

From Connections to Campus: Navigating Counselor Fly-In Opportunities



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Who We Are

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Evan Rush:

College Counselor, Uruguayan American School

Renee Lurie:

7+ years as an Intl. IEC (Professional Member IECA) & former school college counselor
8+ years of experience

Matthew Petersen:

Associate Director of International Admissions, Washington University in St. Louis

Stephanie Fox:

Senior Assistant Director of International Admissions,
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Panel Discussion: Our Fly-In Experiences



Two IB schools, yet fundamentally different ...



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Panel Discussion: Our Fly-In Experiences



Don't be afraid to ask leadership and universities!



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Panel Discussion: Our Fly-In Experiences

- Hult International Business School (London and Boston)
- Tio Business School (Netherlands)
- BHMS Switzerland
- Australia
- Università Bocconi
- + tours after conferences



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Panel Discussion: Our Fly-In Experiences

LinkedIn

Started: FB BVS counseling pg.

IECA Membership Network

Code of Conduct for IECA Members on College, School, and Program Tours

School, College, and Program Tours are important continuing education and professional development opportunities for IECA members. The IECA *Principles of Good Practice* requires adherence to the following campus/program tour guidelines. Violations will be handled on an individual basis.

Prior to the Tours

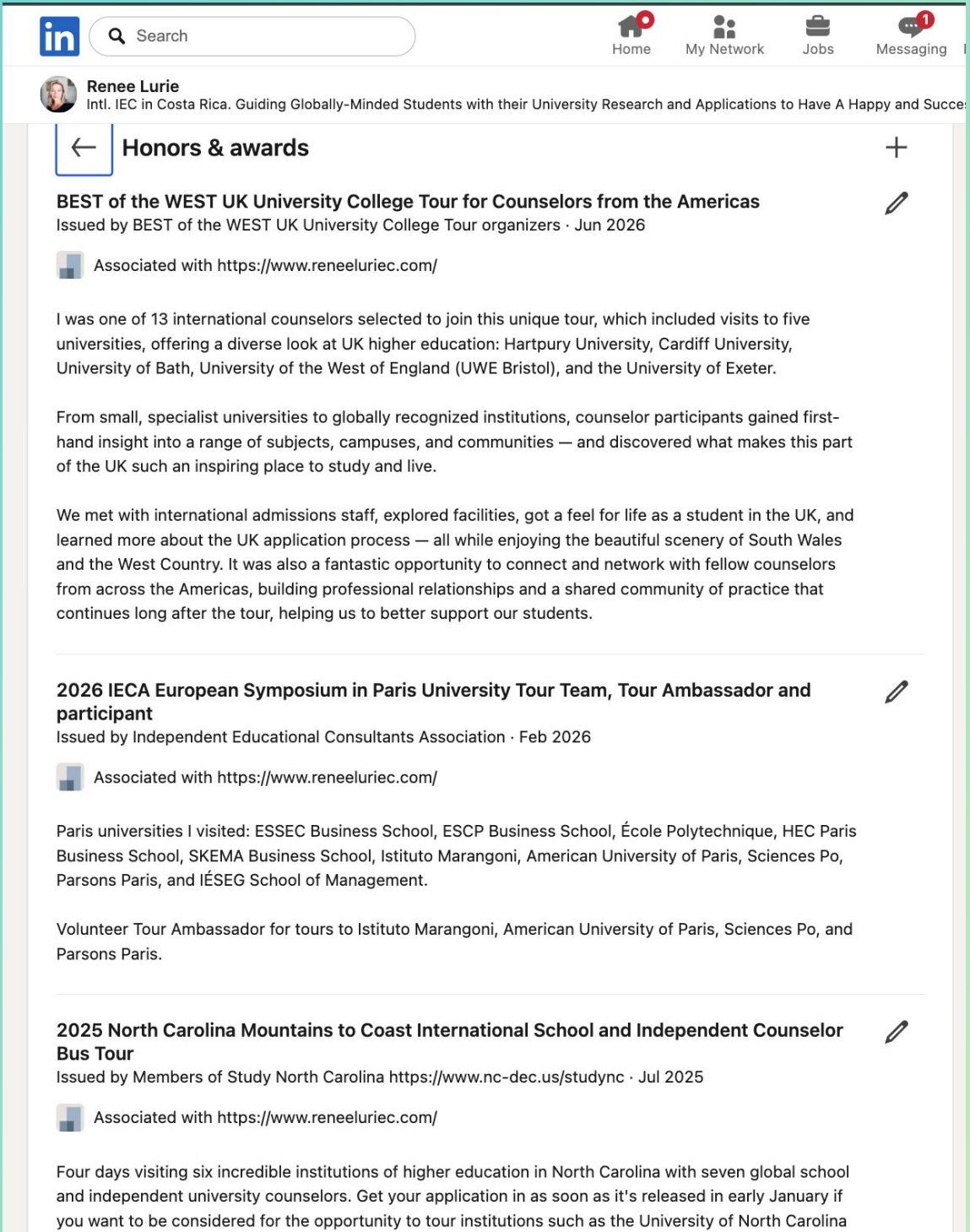
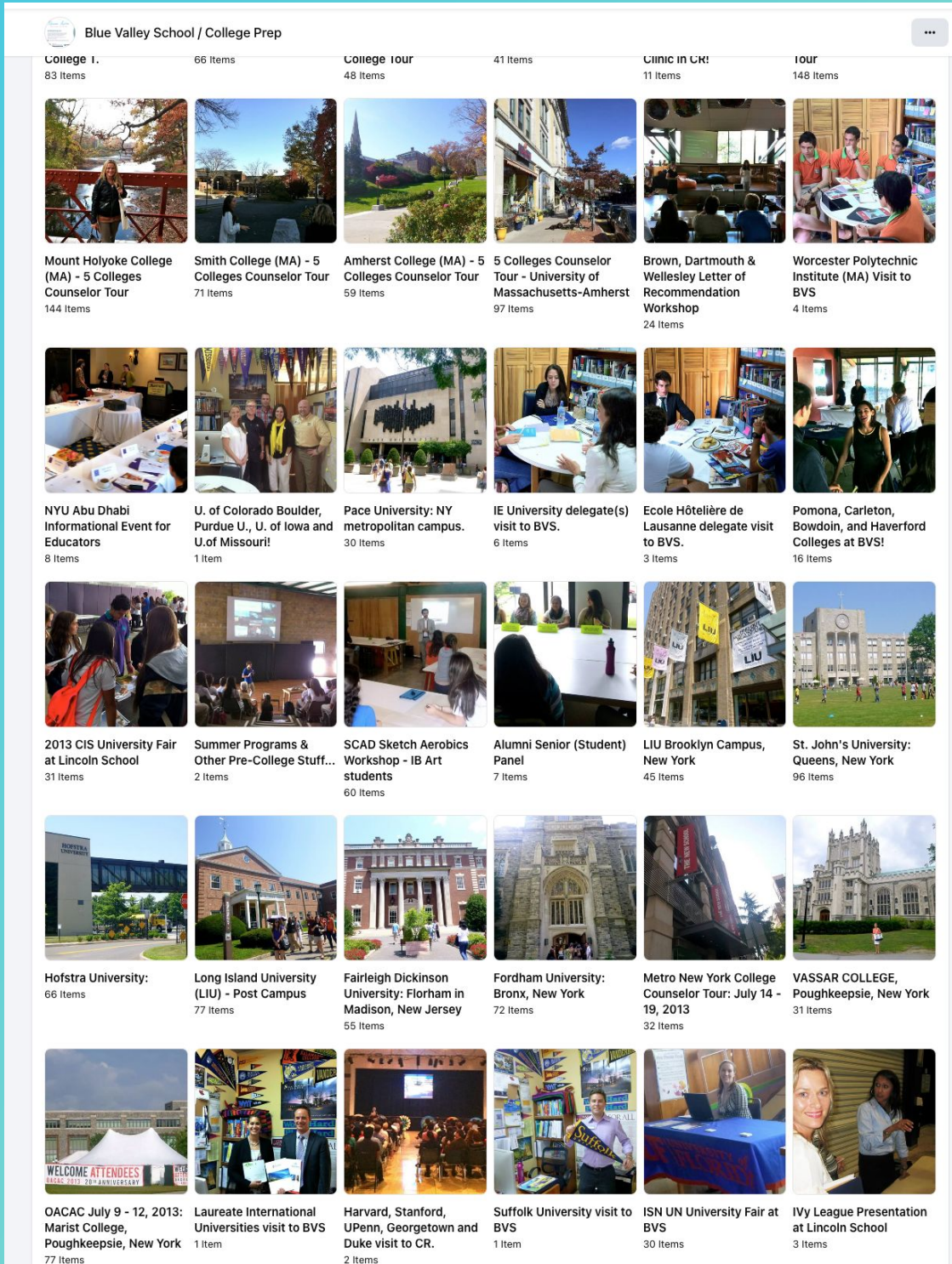
Participants should:

- Prepare for visits by reading college, school, or program websites and other materials.
- Understand that you are required to attend the entire day's itinerary.
- Avoid last-minute cancellations.
- Pay the full fee prior to any tour. Cancellation/refund policies will be communicated for each tour.

During the Tours

Participants should:

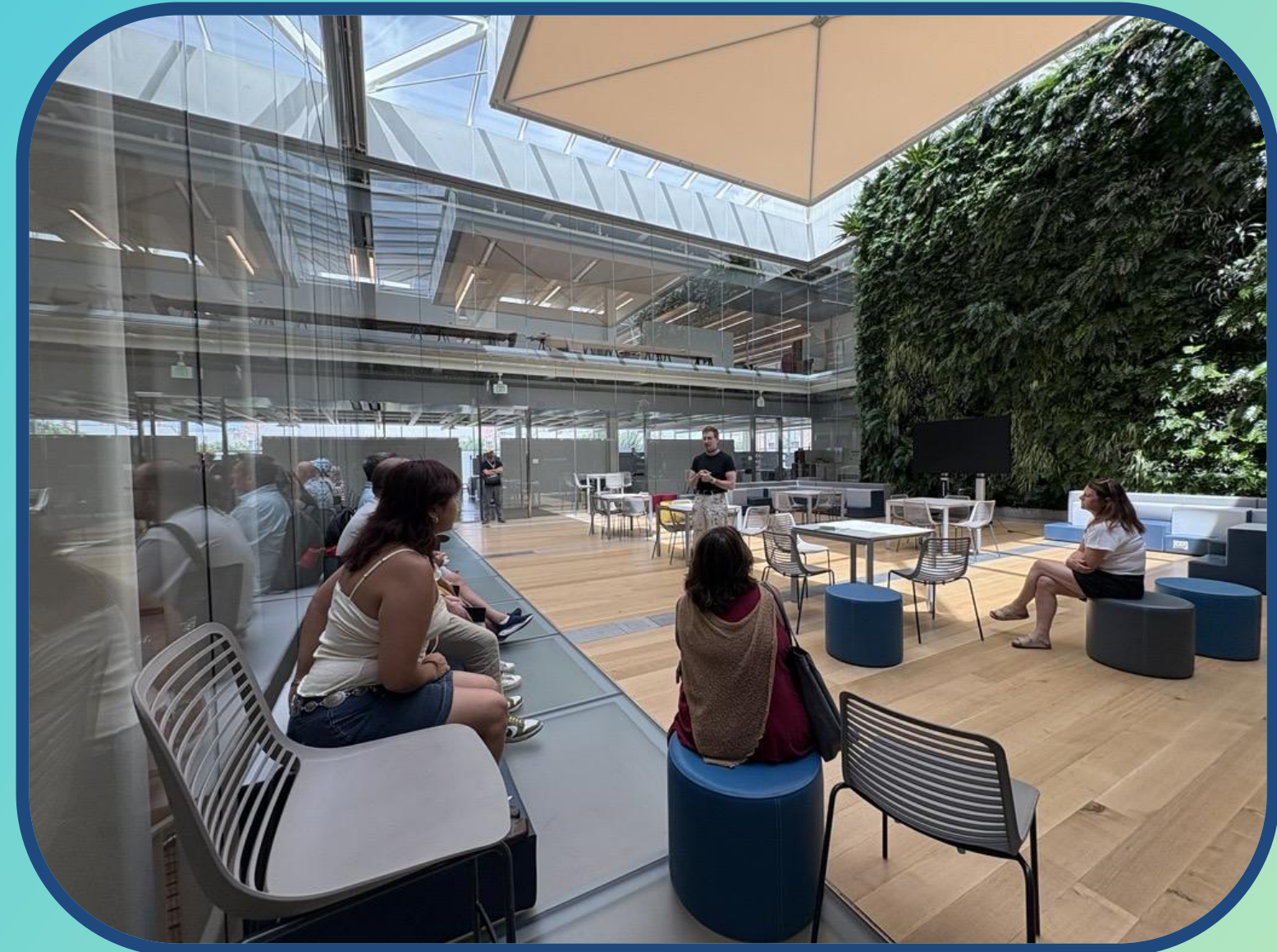
- Dress appropriately for the institutions you are visiting.
- Provide your own meals and snacks if you have dietary concerns.
- Arrive on time and strictly adhere to the pre-arranged tour schedule. Those who do not adhere to the specific schedule, and those not present at departure time, will be left behind.



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Uni Panel Discussion: Our Fly-In Experiences

Washington University in St. Louis and Boston University



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School-based and Independent Counselors: *Don't wait for an invitation to build relationships and connections and don't wait for the invitation!*

Opportunities to network:

- University fairs and visits
- Meeting university reps at conferences (CIS, International ACAC, College Board Institute, **Regional ACAC!**)
- Attending university sessions or meetings with university reps (in-person and virtual)



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School-based and Independent Counselors:

Don't wait for an invitation to build relationships and connections and don't wait for the invitation!

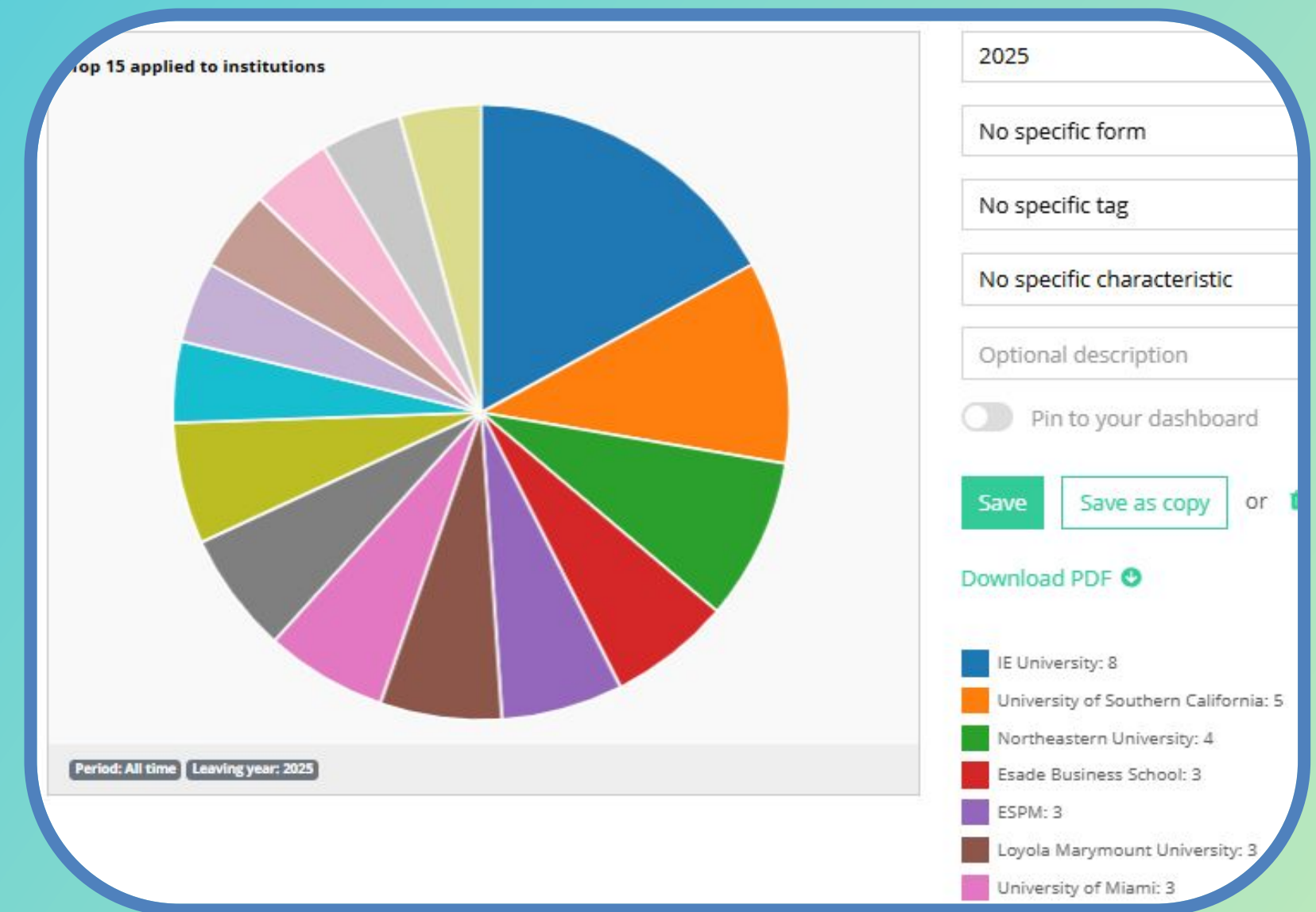
Where to Find Opportunities and Ways to Build Relationships:

- Public or online resources e.g. International ACAC, Facebook
- Whatsapp groups
- IECA member network
- European Symposium
- University newsletters
- Responding to university reps visiting your region
- Providing useful market feedback to the university representatives
- Connect reps with the counselor network



School-based Counselors: Making the Case to School Leadership

- School Data (% student destinations based on university/country/region)
- School competitors (FOMO)
- Share outcomes from visits with your school and wider community
 - Social media posts: [Instagram Paris Symposium](#) | [BVS 2019](#)



You've got your proposal!



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University Perspective

- What is a fly-in?
- Purpose
 - Brand awareness
 - Relationship building
 - Application & enrollment growth
- Selections Process & Timeline
 - It depends!
- Best Practices for Counselors
 - Take the initiative to ask!
 - Be timely

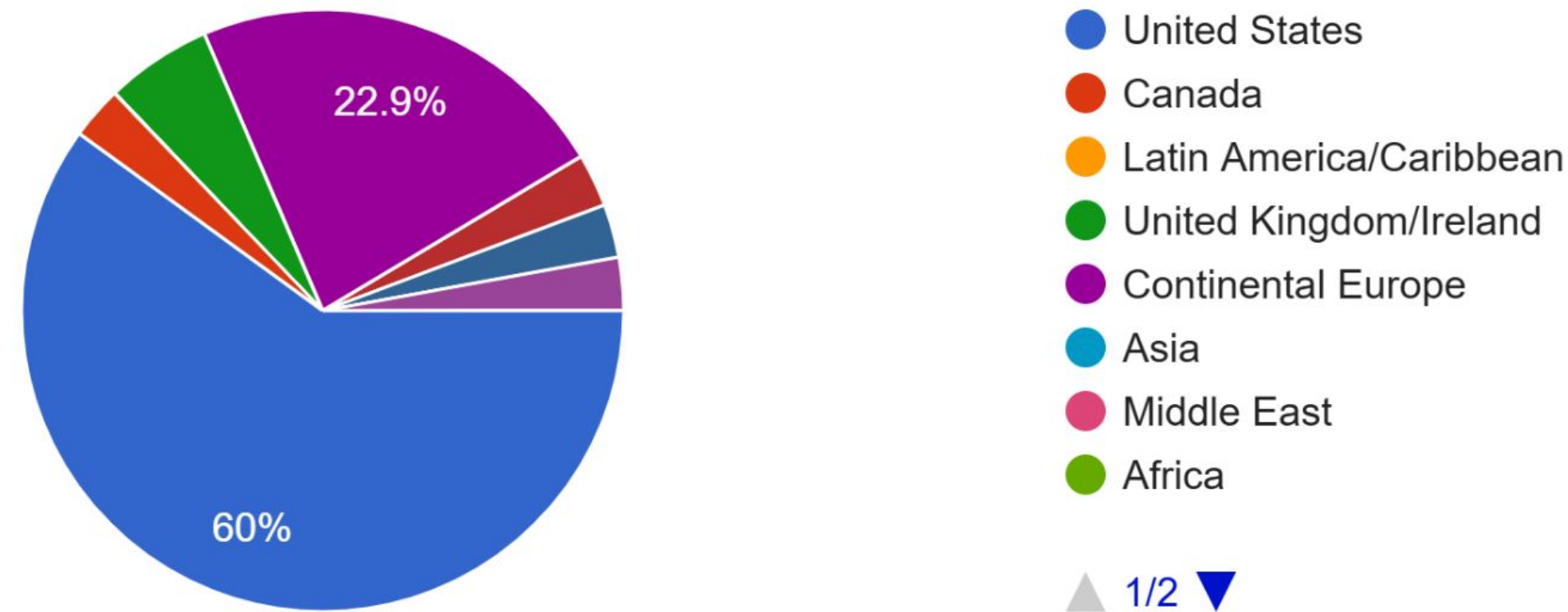


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University Poll Findings

2. Where is your institution located?

35 responses



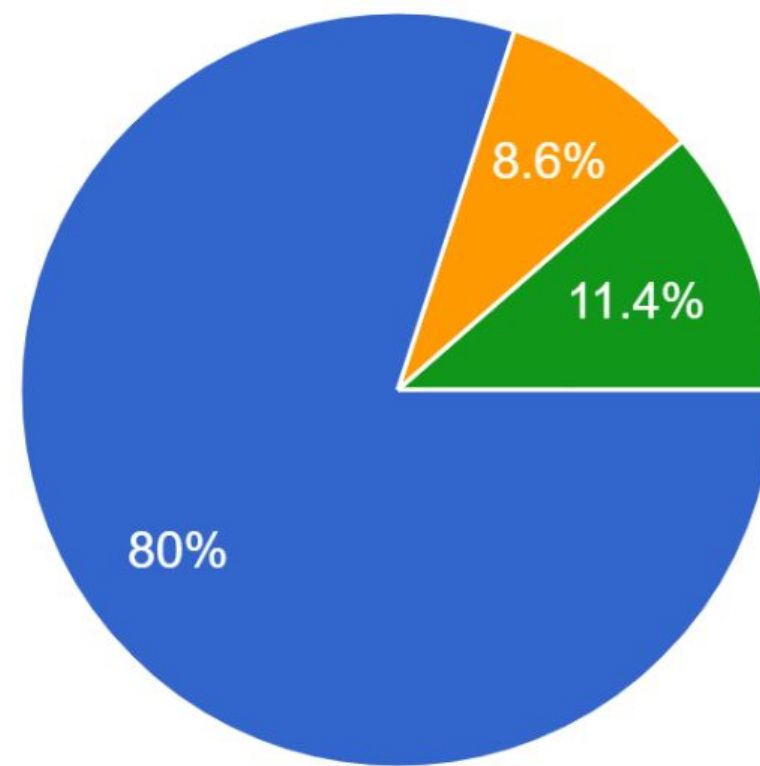
- **20 / 35** respondents are nonprofit four-year institutions.
- **8 / 35** public 4 year institutions & 5 are public 3 year institutions.

*Survey of 35 self-selected institutions conducted September 2026. Results represent respondents' reported practices and are not necessarily representative of all universities. Some questions allowed multiple responses and some institutions do not separately track IEC and school-based counselor data.

University Poll Findings

3. Does your institution currently offer a fly-in or institutionally hosted campus visit program for counselors?

35 responses



- Yes
- No
- Not currently, but we have offered one in the past
- We are considering developing one



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University Poll Findings

4. Who is eligible to participate in your counselor fly-in/visit program?

35 responses



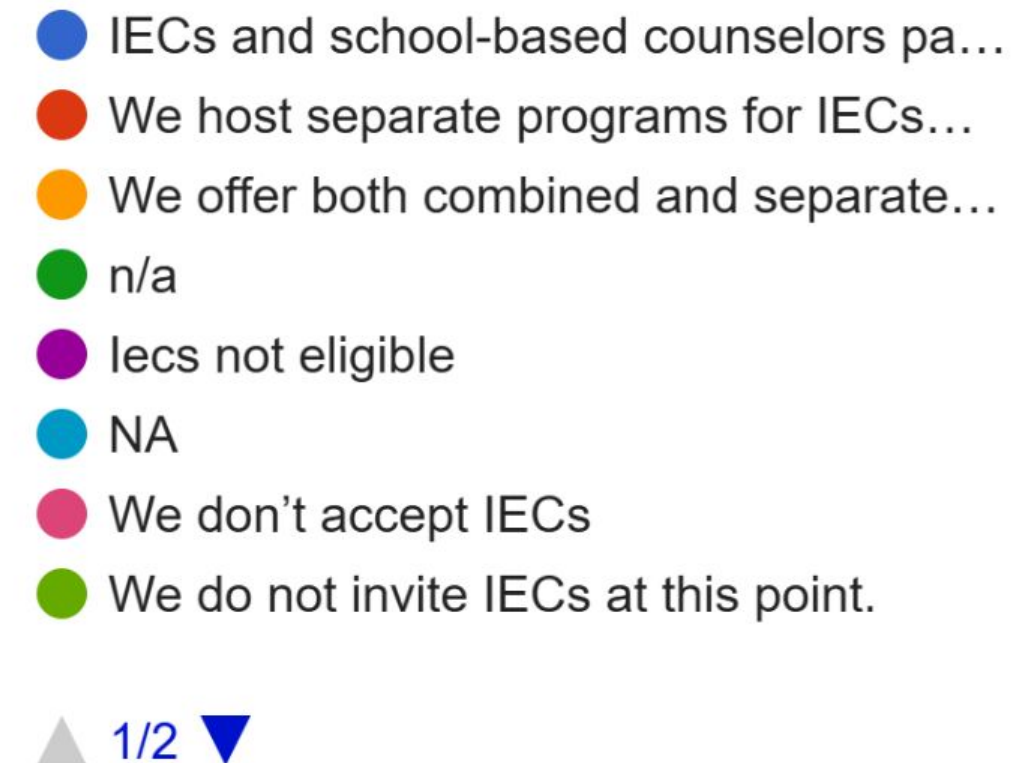
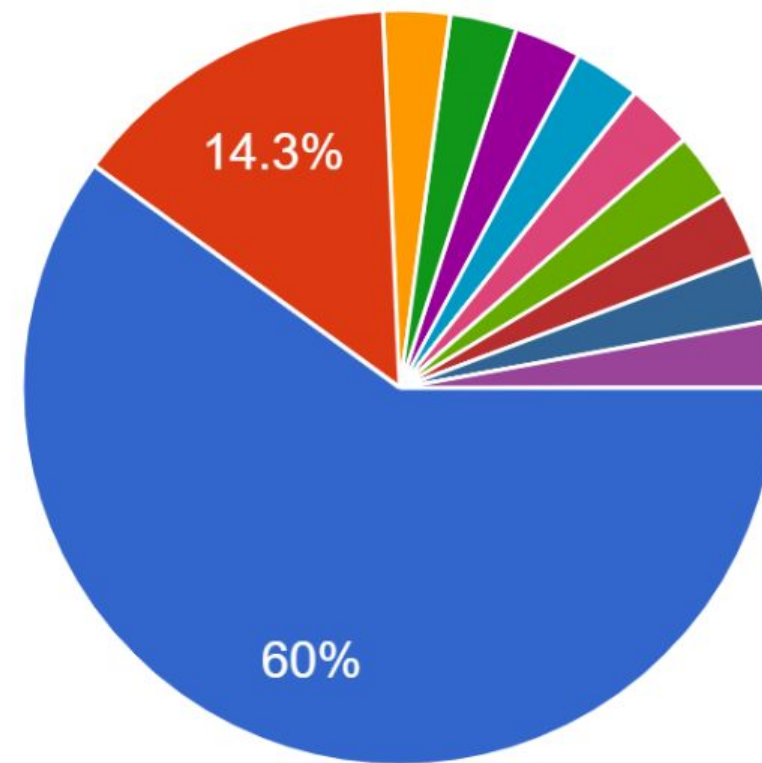
WOW!!!! 24 / 35 respondents invite BOTH!!!!

Only 9 / 35 restrict their fly in to only school-based counselors

University Poll Findings

5. If both IECs and school-based counselors are eligible, how are the programs typically structured?

35 responses



Another big WOW!!!! 21 / 35 said both IECs and SB Counselors participate in the SAME fly-in!!!!

The runner up with 5 / 35 said they participate in separate fly-ins.

The other 9 options each had only 1 respondent.

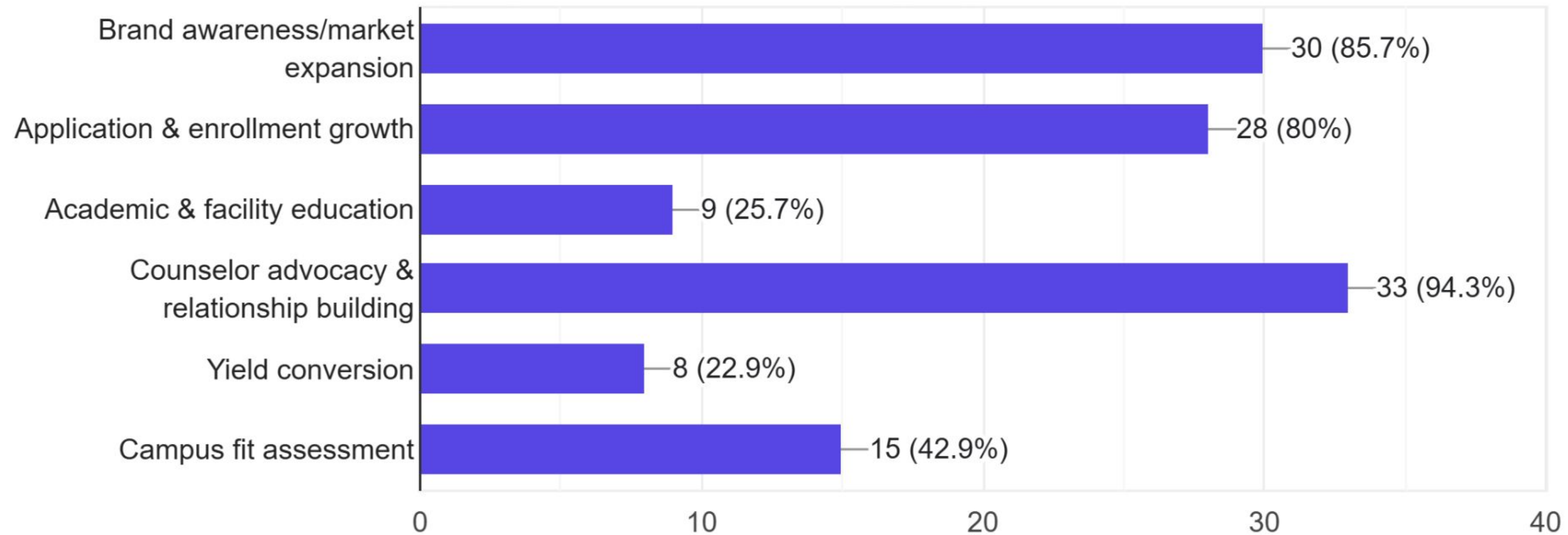


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University Poll Findings

4. What are your institution's primary goals for hosting counselor fly-in programs? Select all that apply.

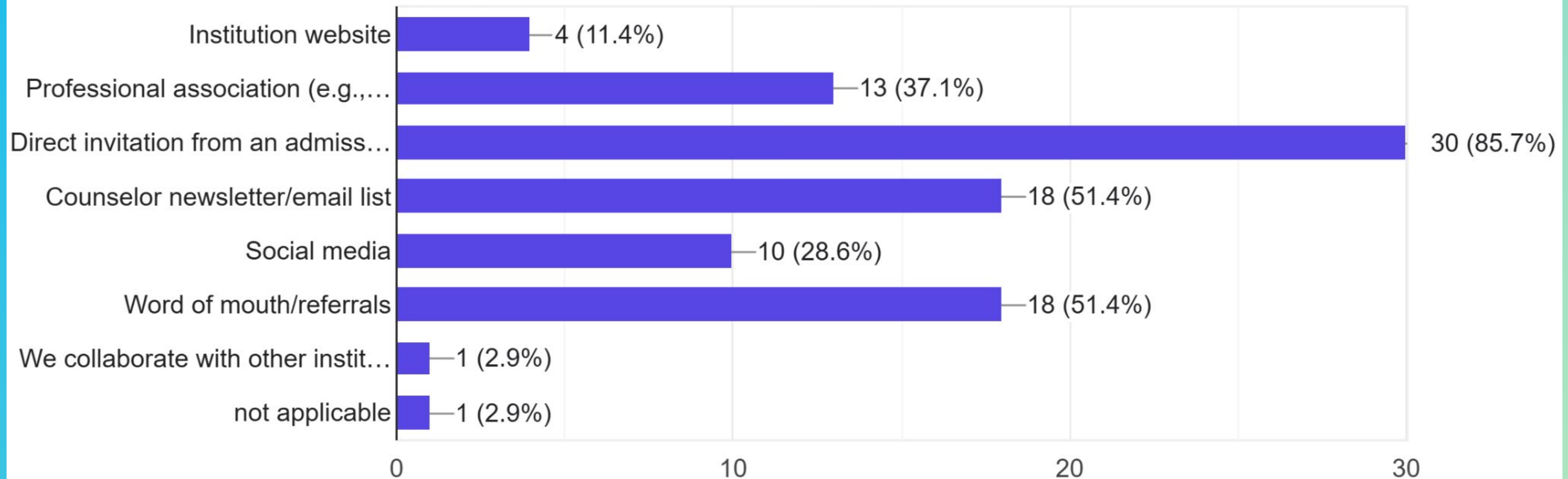
35 responses



University Poll Findings

8. How are potential participants informed about fly-in opportunities? Select all that apply.

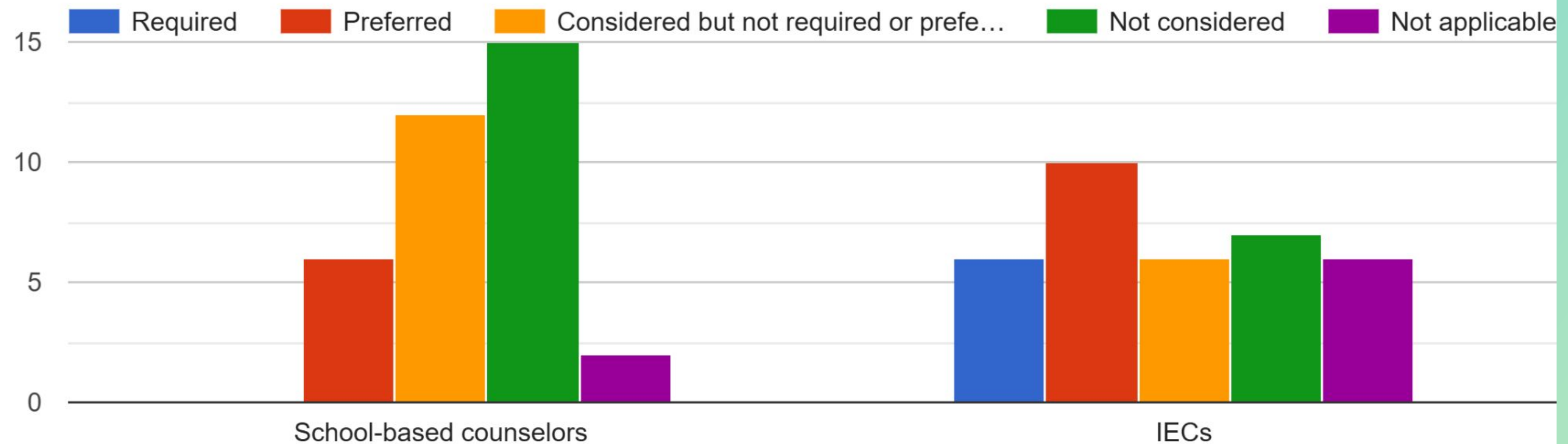
35 responses



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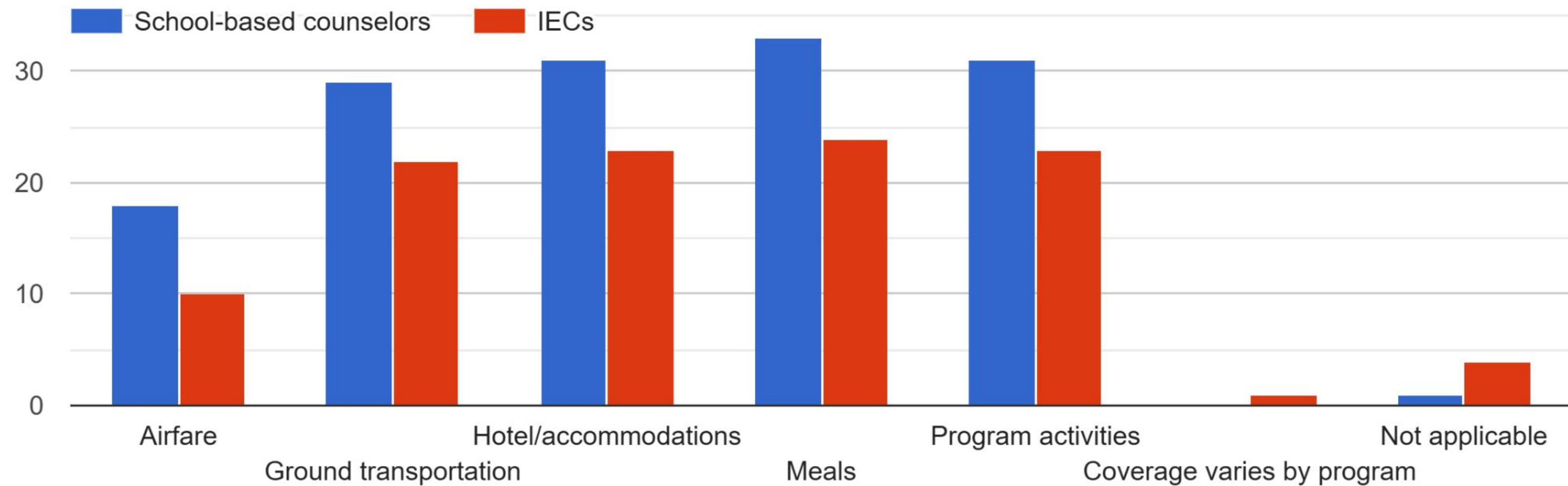
University Poll Findings

14. Does your institution consider professional association membership or professional credentials when selecting participants?



University Poll Findings

19. What expenses does your institution typically cover for fly-in participants?



Practical Takeaways and Resources

Tips:

1. Budget:

- a. SB counselors: In addition to PD for conferences, account for flights/travel that is often not included in fly-ins to be pre-approved
- b. IECs include in yearly business budget. When does self-funding make professional/business sense, and when doesn't it?

- ### 2. Newsletters and Webinars:
- Attend many webinars and sign up for all the university newsletters
- they get emails from there

Practical Takeaways and Resources

Tips:

3. **Check Your Inbox Carefully:** some universities collaborate for counselor tours and therefore use non-institution emails for invitations
4. Speak with admissions reps and tell them when you haven't visited their school
5. **Use Social Media:** Post your photos and experiences - other counselors benefit from your insights, universities appreciate the visibility, and school leadership can see what you do!
6. **Apply, apply, apply:** even if you don't have approval from leadership yet!

Practical Takeaways and Resources

Takeaways:

- ★ **It's not always personal:** universities need to select carefully based on the school's demographics for higher ROI
- ★ **Relationships matter more than credentials:** universities want to know who you are, your students, and how you engage with their institution
- ★ **The opportunity often starts with the admissions rep:** so do the relationship building first!

Practical Takeaways and Resources

Public Counselor Fly-Ins / Campus Tours:

Following the 2026 International ACAC Conference...

- International ACAC Bus Tour (conference area)
- BAICT (every two years)
- Best of Indiana
- Step Through the South
- Chicagoland
- Southwestern Ontario Universities' Tour
- High School Counselor Tour in Milwaukee, Wisconsin



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Q&A

Help us collect information on fly-ins and campus tours for our region.

Please fill out the spreadsheet if your institution offers or knows of one offered:



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Thank You!

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