

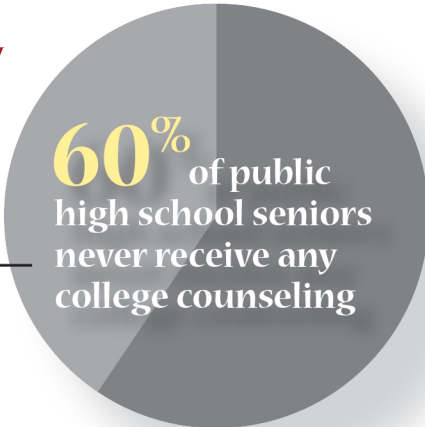
# College Admission & the Independent Educational Consultant



IECA's membership has more than tripled in the last 10 years



IECA members emphasize 'fit' and student success over simply getting in.



Most IECA members have expanded their practice to include financial aid information, LD advising, career exploration, and more.



U.S. public high school students receive an average of **38 minutes** of personal advising on College Admission over 4 years

(IECA Members Provide Clients: 18 hours)  
(source: U.S. Dept. of Education)

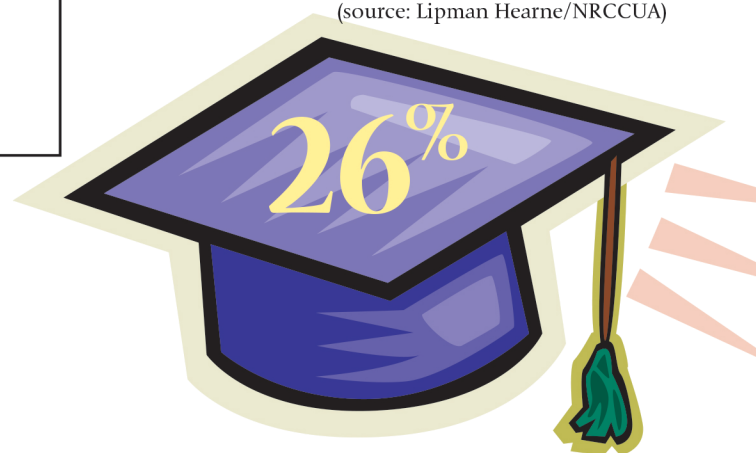
In public schools there is a ratio of **476:1 student:counselor**  
(Among IECA Members it's 26:1)  
(source: U.S. Dept. of Education)

26% of high-achieving seniors hire an IEC in their college search/application process

(source: Lipman Hearne/NRCCUA)



**88%** of IECA members are College Placement Experts, and most of these members can advise on college affordability issues

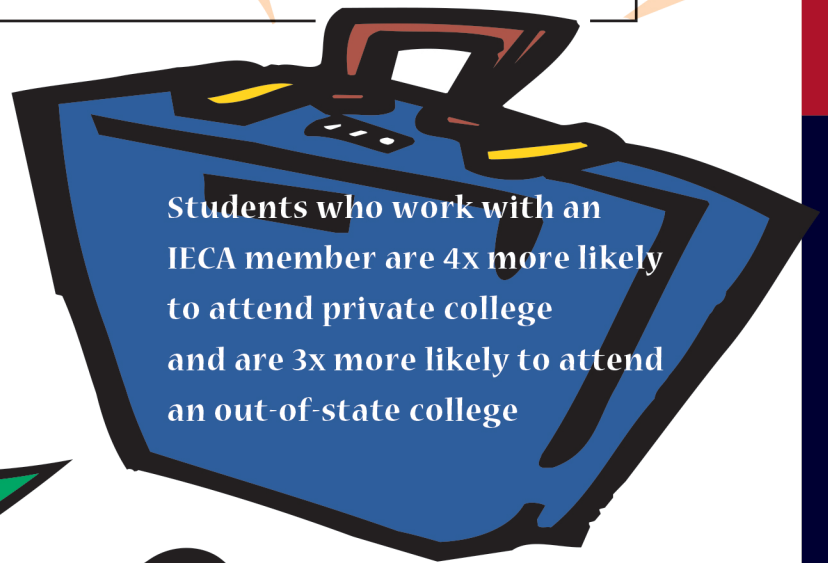


Average number of campus visits per year by IECA members: **24**



The average IECA member charges about 1/8 of the amount often cited in the press

(most members offer hourly as well as package rates)



Students who work with an IECA member are 4x more likely to attend private college and are 3x more likely to attend an out-of-state college



New technologies have assisted IECA members in working with students beyond their community, state, or country



IECA members are the most thoroughly educated and vetted, and adhere to strict ethical professional standards

**Independent Educational Consultants Association**

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