

Role of IECs in Global Admissions



REGIONAL INSTITUTE
South and Central Asia 2024

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IEC

Independent Education Consultants

“An independent educational consultant is a skilled professional who guides students and families through the process of finding, selecting, and applying to a college, school, or program that is a good personal match: one that will foster the student's academic, emotional, and social growth.” - IECA.



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Myth

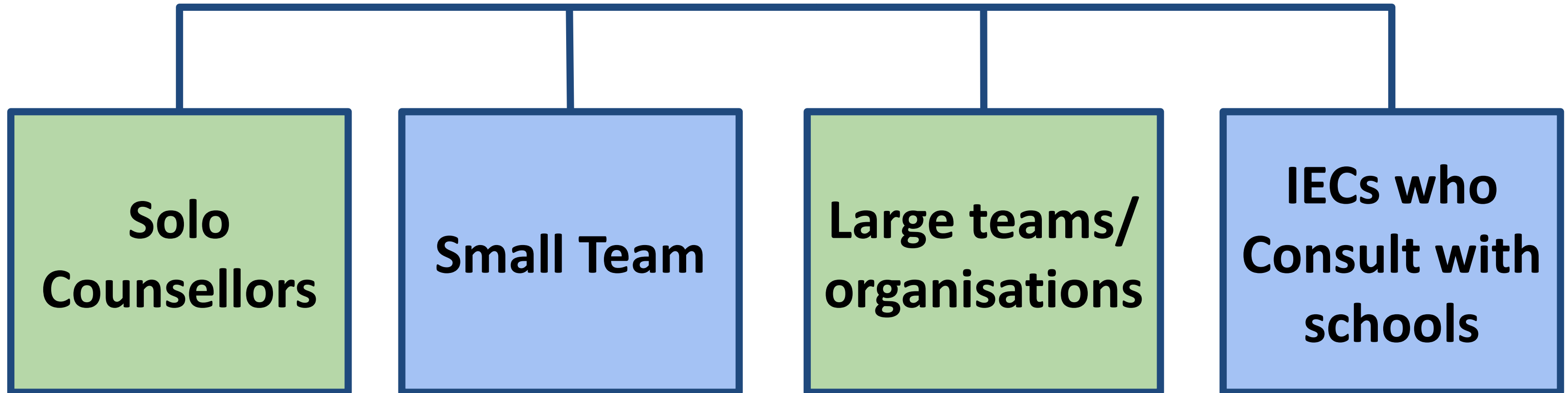
- IECs are only for the wealthy
- IECs will replace school counselors
- IECs only focus on getting students into college
- IECs have access to insider information

Reality

- Many IECs work with different socioeconomic backgrounds
- IECs complement the work of school counselors
- IECs provide a range of services beyond just college admissions
- IECs don't have secret access to admissions offices



Types of IECs



Who Typically Becomes An IEC

- **School Counsellors**
- **University Admissions Reps**
- Someone who has **passion to mentor students**
- **Parent** who has been through the process themselves
- **Corporate persons**, who understand careers and want to shape the younger minds
- **Students** who have **gone through the process**



History of IECs in India

- Increase in aspirations from Indian households to provide better opportunities to their children.
- As a direct effect, IECs grown exponentially
- Parents now have a better understanding of how to work with an IEC.



All India Independent Education Consultants

It is a not-for-profit, organisation of IECs that are working with Indian high school students.

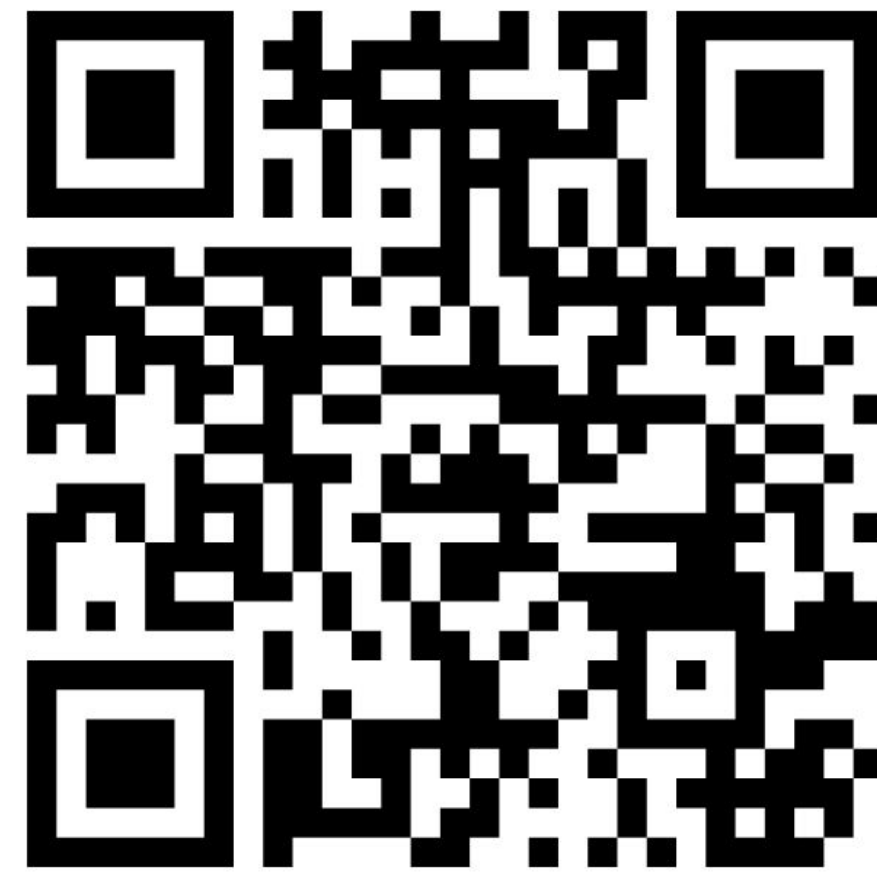
Each member strongly believes in putting **students at the centre of their work** and strives for collaboration, continuous learning and professional development for the members.

AIIEC is also committed to fostering a dynamic and inclusive community for counsellors, and support their growth and advancement in their field.



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**Why do you think
parents engage with
IECs?**

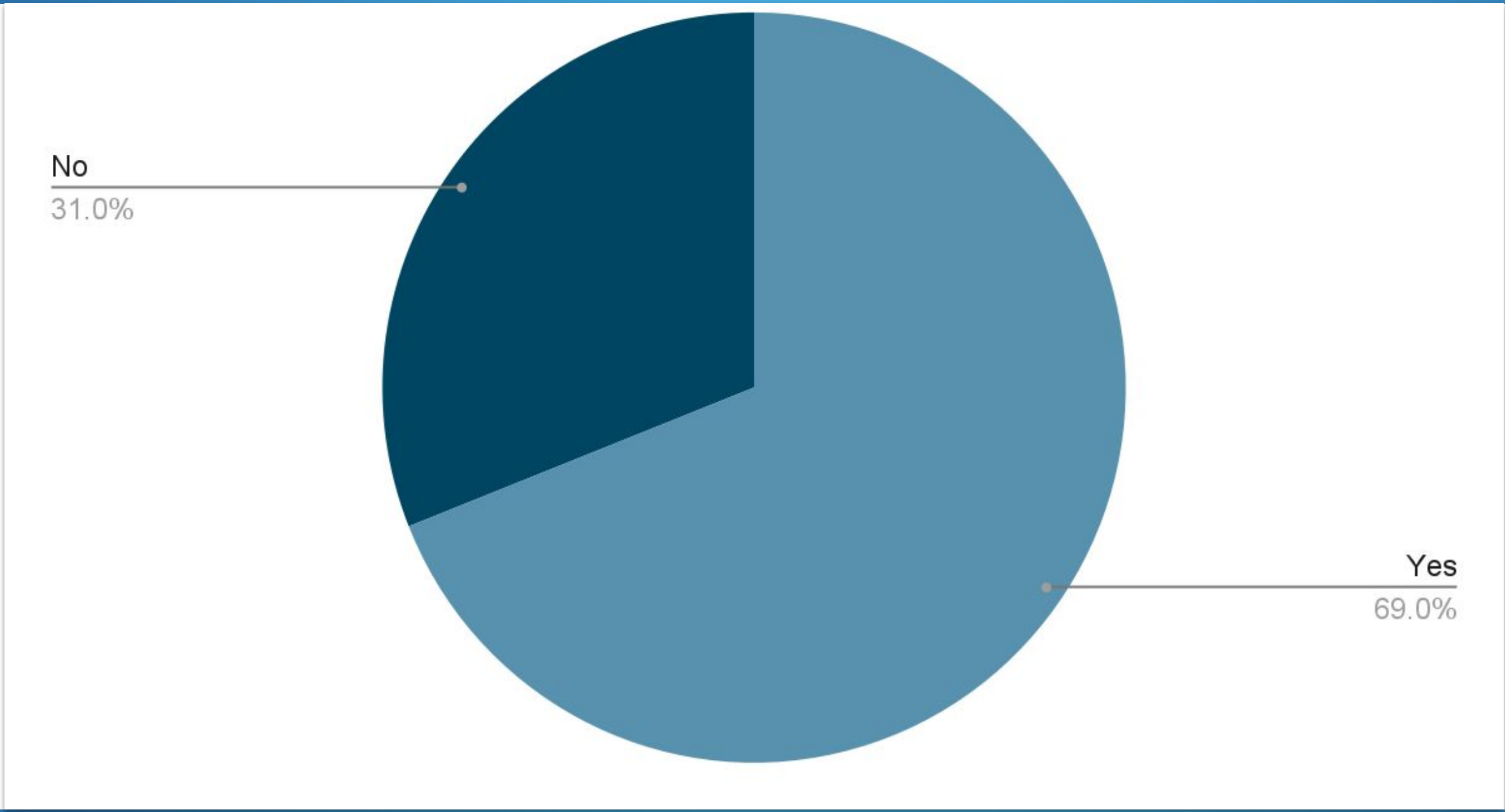


Survey

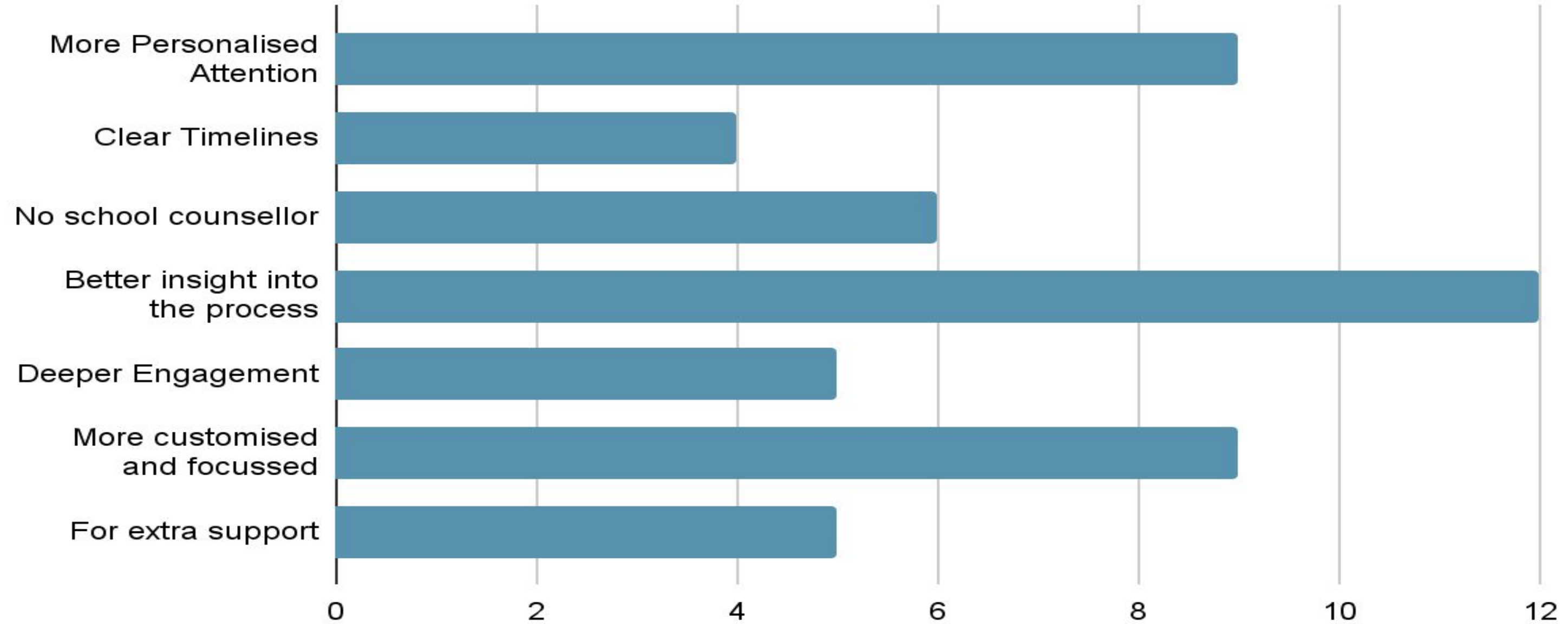
The objective was to gain insight into why parents choose to work with external, independent education consultants.



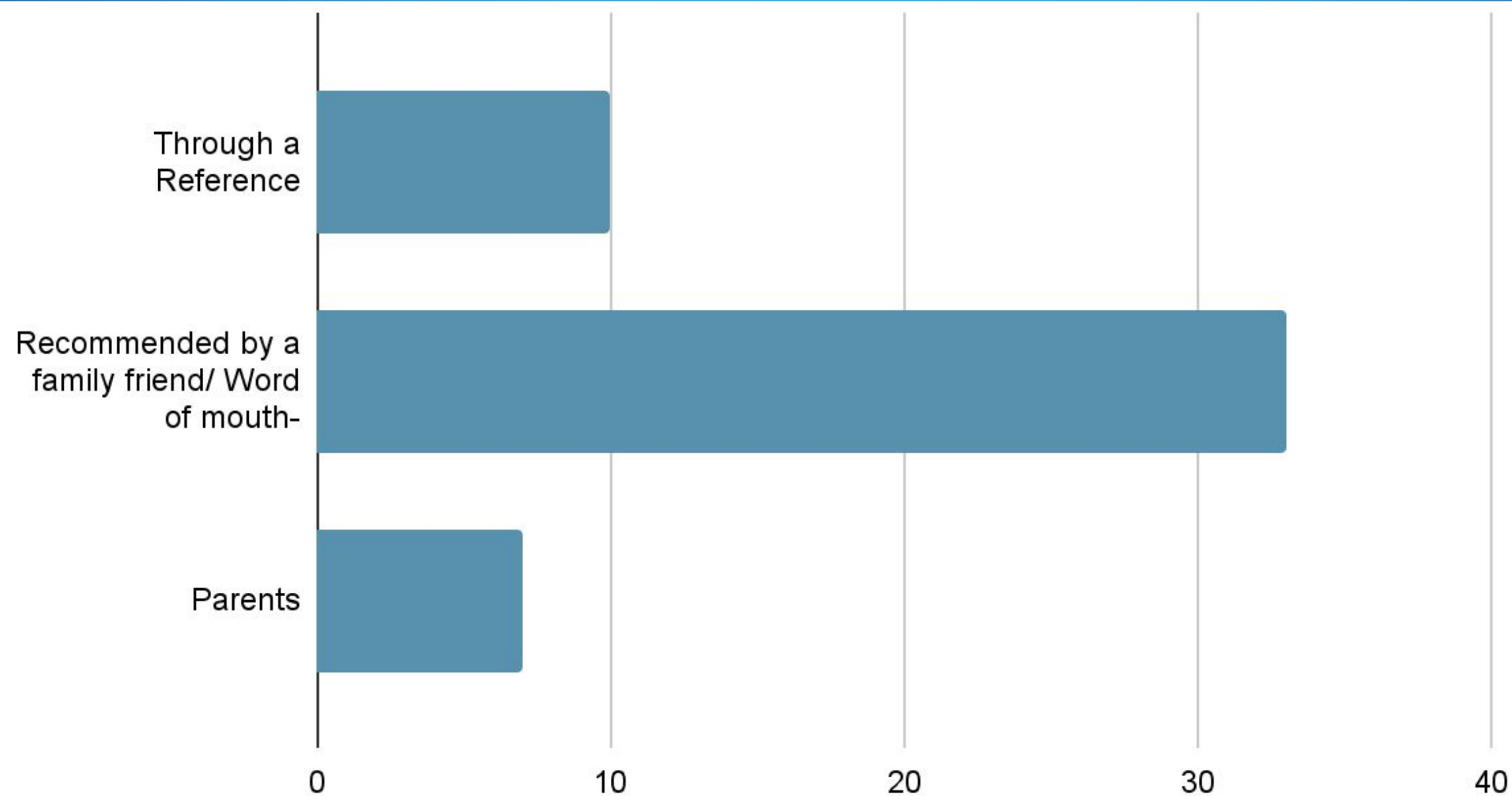
Does your high school have a full time counselor?



What is the reason for working with an external counselor?



How did you hear about this external counselor?



You have heard what and who IECs are

Let's talk about what

THEY ARE NOT!



IECs are not agents - they do not represent any college and do not get a commission for placing students.

Independent of influence, they represent the student's interests.



IECs are not a replacement for school counsellors!

- IECs **CAN** support school counsellors in **strategically managing** the application process to ensure deadlines are met, keeping effective communication between all stakeholders.
- They can reinforce the inputs the other offers to the students.
- The aim is to employ a **collaborative approach** which helps both the parties **serve the student** effectively.



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What an IEC can do

- Developing the **narrative for** the application
- Give one on one focussed attention
- Tailored advice for students applying for any programs, especially **creative programs**: Film, fashion, design, music, and student-athletes
- Specialist support for students with **learning challenges**
- Knowledge of **unusual programmes** of study, such as accelerated medical entry



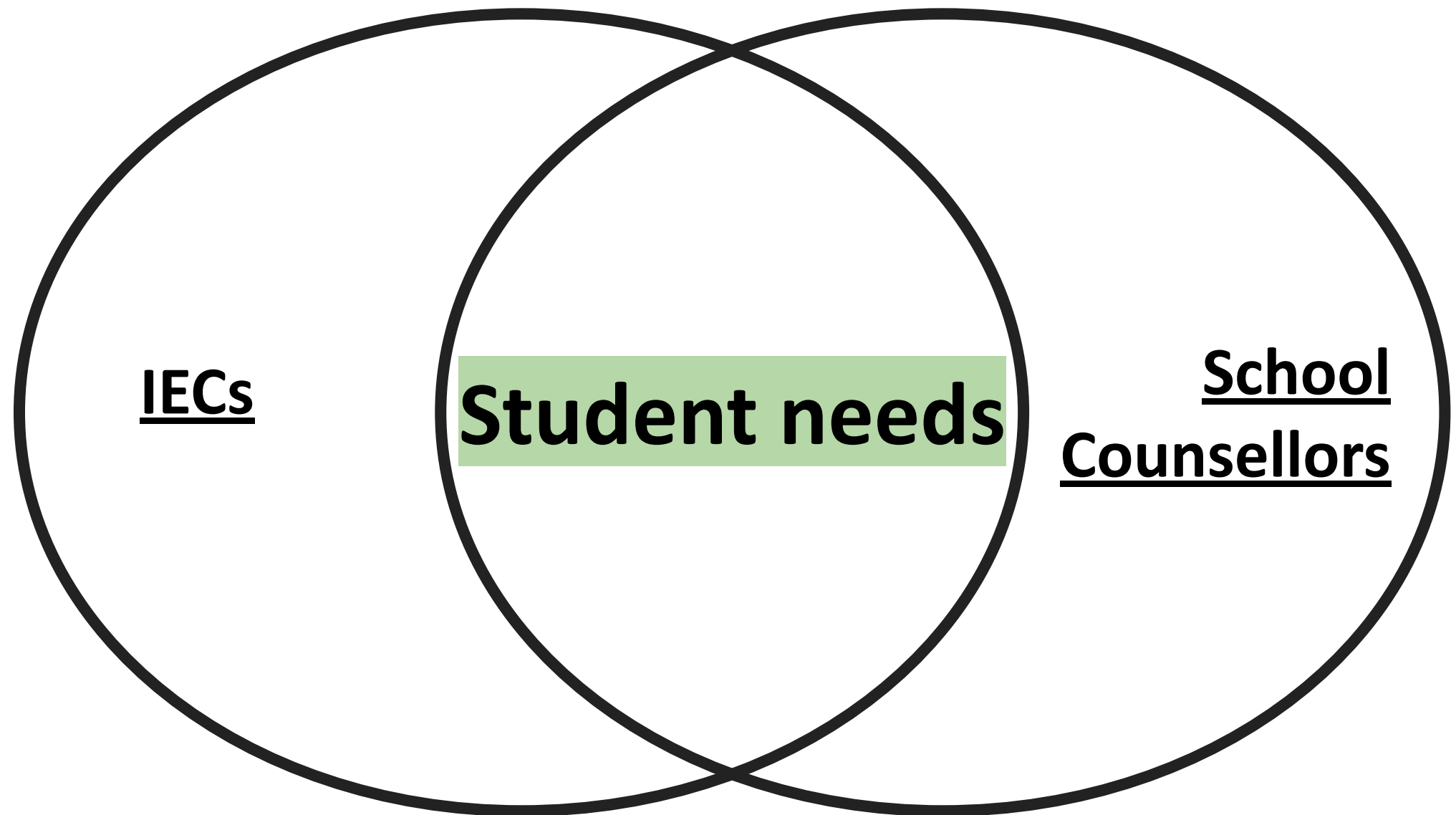
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What an IEC cannot do

- Writing the **counsellor's letter of Recommendation**
- Gather teacher's letter of recommendation
- **Providing exact data on the school's admissions trends-** including who applied where, how was their profile, etc.
- Know who the students are up against, from within their own schools



Way Forward



A college admissions perspective

Where do they see IECs in the value chain



College Engagement with IECs

Connection...

- As an admissions representative I must do my due diligence and go where the students go ... and as demonstrated earlier, many students engage with IECs



How IECs add value in the admissions process

Connection...

- Additional Voices
- Additional Expertise
- Additional Networks
- Additional Time



HS counsellors and IECs

Connection...

- Work in tandem to support the same goals
- Work together to maintain ethical standards
- Work together to support professional development



How to best build Connection between all

Connection...

- Professional Organizations and Conferences
- Meeting - university led interactions
- Work against the stigma



Q&A Session!



Thank You



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