

# HECA Fact Sheet

## Who We Are



2018 1,025 members  
2016 924 members  
2014 832 members  
2012 651 members

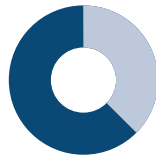
Founded in 1997, Higher Education Consultants Association (HECA) is a 1,000+ member 501(c)(6) not-for-profit professional association representing independent educational consultants from every region of the country and across the globe who focus exclusively on helping students navigate the college admissions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



**93%**

worked pro bono  
for clients



**44%**

volunteered  
for HECA

## What We Do

HECA provides professional development opportunities including webinars, conferences and college tours to help our members stay current in the ever-changing world of admissions.

HECA facilitates communication and cooperation with college admissions professionals and high school counselors to ensure we work collaboratively to find the best college fit for students and families.



**7**

Professional  
Development Webinars

**1,570**

Participants

## Why We Do It

HECA supports independent education consultants as they work with students and parents during the transition into higher education by providing professional development, advancing ethical standards of conduct, and promoting equity and access to higher education for all students.

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