



## HECA NEWS: FOR IMMEDIATE RELEASE

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### **HECA STATEMENT: “PAY FOR PLAY IS INDEFENSIBLE FOR COLLEGE ADMISSIONS PROFESSIONALS”**

**(Spokane, WA - 3/13/19)** – The Higher Education Consultants Association (HECA), a professional organization of independent educational consultants, reacts to the breaking news of a widespread college admissions scandal by urging families to do their homework before working with independent educational consultants.

The Higher Education Consultants Association has a two-fold mission:

- Support students and parents during the transition from high school to college, with a commitment to equity and access to higher education for all students.
- Advance professional, ethical conduct, and standards for the profession of college admissions consulting.

To fulfill both parts of our organizational mission, all members agree to abide by HECA's [Standards and Ethics Statement](#) for members. The Statement is based on four core values: *sound advising, integrity, respect, and confidentiality*.

“HECA feels strongly that families seeking help with the college search and application process outside of the school setting should do their homework to ensure that they hire someone who is a member of a professional organization with a strict code of ethics,” states HECA President Brooke Daly. “Every HECA member is charged with providing sound advice, confidentiality, integrity and respect for their students, parents, and the colleges to which they are applying.”

Founded in 1997, [Higher Education Consultants Association \(HECA\)](#) 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 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 HECA members also assist

underserved students through pro-bono advice and volunteer service to non-profit organizations and local schools.

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