



# UCIRVINE | EXTENSION

## Updates on the Independent Educational Consultant Profession

January 11, 2011

Welcome!

We will begin our presentation promptly at 11:30 am PT.

*All attendees will be automatically connected to audio broadcasting after logging into the session. In order to hear the audio broadcast of this webinar, you will need computer speakers or a headset.*

# This session is being recorded

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- Recording available within 24 hours
- <https://uci.webex.com>
- Select Event Center
- Click on View Event Recordings
- Recording available for the next couple of weeks

# Session Outline

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**Lisa Kadowaki**  
Program Representative  
UC Irvine Extension

- **Overview of the Independent Educational Consultant Certificate Program**
  - Program requirements
  - Cost and schedule information
- **Panelist Presentation**
  - **Mark Sklarow**, Executive Director of the Independent Educational Consultants Association (IECA)
- **Q&A**
- **Contact Information**

If you don't see the Q&A box, please click on this icon.

You may send questions directly to the host, presenter, or any panelist via the chat box.

Please send all questions via the Q&A box. Feel free to send your questions throughout the presentation.

The screenshot displays the Zoom meeting interface. At the top, the 'Participants' panel is visible, showing a list of participants with columns for Name, Status, and Feedback. The host, Lisa Kadowaki, is listed as the only participant. Below the participants list is a toolbar with various icons for interaction, including a question mark icon circled in red. The 'Chat' panel is open, showing a 'Send to:' dropdown menu set to 'Host, Presenter & Panelists' and a text input field for chat messages. The 'Q&A' panel is also open, showing a 'Type Q&A question here and press Send.' text input field and 'Send' and 'Send Privately...' buttons.

# Certificate Program Overview

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- Fully online
- Addresses the skills and subject matter required for a successful career as an independent educational consultant
- Acquire the basic skills required to start, open, and grow a successful educational consulting practice

# Program designed for...

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- Individuals interested in transitioning into the college admissions consulting profession
- Individuals just launching a private education consulting firm
- Already well-established consultants seeking professional development

# Certificate Requirements

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- Entire program consists of 7 courses (15 units total)
  - 5 required core courses
  - 2 electives
  - Most students complete two courses per quarter and are finished in one year
- Cost of each course: \$600
- A grade of “C” or better in all courses
- Must complete candidacy application

# Certificate Requirements

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**Certificate consists of 7 courses**

## **5 Required Courses**

- Principles of Educational Consulting (2 units)
- Navigating the Financial Aid Network (2 units)
- College Admissions Consulting Resources (2.5 units)
- Developing an Independent Educational Consulting Business (2.5 units)
- Independent Educational Consulting Practicum (3 units) - \*prerequisite

# Certificate Requirements

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## Choose 2 elective courses

- Working with Students with Learning Differences (1.5 units)
- Marketing and Public Relations for the Educational Consultant (1.5 units)
- Consulting Transfer, Summer, and Gap Year Students (1.5 units)
- Social Media for the Independent Educational Consultant (1.5 units)
- **NEW!** American College Consulting for the International Student

# There is still time to enroll for Winter 2011!

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## **-REQUIRED-**

- **Developing an Independent Educational Consulting Business**
  - January 10<sup>th</sup> – March 13<sup>th</sup>
  - \$600

## **-ELECTIVES-**

- **Marketing and Public Relations for the Educational Consultant**
  - January 10<sup>th</sup> – February 20<sup>th</sup>
  - \$600
- **Social Media for the Independent Educational Consultant**
  - February 7<sup>th</sup> – March 20<sup>th</sup>
  - \$600

**Enroll today! Call 949-824-5414 or enroll online at <http://unex.uci.edu/certificates/education/iec/>.**

# Cost of Certificate Program

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## Approximate Cost for Entire Program

- \$4200 course fee for seven online courses
- \$125 certificate candidacy fee
- Some courses may require a textbook

## Independent Educational Consultant

Overview

Course Schedule

Educational consulting professionals who are planning to launch an independent practice must prepare for this new business model. In addition they need to fully understand the college admissions process, and how to address legal, insurance, marketing, ethical and general business issues.



Certificate

The Independent Educational Consultant Certificate Program provides precisely the knowledge and skills needed to build a business practice. The program also provides the knowledge requisite to navigate the college admissions process and the specialization to meet the needs of varied clients.

### Program Benefits

- Learn how to effectively work with families through the college admissions process and financial aid network.
- Acquire the basic skills required to start, open, and grow a successful and ethical educational consulting practice.
- Learn strategic thinking for developing your business model and marketing plan using proven tactics.

### Who Should Attend

- Individuals interested in transitioning into the college admissions consulting profession.
- Individuals looking to launch a private educational consulting practice.
- Already well-established consultants seeking professional development.

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Stay Informed About  
Independent Educational Consultant

#### Free Webinar

Updates on the Independent Educational Consultant Profession  
January 11, 2011

[Register Now!](#)

#### View Our Most Recent Webinar

Independent Educational Consultant Information Session  
Recorded Sept. 7, 2010

[Watch Now!](#)

#### 10% Discount for IECA Members

UC Irvine Extension has made arrangements to offer members of the Independent Educational Consultant Association (IECA) a 10% discount on courses within the Independent Educational Consultant Certificate Program. Discounts must be requested at time of enrollment and cannot be applied retroactively. Please contact the Student Services office at (949) 824-5414 for complete details and/or to apply the IECA discount code to your enrollment.

For more information about this discount code, please refer to the [Member Benefits section of the IECA's website](#)



### Independent Educational Consultant Certificate Program

# Online Schedule

Required Courses					
Course #	Title	Winter	Spring	Summer	Fall
EDUC X406	Principles of Educational Consulting ( 2 units ) <a href="#">Show Details</a>	Online			Online
EDUC X406.1	Navigating the Financial Aid Network ( 2 units ) <a href="#">Show Details</a>				Online
EDUC X406.21	College Admissions Consulting Resources ( 2.5 units ) <a href="#">Show Details</a>				
EDUC X406.3	Developing an Independent Educational Consulting Business ( 2.5 units ) <a href="#">Show Details</a>	Online			Online
EDUC X406.4	Independent Educational Consulting Practicum ( 3 units ) <a href="#">Show Details</a>				Online
Elective Courses					
Course #	Title	Winter	Spring	Summer	Fall
EDUC X406.51	Working with Students with Learning Differences ( 1.5 units ) <a href="#">Show Details</a>				
EDUC X406.6	Marketing and Public Relations for the Educational Consultant ( 1.5 units ) <a href="#">Show Details</a>	Online			Online
EDUC X406.8	Consulting Transfer, Summer, and Gap Year Students ( 1.5 units ) <a href="#">Show Details</a>				
EDUC X406.81	American College Consulting for the International Student ( 1.5 units ) <a href="#">Show Details</a>				
EDUC X406.9	Social Media for the Independent Educational Consultant ( 1.5 units ) <a href="#">Show Details</a>	Online			Online

Course schedules are subject to change.  
Individual courses may be taken without enrolling in the full certificate.

Accel. = Accelerated Format   
 Class = Classroom   
 Online = Online  
Hybrid = Classroom/Online   
 = To Be Scheduled



# UCIRVINE | EXTENSION

**5 Ways the Profession Changed in 2010**

**5 Things to Watch in 2011**



Mark Sklarow, IECA Executive Director



## *5 Ways the Profession Changed in 2010*

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1 A Harvard study found the field is in a period of dramatic growth and increased public awareness...

... yet is still an “aspiring profession”

## *5 Ways the Profession Changed in 2010*

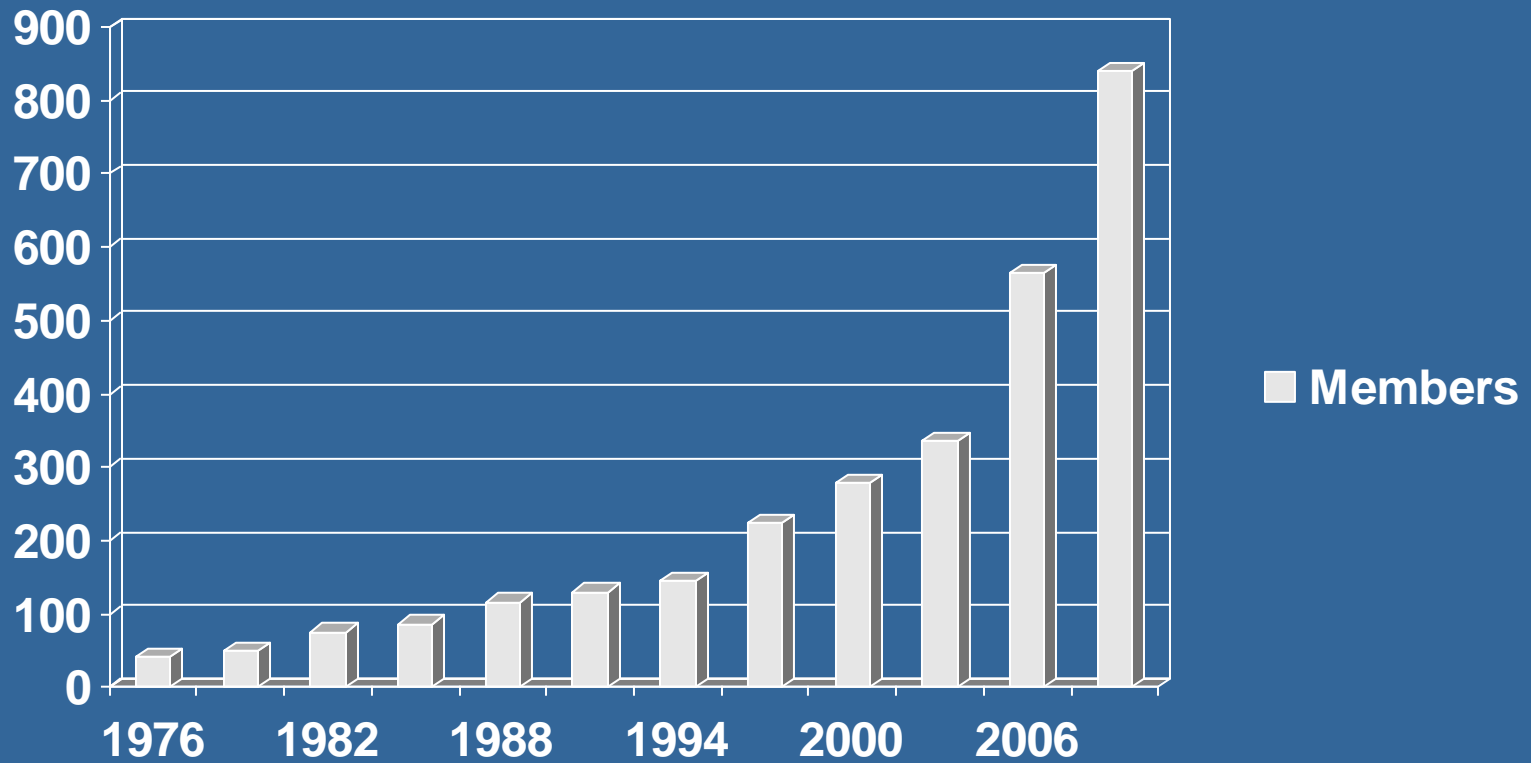
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- 2 Despite a difficult economy the hiring of independent educational consultants has been growing.



# Growth in IECA Membership

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## *5 Ways the Profession Changed in 2010*

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- 3 Independent Educational Consulting--like the whole of college admission-- has expanded globally.



## *5 Ways the Profession Changed in 2010*

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- 4 The first independent research conducted on use of IECs (*by Lipman Hearne in cooperation with NRCCUA*) shocked everyone in admissions... **Except us!**

# 5 Ways the Profession Changed in 2010

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- 4 The first independent research conducted on use of IECs (by Lipman Hearne in cooperation with NRCCUA) shocked everyone in admissions... **Except us!**

It found that 26% of 'high-achieving' seniors hired an independent educational consultant in their college search/application process.



## *5 Ways the Profession Changed in 2010*

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“Independents” “Ed Consultant” “College  
Coach” “Independent Counselor” “College  
Advisor” “Educational Planner” “Private  
Counselor” “College Admissions Consultant”  
“Independent College Advisor” “Private  
Academic Advisor”

⑤ These professionals finally got a name!  
“Independent Educational Consultant”



Let's move on to....

**5 Things to Watch for in 2011**

## 5 Things to Watch for in 2011

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- 1 Increased public & media scrutiny of IECs and as a result, they will need to demonstrate knowledge, ethics & professionalism.

*Especially for those with specialized practices: artists, athletes, students with LD or 'twice exceptional', international.*

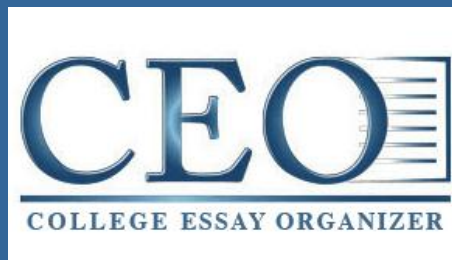
*Educational opportunities will expand online, in-person, mentoring and through sharing.*

# 5 Things to Watch for in 2011

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- 2 Increased interest in independent educational consulting among for-profit businesses.

*Especially among technology-based and student-service sectors.*



## *5 Things to Watch for in 2011*

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**3** Increased use of new technologies.

What used to be rare: skype, electronic meetings, college apps, office management systems, etc. will become more commonplace.



## 5 Things to Watch for in 2011

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- 4 Word-of-Mouth referrals (a consultant's top source of new clients) will increasingly become *electronic*.



## *5 Things to Watch for in 2011*

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- 5 Continued growth in the field and increased informational, educational and business management demands by practitioners ...placed on the association & association partners to serve this growth and their increased needs.

Growth includes development of new business models, new service delivery methods, new pricing models & more.

# Thank You

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Mark H. Sklarow, Executive Director  
Independent Educational Consultants Association  
[www.IECAonline.com](http://www.IECAonline.com)

# Q & A

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Please submit questions via the Q & A panel.  
You may also email questions after the webinar to [Lkadowak@uci.edu](mailto:Lkadowak@uci.edu).

# UC Irvine Extension Program Contacts

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**Web:** <http://unex.uci.edu/certificates/education/iec/>