



October / November 2011

CALENDAR OF UPCOMING EVENTS

September 26
Spring 2012 Conference
Local Planning Meeting
Boston, MA

October 7
Final day to register for Fall
Conference without late fees

November 7-9
School, Program &
College Tours
Texas

November 9
Pre-Conference Workshops:
Athletes; STI Tune Up
Dallas, TX

November 9-12
IECA Fall Conference
Dallas, TX

**November 10: School &
College Fair**

**November 11: Program
Info Swap**

November 12
Forum on the Future
Dallas, TX

November 13
IECA Board of Directors
Dallas, TX

November 24-25
Office Closed
Thanksgiving Holiday

December 1-3
TABS Conference
Boston, MA

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IECA SET FOR TEXAS SPIN AS WE CELEBRATE 35TH ANNIVERSARY CONFERENCE

The Association's roots may be in New England, but national conferences have been held from Seattle to Miami and from San Diego to Providence. Now, as IECA continues to celebrate our 35th year, we two-step *Deep into the Heart of Texas*. The gathering marks only the second gathering in the Lone Star state and scores of local and national volunteers have been planning for a major celebratory gathering.

Discovering Products and Services

IECA conferences are all about discovery, and this conference is organized around that central theme. Opportunities will allow independent educational consultants (IECs)—both members and non-members—to discover new colleges, programs, schools, and products. Increasingly the Conference Central vendors feature Web-based management tools, new technologies, and services that are transforming consulting and admission offices. There always seems to be something new to discover in Conference Central.

Discovering New Ideas

Discovery defines the purpose of all of the educational sessions. Wednesday's speaker, James Guthrie has been a central player in U.S. education policy for two decades. He'll

answer the question "Is America Getting Its Money's Worth" in education. His answer may help all attendees to frame his or her mission and message.



Our lunch speaker on Thursday, Christine Cashen, is a former director of admission whose message to IECs, school administrators, and admission reps is to

shift from frustration to using what you've got to make the most of difficult situations, in her presentation "Stop Global *Whining*."

On Friday, Leonard Sax, author of three acclaimed books on gender, will use a keynote speech and two breakout sessions to fully explore how modern issues, gaming, and social media have differently impacted how boys and girls are pressured. His presentation may change the way schools, IECs (and parents) feel about new technology and adolescence.



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PRESIDENT'S LETTER

BUILDING EFFECTIVENESS THROUGH CONTINUING EDUCATION



Dodge Johnson

Last spring, I used this column to talk about our commitment to quality assurance and the value we place on demonstrating to one another and to our publics that IECA consultants work at learning and growing, keeping current, adapting to new conditions, and flourishing. Nowhere are we supporting competence more robustly or innovatively than in a brace of educational programs now being rolled out—or just about to be.

Most bubbled up from members' suggestions. They have been shaped by our Education and Training Committee, led by Vice President Marilyn Emerson, given life in our National Office by Deputy Executive Director Sue DePra and Executive Director Mark Sklarow, and orchestrated by Manager of Education Programs, Akera Ray, who joined us this summer.

Many of these new ventures are face-to-face:

IECA's Book Club combines reading a seminal book with hearing the author. In Philadelphia,

after members probed *Battle Hymn of the Tiger Mother*, Amy Chua responded to their insights following her keynote address. At our upcoming conference in Dallas, participants will dig into *Girls on the Edge* and later hear Leonard Sax on "Why Gender Matters, and What You Need to Know about Girls' Problems and Boys' Problems." As of late August, more than 50 members had signed on.

Alumni of our five-day Summer Training Institute for newbie consultants—now more than 750—have been asking for a sequel. The response will be our first-ever, pre-conference STI Tune-Up, tailored for and open to graduates also attending the Dallas conference. It will focus on business secrets that help propel practices forward.

IECA's first and long-awaited week-long Advanced Training Institute for seasoned independent educational consultants (IECs) will roll out next year. The curriculum, developed in June, will be hands-on, and we're exploring

dates and sites. We intend to offer an ATI on a different subject every year.

Still in the planning stage are one-day, fly-in seminars on substantial topics across a spectrum of specialties—perhaps to include visits to local campuses or programs. Plans are to have at least one in place next year.

Other ventures involve participation online:

Most ambitious are monthly webinars, on diverse subjects and geared to diverse specialties, to start in January. Topics will include not only aspects of adolescent development and issues in consulting but also best professional practices, with IECA's Standards of Excellence as our guide. Webinars will remain available in a library where IECs and others interested can learn something new or enrich something familiar – at their convenience and on their

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IECA⁺ INSIGHTS

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IECA members only), and Twitter (@IECA).

IN FOCUS

IECA at 35

Where We've Met for Our Fall and Spring Meetings:

# Times Met	Location
9	Mid-Atlantic
8	New England
8	South
7	Mid-West
4	Southwest
3	Northwest
1	Mountain
1	Canada

Top 4 Cities Where IECA has Met

- #1 Boston
- #2 Philadelphia
- #3 D.C. & Chicago



AT IECA CONFERENCES, EDUCATION SHARES SPOTLIGHT WITH NETWORKING: 5 RULES FOR SUCCESS

by Mark H. Sklarow, Executive Director, IECA

We make a great deal about the national experts who keynote IECA Conferences, including this fall's gathering in Texas. Famous authors, practitioners, and public figures have all shared the stage. Typically some 100 panelists and presenters bring attendees the latest in research or new ideas that can be immediately set to use in admission offices or independent educational consulting practices.

However, we know that traditional education is just a part of the reason we gather. Networking, which brings collegiality, shared purpose, and knowledge of schools, are of equal value. Hundreds



of independent educational consultants (IECs), representing 10,000 students will arrive in Dallas wanting to learn more: from schools, colleges, gap years, programs, as well as products and services. They'll also seek each other out to examine this year's admission cycle, changing trends, and stories of clients and families. This sharing, for some, is the real heart of an IECA conference: professional communication and mentoring on an informal basis.

The hundreds of colleges, programs, and schools that join us always seek advice on ways to make the most of their time at an IECA conference, so here are my five simple rules:

1. Be Present. By this

I mean more than just register. Attend sessions where I encourage you to raise questions and offer opinions. Spend time in Conference



Central during breaks and approach IECs with a handshake and introduction. Participate in meals and receptions. Our color-coded badges mean that IECs looking to connect within their specialty will know how to find you (and likewise, how you find them).

2. Be Prepared. If an independent educational consultant in Dallas wanted to spend just two minutes with every school, program, college, and vendor, it would take 15 hours...and that's without time to talk with colleagues and attend sessions. So be prepared

with a brief word or two about your school or product, discern interest and make plans to follow up later. Conferences are about INTRODUCTIONS not about CLOSING THE DEAL.

3. Think Ahead. In this first week of early registration, 300 attendees have already registered and in the months ahead that number will grow. Reach out to IECs: both those you know, but more importantly to those you've never met; set up a five or ten minute meeting in Conference Central or in any of the many lounges and coffee shops in the conference hotel. If you are presenting at the conference, use the IECA Facebook Page, your LinkedIn contacts, or Twitter to promote your session. If you plan ahead (now), you can order sets of mailing labels and invite members to visit your table, your booth, or set up an appointment. [contact Sheila Kirk at Sheila@IECAonline.com]

4. Don't Make it a 'One Night Stand.'

Once you've made connections, be sure to follow up: with mailings, opportunities to visit campus when IECs are in the area, phone calls, a stop-in should you be traveling to



the area. Did you know IECA now has regional groups that meet in 10 communities? Most would welcome visits from admission professionals. Since its impossible to gather materials from every school at the fairs (think excess baggage fees), an easy follow up is mailing materials to the IEC.

5. Build Awareness. Many attendees will tell you that their first (or second or third) IECA conference was overwhelming: many felt like they walked into a sea of friends at a class reunion or a family gathering. Let's remember, we're all counselor-types and enjoy meeting people and building friendships. It may take several conferences, plus connections in between to feel fully connected. There are some other ways to stand out: advertising, sponsorships, etc. allow some extra attention. The most critical thing is to stick with it.

We look forward to seeing you in Dallas this November, and helping you meet your conference goals: both in education and networking success.

From IECA's Independent Educational Consulting blog,
www.IECAonline.com/blog

IECA Conference, from page 1

Attendees will not want to miss Saturday morning's "Master Class" with Jeff Georgi, one of our most popular presenters. He last



shared his lessons on the adolescent brain to a packed house and all attendees—from college consultants to schools and programs—discovered much that could be practically applied to their own work.

Discovering Schools

IECA's three signature events are all focused on helping independent educational consultants to discover new schools, programs, or colleges. Members often talk about discovering "hidden gems" during these events. On Thursday it's the School & College Fair; Friday the Information Swap for therapeutic programs; and Saturday morning the Program Showcase to highlight some therapeutic programs.

Discovering Concepts & Creative Solutions

A full list of all the breakout sessions can be found on the IECA Web site. The office is already fielding "complaints" that too many great sessions are being offered, making it difficult to choose. We're excited to offer a collection of sessions that focus on improving skills and services in the independent educational consulting office. These "tune up" breakouts are available to all attendees and are geared to those participating in the pre-conference STI-alumni event.

Breakouts, offered from Wednesday through Friday, target all specialties, all attendees, and emerging topics and trends.

Pre-conference events include tours

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SOCIAL EVENTS IN DALLAS UNITE NETWORKING AND LOCAL FLAVOR

Along with numerous educational offerings, IECA national conferences provide several opportunities for reconnecting and networking with colleagues. And the upcoming IECA Fall Conference in Dallas offers a number of wonderful opportunities!

Tuesday IECA Member Consultants Dinner

(optional for IECA member consultants only; registration required)

Whether just arriving in Texas or following days of campus tours, IECA member consultants will ascend 50 stories to the top of the Dallas skyline landmark, Reunion Tower. Inside the distinctive and iconic glowing ball located 560 feet above the city, attendees will enjoy a modern interpretation of Asian cuisine, a signature of the evening's caterer, Wolfgang Puck. With a revolving room and 360-degree views, there is no better way to see Dallas!

Wednesday Networking Dinner

(Included for all traditional & LD schools, fully registered colleges, vendors, and all IECs)

Are y'all ready for some fun? On Wednesday evening we will relax and take a break from the frenetic pace of the conference to enjoy some traditional Texas BBQ! So grab your cowboy hat and boots and join us for an exciting event that could only be held Deep in the Heart of Texas!

Friday Afternoon Networking Event

(Included for all Friday/Saturday conference attendees)

Our Friday networking event offers yet another opportunity to interact with colleagues in a relaxed setting. Before heading out for dinner and other off-site events, join us as we highlight cuisine from our neighbor to the south at our Tex Mex fiesta! This event follows the Info Swap by one hour, allowing time to close up the Swap before joining your colleagues for some relaxation and fun.

Throughout The Conference

Be sure to visit Conference Central throughout your time in Dallas. We will have snacks, drinks, desserts and room to sit, relax, and connect. Conference Central will also feature our vendors, Cyber Lounge (sponsored by Best Notes), bookstore, book signings, and more.



FLASHBACK 2004



IECA in New Orleans. (L – R) Nancy Cadwallader (LA), Jane Shropshire (KY), Rhea Wolfram (TX), Tim Lee (MA), Mark Sklarow (IECA), Diane Geller (CA), Lynn Luckenbach (MI), Bunny Porter-Shirley (TN)

ETHICS DISCUSSION

RESEARCH OR PLAGIARISM?

Questions Move from Academia to IEC Web Sites & Brochures

There was a time when independent educational consultants (IECs) practiced far from one another. One's promotional materials, even if similar in tone and word choice, would rarely cause a stir as their distribution was in a small, singular community. Now, the field has grown with almost all IECs promoting on the Web for clients well beyond their neighborhood. Further, the profession has progressed with Standards of Excellence, and "best practices," creating a common set of terms leading to a sameness in the language used by IECs from Boise to Beijing.

Ethics Case

'Lauren' attended the IECA Summer Training Institute in 2010. There, in addition to learning information about admissions, effective campus visits, and working with families, she received a steady diet of ethical practice information. In these lessons certain terms and phrases were rejected ("help in writing essays," "secrets to getting admitted") while others like "good fit," "good match," "reducing family anxiety," and others became the basis for a new common professional language.

When Lauren left STI, she was excited about moving forward and contacted a Webmaster she met at a previous IECA conference. The first step, she was told, was to visit lots of other IEC Web sites: jot down things she liked, things she didn't, design elements, phrases, organization and construction, color schemes, etc. She took the assignment seriously and had pages and pages of preferences based on the review of Web sites. She remembers a few sites best because, she thought at the time, "that's the image I want to create for my practice."

Based on her feedback, the Webmaster began to build her site. As progress was made, Lauren often looked back to her favorite and made suggestions to the Webmaster, to edits or redesign, to include more of the elements she appreciated from others' successful sites. Soon her own site began to resemble these more and more in design, tone, and even language. As she moved on to develop intake forms, contracts, and the like, she actually called two other IECs, and, using a pseudonym, requested information packets. She said she had no intent to steal information or content, but respected their work so much, she wanted to "get an idea" of what they send to families.

Lauren's call to one of the IECs was found out, which led to greater scrutiny of her Web site. Soon after came accusations of plagiarism, with many IECs pointing out sentences, phrases, and even the site's organization that mirrored their own.

The Ethics Committee Responds


IECA has a long tradition of members helping one another, sharing information, and mentoring. This makes our association special. As technology 'unites' us and our practices expand globally, the interstices of our relationships become more complex. Recently, several issues of violation of the intellectual property principles, if not laws, have come to our attention. The above case is representative. The answer is clear: permission to use the materials, both electronic and printed, of another professional in any form is absolutely necessary; otherwise, it is plagiarism, plain and simple. We should expect no less of ourselves than we do of our students.

IECA Conference from page 4

of Texas colleges, special programs, and schools. In addition, three workshops are on the schedule: Alumni of STI, or Practices & Principles, may be most interested in the 'Tune Up' mentioned above, or a three-hour primer on serving student athletes. Representatives from therapeutic schools and programs may want to participate in a special offering on Thursday morning on risk management.

Discovering Your Network

Rarely is there downtime during IECA conferences as social events become another opportunity to talk with colleagues, reinvigorate acquaintances, and make new connections.

See accompanying article on page 4 for all the special events scheduled for Dallas. Be sure to plan for all that IECA will offer deep in the heart of Texas. 

BUILDING BLOCKS TO INDEPENDENT LIVING FOR YOUNG ADULTS WITH SPECIAL NEEDS

by Catherine Sullivan-DeCarlo, Vice President, Chapel Haven



Young adults with development and social disabilities who graduate from high school are often not ready to face the challenges of college, work, and independent living. They may not have received effective or sufficient social skills instruction and coaching to ensure that they will be able to get along and communicate effectively with other people in

future jobs, college, or an adult residential setting.

They may not have received substantial transition services in their high schools, leaving them unprepared to manage the practical responsibilities of adulthood, such as managing one's own household, personal finances, or health care. They may have poor executive functioning skills, making it hard for them to organize, plan and manage their lives independently.

They may feel anxious or fearful, or lack confidence in their ability to cope on their own.

They may have limited awareness of their own challenges, strengths, and preferences, making it hard to select suitable, realistic options for post-secondary education and employment.

Where can they go, and what can they do? How can they take the next step forward with their lives? Where can they learn the skills they need, taking a giant step toward independence, and yet receiving carefully calibrated levels of instruction and support? This article looks at some of the fundamental support services that can help adults with a variety of disabilities transition into successful independent lives.

Fostering Social Communicative Competency

An important area that is sometimes overlooked in the transition process is addressing social skills for these young adults. Particularly for adults on the autism spectrum, a major stumbling block can be underdeveloped social skills, including an inability to recognize

nonverbal cues such as facial expressions and gestures, or to navigate the social norms of behavior and conversation.

Good instruction will help young adults develop confidence in their communication skills, helping them practice how to interpret facial expressions and gestures, engage in reciprocal conversations, problem solve, and appreciate another person's point of view. Students should have the chance to practice making a social plan with a peer, do some role playing using different social scenarios, and develop better self awareness. With the help of skilled practitioners, young adults can benefit tremendously from coaching in speech clarity, speed, phrasing, correct use of formal and informal language, figurative language, and irony.

Then, with the help of staff, young adults benefit when they are given the chance to practice these skills in natural, authentic settings; for example, learning how to speak up in a classroom, how to order in a restaurant, how to make a social plan with a roommate, and most importantly, how to self-advocate. Along the way, their confidence grows.

Independent Living Skills

Independent Living Skills are essential to deal with adult day-to-day demands and responsibilities. Young adults need sequenced instruction in "survival" skills, e.g.: use of the telephone, financial management, grooming, preparing nutritionally appropriate meals, and traveling independently.

A residential setting away from home, but with plenty of caring and qualified professionals, can help adults learn to get along with others while learning, through rote instruction, how to manage their hygiene, clothing, diet, and vocational and leisure pursuits. These skills are difficult for the transitioning adult to build while still under the watchful care of parents or guardians. A transitional setting that allows these adults to take small risks and make mistakes is the optimal way to begin building survival skills.

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own computer. We hope to make all webinars free to members and available to others at modest cost.

For years, IECA has required members to subscribe in writing to our Principles of Good Practice. Beginning in 2012, all members will participate in an Ethics Webinar – interactively so we can approach issues in a hands-on way and periodically so that we can stay abreast of ethical concerns in evolving business climates.

On IECA's Web site our new IECA Education Center will house all things educational – webinars, articles, presentations, white papers, and

more. The idea is to make it easier for member and non-member IECs, colleges, and programs, our publics, and the press to see what we offer and take advantage of our materials.

If all this sounds challenging and energetic, it is. It reflects IECA's commitment to serious continuing education—not just for members, but also for anyone interested in the craft of independent educational consulting. It's one of the ways we strive to deserve leadership in the profession.

Dodge Johnson, IECA President

REMEMBERING LESLIE KENT, IECA

by Steve Antonoff, Ph.D., IECA (CO)



The light on the field of independent educational consulting is a bit dimmer, because on June 2, 2011 we lost one of our shining stars: Leslie Kent, of Fairfax, Virginia.

How lucky were those who found their way into Leslie's world. She welcomed imperfect kids into her practice and never tried to make

them perfect but rather encouraged them to be themselves. Ever tolerant and open, Leslie treated each student as her only one.

She had a particular passion for students with learning disabilities, in part, I suspect, because she understood that differences can be tough to manage. She showed her students that all of us at times feel different, that all of us are squares trying to fit into a round world. Leslie helped her students learn how to use that difference, that "squareness" to achieve great things in college and in life.

From both the students in her practice and her professional colleagues, Leslie accepted a "good" effort provided it was your best. But if she sensed you had more in you, she pushed you to move from good to great.

While her love was the kids she served, Leslie was also fully committed to the future growth and development of our field and she understood the vital importance of training new generations of IECs. Whether she was leading the charge to develop the IECA Standards of Excellence, working to uphold our membership standards, or serving on the IECA Summer Training Institute faculty, Leslie's masterful leadership left an indelible impression on all of us, and her contributions will resonate for years to come.

We are a better profession because Leslie was a part of it. She was an inspirational leader, a trusted friend, and she made a difference in our profession. She is missed.

Building Blocks from page 6

A related skill that also can be overlooked relates to time management. Young adults with special needs have often had significant help from adults in their lives in filling downtime with sports, hobbies, recreational, and leisure pursuits. Learning how to manage blocks of time requires planning and communication. Learning how to initiate and carry out satisfying downtime activities with other peers is a good fundamental skill for building happy and satisfied lives out in the community. Students who have had a chance to practice managing their leisure time have more of a chance to learn skills such as compromising, sharing, and getting along with others.

Other core supports include teaching adults home safety: learning how to identify an emergency situation, when to call 911, how to use electrical appliances safely, how to use the telephone in an emergency, and understanding the dangers of inviting strangers into the home.

Financial management skills include managing a bank account, learning to budget for the week, grocery shopping, and budgeting for weekend recreation activities.

Young adults need to learn how to manage their own health care. This includes understanding common illnesses, when to take over-the-counter medications, how to become more independent with doctors' appointments and hygiene, and learning the fundamentals of a healthy diet.

Cooking and clothing management will help young adults practice and develop the rote routines they will need to be able to move

out into a community and manage an apartment with some independence. Learning to go to the Laundromat, and building a repertoire of simple but healthy recipes helps young adults manage typical concerns like weight gain and obesity.

Another key area is sex education. Developing awareness about the dangers of unprotected sex and discussing methods of birth control can help adults feel more confident as they explore dating and relationships.

Preparing for Vocation and College

Adults with disabilities also need to develop plans for employment, and in many cases, college. Support services in this area might include helping a young adult develop a better sense of the types of employment settings they might prefer, beginning to inventory their own strengths and weaknesses, practicing job interviews, and developing a vocational portfolio. An important focus is on learning the soft skills necessary to become a professional and reliable employee. For many adults on the spectrum, understanding the unspoken rules of a workplace—how to dress, how to fill time when the assigned task ends—can be challenging and must be taught implicitly.

The driving purpose and foundation of a successful transition is integration into the community. Young adults who have learned concrete life skills have had practice at organizing, planning, and managing their day, and have been taught these skills through the lens of social competence, will enjoy fulfilling and productive lives of independence.

For more information, go to www.chapelhaven.org. 

INTRODUCTIONS

Please Welcome IECA's New Professional Members



Betsy Grigoriu (NY) has worked as an independent educational consultant and has been an IECA associate member for four years. She worked as an outpatient

therapist in clinical settings with adults and children; a district school counselor; an associate director for an institute at Cornell; taught undergraduate and graduate level adolescent psychology, educational psychology, adult development, and program evaluation at Cornell and SUNY Cortland.

Betsy attended IECA's 2006 Summer Training Institute. She earned a doctorate in Educational Psychology/Program Evaluation from Cornell University, a master's in Clinical Psychology, and BSE in Secondary English Education from Mansfield University in Pennsylvania.

Betsy offers workshops and presentations on special education and advocacy for special needs children.

She is a member of the Council of Parent Attorneys and Advocates.

Betsy is married to Mircea Grigoriu, an engineering professor at Cornell. They have a 19-month-old grandson. Betsy enjoys participating in a local flying club, hiking on the many trails in the Fingerlakes and Adirondacks, canoeing, and gardening. She earned a private pilot's license in 2003.

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Lauri Teagan (MO) has worked as an IEC for four years and has been an associate member for the past year. She also works as

a consultant at Washington University St. Louis Career Center. She previously worked as senior research scientist, deputy director of Education Finance, and deputy director of the Voluntary National Test: American Institute for Research. Lauri also ran her own tutoring company, worked at the Consortium on Chicago School Finance Authority, and for Merrill Lynch in capital markets and investment banking. Lauri attended IECA's 2010 Summer Training Institute. She earned a B.A. from Barnard College, an M.A. from Stanford University, and a Ph.D. from University of Chicago.

Lauri was nominated for the Dissertation of the Year by the American Education Finance Association 2000. She has published many articles in professional handbooks and academic journals, and has presented at national education conferences, including American Education Finance Association Conference and the American Education Research Association Conference.

Lauri is a volunteer at College Bound, where she provides college counseling to underprivileged children.

Lauri is married and has two children: Jack 8 years old and Hannah 7. She also runs two other real estate companies.

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Lu Anne C. Wood (NC) has worked for three years as an IEC and has been an associate member for two years. She previously worked at Forsyth Country Day

School as a college counselor, director of student and family advising, and director of admission and financial aid.

Lu Anne attended IECA's Transitioning to Private Practice seminar in 2009 and IECA's Summer Training Institute in 2010. She earned a Bachelor of Science degree from Salem College.

Lu Anne is a member of NACAC and SACAC.

She is a former president of the Junior League of Winston-Salem and serves on the Trinity Center Board of Directors in Winston-Salem.

Lu Anne and her husband, Jeff have three adult children. Ben is a plastic and reconstructive surgery resident; Chris works with the Panthers NFL organization; and their daughter is an artist working in New York. Lu Anne loves to cook and enjoys watching ACC sports.

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CALL FOR PROPOSALS DEADLINE

Proposals for presenting at IECA's Boston conference (May 2 – 5, 2012) are being accepted through December 15, 2011. For more information, and to download the proposals application form, go to: www.IECAonline.com/proposals.html

IN THE NEWS

Jill Tipograph (NJ) was featured in the *New York Times* article, *For a Standout College Essay, Applicants Fill Their Summers* on August 6.

Nicole Oringer's (NJ) letter to the editor, in response to the article, was printed in the August 12 issue.

Holly Treat (CT) wrote an article for *SEEN Magazine* entitled, *Independent Schools, Independent Choices* in the Summer 2011 issue.

The September 2 issue of *The Palm Beach Post* article, *Applying to Colleges? Consultants Can Demystify the Process* featured IECA Florida members **Patricia Aviezer**, **Robin Abedon**, **Judi Robinovitz**, and IECA Executive Director **Mark Sklarow**.

Carolyn Mulligan (NJ) was quoted in the Forbes.com article, *Students Unhappy With College Options Weigh Transfer vs. Gap Year* on August 3.

Rosalind Marie (AL) was interviewed about her book, co-authored with **Claire Law** (SC), *Find the Perfect College for You*, in the *College Spotlight* newsletter.

Heather Ricker-Gilbert (PA) was featured in the August 21 *Centre Daily Times* section *Bits of Business*, on moving her business to State College, Pennsylvania.

Associate member **Annie Reznik** (RI) wrote an article that was featured in the *Jewish Voice*, *Tips for Parents of College-Bound Students*.

Jamie Dickenson (WV) was featured in television station WBOY's online article, **Jamie Dickenson** *Opens New Tutoring Center* in Charleston on August 27.

Mark Sklarow was quoted in the September 2 *Palo Alto Weekly* article, *A Money-Back 'Guarantee' of College Admission?*

INITIATIVES

Shirley Bloomquist (MD) was honored with the PCACAC John A. "Jack" Blackburn Award for Ethics in College Admissions.

The award recognizes a member of the profession who exemplifies the qualities that made Jack

Blackburn, longtime dean of admission at the University of Virginia, revered by his peers for promoting the highest ethical standards, integrity in our profession and equity in access to higher education.

Mindy Popp (MA) presented a workshop titled "Jump Start the College Application Process" for the Weymouth Public Libraries in Weymouth, MA on August 17.

Victoria Newman (CT) reports that Greenwich Education Group won best of the Gold Coast for "Best College Prep Courses" for all of Fairfield County. They also won the "Best of Greenwich" for the same thing. Clients vote on who they think is the best. This was the ONLY education category in the contest which was entitled "College Prep."



MEMBER STATUS CHANGES

The following Professional Members have retired from or are closing their IEC practices. (See the list of Members Emeritus in the back of the 2011-12 IECA Directory.)

Geraldine Fryer (NY)
Irena Makarushka (MD)
Brian Proctor (Canada)
Adrianne Selbst (AZ)
Barbara Stahl (CA)
Elizabeth Zucker (MA)

The following Professional Members have chosen Inactive status for the 2011-12 membership year, as they are taking temporary

leaves of absence from their IEC practices:

Alison Cotten (TX)
Linda McMullen (NC)
Marcia Libes Simon (MD)

The following Professional Member was on Inactive status last year and has reactivated her membership:

Tamiko Nakamura (Japan)

The following are no longer affiliated with IECA:

Joette Krupa (NY)
Greg Nevader (MA)



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INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION

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INSIGHTS October / November 2011



The Newsletter of the Independent Educational Consultants Association

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Foundation Grant Recipients

The IECA Foundation awarded seven grants in July 2011. The recipients were:

Aikahi Elementary School PTSA

www.aikah.net

Located on the Hawaiian island of Oahu, the Aikahi Elementary School serves 500 children in kindergarten through 6th grade. The Aikahi PTSA, the school's parent-teacher organization, promotes parent and community participation in the programs and activities of the school. The \$1,500 IECA Foundation grant will support Aikahi PTSA's Family Science Night, an activity sponsored in partnership with the Bishop Museum's Holoholo Science program. The event will transform the school into a festival of science activities and create a planetarium in the library.

Camp of Dreams

www.campofdreams.org

Camp of Dreams is a year-round camp serving Chicago youth from low-income backgrounds. The program offers participants, called "Dreamers," an environment where they can be engaged, challenged, and supported, and one that insists on respect, accountability, and creative learning. The \$5,000 IECA Foundation grant supports Community Days, which are held twice monthly during the school year, and provide structured and age-appropriate academic and cultural classes for participants.



Kidsbridge

www.kidsbridgemuseum.org

Kidsbridge is dedicated to providing imaginative interactive exhibits at The Kidsbridge Tolerance Museum at the College of New Jersey in Ewing, which is the only youth tolerance museum in the United States. Exhibits address anti-bullying, tolerance, diversity appreciation, victim empowerment, conflict resolution, youth grassroots activism, and character education. Kidsbridge will use the \$5,000 Foundation grant to edit film footage of middle school students visiting the museum for use in museum promotions and in classroom teaching. Kidsbridge was selected as this year's Jan Scott Memorial Grant winner.



North Light Community Center

www.northlightcommunitycenter.org

A \$2,500 IECA Foundation grant will help the North Light Center to continue and expand its Literacy Coaching Project. Based in Philadelphia, and founded in 1936, North Light's mission is to promote the welfare of the community, specifically, social, educational, and athletic development. Programs include year-round after school and out of school youth development, tutoring, leadership training, arts, and recreation, teen employment, emergency support, parenting education, and neighborhood access to technology. North Light's Literacy Coaching Project seeks to bridge the digital divide, and utilizes creative arts to motivate and engage children in learning, enhance communication, and build academic competencies.

The Research Foundation, The State University of New York

www.rf.buffalostate.edu

The IECA Foundation gave a \$4,500 grant to The Research Foundation of The State University of New York (SUNY.) Housed at Buffalo State College, The Research Foundation partners with SUNY to promote

and manage student programs and activities. The grant will support the development of a College Application Practice Toolkit, designed for inner city middle and high school students, with emphasis on girls and minorities who are interested in science, technology, engineering, and mathematics careers. The Toolkit will provide guidelines to assist students as they apply for college.

Sam Houston State University, Academic Support Programs

www.shsu.edu

The Foundation granted Sam Houston State University \$5,000 for its Sam Houston Establishing Leadership In and Through Education (SH ELITE) program. SH ELITE was created to address disparities found in college retention and graduation rates of African American and Hispanic male students. By providing intensive study skills training, academic remediation, life skills education, mentoring, and opportunities for community service, the program, in its second year, has already surpassed national retention averages. The Foundation grant will support maintenance of the program's textbook lending library, which is made accessible to SH ELITE students who achieve a targeted grade point average.

Summer Search

www.summersearch.org

Summer Search has an outstanding record of giving low income students the opportunities and support necessary to achieve their potential, and become role models and everyday leaders. The Philadelphia office opened in 2006 and now serves almost 100 students from the Philadelphia public school system. The Foundation awarded Summer Search \$3,000 for their high school mentoring program. This highly individualized program is designed to help students function, navigate and ultimately maximize the benefits and skill sets gained in Summer Search college access and summer programs. Summer Search is this year's Kowalchick Memorial Grant winner.



IECA Foundation Announces Anniversary Cookbook

The IECA Foundation Cookbook is almost here! After months of preparation, the collection of delectable recipes submitted by scores of Foundation friends, and the generous support of our Sponsors, "Recipes for Success" will be available at IECA's Dallas conference in November. This special cookbook celebrates the 35th anniversary of IECA and 15 years of the IECA Foundation.



According to David Tuttle, Foundation Trustee and Chairman of the Cookbook Project, "Creating this cookbook has been a labor of love. We are immensely grateful to our sponsors and friends for making it a reality, and we hope everyone will enjoy its delicious recipes."

One hundred percent of the profits from "Recipes for Success" sales will go to support the Foundation's mission of funding educational programs for students around the country. The cookbooks, regularly priced at \$20, can be pre-ordered for \$15 until November 1 on the Foundation Web site at www.iecafoundation.org.

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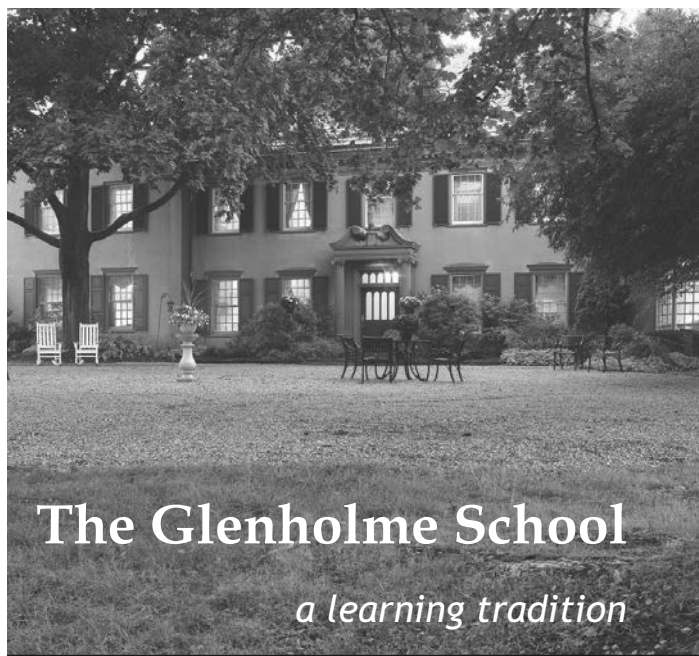
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