

How Can A College Admissions Consultant Help Your Family?

- **High School curriculum planning.** A consultant can help students make smart choices about their high school courses so that they stay on track for college admissions.
- **College admissions profile assessment.** Although no consultant can guarantee admission to any individual college, a consultant can help your child identify their strengths as an applicant.
- **College selection.** A consultant can assist your child in finding the colleges and universities which best match their interests, personality, needs and admissions profile.
- **College entrance exams.** A professional consultant can answer questions about which college entrance exams are most appropriate for your child and when to schedule testing. Some consultants also provide assistance with test preparation.
- **College applications and essays.** A consultant works with each student to establish a realistic schedule for staying on top of application details and deadlines. Consultants may also review application elements, including essays.
- **Majors and Careers.** Students often benefit from guidance in choosing majors and careers that are a good fit, as well as information about which colleges offer strong programs in areas of interest.
- **Financial Aid.** Many families worry about how to pay for college expenses. A consultant can help your family navigate these concerns, while pointing your family in the direction of financial aid and merit scholarship opportunities.
- **Help from a non-biased third party** so that you and your child can focus on enjoying this time together, rather than arguing about completing college applications

How to Choose the Right College Admissions Help For Your Family

What should you look for when choosing a professional college admissions consultant? Here are some tips from the Higher Education Consultants Association (HECA) on how to find the right consultant for your family.

Start with your child. The college admissions consultant you choose should be a good match for your child's personality, have experience with students with similar admissions profiles, and be supportive of your child's college aspirations.

The consultant should focus on minimizing stress and anxiety, not increasing it. Professional college admissions consultants understand that college planning can be stressful at times, and they should strive to reduce that anxiety for both students and parents.

The consultant should demonstrate college admissions-related knowledge, experience and training. A professional college admissions consultant should be knowledgeable about a wide range of colleges and universities as well as current admissions trends, and they should also have experience helping students through the college search and application process while remaining committed to on-going professional development.

The consultant should clearly explain their services and associated costs. The services to be provided and the fees the consultant will charge should be clearly established up front.

The consultant should be committed to maintaining high ethical standards in their practice. Ethical consultants do not guarantee admission into specific colleges or promise financial awards. They do not suggest that they have "special pull" with certain college admissions professionals. They also do not write essays or other application materials for students.

For more information on college admissions consultants, visit www.hecaonline.org