

Professional Goal Statement
Michigan State University Application (MAED Program)
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While entrepreneurship was never in my agenda, each step of my professional background highlighted a common theme: I had a natural affinity for connecting and working with college and high school students. I eventually found my ideal career as an “Independent Educational Consultant (IEC)” where I serve as a life coach and portfolio manager in guiding students to getting into the college of their dreams. However, I quickly realized there were clear opportunities for personal growth: I needed to gain more breadth in my knowledge of educational systems and theories in order to provide the best educational resource for my students.

My budding interest in education began in my current role at UCSD where I oversee the student recruitments. I found that I loved interfacing with undergraduates and providing support at major points of their career through training and development. I sought out more ways to work with students and picked up an additional remote job as an Essay Coach for College Blueprint, LLC. Through managing 12 high school seniors in editing numerous personal statements, I discovered I had a natural talent for assisting teens in finding their voice and highlighting their proudest achievements. Working with each of my students brought a deep sense of joy and connection; I wanted to switch careers so I could continue to work with high school students through one of the toughest times of their lives: college admissions.

In researching into high school/college counseling as a potential vocation, I discovered that UCI’s School of Continuing Education offered a well-known IEC certification program through various college admissions associations. I enrolled into the program and immediately realized immense value as each of my courses provided tools and resources that directly model a consulting practice. For instance, in my “Developing an IEC Business” course last Fall, I created the contract and lesson plans that I ultimately used for enrolling my first client on January 2018. However, this program mainly focuses on the practical aspects of opening an educational practice and lacks the deeper research on how and why our current education systems exist today. While the history may not be integral to operating an educational consulting practice, I do believe that having mastery around educational studies is an absolutely necessary tool that will result in more valuable future counseling conversations with the college bound.

My role as a IEC business owner motivates my decision on why I believe MSU’s MAED in the P-12 School and Postsecondary Leadership concentration program is perfect for me. Obtaining this degree will significantly distinguish myself from my competitors through the blend of diverse curriculum options. Courses like “Engaging Diverse Students and Families (EAD 822)” to “Program Planning and Evaluation in Postsecondary Contexts (EAD 877)” and “Training & Professional Development (EAD 864)” will expand my breadth of knowledge by providing me tools to understand larger theoretical frameworks such as people’s learning capabilities, program evaluation systems, and methods of effective professional guidance. I hope

to gain depth in my understanding for how education systems are fabricated, and develop strategies to help navigate my students through postsecondary institution applications.

Finally, the online asynchronous learning format is a style I am very accustomed to because my IEC certificate is administered in the same format. I will be working full-time while pursuing my Graduate degree and therefore the key features I seek in my program are flexibility and continuous support. Through my ongoing conversation with the program's office, I was extremely pleased to see the variety in background of current and graduated MAED students. Whether these students came from athletic coaching careers, active military, or are working full-time at sea - this diversity signifies a clear flexible curriculum along with wonderful faculty and administration that support their student's success.

Overall, I know in the eyes of my future clients, seeing a distinguished master's degree from Michigan State University will lead to a level of respect and understanding that I am the most qualified individual to guide students on their journey to college success. Indeed, between the 17 years the program has been around and the blend of relevant coursework for my business, I know this program is exactly what I need to ensure my practice to thrive. Attending Michigan State U's program for MAED is a natural step for me, one I'm prepared to take and work tirelessly for, with both diligence and fervor. I would be honored to call myself an incoming student for Summer 2018.