

# What to Look for in a Coach



Independent Educational Consultants (IEC) or college coaches should:

- Insist that students be the sole authors of their college applications & essays
- Help students understand that no one can guarantee admission to any college or have influence on admissions decisions reached by institutions
- Encourage students to consider a range of institutions of admission, not just emphasizing admission to highly selective or prestigious universities
- Educate students about scare tactics used in some marketing campaigns
- Put the students' best interests first
- Follow the ethical practices for IECs outlined by the National Association for College Admission Counseling (NACAC) and the Higher Education Consultants Association (HECA)
- Build and maintain positive relationships with high school counselors and college admission staff
- Engage in continuing education
- Work with a percentage of students pro bono
- Visit multiple campuses each year
- Honor the students' strengths
- Be encouraging and non-judgmental
- Provide techniques, strategies, resources and practical hands-on tools
- Offer tips to keep the process as low stress as possible
- Facilitate communication and personal accountability

It's ideal to find a coach who:

- Is a seasoned consultant with a high level of experience
- Has worked with kids in schools or in admissions
- Has received specialized education and is committed to ongoing learning
- Has a track record of success over the years
- Delivers on their service agreements
- Is an experienced editor
- Is friendly and kind while also being firm and clear

More at [iecaonline.com](http://iecaonline.com) and [hecaonline.org](http://hecaonline.org)

Reach out; I'm here for you!