

Independent
Educational
Consultant
CERTIFICATE PROGRAM

EDUCATION



Program Overview

UCI Continuing Education's Independent Educational Consultant Certificate provides the precise knowledge base to build a business practice in educational consulting. Coursework examines the skill requisite and specialization needed to successfully navigate the college admissions process. In addition to its entrepreneurial focus, this program provides core education in the tenets of advising students and explores the use of best practices in the growing and changing educational consulting profession.

WHO SHOULD ATTEND

- Individuals interested in transitioning into the college admissions consulting profession
- Individuals looking to launch a private educational consulting practice
- Well-established consultants seeking professional development

PROGRAM BENEFITS

- Learn how to effectively work with families through the college admissions process and financial aid network.
- Acquire the basic skills required to start, open, and grow a successful and ethical educational consulting practice.
- Learn strategic thinking for developing your business model and marketing plan using proven tactics.
- Implement proven marketing and PR efforts appropriate for the profession.
- Structure contacts with students and parents in a purposeful manner.

CERTIFICATE REQUIREMENTS

A certificate is awarded upon completion of five required courses and two elective courses (a total of 15 units) with a grade of "C" or better. All requirements must be completed within five (5) years after the student enrolls in his/her first course. Students not pursuing the certificate program are welcome to take as many individual courses as they wish.

Curriculum

REQUIRED COURSES

Principles of Educational Consulting

EDUC X406 (2 units)

Designed to introduce emerging consultants to the educational and professional issues faced when advising students in the college planning process, this course examines the principles and practices associated with the development of an independent college counseling practice. Highlighted is the role of the educational consultant as a resource for students and parents and the operating philosophies connected to that role. Additional topics include: the complexities of college choice, ways to make the practice successful and what is changing in the admission and higher education landscape.

Navigating the Financial Aid Network

EDUC X406.1 (2 units)

Often educational consultants focus on the admission process without being aware of college financial aid, how it works, and how it may affect a family's financial situation. While grades and test scores are important for admission, the Expected Family Contribution (EFC) can position a family favorably or unfavorably within the financial aid award policies of a college. This course covers issues of affordability, sources of college funding, Title IV federal financial aid, and loan repayment terms. The focus is on families with dependent students. We review FAFSA and CSS Profile forms, the difference between need-based aid, merit-based aid, and the combination of merit-need aid within the role of enrollment management. Through case studies, we learn how to read financial aid packages and how to compare and contrast students' awards from multiple colleges. Participants also learn which circumstances may qualify for professional judgment. We review how to direct families to quality consumer information, work within our expertise, and commit to the highest level of ethical behavior and principles of good practice.

College Admissions Consulting Resources

EDUC X406.21 (2.5 units)

There are hundreds of books and websites devoted to the college search and planning process. This course focuses on helping you to identify the most reliable resources for college planning, examination of these tools and how to use them in one's practice. Topics include: identifying personality types, evaluating colleges from afar, college trip planning for you and your clients, dealing with selective college admissions and managing expectations, assessing quality, extracurricular activities, and summer planning. Students will use the suggested resources to create a college list as their final project in this course.

Developing an Independent Educational Consulting Business

EDUC X406.3 (2.5 units)

Address the key components necessary for developing and operating an independent educational consulting business. Topics include: business finance options, contracts and agreements, software and hardware options, insurance and incorporation and how to develop and implement a business plan. The course highlights issues related to setting fees, collecting payment, managing the inquiry process, hiring employees and subcontractors, budgeting and launching a website for business.



Independent Educational Consulting Practicum

EDUC X406.4 (3 units)

This capstone course gives participants the opportunity to apply the knowledge gained through the program's coursework to their own independent consulting practice. Students will be expected to contract with a client family (informed consent recommended) and demonstrate their ability to guide the client through the beginning stages of the application process. Students will develop their professional identity as educational consultants. Students who take the Practicum in Winter and Spring quarters are required to find and work with a high school junior going through the admissions process. Students who take the Practicum in Summer quarter are required to find and work with a rising high school senior going through the admissions process. Practicum students must be ready to begin working with their client. Practicum requirements include meeting with the client and client family through the various stages of college planning in addition to other independent research assignments. Students must have completed all other required courses prior to registering for the Practicum course.

ELECTIVE COURSES

Working with Students with Learning Differences

EDUC X406.51 (1.5 units)

Examine the various methods used in counseling college-bound students with learning differences and explore the unique characteristics of this student population. Topics include: specific learning disabilities; gifted students with LD; fostering independence; college planning; assessing college learning support services and programs. Supplemental resources include information on interpreting a neuropsychological report.

Marketing and Public Relations for the Educational Consultant

EDUC X406.6 (1.5 units)

Gain a strong understanding of fundamental marketing and public relations principles and practices. Learn how to develop a marketing plan, leverage branding concepts, use social networking tools, including internet forums, blogs, wikis, podcasts, and social networking sites, develop a public relations plan and analyze the effectiveness of small business strategic and tactical plans.

Consulting Transfer, Summer, and Gap Year Students

EDUC X406.8 (1.5 units)

This course focuses on how to serve students in transition by studying three key areas within the college admissions process: advising high school students on summer programs and gap/interim year opportunities as well as supporting college students through the transfer admissions process. Topics will include transfer admission policies and procedures – and how they vary from school to school and state to state; how to identify and counsel students for whom a gap year may be appropriate – as well as information on specific programs; and how advising on these three topics can enhance the practice of an independent educational consultant.

American College Consulting for the International Student

EDUC X406.81 (1.5 units)

Designed to introduce consultants to advising the student living outside of the United States who is looking at American options in higher education. Examine how advising the international student, or American student living overseas, varies from counseling the domestic student. Sometimes even basic concepts are subject to misinterpretation, and diverse attitudes and expectations must be approached with cultural sensitivity and awareness. Cultural adjustment to the U.S. as well as campus life must also be considered in order for the student to be successful. In addition to understanding cultural considerations, articulate why international students would choose an American higher educational experience, be able to compare the mechanics of the international college application process with that of the more traditional domestic student, assist families to understand financial and visa matters, know how to assess and advise on options when the student is not yet academically ready for the American university experience, and defend and represent ethical practices in international consulting.

International College Consulting for the American Student

EDUC X406.82 (1.5 units)

This course is an introduction to advising the high school student in the United States who is looking at international English language options in higher education. This course will give an overview of bachelor degrees taught in English at universities in Canada, Europe (particularly Holland), and the United Kingdom and will explain how the education models differ from US colleges. Cultural adjustment to the host country as well as campus life must also be considered in order for the student to be successful. In addition to understanding cultural considerations, by the end of this course students will be able to articulate both the benefits and the drawbacks of attending university in another country. Students will acquire resources for understanding the mechanics of the application process, to find entry requirements for these systems, and to be able to assist families to understand financial and visa matters.

Fundamentals of Graduate School Admissions

EDUC X406.91 (1.5 units)

This course is a broad survey of the four areas of specialization in which graduate school consultants are most frequently sought: MS/PhD programs, medical school, law school and MBA programs. The MS/PhD admissions process is described in detail, and topics unique to it, such as researching programs and writing a Statement of Purpose, are given considerable attention. Guest lecturers will describe best practices and trends in medical school, law school and MBA admissions. Elements of medical school, law school and MBA admissions that differ from MS/PhD admissions, such as the application timeline, will be particularly emphasized. Case studies will be drawn from the instructor's private practice.

FOR MORE INFORMATION:

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**FOR CLASS SCHEDULE,
VISIT CE.UCI.EDU/IEC**



FREE QUARTERLY WEBINARS

Free webinars are offered quarterly and are packed with information about the Independent Educational Consultant program as well as relevant industry news and trends. Visit ce.uci.edu/events to register for an upcoming event or view the list of on-demand recordings.

GROUP DISCOUNTS

Discounts are available for groups of three or more. Please call (949) 824-9304 or email lisa.hoang@uci.edu for more information.

**COMPLETION OF THE INDEPENDENT EDUCATIONAL CONSULTANT
CERTIFICATE PROGRAM SATISFIES THE EXPERIENCE REQUIREMENT
WHEN APPLYING FOR ASSOCIATE MEMBERSHIP IN THE
INDEPENDENT EDUCATIONAL CONSULTANTS ASSOCIATION (IECA).**

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UCI Division of
Continuing Education

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