



Things To Consider *Before Hiring An Independent Educational Consultant*



Deciding to hire an Independent Educational Consultant (IEC) is an important one. We believe it is important for each family to consider the following points when determining which IEC to bring into their student's process of college planning. Our pledge to our clients is to offer the highest quality service and experience and always with the student's needs first. Our mission is simple, we treat each student as our own.

As you prepare for the college application process we encourage all parents to keep the following points in mind.

1

An IEC cannot guarantee admission to any college or university and should not make promises that a student will be admitted to one of his or her top choices.

2

An IEC should place an emphasis on continuing professional training in order to keep up with new trends in admission, academic changes and evolving campus cultures. How should an IEC do this?

- Make sure any IEC you hire belongs to at least one national professional association, including HECA, IECA or NACAC, with established and rigorous standards for membership.
- A knowledgeable IEC should be committed to visiting and evaluating a minimum of 15-20 campuses per year in order to know about the best matches for students.
- An IEC should attend and participate in professional conferences, training workshops, and online webinars on a regular basis to keep up with the regional and national trends and changes in the law.
- A reputable IEC should have a national network of colleagues to communicate with and rely upon regularly, in-person, electronically and through professional list-serves.

3

An IEC must never accept any form of compensation from a school, program, company or individual in exchange for placement or a referral.

4

An IEC must never promise to use personal connections to get a student into one of his or her top choices. An IEC does not get a student admitted to college. They simply help students demonstrate why they deserve to be admitted.

5

All fees involved should be stated in writing, up front, indicating exactly what services you will receive for those fees.

6

An IEC should have completed rigorous training and education prior to becoming an IEC. Ask any IEC about their training.

7

An IEC should be dedicated to reducing anxiety for both students and parents by reassuring them that there are great options for everyone.

8

An IEC must adhere to ethical guidelines for private counseling established by organizations such as HECA, IECA and NACAC.

At North Shore College Consulting we pride ourselves on superior work with our clients. We're proud of our work and we love our students. Watching each student discover their best academic path delights us. We are a year-round, local resource and invite you to talk with us about how we may help you and your student.

Questions? Contact Us!



Amy Herzog and **Debbie Kanter** are UCLA-certified, independent college counselors in the

Northern suburbs of Chicago, offering comprehensive college counseling services for students of all backgrounds and achievement levels. We help high school students become the most competitive applicants possible, while also helping them identify and apply to right-fit colleges.

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