IECA’s membership has more than tripled in the last 10 years.

IECs now #4 on list of influencers of high school students on college choice (Replacing public school counselors) (source: Inside Higher Ed)

Only 4 in 10 high school students reported receiving ANY college-related information from their school counselor (source: IQS Research)

60% of high school seniors never met with their guidance counselor

U.S. public high school students receive an average of 38 minutes of personal advising on College Admission (IECA Members Provide Clients: 12 hours) (source: U.S. Dept. of Education)

26% of high-achieving seniors hired an IEC in their college search/application process (source: Lipman Hearne/NRCCUA)

87% of IECA members are College Placement Experts, and most of these members can advise on college affordability issues

In public schools there is a ratio of 476:1 student:counselor (Among IECA Members it’s 26:1) (source: U.S. Dept. of Education)
Average number of campus visits per year by IECA members: 22

The average IECA member charges about 1/8 of the amount often cited in the press.

Students who work with an IECA member are 4x more likely to attend private college and are 3x more likely to attend an out-of-state college.

The fastest growing segment of IECs is international college consultants.

IECA members are the most thoroughly vetted and ethical professionals.