



BROOKE DALY

President, Board of Directors, Higher Education Consultants Association (HECA)
Founder & Owner, Advantage College Planning, Raleigh NC
Member: NACAC, SACAC, IECA

ABOUT HECA

Founded in 1997, HECA is a 1,000+ member 501(c)(6) not-for-profit professional association representing independent educational consultants from every region of the country and across the globe who focus exclusively on helping students navigate the college admissions process.

Guided by HECA's Standards and Ethics Statement for professional conduct, their members serve the college planning needs of more than 23,000 high school seniors each year.

Many of HECA members also assist low-income students through pro-bono advice and volunteer service to non-profit organizations and local schools.



TOPICS

- Why 1 in 3 freshman transfer after their first year (and how students can find good-fit colleges)
 - College affordability for the middle class: Using data to find the most generous merit and need-based financial aid packages
 - Summer activities that make students more competitive college applicants
 - How student self-exploration during high school can help define career goals and achieve higher job satisfaction after graduation
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BROOKE DALY started Advantage College Planning in 2008 after working for two nonprofit organizations, Vermont Student Assistance Corporation and College Foundation, Inc. Brooke's passion for working with students and desire to make the college planning process less stressful for families inspired her to start the college consulting business.

When she's not meeting with students and parents, Brooke visits dozens of campuses each year, speaks at national conferences, and participates in workshops and seminars to keep up with college admissions and financial aid trends. She frequently presents her own seminars and workshops on various college planning topics, including "Finding the Right College for You," "10 Keys to Maximize Financial Aid," and "College Planning: Using the Summer Wisely."

Brooke is also a certified life coach, giving her a unique perspective on how student college choices can help pave the path to achieving future personal and professional goals.

PROFESSIONAL DESIGNATIONS

- President, Higher Education Consultants Association
- Member, National Association for College Admission Counseling
- Member, Southern Association for College Admission Counseling
- Associate member, Independent Education Consultants Association
- Former Board Member, National College Advocacy Group
- Associate Certified Executive Life Coach