

# **The Light on the Dark Side**


**Presenter:**

Arun Ponnusamy, Chief Academic Officer

Keynote Speaker Session

September 25, 2019

# The Light on the Dark Side

Arun Ponnusamy  
Chief Academic Officer  
he/him/his  
 @ArunWise

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# Arun Ponnusamy

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**We're not just "the button people."**

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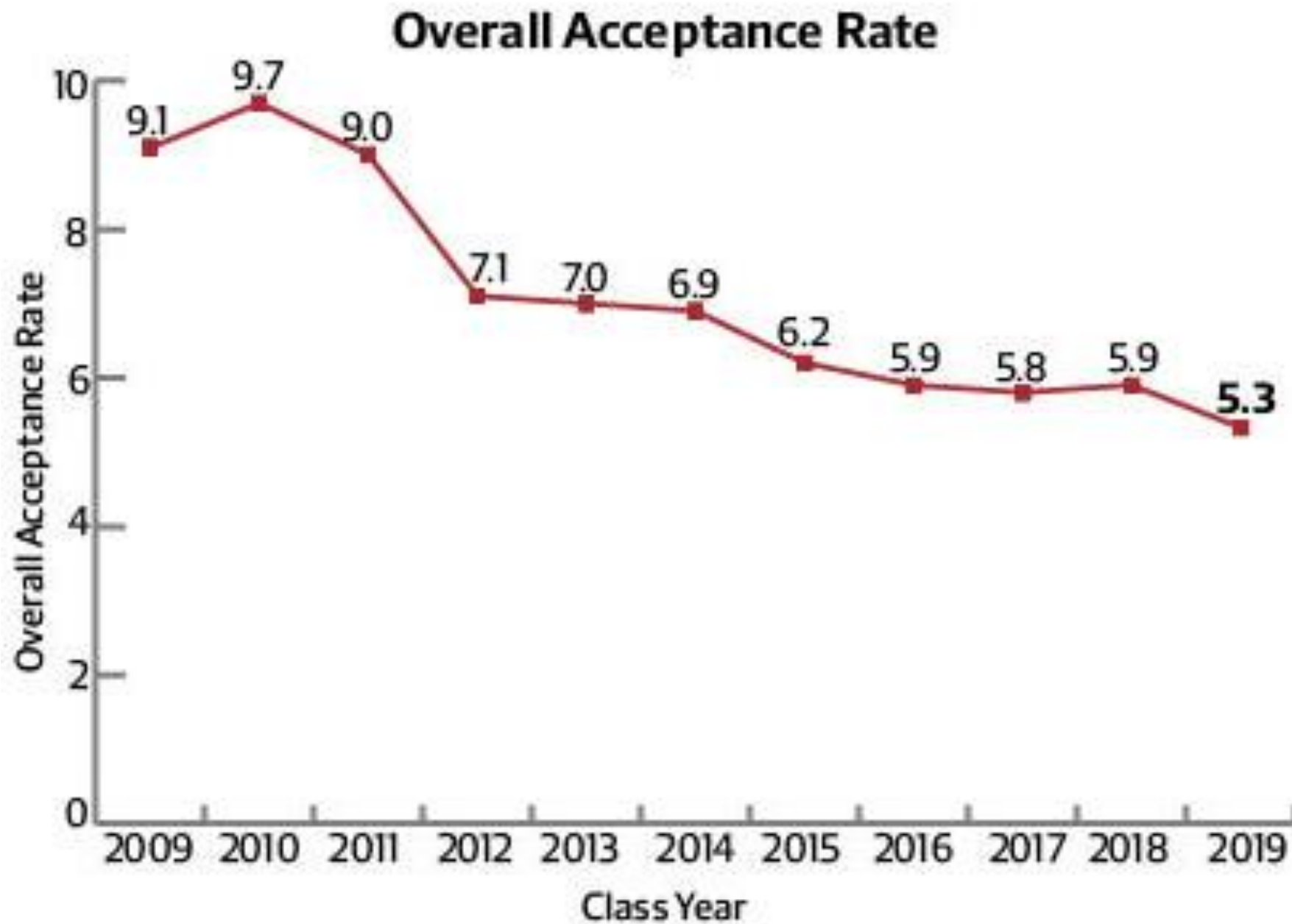












## Since 2005:

- ▶ There has been a 400% increase in the number of IECs domestically.
- ▶ There has been a 1,000% increase in the number of IECs internationally.

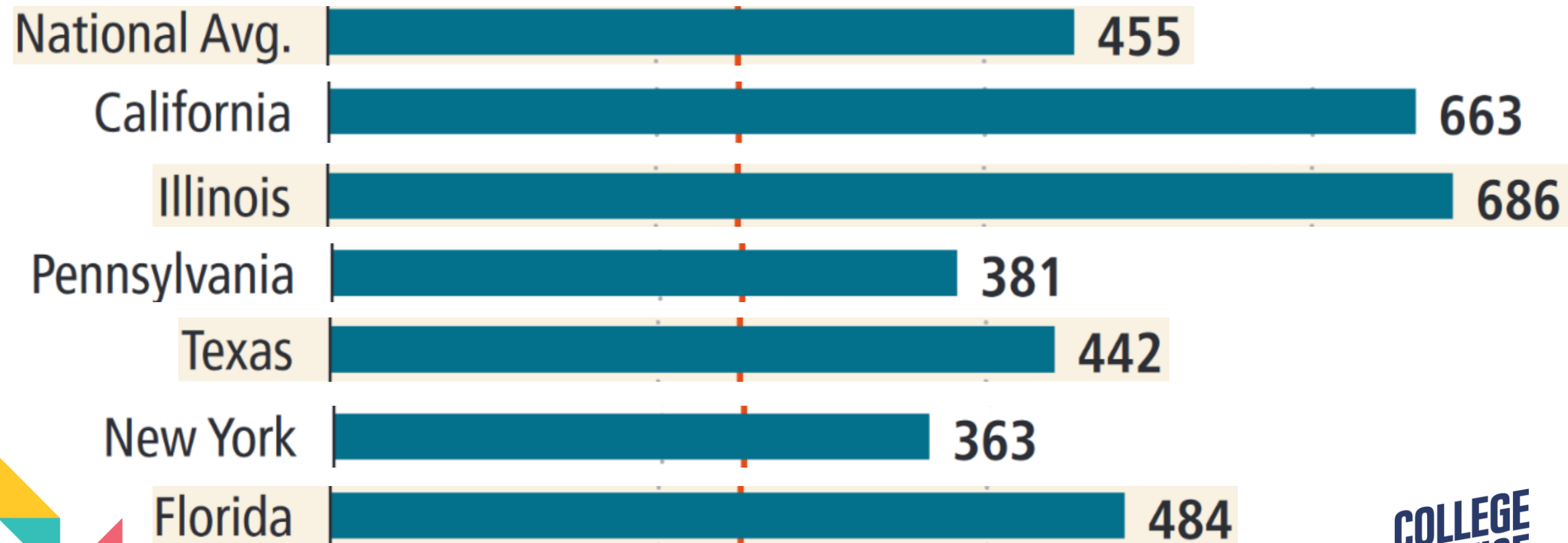


**The American  
School Counselor  
Association  
recommends a  
ratio of 250-to-1.**





# Student-to-School-Counselor Ratio 2016-2017



# It's gotten trickier...



- What's the plan?
- What does holistic mean?
- And demonstrated interest?
- Anxiety, depression, learning differences
- Financial considerations  
i.e. Is it worth it?



Thursday, August 29, 2019

C

**Hey Arun, I just got word that the College Board is scrapping the new adversity score and replacing it with something known and Landscape. If you know more about this, could you please elaborate??**

10:36 PM

METRO



# Mom agreed to give consultant \$1.5M to help kids' college admissions: suit

By Kathianne Boniello

February 10, 2018 | 6:01pm

U.S.

## The College Financial-Aid Guardianship Loophole and the Woman Who Thought It Up

Lora Georgieva owns consulting firm in Illinois; U.S. Education Department says it will move to stop her actions

## The rise of Rick Singer: How the mastermind of college admissions scandal built an empire on lies, exploited a broken system

By the time Rick Singer began bribing college coaches and test proctors, he had been lying about his own resume and business dealings for years.

Gregory Korte, USA TODAY

Updated 1:21 p.m. PDT June 24, 2019

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# PRINCIPLES OF GOOD PRACTICE



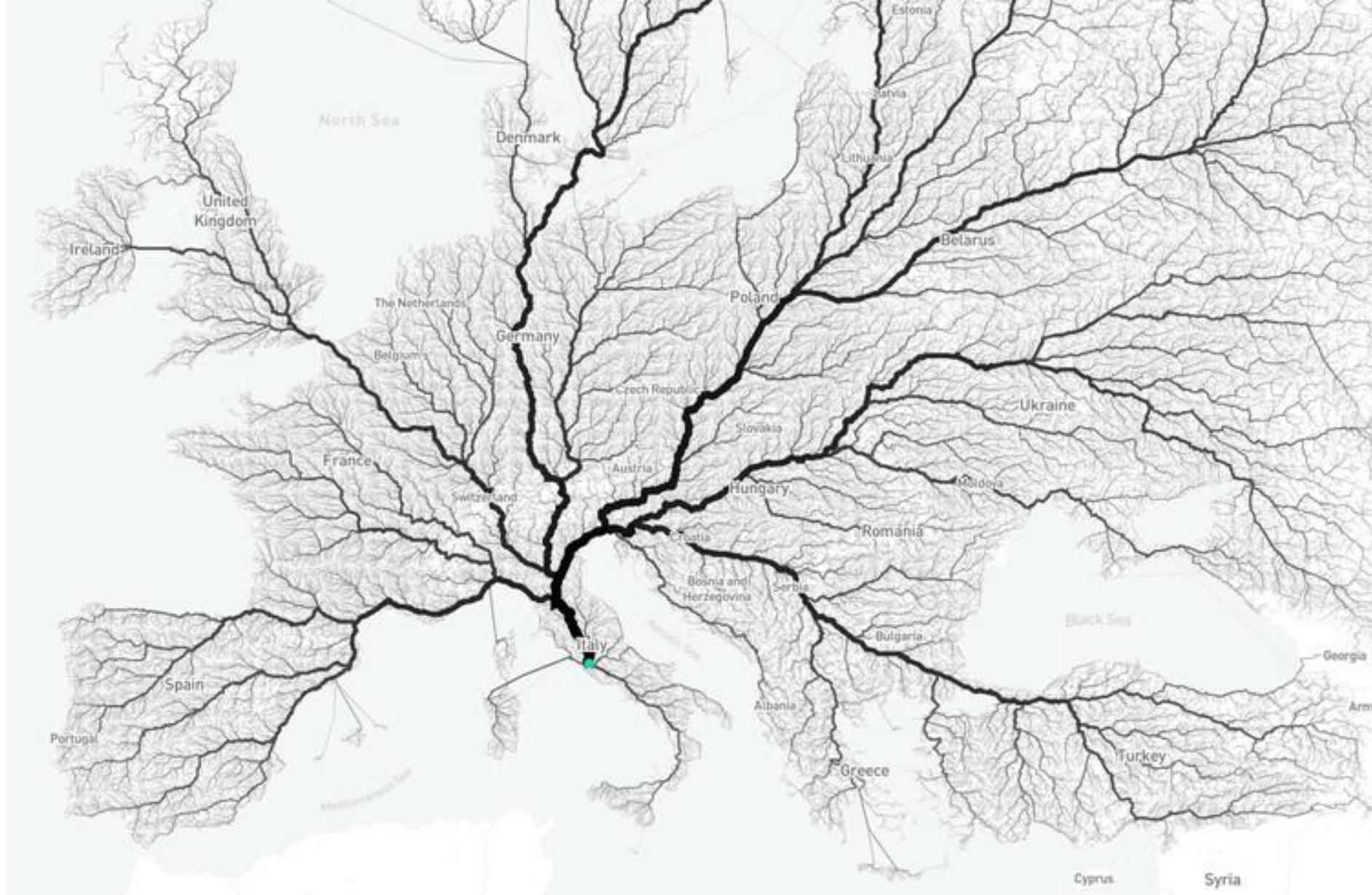
*All IECA members are required to pledge adherence to these Principles when admitted to membership and annually with membership renewal.*



Incorporating the Statement of Principles of Good Practices: NACAC's Code of Ethics and Professional Practice as approved by the Higher Education Consultants Association (HECA) Board of Directors, October 2017.







Certificate

# College Counseling

The seven-course College Counseling Certificate is designed for teachers, career counselors, admissions personnel, and other professionals who want to develop their professional competencies or are interested in establishing an independent college counseling practice. This program is also ideal for college admissions professionals who want to help high school students identify postsecondary options. Completed 100% Online.









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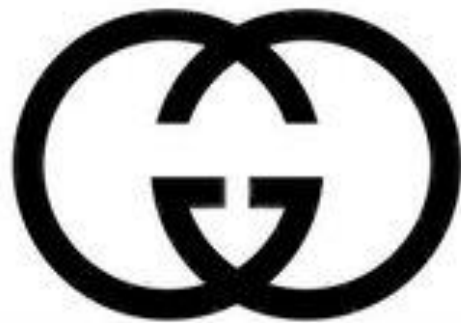




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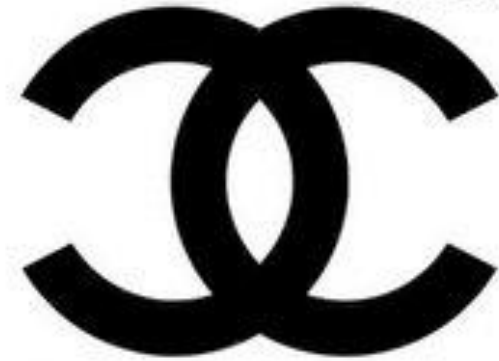
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CHANEL

  
Hennessy *Cartier*  
COGNAC  
[thedollsfactory.com](http://thedollsfactory.com)

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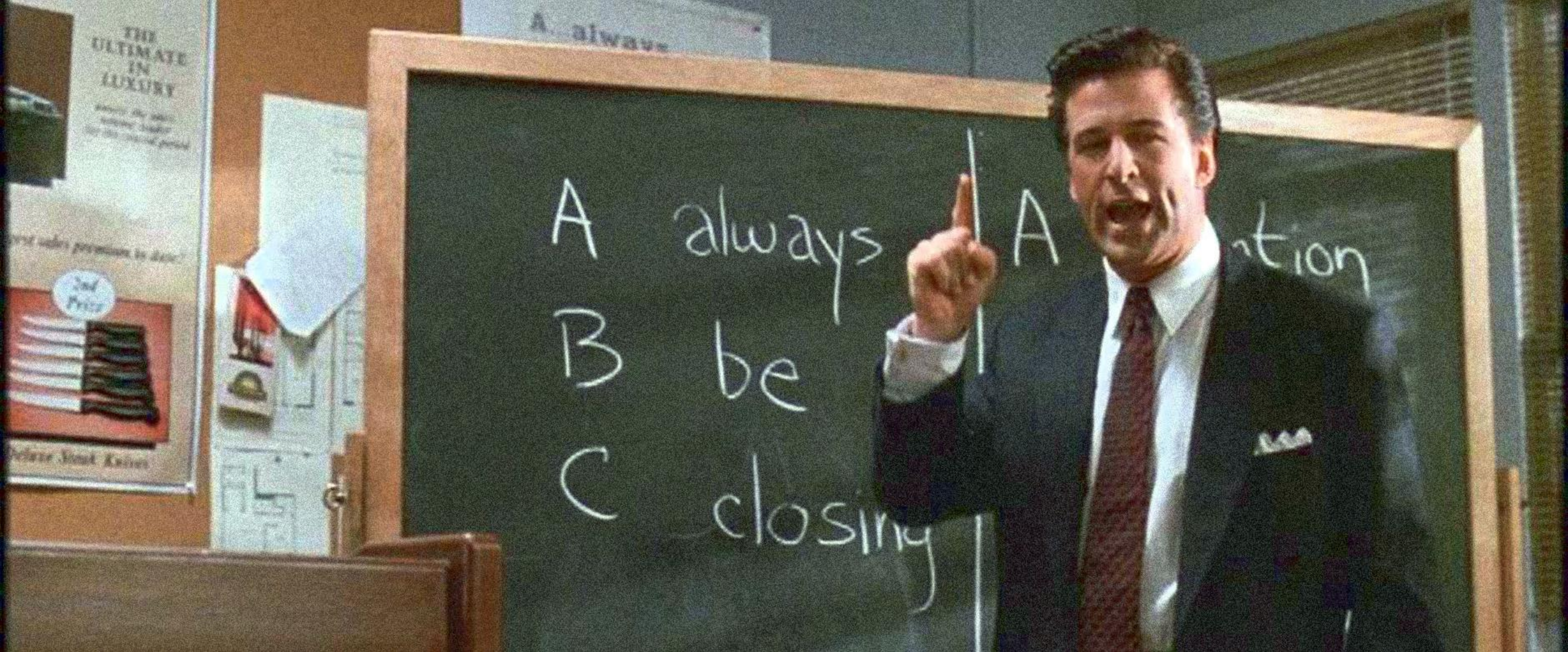




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- College Board has data on 7 million students that it sells to 1,100 institutions each year
- \$0.43 per name through College Board
- \$0.41 per name through ACT



# Hourly Fees:

- ▶ **2017 Average: \$200**
- ▶ Range: \$85 to \$350
- ▶ 15% charge under \$100
- ▶ 25% charge over \$200



# Comprehensive Package Fees:

- ▶ Range: \$850 to \$10,000
- ▶ < 5 years experience: \$4,100 average
- ▶ >10 years experience: \$5,200 average



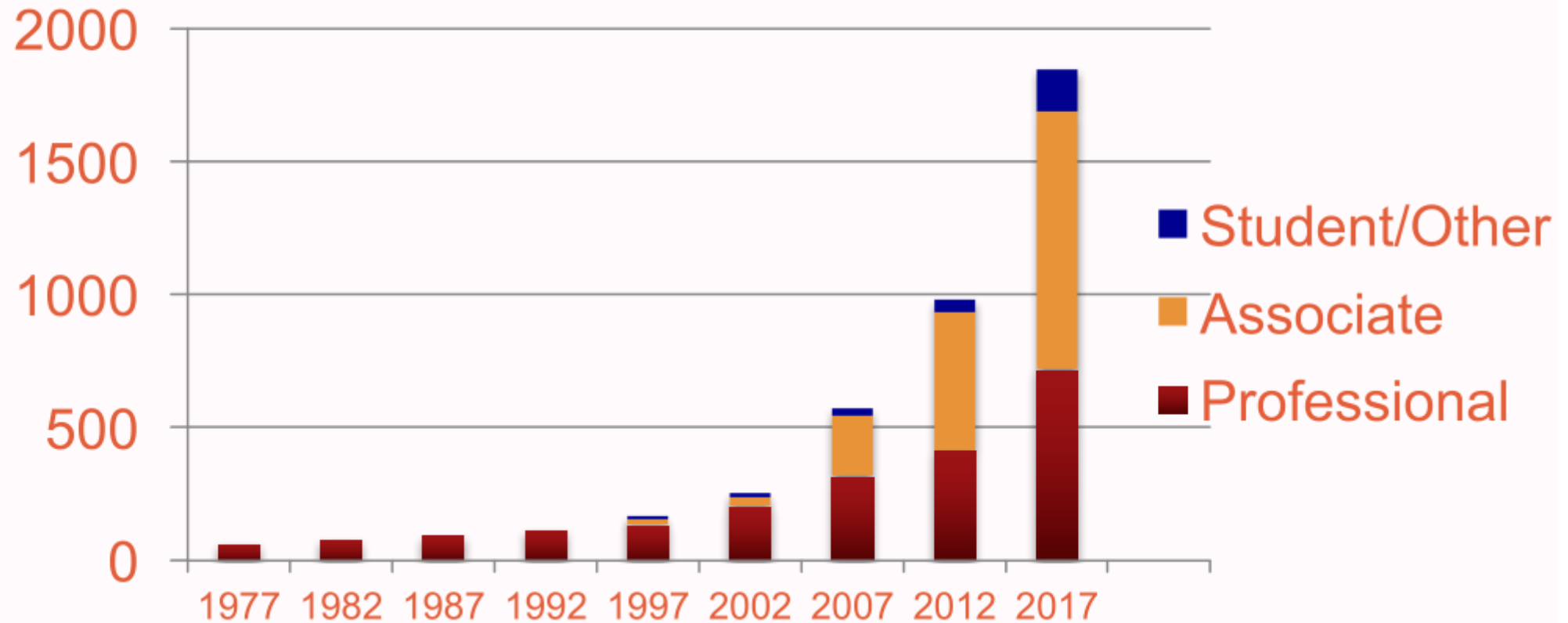
# Approximate Regional Averages:

- ▶ \$4,000 in SE and West
- ▶ \$4,100 in Midwest
- ▶ \$4,800 in Mid-Atlantic
- ▶ \$5,400 in New England
- ▶ \$6,700 international



## Affiliated IECs:

- ▶ 1,847 IECA
- ▶ + additional 350 NACAC
- ▶ + additional 165 HECA
- ▶ + additional 295 ACACs
- ▶ + additional 75 others
- ▶ **2,732 total**







- ▶ 30 years ago the percentage of IECs that “belonged” to a professional association was over 80%
- ▶ Today the 2,700+ affiliated IECs represent only 20% of the total



- ☐ Promote events
- ☐ Host interviews
- ☐ Host events
- ☐ Organize joint events
- ☐ Make introductions





- ☐ Do your intake forms allow for IECs to easily enter information?
- ☐ Do you invite IECs to counselor events locally and regionally?
- ☐ Do you know your local IECA and HECA contacts?
- ☐ Do you attend local IEC events?
- ☐ Do you make yourself a resource to IECs?
- ☐ Do you have a designated rep for IECs in your office?
- ☐ Do you clearly explain why you ask *\*that\** question on the Common Application?



ROBERT: How much light??

OPERATOR: Just a little is fine.

ROBERT: O.K. *(Pause.)* I did it. *(Pause.)* It's bright. It feels so bright on my face.

OPERATOR: That's good. That's how it's supposed to feel. *(Pause.)* I need you to tell me what you're wearing, O.K.?

ROBERT: You know . . . just regular clothes.

OPERATOR: Outside clothes or inside clothes?

ROBERT: Hold on, I'll check. *(Pause.)* Pajamas. I'm wearing my pajamas. I could swear I'd changed into regular . . . I thought these were jeans!


OPERATOR: It's O.K., sir. Calm down.

ROBERT: Wait, this isn't even a shirt. It's just my skin! Goddammit.





# Thank You & Happy NACAC!

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 @ArunWise

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## NACAC 2019 Bingo

Person wearing an UNNECESSARY number of badge tags	but allow me to..."	"We'll be doing a deep dive..."	Presenter who ends on a contact slide with their Pinterest - LinkedIn - TikTok - MySpace	"I'll be brief"
"I know I'm preaching to the choir here..."	"Can you hear me in the back?"	Comment about bearing the weather	"Do I really need the mic?"	I hate to be the presentation [right before/right after] [lunch/you've had coffee/drinks/the membership meeting]
"I know the text on this slide is small but ..."	"I want to respect your time"	<b>Comment about DoJ Free Space</b>	"Before we begin..."	"For those of you who are awake...."
"I know YOU all probably know much more than me on the subject"	"Stay with me on this one"	Any bourbon jokes	"Good Morning...OH WE CAN DO BETTER THAN THAT"	Tries to find number match during Q&A
"*tap tap* Is this thing on?"	"thanks for getting up early on the last day...."	"Say hi to the person next to you"	"This will be an interactive session"	Uses iPad to take pics of powerpoint