
SPECIALIZED AREAS OF EXPERTISE

Independent education consultants offer specialized expertise in many areas:

Guidance/Consulting

- College Admission
- Graduate School Admission
- Career Guidance
- Secondary School Admission

Scholarships/Financial Aid

- Financial Aid
(need-based; financial planning)
- Scholarships
(merit, based on academics, competition, and/or special talents)
- Athletic Scholarships

Students With Special Needs/Talents

- Learning Differences
- Physical Differences
- Health-Related Considerations
- Athletics
- Theater Arts
- Fine Arts
- Computer Science
- Film and Video
- Other Aptitudes

Support Programs

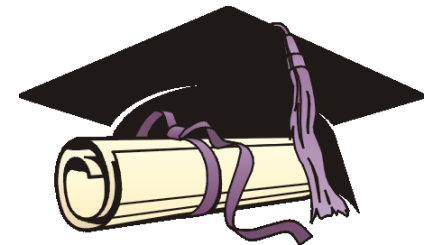
- Test Preparation/Tutoring
- Summer Enrichment/Year Off Programs
- Study Abroad/Exchange Programs
- College Tours

What is HECA?

The Higher Education Consultants Association (HECA) is a volunteer-run organization of independent consultants. Its purpose is to promote professionalism in higher education consulting and to serve as a resource to students, parents and schools. HECA members are professionals providing educational services.



Need Help Making Educational Plans?



Tips for Choosing a Private Consultant

WHY USE A HIGHER EDUCATION CONSULTANT

The process of preparing for college is exciting, but it can also be overwhelming. High schools, unfortunately, are often unable to provide much individualized attention to students.

Questions may arise about:

- Choosing high school courses
- Which standardized tests to take, and when
- How to prepare for standardized tests
- Where to apply – selection of colleges and universities that are a “good fit”
- Financial planning for college
- Accommodation of special needs and talents
- Enrichment activities that allow students to establish their uniqueness
- Sorting through college materials so that informed choices can be made

Students may benefit from:

- Assistance with interviewing skills
- Application and essay review
- Career guidance
- Third-party involvement that provides space between child and parent



HOW TO CHOOSE A HIGHER EDUCATION CONSULTANT

Choosing the right higher education consultant for your individual situation is important. To make an informed selection, discuss the following topics with the potential consultant and the referral source:

Qualifications

The academic background and experience of the higher education consultant must match the service being offered. The consultant should belong to professional organizations, such as the National Association For College Admission Counseling (NACAC), a regional Association For College Admission Counseling, or the Higher Education Consultants Association (HECA).

Ethics

Higher education consultants are straightforward in their communication and professional in their interactions with their clients. Consultants do not guarantee admission into specific colleges nor promise financial awards. HECA members have committed to abide by ethical standards based on four values: sound advice, integrity, respect and confidentiality.

Reputation

Higher education consultants will provide references upon request. Families should seek referrals from clients who are satisfied with the services provided to them.

Attention

Higher education consultants give personalized service to their clients. Each student's situation is unique and is treated from an individual perspective. Consultants make themselves accessible, so that clients have someone to call with questions and concerns.

Value

Services offered and the associated cost should be clearly established up front. Fees may be structured as an inclusive package, on the basis of an hourly rate, or by session.

HOW TO FIND A HIGHER EDUCATION CONSULTANT

Students and parents locate higher education consultants in a variety of ways: referrals from friends, high school counselors and high school career/college centers or through advertisements. HECA also offers a referral resource through its website, which can be reached at www.hecaonline.org.