_\_ Institution \_\_\_\_\_

Address (Use address where registration materials will be sent to you in early September.) \_\_\_\_\_

City, State, Zip, Country (if not USA) \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email\* \_\_\_\_\_ Mobile Telephone \_\_\_\_\_  
(\*Required. Confirmation and communication will be sent by email. Use an email you access year-round.)

Emergency Contact \_\_\_\_\_ Emergency Contact Phone \_\_\_\_\_  
(Will be used only in an emergency and will be deleted immediately following the conference.)

I am/represent a:  Secondary School     College/University     Organization  
 Student     Retired     Independent Counselor     Other

Member Number \_\_\_\_\_

I am a nonmember, but I am applying for membership with this registration (see back for membership pricing).

### CONFERENCE REGISTRATION

(\*You must be an Individual Member of NACAC to qualify for the member rate.)

Circle one	Pay On/Before July 21 Member*/Nonmember	Pay July 22–August 25 Member*/Nonmember	Pay On/After August 26 Member*/Nonmember
Secondary School	\$240/\$440	\$275/\$475	\$310/\$510
College/University	\$275/\$480	\$310/\$515	\$345/\$550
Independent Counselor	\$240/\$440	\$275/\$475	\$310/\$510
Organization	\$275/\$480	\$310/\$515	\$345/\$550
Retired Member	\$170/\$170	\$205/\$205	\$240/\$240
Student	\$170/\$170	\$205/\$205	\$240/\$240
Secondary One-Day Circle: Thur / Fri / Sat	\$150/\$290	\$175/\$315	\$200/\$340
College/Organization One-Day Circle: Thur / Fri / Sat	\$170/\$310	\$195/\$335	\$220/\$360
Exhibit Personnel (over and above the comps)	\$275	\$310	\$345
Presenters (entire conference)	\$205	\$250	\$310
Presenters (same day)	Complimentary	Complimentary	Complimentary

### PRECONFERENCE WORKSHOP REGISTRATION

Attendance is limited. If the workshop selected is not available, you will be notified.

Circle one	Pay On/Before July 21 Member*/Nonmember	Pay July 22–August 25 Member*/Nonmember	Pay On/After August 26 Member*/Nonmember
AMMI	\$475/\$525	\$510/\$560	\$545/\$595
MECA	\$475/\$525	\$510/\$560	\$545/\$595
Directing	\$375/\$425	\$410/\$460	\$445/\$495
Transitioning to Private Practice College Consulting	\$225/\$275	\$260/\$310	\$295/\$345
CHIEF	\$325/\$350	\$360/\$385	\$395/\$420

### PRECONFERENCE SEMINAR REGISTRATION

Attendance is limited. If the seminar(s) selected is not available, you will be notified.

Circle one	Pay On/Before July 21 Member*/Nonmember	Pay July 22–August 25 Member*/Nonmember	Pay On/After August 26 Member*/Nonmember
<b>Thursday, Sept. 30 • Concurrent Session • 8:30 a.m. – 11:30 a.m.</b>			
T300*	\$125/\$135	\$135/\$145	\$145/\$155
T301	\$75/\$85	\$85/\$95	\$95/\$105
T302	\$75/\$85	\$85/\$95	\$95/\$105
T303	\$75/\$85	\$85/\$95	\$95/\$105
T304	\$75/\$85	\$85/\$95	\$95/\$105
T305	\$75/\$85	\$85/\$95	\$95/\$105
T306	\$75/\$85	\$85/\$95	\$95/\$105

\*Price includes a copy of the Foundations of Standardized Admission Testing textbook and discount on the online assessment.

### CONFERENCE EVENTS

(Check the special events you plan to attend.)

- First-Time Conference Attendees' Session on Thursday  
 Welcome Reception on Thursday  
 Conference Social on Saturday

### SUBTOTAL

Membership price from back \$ \_\_\_\_\_

Number of member category from back \_\_\_\_\_

Conference Registration \$ \_\_\_\_\_

Preconference Workshops Registration \$ \_\_\_\_\_

Preconference Seminars Registration \$ \_\_\_\_\_

Additional Social Tickets (\$40 each) \$ \_\_\_\_\_

2010 Imagine Annual Fund \$ \_\_\_\_\_

(Contributions fund the Imagine Grants, programs supporting public school counselors and other NACAC initiatives.)

Fund for the Future \$ \_\_\_\_\_

(Contributions provide lasting support for the college admission counseling profession.)

Counselors' College Fair \_\_\_\_\_ **Complete CCF Reg Form\***

Exhibitor Registration \_\_\_\_\_

**Grand Total Enclosed** \$ \_\_\_\_\_

### Payment must accompany registration form. Check one:

- Check enclosed (payable to National Association for College Admission Counseling)  
 Credit Card     AMEX     MasterCard     Visa

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**For details and updates, visit [www.nacacconference.org](http://www.nacacconference.org)**

\*Want to register for the Counselors' College Fair? **You must register separately for exhibit space** at [www.nacacconference.org](http://www.nacacconference.org) or on the form on the opposite page. All Counselors' College Fair exhibit personnel must be registered National Conference attendees in order to participate.



**SPECIAL ASSISTANCE:** All NACAC programs are accessible to persons with disabilities. If you require special accommodations or auxiliary aids, please notify us of your needs in advance by calling 800/822-6285 ext. 149, 703/299-6849 or email [conference@nacacnet.org](mailto:conference@nacacnet.org).

appear as NACAC on your billing statement. NACAC will accept registrations by fax only for participants wishing to pay by credit card. **All applicable fees and costs for the national conference must be paid in full at the time of registration. Purchase Orders are not accepted for the NACAC National Conference.**

**CONSENT TO USE PHOTOGRAPHIC IMAGES:** Attendees may be photographed or filmed during the 66th NACAC National Conference, preconference and post-conference events. This material may be used for promotional purposes.

Cancellation and substitution requests must be submitted in writing. National Conference and preconference workshop refunds are subject to a \$25 processing fee each. Preconference seminar refunds are subject to a \$10 processing fee each. To receive a full refund (less processing fees), cancellations must be received on or before July 21. A 50 percent refund (less processing fees) will be processed if request is received between July 22 and August 25. No refunds will be processed for requests received on or after August 26 or for no shows. Additional Social tickets and contributions to Imagine or the Fund for the Future are non-refundable.

**FORM OF PAYMENT:** Full payment of the registration fees indicated must accompany this form and must be received at the NACAC office by close of business (4:30 p.m. EDT) on each of the deadline dates indicated or the higher registration rate will apply. Fees are payable to National Association for College Admission Counseling by check or credit card. Credit card payments will

**MEMBERSHIP:** Eligibility criteria and other required documents may be found at [www.nacacnet.org](http://www.nacacnet.org). To sign up for membership with your conference registration, enter the appropriate cost for Membership in the Subtotal column (on the reverse side of this page). All applications are subject to approval.

Number of Member Category	Member Category *Institution = Secondary School or College/University	Price
<b>Individuals – Voting Membership</b>		
1	Employed at voting member institutions* or organizations	\$60
2	Employed by non-profit organizations	\$90
3	Independent educational consultants/counselors <i>(REQUIRED: A recommendation from a current NACAC member in a high school, college/ university who has known the applicant for at least three years.)</i>	\$215
4	Retired persons	\$50
<b>Individuals – Nonvoting Membership</b>		
5	Employed by non-voting member organizations	\$60
6	Employed by institutions*/organizations eligible for voting membership	\$90/\$180
7	Faculty (member/nonmember institutions*)	\$60/\$90
8	Students <i>(Student membership is not related to whether or not their institutions are NACAC members.)</i>	\$55
<b>Institutional/Organizational Membership</b>		
9	Voting Secondary School (institution also includes principal representative)	\$160
10	Voting College or University (institution also includes principal representative)	\$285
11	Voting non-profit organization (includes principal representative)	\$315
12	Nonvoting for-profit organization (includes principal representative)	\$375

NACAC membership includes a subscription to the *Journal of College Admission* (a \$65 value) and the *NACAC Bulletin*. Membership expires December 31, 2010 and becomes effective upon receipt of application with payment, approval and processing.

**Questions about registration?**

Email [registration@nacacnet.org](mailto:registration@nacacnet.org) or call 703/299-6812.

**Want more information about the national conference?**

Email [conference@nacacnet.org](mailto:conference@nacacnet.org) or call 703/299-6849.

**Questions about membership?**

Email [member@nacacnet.org](mailto:member@nacacnet.org) or call 703/836-2222.



Imagine Fund contributions now being accepted online. Every dollar makes a difference as we work to advance NACAC's mission.

A donation to Imagine is a tremendous way to demonstrate belief in your profession and in NACAC's mission, and your contribution will make an important difference in the lives of college admission professionals and the students they serve.

*Contribute now at [www.nacacnet.org/imagine](http://www.nacacnet.org/imagine)*