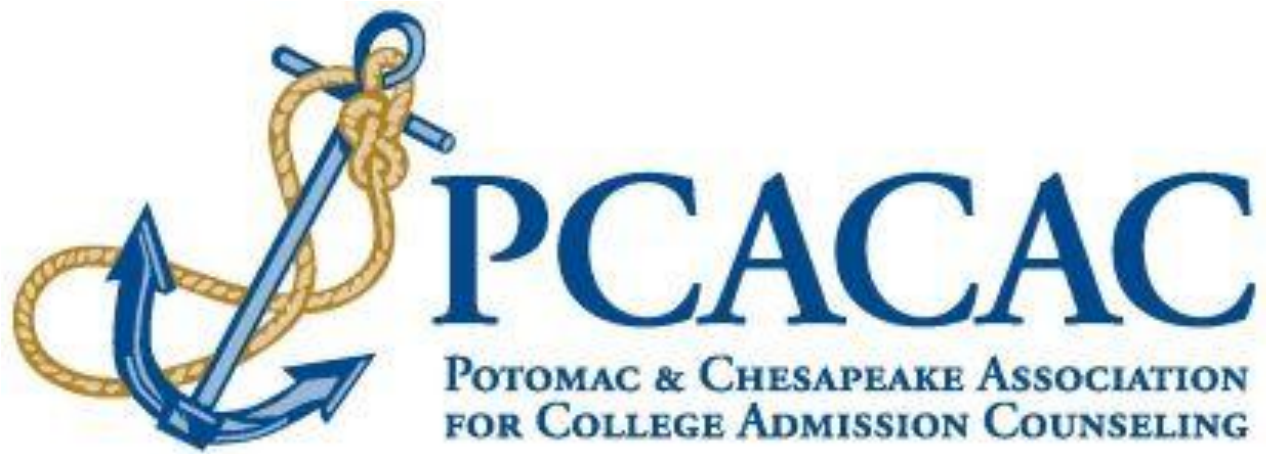


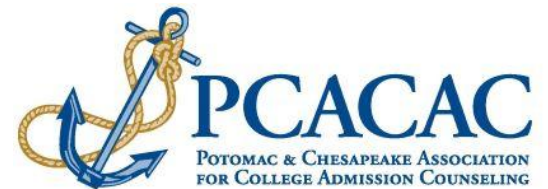
2023 - 2024



# ***Professional Pathways: Becoming an IEC and starting your own Educational Consulting Business***

LEADERSHIP EDUCATION CERTIFICATE

March 7, 2024



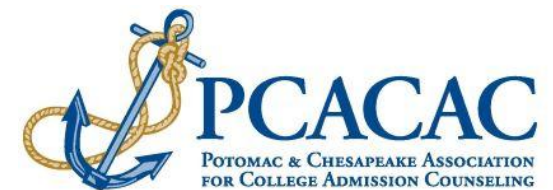
# *PRESENTERS*

- **Missy Evans-Moreland  
Moreland & Associates  
Educational Consulting, LLC**
  - [missy@morelandeducational.com](mailto:missy@morelandeducational.com)
  - [www.morelandeducational.com](http://www.morelandeducational.com)
- **Julia Ross  
Professional Tutoring, LLC**
  - [julia@juliarosspt.com](mailto:julia@juliarosspt.com)
  - [www.juliarosspt.com](http://www.juliarosspt.com)



# Grab your favorite beverage and join us for a chat!

- **What brought you here?**
- **Have nothing better to do on a Thursday evening than spend it with us????**
- **Ready for something new?**



# *LEARNING OBJECTIVES*

- **Define, understand, and assess whether you possess the qualifications to become an IEC.**
- **Learn about what professional characteristics IECs need; formal education, direct experience and accreditations.**
- **Understand IECs role in the educational environment.**

# *Introductions:*

## **Our Journey and Pathway!**



# *HECA & IECA Consulting Associations*

## HECA

- “Our professional members are independent educational consultants specializing in guiding families through every step of the college admissions process, from choosing the right colleges according to academic, social and affordability criteria to preparing college applications and comparing admission offers.” *HECA*



- “An independent educational consultant provides a student and family with individual attention, firsthand knowledge of hundreds of educational opportunities, and the time to explore all of the options”. *IECA*



# *Independent Educational Consultants are Professionals*

**IEC Consultants may advise students and families on:**

- **Colleges and Universities**
- **International Universities**
- **Transfer Admissions**
- **Independent Day, Boarding, International & Magnet Schools**





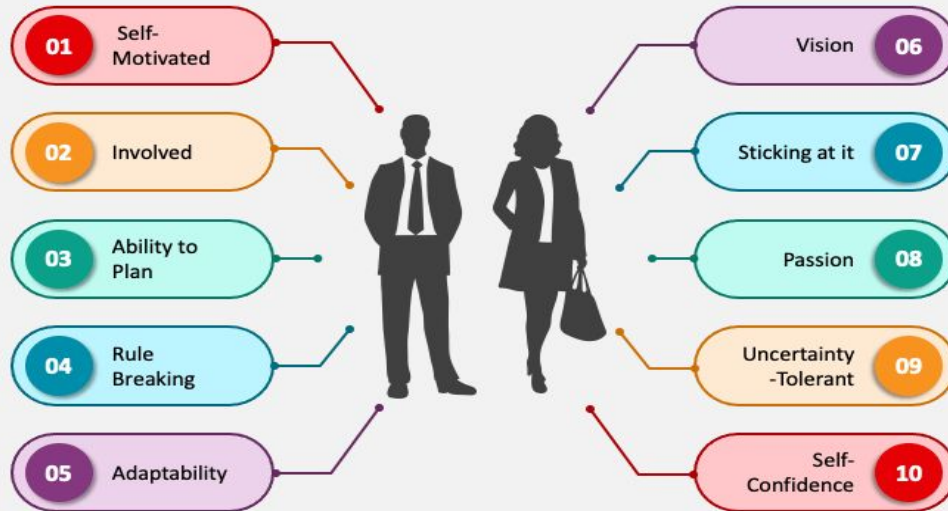
# *How do “You” become an IEC?*

- **Formal Education**
- **Direct Experience**
- **Accreditation Certifications**
- **Training**
- **Summer Institutes**
- **Sheer Guts and Luck: Leap of Faith**

# *IECs Are Entrepreneurs - Traits Needed*

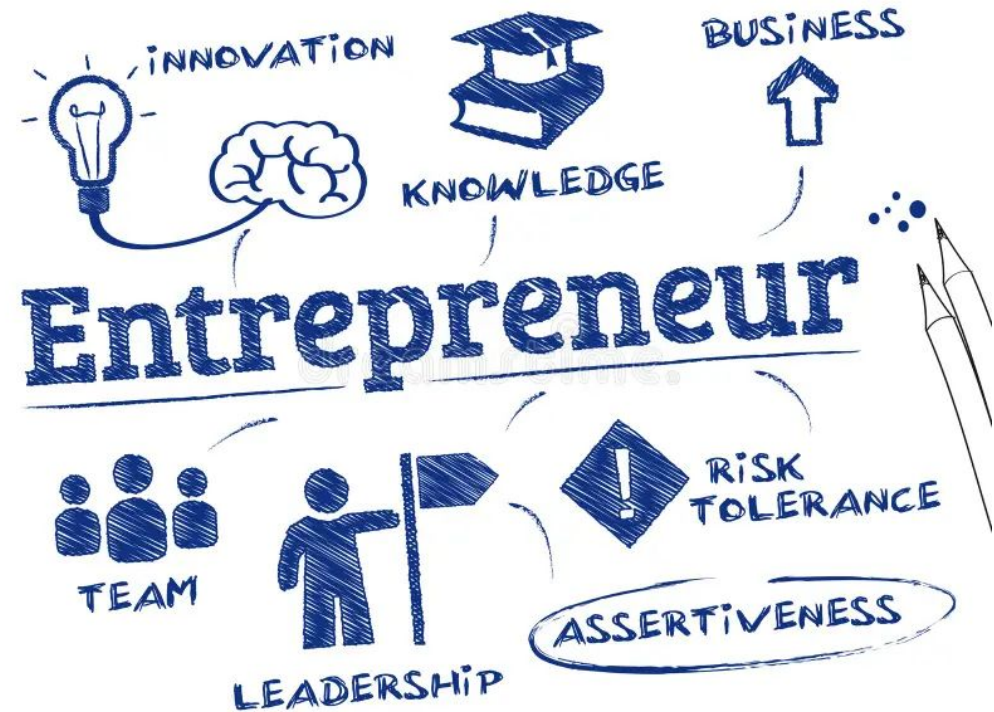
## TRAITS OF AN ENTREPRENEUR

Traits of Successful Entrepreneurs



# *Other Characteristics*

- Specific Knowledge
- Leadership within the profession
- Exposure of “your” brand; speaking at conferences
- Risk-taking



# *Establishing “Your” Practice*

- **Set Goals & Financial Expectations: do you have to coordinate with SO's?**
- **Establish credentials: resume development, then professional memberships and certifications**
- **Develop A Business Plan including services and pricing: competitive research, Company Structure: LLC, Partnership, S Corp, etc. Bookkeeping, client contracts**
- **Determine your level of commitment**
- **Set your schedule: coordinate with your family/significant others**
- **Believe in yourself and trust yourself - no one knows what you don't know!**

# *Marketing Strategies*

- **Research**
  - **Competition**
  - **Best Practices**
- **Determine Specific Product and Pricing Structure**
  - **Deliverables**
  - **Comprehensive Packages**
  - **Hourly fees**
  - **Determine timeline and expiration of services**
- **Brand yourself - who am I and what do I represent? Not everything!**
- **Develop website, SEO presence, social media**
- **Find some friends and supporters in the business**
- **Practice until you are smooth and confident**

# *Where to Find Clients?*

- **Use Existing Network**
- **Join formal networking organizations**
- **Partner with other organizations**
- **Local Public and Independent School Communities**
- **Parent Groups**
- **Community Organizations**
- **Civic Groups**
- **Faith-based organizations**





# *Organizations, Certifications & Training*

**Review: \*Standards & Best Practices**

**Mission Statements**



**HECA**

**UCLA Extension**



**UCI** Division of Continuing Education





# *Professional Affiliations & Organizations*

- **NACAC & Regional ACAC's**
- **IECA**
- **HECA**
- **Association of Certified Educational Professionals**
- **School-based Organizations**
- **TABS / SBSA (boarding schools)**
- **Others**

# *Expectations & Next Steps*

- **Start Small and Grow Slowly**
- **Remember you are in charge of your business - you decide how and when to provide services and who merits free services.**
- **Determine Your Boundaries and Expectations with students and parents**
- **Be ready to serve and serve. You can get picky later.**
- **Understand - This will be hard work!**
- **Reminder: IEC's work evenings, holidays, and weekends and then do it over again.**

# *Advantages*

- **Provide a valuable and necessary service for students and families**
- **You are an “Entrepreneur” which brings independence and flexibility**
- **Rewarding career**
- **You will change lives and develop amazing relationships.**



# *LET's TALK!*



YOU MAY ENTER YOUR  
QUESTIONS INTO THE Q&A  
BOX IN ZOOM



THANK YOU!

