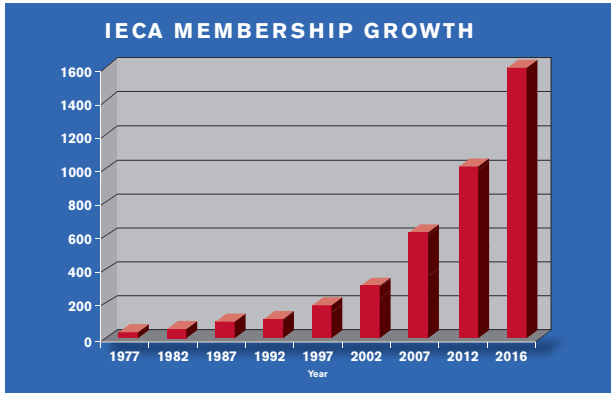


College Admission & the Independent Educational Consultant



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

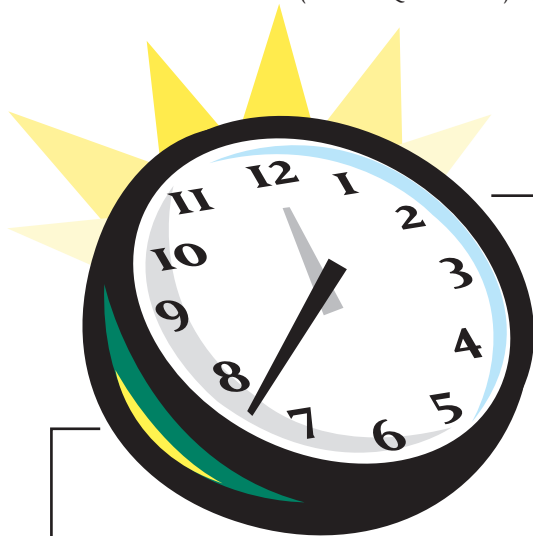
Only 4 in 10 high school students reported receiving ANY college-related information from their school counselor

(source: IQS Research)

60% of high school seniors never met with their guidance counselor

IECs now #4 on list of influencers of high school students on college choice (Replacing public school counselors)

(source: Inside Higher Ed)



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

(IECA Members Provide Clients: 12 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 hired an IEC in their college search/application process

(source: Lipman Hearne/NRCCUA)

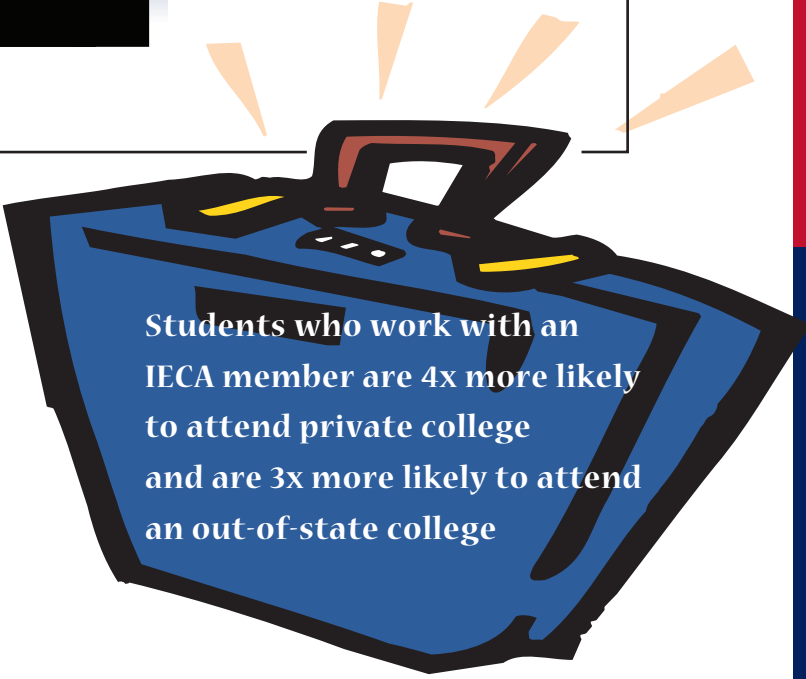


87% of IECA members are College Placement Experts, and most of these members can advise on college affordability issues



Average number of campus visits per year by IECA members: **22**

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



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



The fastest growing segment of IECs is international college consultants



IECA members are the most thoroughly vetted and ethical professionals

Independent Educational Consultants Association

3251 Old Lee Highway • Suite 510 • Fairfax, VA 22030

703-591-4850 • info@IECAonline.com • www.IECAonline.com

