



## HECA NEWS: FOR IMMEDIATE RELEASE

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### **TERRY W. KNAUS NAMED EXECUTIVE DIRECTOR OF THE HIGHER EDUCATION CONSULTANTS ASSOCIATION (HECA)**



**Spokane, WA** – After an extensive national search, the Higher Education Consultants Association (HECA) today announced that Terry Knaus has been named Executive Director. Knaus will assume his position with HECA on November 11, 2019. “We are thrilled to welcome Terry Knaus as the new Executive Director of HECA,” said Cheri Barad, HECA President. “Terry’s breadth of experience in the higher education industry will be a wonderful addition to the leadership of our organization. I know I speak on behalf of our members when I say we look forward to the future of HECA with Terry Knaus as the Executive Director.”

HECA is the only professional association of independent educational consultants focused exclusively on supporting students in their search for higher education opportunities. As Executive Director of HECA, Knaus will provide strategic and tactical support, oversight, and management of the organization’s operations in fulfillment of HECA’s mission and goals. “As HECA’s Executive Director, Terry Knaus brings experience, leadership, and professional stature to the position. Each quality is critically important as the organization takes on a leadership role in educating the public about the work of independent educational consultants,” said Charlene Liebau, HECA Past President and member of the search committee.

Knaus comes to HECA with extensive higher education and leadership experience. With over 30 years in the education field, Terry has worked in university admissions, high school college counseling, and as an innovative leader in professional organizations. He is currently the chair of NACAC’s Professional Development Committee, has been the President of Indiana ACAC, and has served on the NACAC Board of Directors. Terry has written numerous articles and been quoted in a variety of publications including The Chronicle for Higher Education and, recently, NACAC’s Journal of College Admission. Terry has been a frequent presenter at national conferences and has been interviewed on the NBC Today Show for a ‘Getting into College’ segment. Trained in Secondary Education, Communications, and Higher Education Administration, he earned his undergraduate degree from Michigan State University and his graduate degree from Ball State University.

“Words can’t describe how excited I am to join the HECA team,” said Terry Knaus. “As a higher education professional, I’ve always had the highest respect for the work that HECA does as an organization. I’m looking forward to working alongside such a talented Board of Directors as we serve our ethical and experienced membership. I’m fully confident that HECA will continue to be bolder and stronger as we create greater access to opportunity for students.

*Founded in 1997, [Higher Education Consultants Association \(HECA\)](http://www.HECAonline.org) is a 1,100+ member 501(c)(6) not-for-profit professional association representing independent educational consultants from every region of the country and across the globe that focus exclusively on helping students navigate the college admissions process. Guided by [HECA’s Standards and Ethics Statement](#) for professional conduct, its members serve the college planning needs of more than 23,000 high school seniors each year. Many HECA members also assist underserved students through pro bono work and volunteer service to non-profit organizations and local schools. Visit [www.HECAonline.org](http://www.HECAonline.org) for more information.*