



# AACRAO

AMERICAN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

## *A Guide to* **Benefits** **That Work for You**

*Founded in 1910, AACRAO is one of the nation's oldest and largest higher education associations and the recognized authority on student admissions, academic records, and enrollment services.*

# *Who Belongs to AACRAO?*

*The association's membership includes approximately 10,000 members and partners representing over 2,500 institutions, organizations, and education-oriented businesses in the United States and more than 35 countries around the world.*

*AACRAO represents institutions from every sector of the higher education community, from large public institutions to small, private liberal arts colleges.*

## **Membership Categories:**

- **Institutional**
- **Individual**
- **Organizational**
- **Corporate**

**F**ounded in 1910, the American Association of Collegiate Registrars and Admissions Officers (AACRAO) is one of the nation's oldest and largest higher education associations and the recognized authority on student admissions, academic records, and enrollment services. It is a member-driven association, shaped and directed by education professionals in the United States and abroad.

With a comprehensive array of services, AACRAO provides you with the support you need to excel in your career. As an authoritative source, AACRAO reports on trends and developments for the professions we represent.

AACRAO members gain access to an international network of resources and expertise. If you're not a member, join today and start shaping the future of higher education. Read on and learn more about how AACRAO works for you...

## **AACRAO's Mission**

*For nearly a century, AACRAO has worked to provide professional development, guidelines, and voluntary standards to be used by higher education officials regarding the best practices in records management, admissions, enrollment management, administrative information technology, and student services. It also provides a forum for discussion regarding policy initiation and development, interpretation, and implementation at the institutional level and in the global educational community.*

# Online

With AACRAO Online, you're just a click away from best practices, industry updates, job listings, membership, and much more.



View the online **Member Guide** and explore the AACRAO professional network. The guide includes member contact information and profiles of AACRAO corporate partners. Consult the guide at [www.aacrao.org/memborguide/](http://www.aacrao.org/memborguide/)

Search **Jobs Online**, AACRAO's career headquarters, for your ideal job or that perfect employee. Jobs Online is the foremost resource in job listings for admissions, registrar, and enrollment professionals, and allows job seekers to search by specific employment opportunities, and perform job searches within individual states. Find out more at [www.aacrao.org/jobs/](http://www.aacrao.org/jobs/)



Access AACRAO's online publications, including *Transfer Credit Practices Online*, *FERPA Online Guide*, and the *Registrar's Self-Audit Online*. Visit [www.aacrao.org/publications/](http://www.aacrao.org/publications/)

Connect to **AACRAO Online** and find the latest information on AACRAO activities, including membership, meetings and workshops, publications, compliance requirements, and updates on government activity.

Review the **AACRAO Transcript**, the weekly online news source providing members the latest updates on federal relations, court proceedings, compliance, and industry developments affecting higher education. Take a look at [www.aacrao.org/transcript/](http://www.aacrao.org/transcript/)



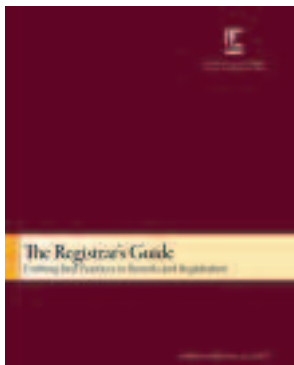
# In Print

Don't miss out on the opportunity to add valuable resources to your office library. Stay current with AACRAO publications, which offer how-to guides, handbooks, and cases from the field. Written by members for members, AACRAO's growing publications library helps you do your job more efficiently and effectively. The tried and true methodologies can be right on your bookshelf!

## Take a look at some of the latest titles:

### ***The Registrar's Guide: Evolving Best Practices in Records and Registration***

\$130 Non-Member/\$95 Member; 2006; Item #0110



This is the first comprehensive guide to the registrar's profession to be published in 27 years. Its 35 chapters address a variety of responsibilities, ranging from registration and academic scheduling, to detecting credentials fraud, to implementing student information systems; preparing for commencement and

preparing for accreditation; project management; and "Budgeting for Registrars." Other chapters address the work of the registrar in various settings, including small colleges, community colleges, graduate schools, and law, medical, and theology schools. The book also contains overviews of FERPA, the Solomon Amendment, and an Appendix of Information Sources on additional compliance matters.

### ***AACRAO's Basic Guide to Enrollment Management***

\$80 Non-Member/\$60 Member; 2005;  
Craig Westman and Penny Bouman; Item #0109

This book is a primer or "how to" resource for new or seasoned enrollment managers. Its core chapters are practical applications of Strategic Enrollment Management (SEM) best practices, outlining how making some basic adjustments can have an immediate impact on enrollments. The *Basic Guide* offers tips on how an institution can change and consequently gauge its successes, including techniques to aid the enrollment manager, director of admissions, student services director, or anyone in a management position within an institution looking for an impetus to change their enrollment practices.



*Did you know? AACRAO members and corporate partners enjoy everyday savings on publications, meetings, and workshops.*



## Maintain an Up-to-Date Library

AACRAO continues to offer a large assortment of publications, including *Transfer Credit Practices of Designated Educational Institutions (TCP) 2006*, *Community Colleges and Student Information Systems Implementation: A Survey on the Registrar's Role*, *Guide to Bogus Institutions and Documents*, *The AACRAO 2006 FERPA Guide*, *Student Information Systems: A Guide to Implementation Success*, *Student Marketing for Colleges and Universities*, *The College Transfer Student in America: The Forgotten Student*, *The College Recruiters' Quick Guide*, *Foreign Educational Credentials Required*, *Gamers Go to College*, *The Educational System of the United Kingdom*, *AACRAO's Basic Guide to Enrollment Management*.

Questions? E-mail [pubs@aacrao.org](mailto:pubs@aacrao.org)  
or call (202) 263-0292.

## Member Benefits

*College and University (C&U)* is AACRAO's quarterly, peer-reviewed educational policy and research journal focusing on emerging concerns, new techniques, and technology in higher education. The journal publishes both research-based feature articles and has a Forum section, which includes policy analysis, best practices, commentary, cutting-edge technologies, book reviews, international issues, and other pertinent topics.



*SEM Source* is a monthly online publication that provides timely information to enrollment management professionals across the globe. Each issue of *SEM Source* includes news articles, contributing features, and book reviews, as well as columns on NCAA issues, court decisions, international topics, technology, and public policy. *SEM Source* opens the door to enrollment management trends, tools, and techniques.



To read more about the titles that AACRAO publishes, to browse the publications catalog, or to order these or other AACRAO publications, access our Web site at [www.aacrao.org/publications/](http://www.aacrao.org/publications/)

# In Person

*AACRAO meetings and workshops provide the training you need to stay abreast of industry changes, as well as informed and educated about the latest technology and techniques impacting higher education administration. Explore creative approaches to your most perplexing management concerns in these meetings and workshops.*

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## Meetings and Workshops

### AACRAO Annual Meeting

The AACRAO Annual Meeting draws more than 3,000 individuals from all fields and levels within higher education. With over 250 sessions, workshops, and roundtables highlighting topics impacting higher education professionals, the Annual Meeting will help you tackle current issues and prepare you for future challenges.

### Strategic Enrollment Management (SEM) Conference

AACRAO's SEM Conference gives you the tools and resources to take your enrollment outcomes to a new level. In the ever-evolving profession of enrollment management, keeping up with the latest trends can be a challenge. Sessions and workshops at the SEM Conference focus on leading-edge theory, best practices, and unique approaches to build on your existing knowledge and to help you achieve your enrollment goals.

### AACRAO Technology Conference

The AACRAO Technology Conference brings together technology practitioners and managers to share ideas, information, and solutions. Whether you use homegrown software, vendor solutions, open/community source applications, or a mix of all three, we all seek ways to improve and maximize the effectiveness of our services. The Technology Conference is your leading forum to understand and implement information technology.

### Registrar 101

The interactive and popular Registrar 101 Workshops provide newcomers to the profession the information they need to perform their jobs. Offered both in-person and online, Registrar 101 is a necessity for new registrars. By attending Registrar 101, you will find out what the registrar profession is all about, acquaint yourself with a network of contacts, learn from experts in the field what a semester is like in the life of a registrar, and discuss challenges and successes with peers in breakout sessions. The Registrar 101 Workshops will give you the tools to succeed in your new profession.

### FERPA Workshops

AACRAO's FERPA workshops provide participants with the latest FERPA updates and compliance issues. Participants receive an in-depth review of FERPA regulations, including case studies and judicial decisions.

*See the calendar insert at the back of the brochure for scheduled dates and locations for AACRAO's meetings and workshops!*

## Admission Institutes

The AACRAO Admission Institutes help admissions staff learn the skills to effectively operate and manage an admissions office. This intensive training will help you recruit and enroll the best students for your institution.

## AACRAO International Education Services (IES) Summer Institute for International Admissions

The Summer Institute is a week-long intensive workshop on all aspects of international admissions and the evaluation of foreign educational credentials. Sample topics covered include processing the admissions application, financial aid tools, and international student recruitment.

## Baden-Württemberg Seminar

Held in cooperation with the Ministry of Science, Research, and Arts in Baden-Württemberg, Germany, and NAFSA: Association of International Educators, a delegation of up to twelve AACRAO and NAFSA members are invited to attend a seminar on German-American educational exchange. The seminar focuses on the German educational system, German-American academic equivalencies, and student exchange between Germany and the United States.

## Webinars

Are you or your colleagues unable to travel to AACRAO Meetings? You can still participate by attending sessions on the Web. AACRAO offers Webinar broadcasts throughout the year, as well as for select sessions live from the Annual Meeting, SEM Conference, and the Technology Conference. All you need to participate is a PC connected to the Internet with a sound card and speakers. Invite your colleagues to sit in — there's no limit to the number of attendees per registration. Attendees can also submit questions (via text) to the presenter to be answered during the live audio Q&A (or Webinar attendees will also be able to pose questions to the presenter during the Internet Q&A portion of the session).

## Online Workshops

### Registrar 101 Online

This is an interactive, online course for people who have been in registrar-related positions for less than three years. This four-week workshop deals with such fundamental issues as the role of the registrar, information resources for registrars, the registrar's impact on academic regulations, and compliance with FERPA and the Solomon Amendment.

### Management Dynamics Online

This six-week, highly interactive online workshop focuses on developing the management and leadership skills of AACRAO members who have the responsibility for achieving the missions of their office through the efforts of staff members who report to them — directly or indirectly. Through active learning, readings, case studies, and moderated discussions of firsthand experiences, workshop participants learn to lead and manage their teams more effectively.

### Admissions Counseling 101 Online

This is an interactive, online course for admissions counselors new to the profession (within two years) who want to learn and interact with other admissions professionals about recruitment and marketing, dealing with the 100 most frequent admissions questions, college fairs and home visits, and the perfect high school visit. The goals of the three-week course are: to help new admissions counselors understand their roles within the institution and the profession, to provide an opportunity to discuss recurring situations and ethics issues, to create a network of professionals for future contacts, and to provide experience with distance education.

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AACRAO is continually updating its professional development opportunities. Be sure to visit [www.aacrao.org/meetings/](http://www.aacrao.org/meetings/) for the latest meetings, dates, and locations.

# Policy and Regulations

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## Federal Relations

AACRAO engages public policy issues affecting our members, the students they serve, and higher education as a whole. The association's advocacy is led by its Public Policy Taskforce, which periodically convenes to review and amend the AACRAO Public Policy Agenda, and lays out guiding principles and outlines policy positions. The Taskforce submits its draft to the AACRAO membership for consideration and comments before final adoption by the Board of Directors.

The association's staff in Washington assists the Taskforce and helps implement its agenda. An involved and active membership keeps the association engaged with relevant issues.

An important conduit for that involvement is AACRAO's Federal Relations Web site. Members use the site to stay informed about a wide array of issues, legislation, and government action. You'll find easy links to the AACRAO Transcript, which provides the latest federal relations news, as well as AACRAO position papers, and information on topics such as state education budgets, negotiated rulemaking, the Solomon Amendment, and the Selective Service System. The *Congressional Connection* provides today's House and Senate schedules, committee hearings searches, and information on elected officials. To keep on top of the most recent developments, visit [www.aacrao.org/federal\\_relations/](http://www.aacrao.org/federal_relations/)

## Compliance

AACRAO's compliance department provides members information on federal reporting and disclosure requirements, and related administrative and record-keeping issues. Such issues include FERPA, SEVIS, Student Right-to-Know, voter registration, and IPEDS reporting. For information on compliance, go to [www.aacrao.org/compliance/](http://www.aacrao.org/compliance/)

## FERPA Training

AACRAO offers FERPA workshops during the year. These workshops provide participants with an in-depth review of FERPA regulations, including case studies and judicial decisions. Dates and locations are available at [www.aacrao.org/meetings/](http://www.aacrao.org/meetings/)

# Offering Solutions

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## International Education Services (IES)

The staff of AACRAO's International Education Services responds to questions regarding educational systems and institutions both inside the U.S. and abroad. IES provides a number of services that help support AACRAO's international education programs.

### International Credential Evaluation

AACRAO's International Education Services provides evaluations of education credentials from all countries of the world, assuring consistent treatment of those educated outside the United States. Using an extensive archive built over the past 35 years, IES is able to accurately research any educational credential in great depth. Go to [www.aacrao.org/international/](http://www.aacrao.org/international/) to learn more.

### Customized Training and Consulting Services

AACRAO's experienced consultants will assist you in identifying and making improvements to your international admissions operations.

### AACRAO Electronic Database for Global Education (EDGE)



A Comprehensive Resource for  
Evaluating Foreign Academic Credentials

Looking for an easily accessible, up-to-date electronic resource on foreign educational systems? The AACRAO Electronic Database for Global Education

(EDGE) is an online service that sets the standard in the field of international educational credentials. Compiled by experts in the field, this comprehensive resource is available to subscribers who pay an annual, nominal fee. EDGE guides users through the research process and

provides definitive information on how international education experiences equate to U.S. educational programs.

EDGE provides the following information for each country profile in a convenient and consistent format:

- An overview describing the educational history of the country
- An educational ladder or ladders to reflect changes in the educational structure
- Grading system(s)
- Sample credentials
- Placement recommendations
- List of postsecondary institutions
- Resources used to develop the profile
- Author biography and notes
- Glossary (when applicable)

EDGE is a valuable and trusted tool to both novice and experienced international admissions personnel. The database is being expanded regularly and updated as educational systems change. A preview of AACRAO EDGE is available at [www.aacraoedge.aacrao.org/](http://www.aacraoedge.aacrao.org/)

### AACRAO International Education Services (IES) Summer Institute for International Admissions

The Summer Institute is a week-long intensive workshop on all aspects of international admissions and the evaluation of foreign educational credentials.

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AACRAO also offers a variety of publications of interest to international admissions professionals. View [www.aacrao.org/publications/](http://www.aacrao.org/publications/) for recent releases.

Learn more about AACRAO International Education Services at [www.aacrao.org/international/](http://www.aacrao.org/international/)

# Offering Solutions *(continued)*

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## AACRAO Consulting Services

*“Providing Best Practice Solutions for Higher Education”*

AACRAO Consulting Services (ACS) was born of our members’ belief that AACRAO’s unbiased perspective and experience with strategic enrollment management (SEM) could help them attain their objectives for enrollment and student success. ACS provides results-oriented, cost-effective solutions that help colleges and universities achieve their strategic goals. We apply unique approaches to the assessment, design, and implementation of state-of-the-art practices in strategic enrollment management, student services, staff development, and organizational effectiveness.

**Expertise.** Building on AACRAO’s history of innovation in student services, ACS combines a wealth of campus and industry experience to offer practical, value-oriented solutions for achieving new levels of student success. Our staff, led by ACS Director Bob Bontrager, are drawn from the association and are among the top talent in the higher education and consulting fields.



**Customized Approach.** We shape our approach to meet your needs, whether campus-wide or department-specific. We can gather data and analyze your situation; facilitate custom-designed on-campus workshops; design, carry out, and apply the results of a research program; add “technical advisors” or external quality control to a client team; develop and provide staff training programs; or provide independent project management.

**Comprehensive Coverage.** Our areas of expertise include:

- Strategic Enrollment Management (SEM) Strategy and Implementation
- Best Practice Analysis
  - Admissions Processing
  - Registration and Records
  - Financial Aid Processing
  - Recruitment Strategy and Communications
  - Organizational Efficiency
- Strategic Planning
- Market Research/Satisfaction Measurement
- Benchmarking Practices
- Customer Service Training
- Financial Strategies to Increase Net Revenue
- Student Aid Strategies
- Institutional Research for SEM
- Risk and Crisis Management

To find out more about AACRAO Consulting Services, go to [www.aacrao.org/consulting/](http://www.aacrao.org/consulting/) or call (202) 355-1056.

# Getting Involved

*AACRAO offers many ways for members to get involved with the association. From serving on a committee to volunteering at the Annual Meeting, your help contributes to the advancement of the association and the profession.*

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AACRAO committees and caucuses are an important way through which AACRAO members contribute to the activities and guidance of the organization. Professional Activities Committees are one of the primary delivery mechanisms for AACRAO's overall professional development program. Committees and caucuses conduct research, evaluate activities, and undertake special projects to improve the knowledge, expertise, and performance of the members of our profession.

As a volunteer with AACRAO, you'll establish professional ties and develop a personal network that will help you throughout your career. Some of the benefits include:

- Recognition as a leader who has a commitment to the profession
- Personal growth and value to your institution
- Exposure to other professionals and companies in the field.

To learn more about volunteering, access the online volunteer application at [www.aacrao.org/committees/](http://www.aacrao.org/committees/)



# Quick Guide to AACRAO Resources

AACRAO works to engage its members in the collaborative pursuit of excellence in admissions, records, and enrollment services.

## If you want to...

## Here's how...

Join AACRAO

Go to [www.aacrao.org/membership/](http://www.aacrao.org/membership/), call (202) 293-9161, or e-mail [membership@aacrao.org](mailto:membership@aacrao.org)

Renew your membership

Go to [www.aacrao.org/membership/](http://www.aacrao.org/membership/), call (202) 355-1040, or e-mail [membership@aacrao.org](mailto:membership@aacrao.org)

Update your contact information

Go to [www.aacrao.org/membership/](http://www.aacrao.org/membership/), call (202) 293-9161, or e-mail [membership@aacrao.org](mailto:membership@aacrao.org)

Attend an AACRAO meeting or workshop

Go to [www.aacrao.org/meetings/](http://www.aacrao.org/meetings/), call (202) 293-9161, or e-mail [meetings@aacrao.org](mailto:meetings@aacrao.org)

Browse the latest AACRAO publications

View the online catalog at [www.aacrao.org/publications/](http://www.aacrao.org/publications/), call (202) 263-0292, or e-mail [pubs@aacrao.org](mailto:pubs@aacrao.org)

Volunteer for AACRAO

To learn about volunteering for a committee, go to [www.aacrao.org/committees/](http://www.aacrao.org/committees/)  
For other volunteering opportunities, e-mail [membership@aacrao.org](mailto:membership@aacrao.org)

Be an AACRAO author

**To write for *College and University***, go to [www.aacrao.org/publications/candu/](http://www.aacrao.org/publications/candu/) or e-mail [C&U@aacrao.org](mailto:C&U@aacrao.org)

**To write for *SEM Source***, go to [www.aacrao.org/publications/](http://www.aacrao.org/publications/)

**To author or edit a publication**, go to [www.aacrao.org/publications/](http://www.aacrao.org/publications/), call (202) 263-0292, or e-mail [pubs@aacrao.org](mailto:pubs@aacrao.org)

Apply to be a consultant

Complete the online application at [www.aacrao.org/consulting/](http://www.aacrao.org/consulting/) or call (202) 355-1056

Learn more about the issues that concern your profession

Go to [www.aacrao.org/federal\\_relations/](http://www.aacrao.org/federal_relations/)

Get international credentials evaluated

Go to [www.aacrao.org/international/](http://www.aacrao.org/international/), call (202) 296-3359, or e-mail [oies@aacrao.org](mailto:oies@aacrao.org)

Learn about corporate opportunities

Go to [www.aacrao.org/membership/](http://www.aacrao.org/membership/) call (202) 293-9161 ext. 6102, or e-mail [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)

Make a media inquiry

Call (202) 263-0290



## Governance

AACRAO is governed by a ten-member Board of Directors that is elected by voting representatives of member institutions. The Board oversees the work of more than 40 committees and task forces.

## The AACRAO Office

The association has a professional staff led by an Executive Director, responsible for the daily operations of the Washington, D.C.-based AACRAO office.

The AACRAO Board of Directors and staff are here to help you with any questions you have. Contact the AACRAO office at (202) 293-9161 or look us up at **[www.aacrao.org](http://www.aacrao.org)**



### **American Association of Collegiate Registrars and Admissions Officers**

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