

State of the Profession

Independent Educational Consulting
December 2022

Mark Sklarow, CEO, IECA





The data in this report is based on the largest and most expansive survey of IECs ever conducted

- Nearly 1,000 responses
- 53% were Professional members
- 47% were Associate members
- Approximately $\frac{1}{4}$ have 5 years or fewer as an IEC
- Approximately $\frac{1}{5}$ have 16 years or more as an IEC
- Approximately $\frac{1}{2}$ have between 5 and 15 years working as an IEC

Overview

Where the
Profession is
Heading

IEC Clients

How Has The IEC
Practice
Changed?

Business Growth
& Financial
Health of IEC
Practices

A woman with blonde hair and a young girl with dark curly hair are sitting at a desk in a library, looking at a laptop. The woman is pointing at the screen while the girl looks on. There are bookshelves filled with books in the background. The scene is dimly lit, with a dark overlay on the image.

Where the Profession is Heading



*The rising
tide lifts
all boats.*

Growth

Students are more likely to seek IEC assistance than ever before

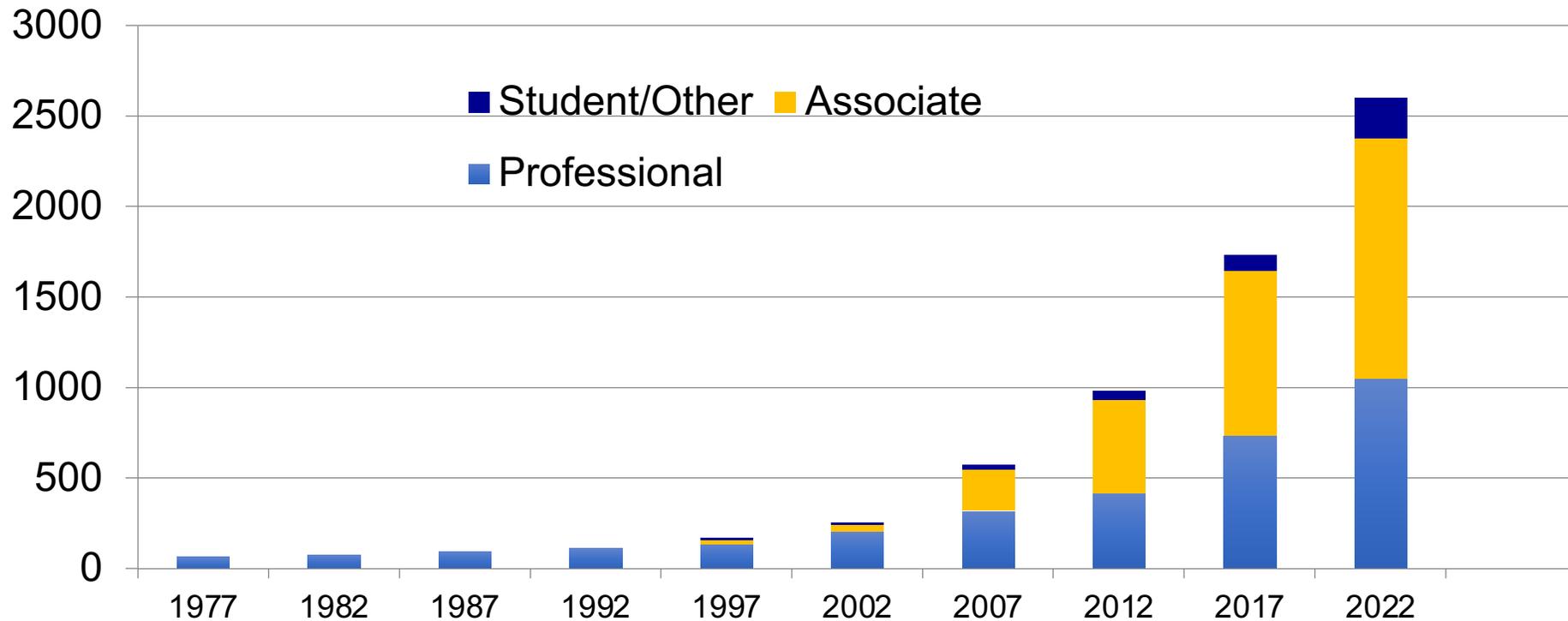
IECA members are busier than they have ever been

IECA members are turning away and/or referring potential clients more than ever

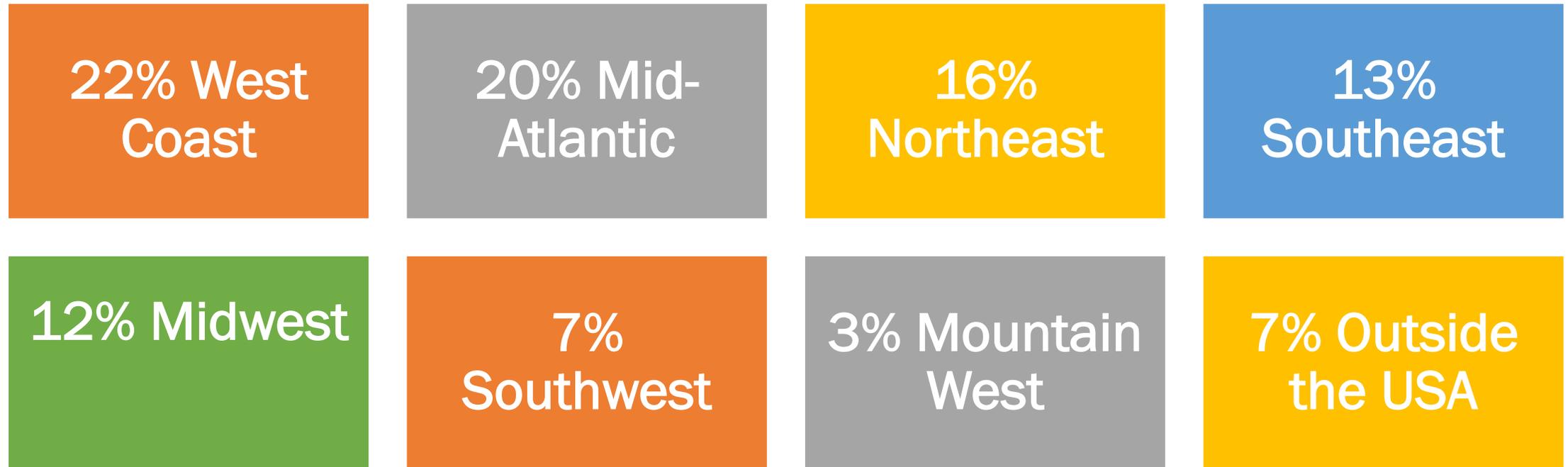
IECA members are more likely to be hiring support staff and additional IECs

IECA Membership Growth

August 20, 2022



IECA Members' Location



IECA Members Outside of USA

195 Members from 41 Countries

Ethiopia	Japan	Brazil	Belgium	Montenegro	Jordan
Morocco	Kazakhstan	Colombia	Cyprus	Netherlands	Lebanon
South Africa	Pakistan	Costa Rica	Denmark	Slovakia	Qatar
Australia	Singapore	Dominican Republic	France	Spain	United Arab Emirates
China	South Korea	Guatemala	Germany	Switzerland	Canada
Hong Kong	Taiwan	Panama	Greece	Turkey	Mexico
India	Vietnam	Trinidad & Tobago	Italy	United Kingdom	10 years ago... 25 members from 11 countries

The Practice: New Clients This Year

College IECs
averaged 24
new clients
this year

Grad IECs
averaged 8
new clients
this year

School IECs
averaged 19
new clients
this year

Therapeutic
IECs averaged
25 new clients
this year

22% of
students,
across
specialties,
have learning
differences

Change in Client Numbers Compared to Pre-covid:

- 56% Significant Increase (Over 25%)
- 12% Moderate Increase (Under 25%)
- 21% No Change
- 7% Modest Decrease (Under 25%)
- 4% Significant Decrease (Over 25%)

Hitting Max Client Load

Professional members who set a “maximum” for their practice:

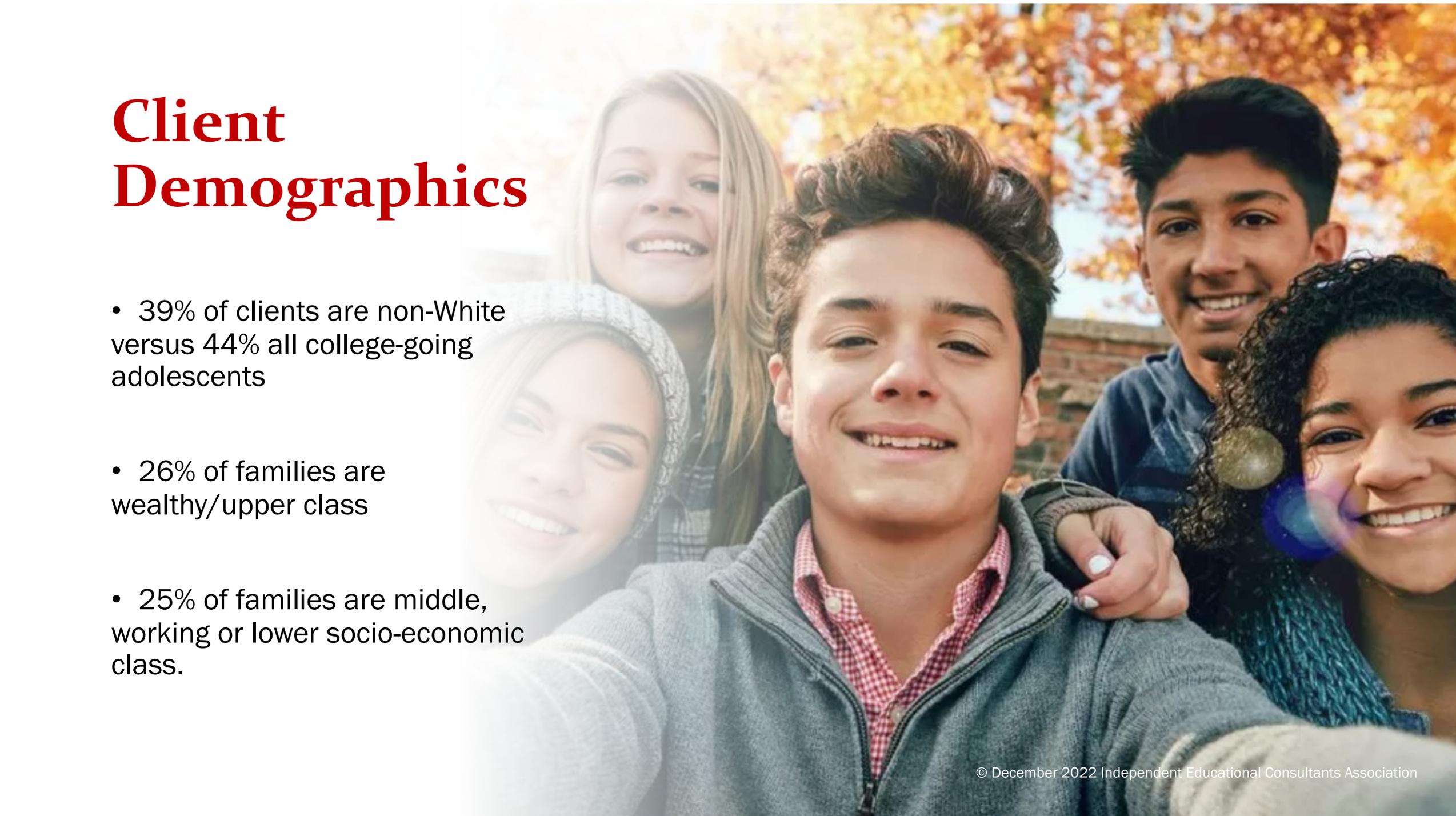
- 80% reached their maximum (3 years ago: 60%!)
- The vast majority of those referred out to colleagues
- Another 9% were at 75% of set maximum

Who Are IEC's Clients?

The MOST typical client is a public-school student attending a large suburban school



Client Demographics

A group of five diverse young people (three women and two men) are smiling and posing for a photo outdoors. They are in front of trees with vibrant autumn foliage in shades of yellow and orange. The lighting is bright and natural, suggesting a sunny day. The group is diverse in ethnicity and appearance, representing a wide range of backgrounds.

- 39% of clients are non-White versus 44% all college-going adolescents
- 26% of families are wealthy/upper class
- 25% of families are middle, working or lower socio-economic class.

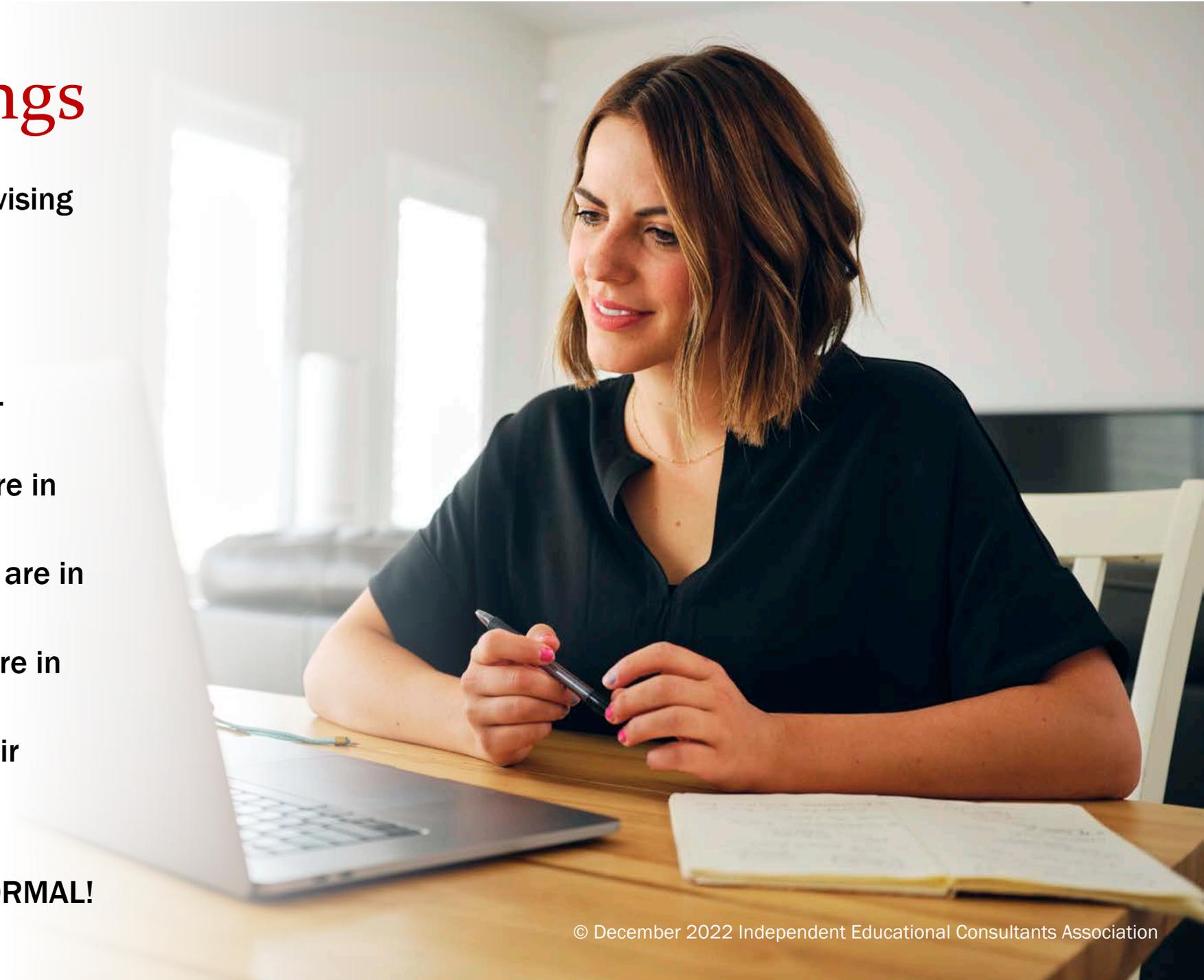
Client Meetings

We used to say 98% of all advising sessions were face-to-face.

In 2022:

- 6% of IECs say virtually ALL meetings are in-person
- 11% say MOST meetings are in person
- 11% say HALF of meetings are in person
- 14% Just some meetings are in person
- 58% virtually never see their clients in person

COVID has created a NEW NORMAL!

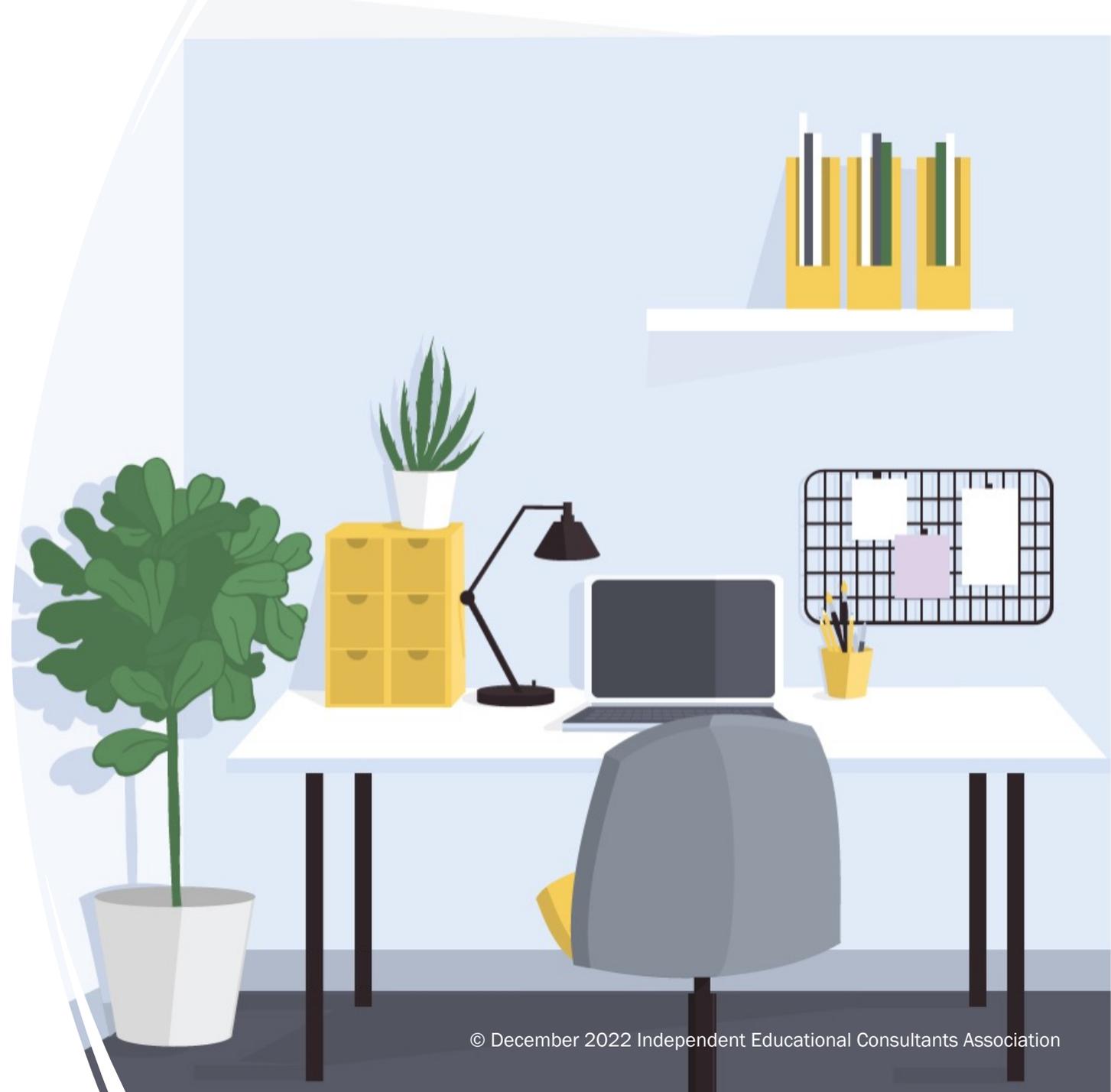


Where Client Meetings Take Place

35% of IECs have a Home Office

28% of IECs have an office outside the home

- 30% meet at IEC's home office
- 24% meet at IEC's business
- 15% meet in community
- 8% meet at client's home
- 23% meet at various locations



When are IECs Meeting with Clients?

	2022	2010
Late afternoons & evenings	84%	64%
Saturdays	46%	40%
Sundays	40%	23%
Weekend client calls/emails but no appointments	21%	25%

The Initial Client Meeting

79% Do not charge for an initial get-acquainted meeting

13% Charge, but roll initial fee into comprehensive plan, if contracted

8% Charge a fee for the initial meeting





How IECs Work

- 58% Work full-time as IEC (70% of Professional members)
- 11% IEC is part of full-time work (8% of Professional members)
- 24% Work part-time as IEC (20% of Professional members)
- 7% Building up to full-time IEC (2% of Professional members)

How IECs Spend Their Time

On Average

- 12% Campus Visits
- 26% Research
- 46% With students
- 16% On the business

Biggest Variance: Research!

- New IECs: 32%
- Under 10 years: 28%
- Experienced 24%
- Very Experienced: 20%





Students working with an IECA member are 3 times more likely to choose an out-of-state college!

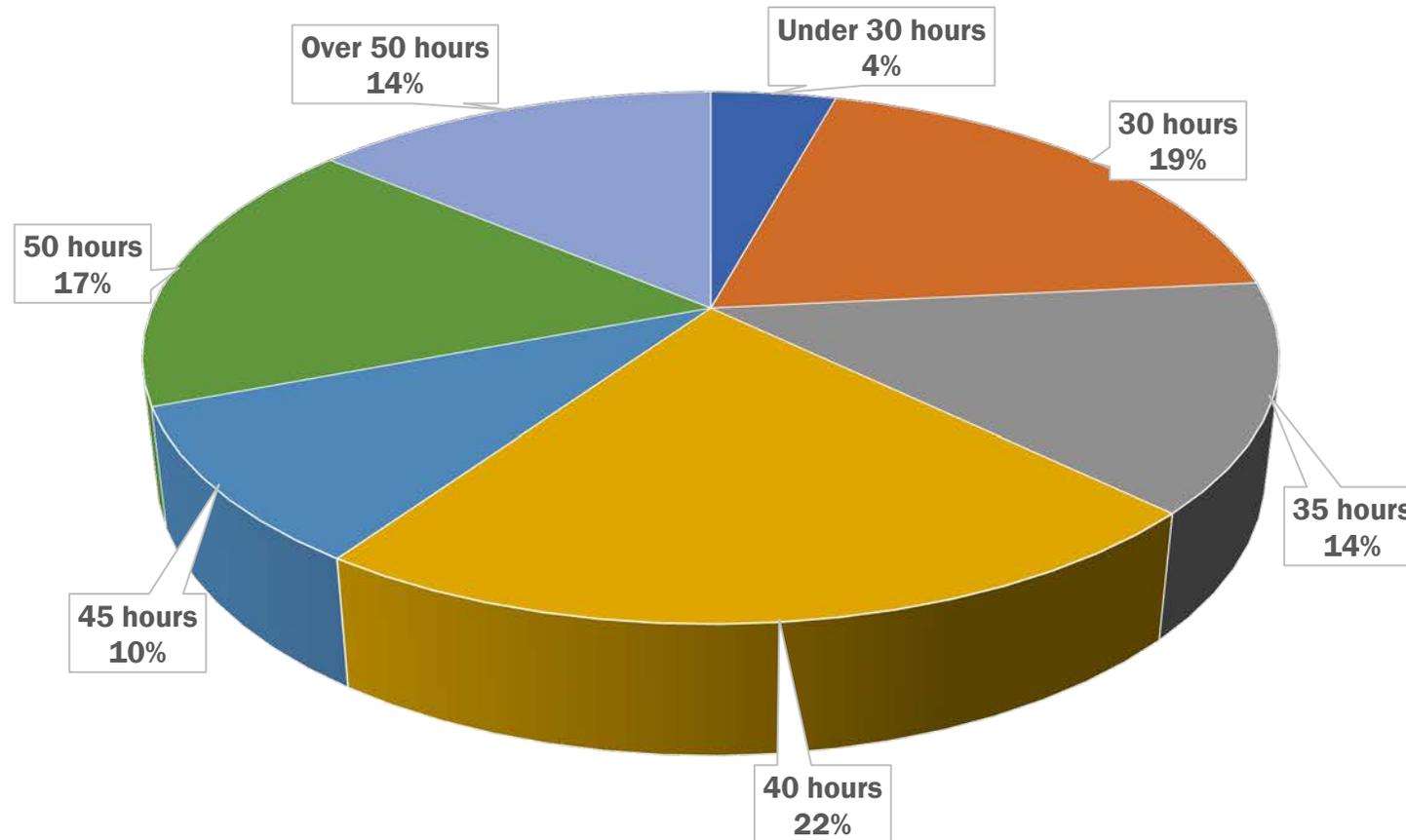
- 20% of students choose an out-of-state college
- 63% of those working with an IEC choose an out-of-state college



Students working with an IECA member are much more likely to attend a private college!

- Nationwide 16% of students attend private colleges/universities
- **57%** of those working with an IEC attend private colleges/universities. (68% three years ago!)

What do IECs mean by 'Full-Time' Work?





IECs	In-Person	Virtual	Total
College	8	20	28
Grad School	2	9	11
K-12 School	6	12	18
Therapeutic	13	18	31

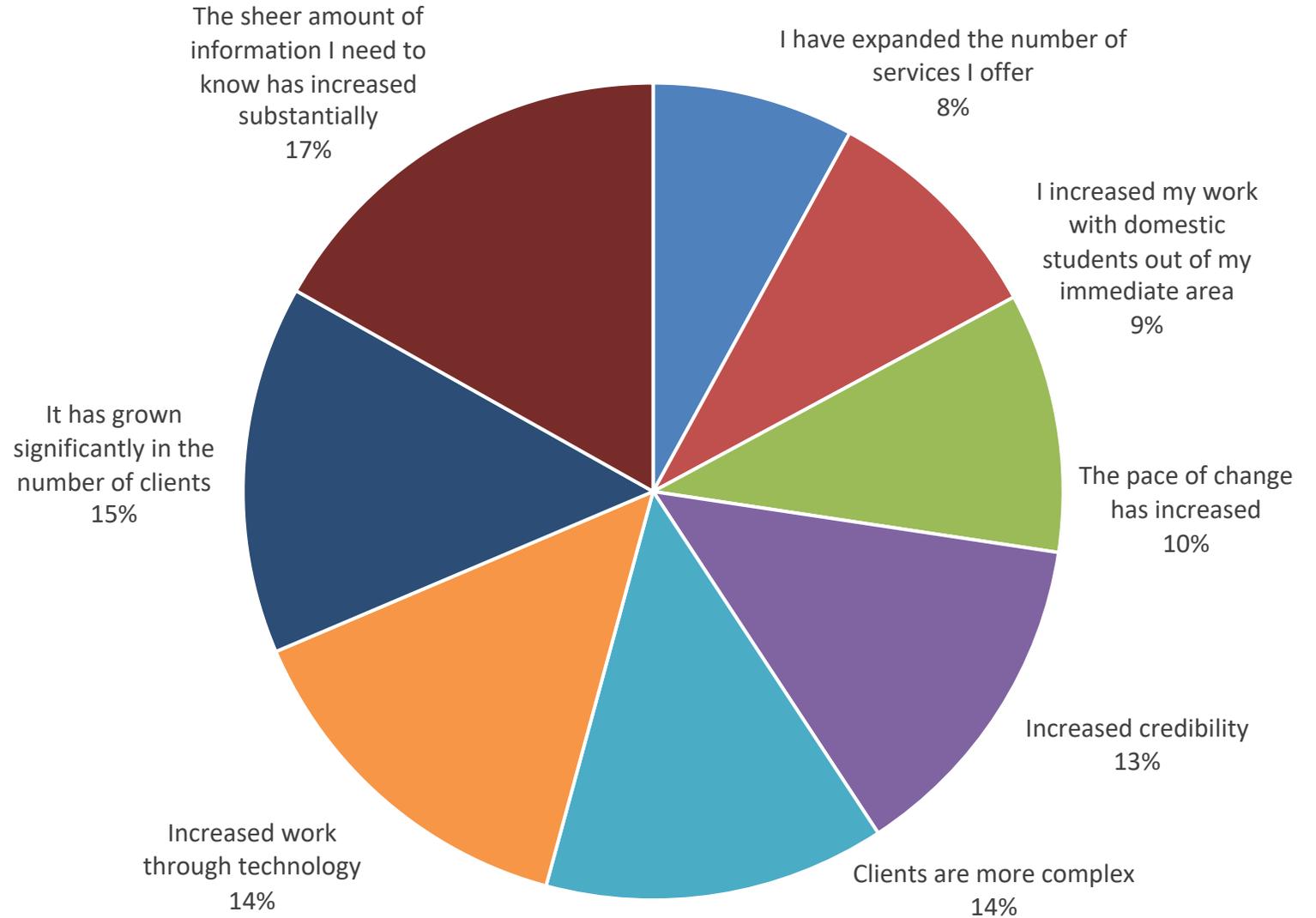
Campus Visits

Average number of campus evaluative visits in 2021



How Has the IEC Practice Changed?

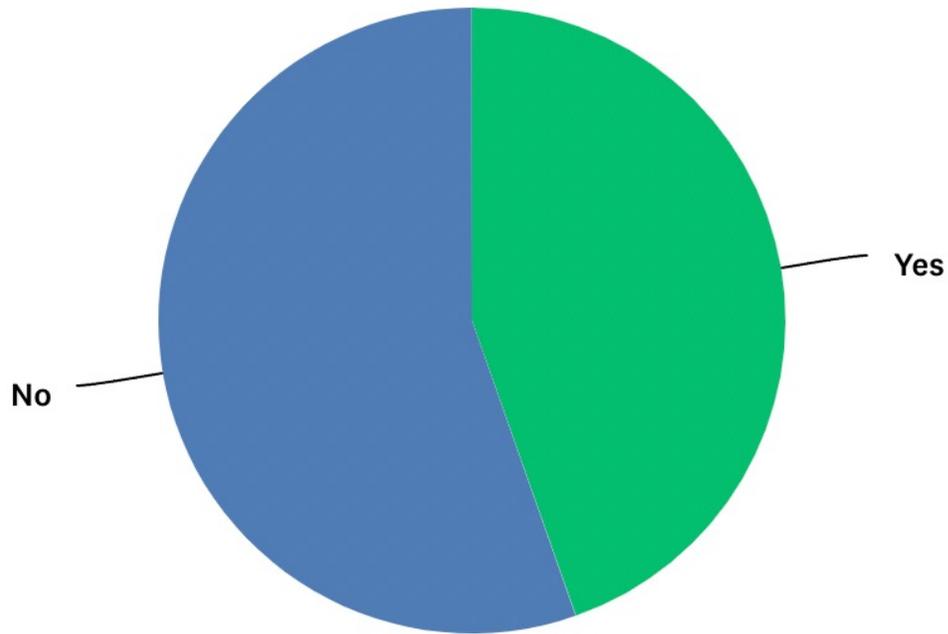
How Has the IEC Practice Changed?





**Over the last 3 years,
IECA members worked
with students from at
least 85 countries!**

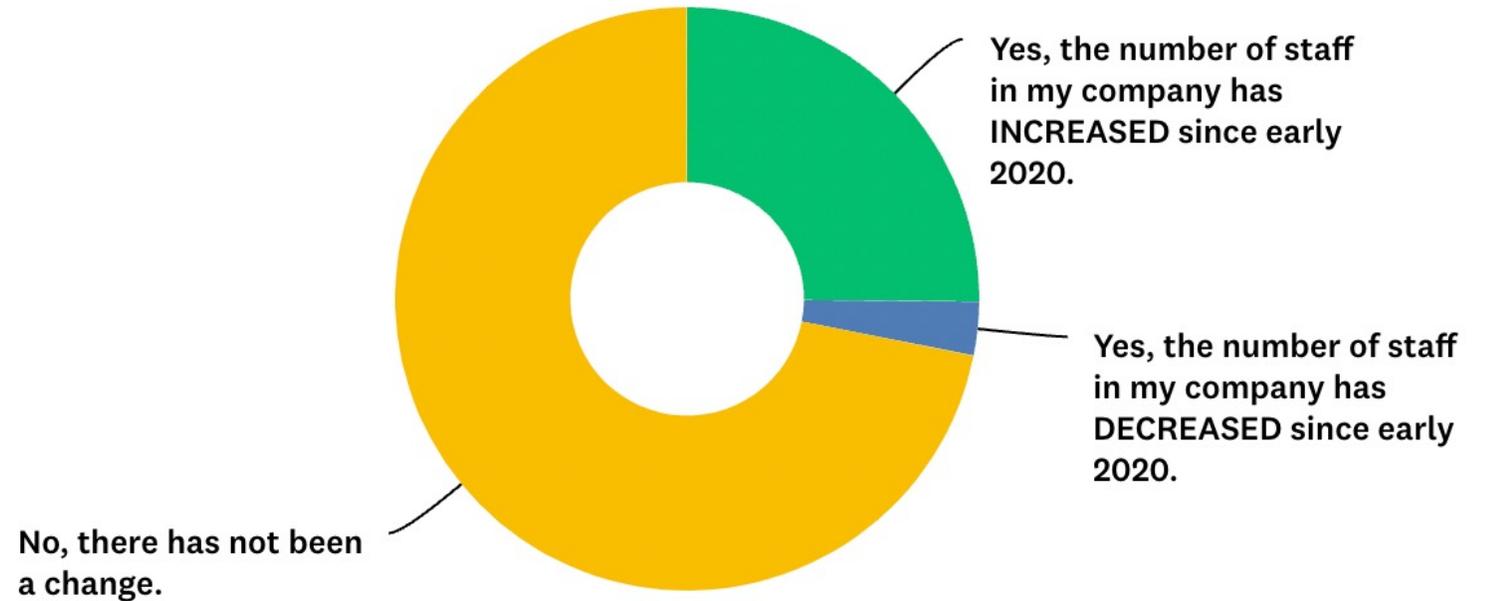
Most IECA members are 'solopreneurs' but that's changing rapidly



45% of IECA members have at least one other employee: partner, IEC, administrative staff, tutoring, etc. in their practice.

Five years ago, this was under one-third.

Eight times as many IECA members have increased staff as have decreased staff since COVID hit



Business Growth & Financial Health of IEC Practices



IEC Fees

Based on historical data from January 2022

87% of IECA members offer a comprehensive package

77% offered less costly options, including:

- smaller plans
- hourly rates
- 'a la carte' services
- a sliding scale

79% offer pro bono help



The background image shows a busy college advising office. A woman in a blue blazer is standing near a doorway, talking to a student. In the foreground, a young man in a blue tank top and khaki pants is looking at a smartphone while another student in a plaid shirt looks at a document on a desk. A third student is sitting on a chair to the left. The walls are decorated with various college pennants, including ones for Stone Hill, Bowdoin, and WPI. There are framed pictures and a desk with a computer monitor in the background.

Comprehensive Fees

(Based on historical data from January 2022)

Used by 75% of clients

- Most IECs nationally charged between \$4,000 and \$7,500 for their advising package
- The mean comprehensive fee was \$6,450 on January 1, 2022 (up over 25% in 3 years)
- The mean hourly rate was \$230

Average Comprehensive Fees

Based on historical data, January 1, 2022; for an average of 2 years and 30+ hours of service

\$6,304 in College Consulting

\$6,687 in Grad School Consulting

\$6,348 in School Consulting

\$7,566 in Therapeutic Consulting

about 25% Higher for International Consulting

about 10% Higher New England & Urban Areas

Average comprehensive fees by region

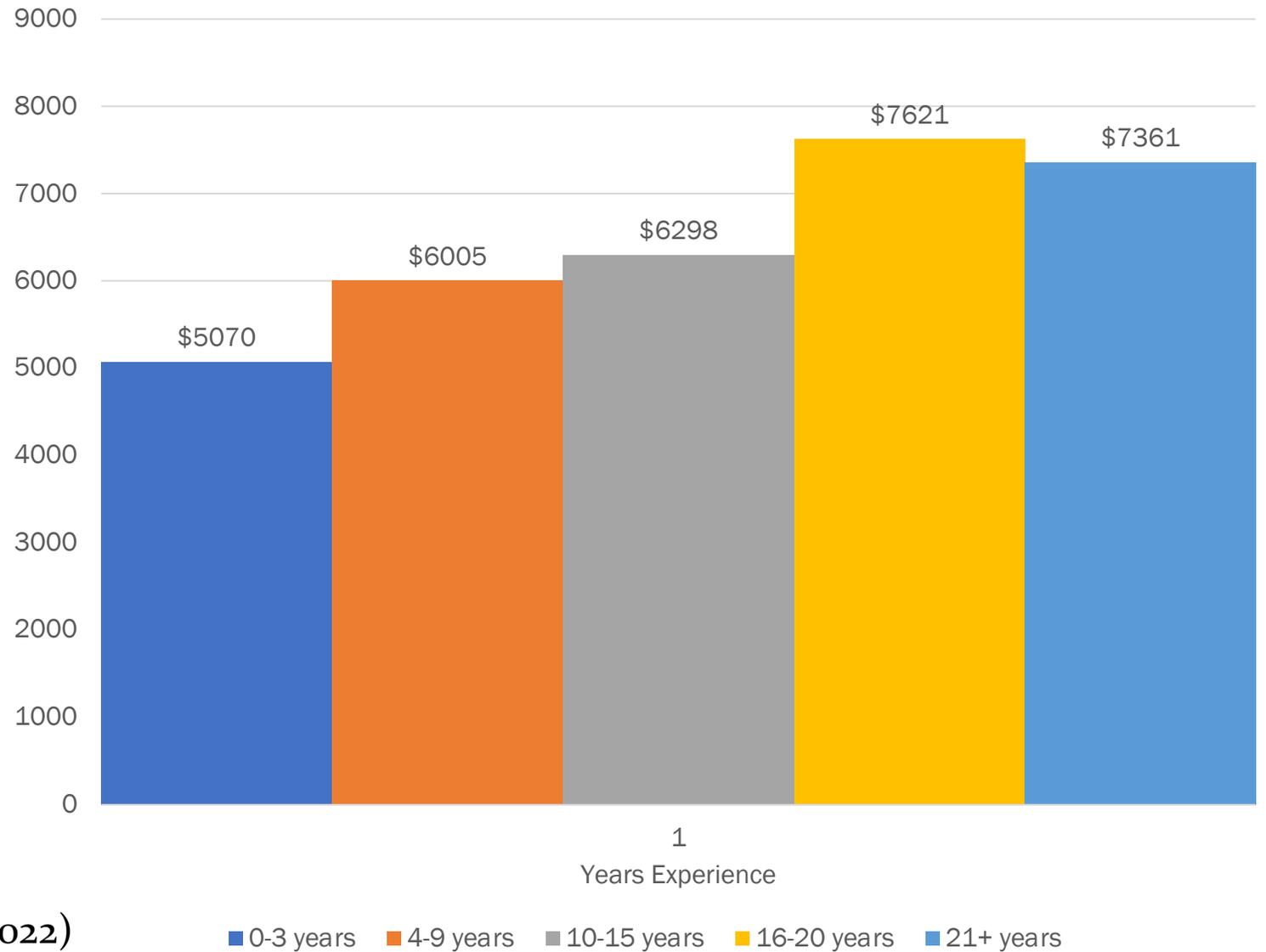
(Based on historical data from January 2022)

Average Fee	Region
\$7,125	New England
\$6,202	Mid-Atlantic
\$5,560	Southeast
\$5,831	Midwest
\$4,618	Mountain West
\$5,829	Southwest
\$5,335	West Coast
\$8,216	Overseas (Asia, Europe, Mideast, Pacific Rim, Africa)
\$4,364	Non-USA Americas (Canada, Mexico, South America)

Comprehensive Fees

Average College Fees by Experience:

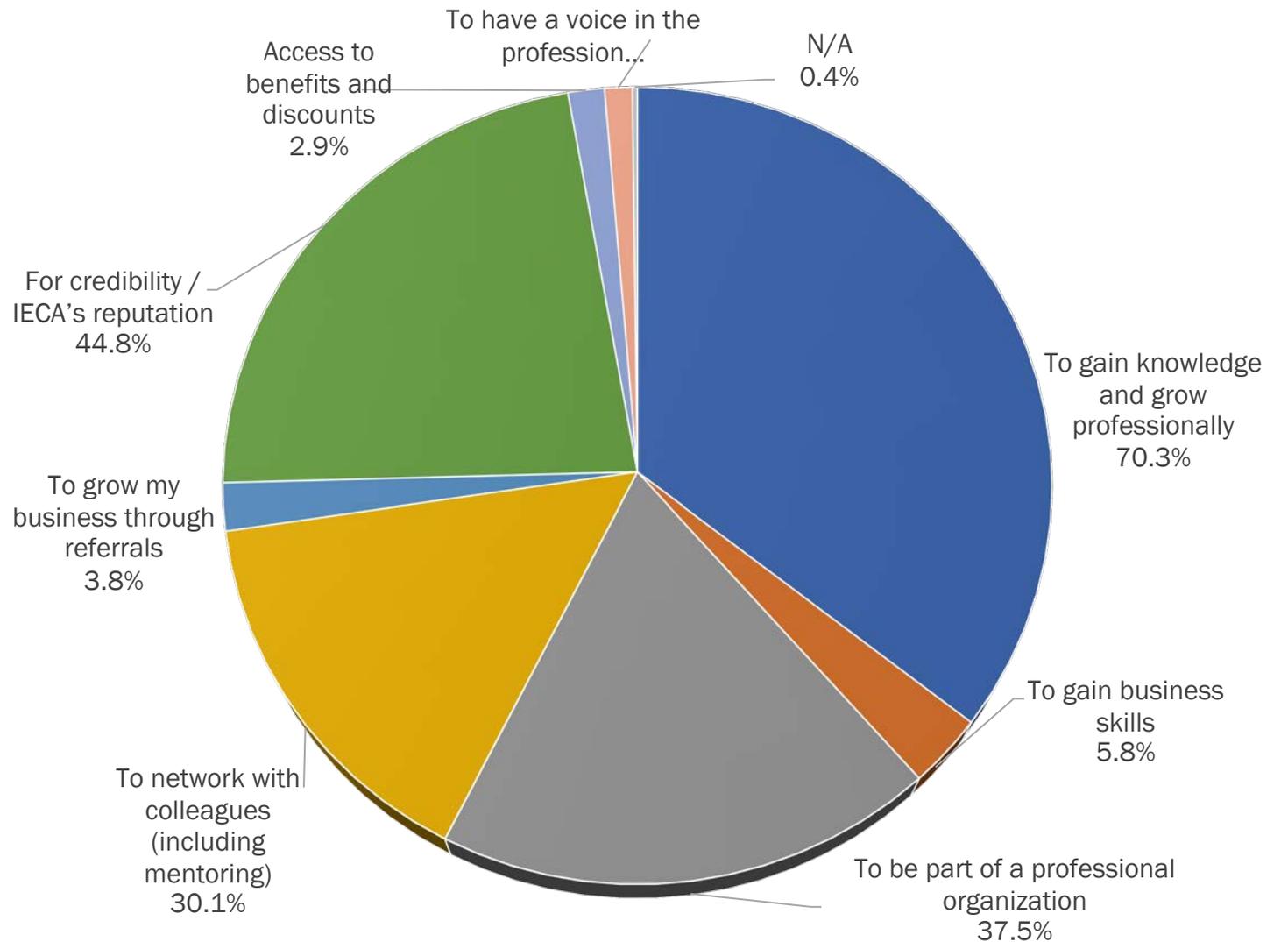
(Based on historical data from January 2022)



Most IECs are
doing well,
even in
uncertain
economic
times

Experience	Profit	Loss	Broke Even
3 Years or Less	73%	15%	12%
4–9 Years	89%	5%	6%
10–15 Years	94%	1%	5%
16–20 Years	94%	4%	2%
21+ Years	86%	7%	7%

Reasons for Joining IECA





For more information, contact Sarah Brachman,
IECA's Director of Communications:
Sarah@IECAonline.com • 703-591-4850

