

## 2022 ANNUAL CONFERENCE

# Is a High School Partnership the Right Fit for You

#HECA2022CO

Moderator: Kate Malczewski - College Connectors

Panelists: Josefine Borrmann - Strive to Learn  
Sawyer Earwood - Virtual College Counselors  
Jessica Chermak - Virtual College Counselors

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# Reflections

At the end of this session, you will know:

- Ways to identify possible school partnerships
- What types of responsibilities are typical
- What surprises to watch for
- Options for revenue plans

How do you find these  
partnership opportunities?

What resources are helpful?



# Reflections

- How are you currently connecting with local school groups, networks, or counselors?
- Do you have the time/capital to invest in growing this aspect of your business, especially if the payback is not immediate or guaranteed?
- Are you engaged in local organizations not related to IECA?



What types of responsibilities are included in your partnership?

# Reflections

- What are your strengths?
- Which pieces of the IEC job do you enjoy the most?
- How do you integrate the time required for these roles with your existing practice?
- How important is independence or collaboration to you?

What surprised you most about partnering with a school?



# Reflections

- Are you open to being flexible to following policies, philosophies and decisions that could be different than your own?
- Do you like working with groups of students vs one on one?
- Do you feel confident in managing a high school class discussion?
- Does more admin work excite or scare you?
- Could this create a conflict of interest that could damage your IEC practice?



What kind of revenue plan do you use? Flat fee?  
Per student?  
Hourly?  
And why?  
How do you determine?



# Reflections

- How well do you manage scope “creep” when additional items are asked of you without extra payment?
- How will you manage your intellectual property?
- Do you have specific revenue goals you need to meet?
- How will having a contract help you meet those goals if you know you have to decrease your time spent on your other obligations (working with private clients, accounting, personal time, etc)?

Thank you for  
joining us today!

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2023 HECA Annual Conference  
Washington, DC



*We look forward to seeing you in DC!*