



2019 ANNUAL CONFERENCE

Sleep Better At Night:

Strategies To Protect Your Practice &
Manage Expectations

#HECA2019RI

Tuesday, June 18th 10:15 -11:30 a.m.

Francine Block, CEP – Chair, HECA Standards & Ethics Committee

Sharon Harris – HECA Standards & Ethics Committee

Katelyn Gleason Klapper, CEP – Former Standards & Ethics Chair; Chair, AICEP



Francine's Background



Francine Block, CEP

*Owner, American College
Admissions Consultants*

College Admissions:

University of Vermont, Boston Regional Rep

College Consulting:

College and Career Resource Center, Suburban Massachusetts high school

Co-Founder of American College Admission Consultants- 1984-Present

First Office --London, England

Second Office--Mexico City, Mexico

Third Office Bucks County, Pennsylvania

Co-Founder No Name Conference-1990-Present

Volunteer Leadership:

PACAC President--First IEC elected to lead an ACAC

NACAC Professional Development Committee--3 years

NACAC Assembly Delegate-- 10 years

PACAC Admissions Practices Committee 1987-Present

Bucknell Summer Institute, Faculty

AIECP Commissioner--10 years

HECA Board Member, Standards and Ethics Chair

Sharon's Background



Sharon Harris
MBA, Life Coach

Owner, Partnered Success College and Life Skills Coaching



Undergraduate Admissions:

The College of New Jersey
University of St. Thomas
University of New Hampshire

College Counseling/Life Skills & Career Coaching:

Bridges to Our Future,
Career Day Dover Chamber Education Committee Member

603 Student Network, Founder and Sponsor

Access-to-College Work/Volunteer:

Project Search Business Advisory Board and Student Mentor

Board of Trustees Community College System of New Hampshire

Board of Directors, Bigfish Learning Community

Governor's Advisory Council for Diversity & Inclusion, Member

HECA Standard & Ethics Committee, Member

Katelyn's Background



Katelyn Gleason Klapper,
Certified Educational Planner

Founder, College Options

College Options™

Guiding Families. Empowering Students.



Undergraduate Admissions/ & Higher Education Administration:

Boston University
Bentley University
WPI

College Counseling:

Dynamy, Gap Year

Founder, College Options (2007)

Instructor, UC Irvine Certificate Program in
Independent Educational Consulting

IEC Business Coach (2017)

Recent Access-to-College Work/Volunteer:

METCO (Boston)
College Summit/Peer Forward
FAFSA Day Massachusetts

HECA Past Standards & Ethics Chair
AICEP Chair of the Commission 2019 -20

What Keeps You Up at Night?

- Dissatisfied Clients
 - Loss of referrals
 - Impact on reputation
 - Being paid
 - Being sued
- What if something happens to me?
- Departing Employees/Contractors
 - Losing business/market share
 - Protecting Intellectual Capital



How Do We Manage These Issues?

- Personal/Professional Liability Protections
- Managing Expectations
- Ethical Practice Standards

Professional Liability

Put it in writing! You need a contract.

- Client Contracts
 - Pro-bono clients also need a contract
 - Variety of Templates- ranging from fully detailed to payment agreement w/ addendums:
 - Payment Process
 - General Expectations & Limitations (sample)
 - Release of Information Agreement (sample)
 - Copyrighted Material/Proprietary Process
- Employee/Contractor Contracts
- Consult a lawyer/do not allow client adjustments

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Professional Liability

- Insurance
 - Professional Liability (Errors & Omissions)
 - Renters/Homeowner - Umbrella Policies
 - Insurance for employees
 - Travel w/ Clients
 - Consider any off-site liability
- Consult a professional/HECA Partners

Professional Liability

Contingency Plans

- Disciplined Record Keeping
- Financial Liquidity/Potential Refunds
- Formal Agreements for Client Coverage

Managing Expectations

“Student is the Client, Parent is the Customer”

- **Scope of work clearly defined**
 - Inquiry Stage
 - Contract (milestones or meeting outlines)
 - Supplemental reminders or “mini contracts”
- **Availability and limitations**
 - Hours and response time
 - Meeting frequency and initiation
- **Education about current college admissions landscape**
 - Variable based on family’s frame of reference, student profile, & timing of service
- **Responsibility for meeting deadlines – who’s is it?**
 - Contract & Communications/Reminders
 - High School policies

Managing Expectations

Parent Touchpoints

- **Validate concerns**
 - Give opportunity for voice/input during process
 - Provide reassuring, yet honest feedback
 - Understand financial strain & desire for privacy
- **Encourage supportive roles**
 - Provide tips and guidelines through parent curriculum
 - Healthy language about the process/child
 - Appropriate parent tasks
 - Be aware of student/parent dynamic and dialogue
- **Responsive within boundaries**
 - *“Nothing in good college planning should be an emergency.”*

Managing Expectations

Anticipate Anxiety!

- **Preemptive Communications**
 - Newsletters, webinars, & social media
 - Meeting summaries/copied reminders
 - Parent workshops/meetings
 - Family meetings
- **Parent/Guardian Curriculum**
 - Communication strategy
 - Reading lists & articles
 - Call-in hours
 - Considering differences between in-person and virtual sessions

Ethical Practice

HECA's Statement of Standards and Ethics *Standards for Working with Students and Families*

- Contract attachment or direct reference
- Important points to cover:
 - Accurate, unbiased information
 - Confidentiality
 - Respect (for differences, backgrounds, expectations)
 - Integrity of student's work

Ethical Practice


HECA's Statement of Standards and Ethics *Standards for the Education Consultant Profession*

- Personal limits
- Integrity
- No admission guarantees or promises
- Avoid/disclose conflicts of interest

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Ethical Practice – HECA Tools

- HECA Statement of Standards and Ethics
- Member Resources Page
 - Business Resources  Consulting Office Tools:
 - Client Contract Sample
 - Statement of Guidelines & Limitations Sample
 - Employer Contract Samples
 - Insurance Information
 - Student/Parent Survey Samples

Thank you for joining us today!



We look forward to seeing you again in 2020!

