

# AACRAO

## Publications Catalog

February 2012

### Table of Contents

Order Form .....	2
Admissions .....	3
Grading .....	8
International Education .....	9
Legal Issues .....	17
Records and Registration.....	19
Recruitment and Retention .....	21
Strategic Enrollment Management (SEM) .....	24
Technology.....	26
Transfer Credit .....	28
Out of Print Publications.....	28

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- AACRAO will not assume responsibility for lost orders unless notified within 60 days of date of order.
- Institutions may return undamaged publications up to 30 days after the order is processed.
- Restrictions apply. Prices are subject to change without notice. Retail prices precede discounted member prices.

## **Admissions**

### **NEW Transfer Credit Practices of Designated Educational Institutions (TCP) 2012**

*TCP 2012* presents a voluntary exchange of information regarding practices for acceptance of transfer credit. This publication reports the transfer acceptance practices of one flagship institution in each state regarding credit awarded by other colleges and universities in that state. We encourage you to visit TCP Online for the most up-to-date credit practice information at <http://tcp.aacrao.org/>.  
\$95 Members/ \$130 Non-Members; 2011; 433 pp; Item # 3016

### **NEW SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities**

Canadian colleges and universities face distinct challenges in financial environments, demographic shifts, competitive forces, and public policy decisions. SEM in Canada addresses these concerns and tells the Canadian SEM story through the experiences of 30 SEM professionals. This comprehensive guide describes how Canadian colleges and universities are using SEM to improve student and institutional outcomes. Chapters cover each of the major SEM components, including institutional administration, financial strategies, and key student experiences (e.g., First Generation, Aboriginal, international, transfer, francophone). This 357 page book gives evidence that Canadian institutions have created not just their own version of SEM, but one that furthers the profession in the U.S. and abroad.  
\$77 nonmember/ \$55 member; Susan Gottheil and Clayton Smith; 2011; 357 pp; Item #0132

### **NEW The International Guide: A Resource for International Education Professionals**

This comprehensive resource provides a solid foundation of knowledge for professionals working in the ever-evolving field of international education. Its twenty-three chapters contain compelling overviews of the current and future states of the field, as well as chapters on core issues such as international recruitment and enrollment management, technology, study abroad, undocumented students, fraudulent documents, and the continuing saga of the Bologna Process, which has been sweeping Europe for over a decade. As a critical part of any international reference library, it also includes practical guidance on vital concerns such as international credential evaluation, office policies and procedures, undergraduate and graduate admissions questions, community college issues, student visas, and English proficiency assessment, often in a how-to format.

\$110 nonmember/ \$80 member; Deana Williams, Robert Watkins, and Mary Baxton; 2010; 316 pp; Item #0129

### **Sharing the Campus Experience: Hosting Effective Campus Visits**

Campus visits are a pivotal activity in a recruitment cycle, and often determine whether or not a student will apply for admission. *Sharing the Campus Experience: Hosting Effective Campus Visits* helps administrators create campus visit experiences that engage prospective families and authentically demonstrate the culture of their institution. This 55-page book offers perspectives on how to recruit best-fit students using such things as story-telling and student tour guides who “get real” about the triumphs and challenges of campus life. It also recommends involving faculty, employing visits coordinators, allocating funds towards site visits, and striking a balance between a fixed visit format and constant program development.

\$55 non-member/ \$40 member; Craig Westman and Penny Bouman; 2009; 55 pp; Item #0125

### **Applying SEM at the Community College**

Community colleges are increasingly utilizing Strategic Enrollment Management (SEM) to meet the enrollment and financial challenges brought on by the recent economic downturn. *Applying SEM at the Community College* identifies the vital and unique enrollment issues confronting two-year colleges and suggests effective strategies for resolving them. This 204-page resource helps administrators set enrollment goals for their diverse student populations, redefine and improve student academic success, and achieve institutional success through financial planning. It also proposes methods for gathering and using data to inform strategies, for strengthening marketing plans, and for fostering interdepartmental collaboration.

\$80 non-member/ \$60 member; Bob Bontrager and Bruce Clemetsen; 2009; 204 pp; Item #0124

### **SEM and Institutional Success: Integrating Enrollment, Finance and Student Access**

As colleges and universities face increasingly challenging financial environments, demographic shifts, competitive forces, and public policy decisions, campus leaders must proactively adopt new approaches for addressing these concerns. *SEM and Institutional Success* provides a detailed analysis of these issues and offers a strategic enrollment management framework for improving enrollment and educational outcomes. Edited by Bob Bontrager, with chapter contributions by Gil Brown and Don Hossler, this publication proposes an innovative student-centric SEM planning model aimed at helping institutions improve enrollment and financial outcomes while at the same time advancing student access and success. \$75 non-member/ \$55 member; 2008; 93 pp; Item #0122

### **Counterfeit Diplomas and Transcripts**

Are your institution's diplomas and transcripts for sale? *Counterfeit Diplomas and Transcripts* gives educators the tools needed to aggressively protect the legitimacy of their documents, while helping employers evaluate credentials of new hires. Researched and authored by Allen Ezell as part of an AACRAO initiative, this publication introduces readers to the security printing methods and online marketing techniques used by counterfeiters worldwide, arming campus officials and employers for the intricacies of recognizing and handling counterfeit academic documents. Ezell also explores existing state and federal statutes that may provide relief against injury done to institutions by document counterfeiters. \$80 nonmember /\$60 member; 2008; 156 pp.; Item #0121

### **The College Admissions Officer's Guide**

*The College Admissions Officer's Guide* is AACRAO's first comprehensive guide to the admissions officer's profession in a decade. Its 44 chapters, written by 56 authors and edited by Barbara Lauren, Ph.D., J.D., AACRAO, address a variety of responsibilities, ranging from recruitment and holistic admissions to admissions processing and predicting yield; from using technology in recruitment communications to making use of faculty in recruitment; from creating a career ladder and motivating staff to advice on engaging the greater college community. Admissions officers at all levels and in various settings, including small colleges, community colleges, graduate schools, and law, medical, and nursing schools, will benefit from this resource.

\$130 nonmember/\$95 member; 2008; 638 pp.; Item #0120

### **The SEM Imperative: Taking Enrollment Management Online**

*The SEM Imperative: Taking Enrollment Management Online* challenges enrollment managers to customize electronic media, print material, and telephone customer interactions to create a flexible multi-channel marketing plan. The guide helps institutions communicate with Millennial students who increasingly take initiative by shopping for colleges online and posting their experiences on user-generated content sites like YouTube. Authors Craig Westman of the University of Texas-El Paso and Penny Bouman of Ferris State University promote the proactive use of all relevant media in order to share positive institutional stories with prospective student markets—videos, blogs, chat, video games, Second Life, flexible modes of teaching, and interactive Web sites.

\$80 nonmember/\$60 member; 2007; 220 pp.; Item #0119

### **Managing for Outcomes: Shifting from Process-Centric to Results-Oriented Operations**

*Managing for Outcomes* transforms process-oriented managers into successful outcomes-orientated leaders. Author Wayne Sigler, University of Minnesota—Twin Cities, builds on his years of experience in higher education management to present the Outcome-Oriented Operations (Tri-O) Management System and its seven powerful components. The guide will help you create effective mission statements, choose and assess staff, write a strategic plan and calendar, monitor a budget and measure success. Aimed mainly at higher education officers, it also provides inspiring case studies from various other fields—including medicine, law enforcement, charitable work, and corporate business. Your organization is sure to thrive as it achieves the measurable outcomes that stakeholders value and expect.

\$80 Non-Member/\$60 Member; 2007; 205 pp; Item #0118

### **The Impact of Bologna and Three-year Degrees on U.S. Admissions: A Focus on Europe, Australia and the United Kingdom**

Increasingly, U.S. and other North American graduate and professional schools are finding it necessary to assess their admissions policies regarding international applicants with three-year bachelor's degrees. This monograph captures the presentations and discussions among participants from a November 2006 symposium coordinated by AACRAO in partnership with the Australian Department of Education, Science, and Training; the British Council United States; and the German Academic Exchange Service. The questions and issues raised at the symposium are discussed in this monograph, particularly as they relate to international student mobility; ways in which the adoption of three-year degrees—especially in Europe and Australia—affect U.S. admissions policies and practices; the Bologna Process and Europe's progress toward developing EU-wide three-year degrees; curricular and policy issues specific to selected disciplines in the United States and abroad; and views of U.S. credit evaluators and accreditors. \$40 nonmember/\$28 member; 2007; Item #0116

### **Gamers Go to College**

Are you prepared to enroll "Gamers" at your college? Can students "mod" their degree plan? Learn how to make your application, registration, and advising processes "user friendly" to Gamers by examining the thought processes involved in playing popular video games. *Gamers Go to College* illustrates how Gamers create and demand a convergence of technology in higher education. A subculture of the Millennials, Gamers are noted for their increased use of technology over previous groups of students. The publication's overarching theme highlights the vital role communication plays and the varying venues that are at higher education's disposal in light of the Gamers generation. \$70 nonmembers/\$50 members; 2006; Item #0112

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

*AACRAO's Basic Guide to Enrollment Management* 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. \$80 nonmember/\$60 member; 2005; Item #0109

### **The College Recruiters' Quick Guide**

The College Recruiters Quick Guide provides an orientation to Recruitment responsibilities for new admissions professionals and those contemplating a career in college admissions. It is organized to give the reader a quick orientation and down-to-earth advice about what is involved in the admissions profession. This short publication defines the admissions professional, outlines principles of good practice and successful recruitment, and offers practical tips for travel that every new recruitment professional will appreciate. Every new Admissions Counselor and Recruiter deserves this useful introduction to a rewarding career in Recruitment! \$50 nonmember/\$35 member; 2005; Item #0107

### **The SEM Anthology**

AACRAO's new publication, *The SEM Anthology*, is a compilation of articles by more than 30 enrollment management professionals from a variety of institutions across the country. This collection, which has appeared in *SEM Monthly* over the past year, chronicles Strategic Enrollment Management efforts at campuses nationwide. The book illustrates the successes and challenges faced by campus officials today. \$80 nonmember/\$60 member; 2004; Item #9025

### **Essentials of Enrollment Management: Cases in the Field**

In AACRAO's publication *Essentials of Enrollment Management: Cases in the Field* experts in enrollment management representing all types of institutions reveal the evolution of the enrollment strategies implemented at their institutions, the results, and the lessons learned. The introductory chapter provides an overview of themes and models that are fundamental to the field of enrollment management and are featured in a single case study or represent a pattern among two or more case institutions.

\$80 nonmember/\$60 member; 2004; Jim Black and Associates; Item #9024

### **Student Marketing for Colleges and Universities**

AACRAO's publication *Student Marketing for Colleges and Universities* is your single authoritative source interpreting basic and advanced marketing techniques within the context of student marketing. Four sections address marketing fundamentals in the higher education setting, strategic planning, consumer behavior of the college-bound student and integrated marketing and the student marketing plan.

\$80 nonmember/\$60 member; 2004; Richard Whiteside; Item #9023

### **The College Transfer Student in America: The Forgotten Student**

This guide translates research into practical advice on attracting, retaining, and guiding transfer students. Various chapters address multiple strategies for orientation and advising; curricular issues involving transfer students; how to maximize the effectiveness of articulation agreements; preparing community college students for transfer; non-traditional students as transfers; and how to develop support from alumni who started as transfer students.

\$85 nonmember/\$60 member; 2004; Item #9022

### **Gen Xers Return to College: Enrollment Strategies for a Maturing Population**

This addition to AACRAO's series of publications on enrollment management examines the critical issues facing colleges and universities as they accommodate Generation X's return to higher education. Divided into four parts, part one considers the characteristics that are common among Gen Xers with special attention to differences by gender, race, and sexual orientation; part two describes specific marketing and recruitment strategies targeted at this population; part three discusses retention-related issues and strategies; and part four addresses operational issues and trends.

\$80 nonmember/\$60 member; 2003; Jim Black; Item #9021

### **The AACRAO International Graduate Admissions Guide**

AACRAO's newest publication provides a hands-on approach to enable you to determine the admissibility of applicants from abroad to your graduate degree and non-degree programs. The companion volume, *The AACRAO International Guide: A Resource for International Education Professionals* (item #0129), covers many important aspects of the international application and admission process, primarily on the undergraduate level. The present book is meant to augment that volume. Both are critical additions to any international education library. While the current AACRAO International Guide is a revision, this volume is a "first" in that it focuses on the graduate admissions process.

\$75 nonmember/\$50 member; 2003; Item # 9018

### **Fax Technology**

FREE; Prepared by the AACRAO Fax Guideline Task Force; 1996; 5pp

### **Handbook for the College Admissions Profession**

1998. Claire C. Swann and Stanley E. Henderson, editors. \$72.50. 0-313-2911306. Greenwood Educators' Reference Collection. Order from Greenwood Publishing Group, Inc., 88 Post Road West, PO Box 5007, Westport, CT 06881-5007; 203/226-3571; fax 203/222-1502.

## **Fraudulent Academic Credentials**

### **NEW The AACRAO 2011 Academic Record and Transcript Guide**

For over 60 years, AACRAO has provided guidance and best practices on keeping, protecting and disseminating transcript information. *The AACRAO 2011 Academic Record and Transcript Guide* continues this trend, offering useful recommendations concerning the appropriate placement of more than fifty data elements in the institutional database and the transcript, giving records professionals guidance on the integrity, ease of interpretation, and technological and privacy aspects of transmission of transcripts. It develops the discussion on best practices for electronic data storage and security training for staff; notation of SSNs, academic and disciplinary actions, and course mode of delivery on the transcript; requirements for change of name and gender; transcribing nontraditional work and CEUs; and includes 2009-10 survey results of the AACRAO membership on current transcript practices and opinions.

\$90 nonmember/\$65 member; 2011; 110 pp; Item 0131

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\$110 nonmember/ \$80 member; Deana Williams, Robert Watkins, and Mary Baxton; 2010; 316 pp; Item #0129

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\$80 nonmember /\$60 member; 2008; 156 pp.; Item #0121

### **Accreditation Mills**

AACRAO's newest book, *Accreditation Mills*, is the first publication of its kind to explore the growing influence and threat of accreditation fraud. The author, Allen Ezell, a previous contributor to *Guide to Bogus Institutions and Documents* and co-author of *Degree Mills*, uses his expertise and experiences as an FBI agent to create a comprehensive guide that will prepare you to recognize and expose bogus mills. The book gives a historical perspective of the problem, explores the relationship between degree mills and accreditation mills, and defines tactics used by mills to deceive the public. *Accreditation Mills* not only cites case-studies, and undercover operations, but also gives detailed examples of how individuals and groups have made a positive stand in the fight against degree mills and accreditation mills. Appendices, including a valuable list of state and federal authorities and specific names of false accreditors, can be utilized to protect institutions from becoming victims of fraud.

\$75 nonmember/\$55 member; 2007; Item #0115

### **Guide to Bogus Institutions and Documents**

This new addition to the AACRAO library of international publications will give you the information and tools needed to face and fight the complex battle against the problem of bogus universities and degree fraud. This book will inform you about the issues, help you to learn techniques to detect bogus institutions and documents, offer guidelines in handling cases of fraud, help you to prevent your institution or organization from becoming a victim of fraud, and give you confidence in discussing all of these issues with colleagues and superiors. Contributing authors include AACRAO's International Education Services staff: Ann M. Koenig, Jessica Montgomery and LesLee Stedman. Other contributing authors include Eva-Angela Adan Edward Devlin, John Bear, Alan Contreras, Alan Ezell and Jane Yahr Shepard. \$60 nonmember/\$45 member; 2006; Item #4008

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

*The Registrar's Guide: Evolving Best Practices in Records and Registration* 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 and 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. \$130 nonmember / \$95 member; 2006; Item #0110

## **Grading**

### **Academic Dishonesty: Developing and Implementing Institutional Policy**

Drawing heavily from current literature, case law, and a survey of fifty-two North Park University faculty members, this publication provides an overview of academic dishonesty, paying particular attention to associated legal aspects. The guide defines the types and range of academic dishonesty; examines the causes and manifestations of dishonest behavior; analyzes the legal issues affecting academic misconduct: case law, due process, the content and communication of policies, sanctions, prevention, and detection; and provides guidance for administrators and faculty for assessing and restructuring their institutional policies and procedures. \$50 nonmember/\$35 member; 2007; Item #0117

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### **Current Trends in Grading Practices in Higher Education: Results of the 2004 AACRAO Survey**

AACRAO's publication *Current Trends in Grades and Grading Practices in Higher Education: Results of the 2004 AACRAO Survey* continues the tradition of surveying grading practices in higher education first begun in 1920. Although much has changed in the world of academia since, grades have remained a central feature. This consistent importance and interest, as well as our members' role as the guardians of academic records, has been the impetus for AACRAO's continued study of grades and grading practices in American colleges and universities. The most recent study prior to this one was conducted in 1992. \$80 nonmember/\$55 member; 2005; Item #0106

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## **International Education Series:**

### **The Educational System of the Russian Federation**

This short guide on the educational system of Russia provides insights for US international credential analysts. Edited by Chris J Foley, the guide combines reports from the Joint Russian Federation/U.S. Commission on the Mutual Understanding of Education with additional and updated content, creating a unified single publication. Topics covered include: primary and secondary education, vocational and technical education, university-level higher education, master of business administration, post-VUZ education, teacher training, medical education, and grading scales. Appendices provide sample documents, placement recommendations and glossary of terms. \$70 nonmember / \$50 member; 2008; 54 pp.; Item # 9029

### **The Educational System of the France**

This new addition to the AACRAO library of international publications is a guide for United States admissions officers to the structure and content of the educational system of France. Provides detailed and useful placement recommendations, a glossary of terms, a list of all diplomas and certificates and a list of public and private universities. \$95 nonmembers/\$70 members; Kathleen Trayte Freeman and Linda Jahn; 2007; Item #9028

### **The Educational System of the United Kingdom**

This addition to the AACRAO library of international publications is a guide for United States admissions officers to the structure and content of the educational system of the United Kingdom. \$95 nonmember/\$70 member; Maureen Skinner; 2006; Item #9027

### **Australia: Education and Training**

This guide for United States admissions officers reveals the structure and content of the education system of Australia together with a formal set of placement recommendations based upon the author's research. The placement recommendations have been reviewed and officially approved by the National Council on the Evaluation of Foreign Educational Credentials. \$95 nonmember/\$70 member; 2004; Item #9026

### **Brazil: A Country Study on the Education System of Brazil and Guide to the Academic Placement of Students in Education Institutions in the United States**

This volume of the Projects for International Education Research (PIER), World Education Series is a study of the structure and content of the education system of Brazil together with a formal set of placement recommendations based upon the author's research. The placement recommendations have been reviewed and officially approved by the National Council on the Evaluation of Foreign Educational Credentials.

\$85 nonmember/\$60 member; 2004; Item #6538

### **The AACRAO International Graduate Admissions Guide**

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\$75 nonmember/\$50 member; 2003; Item #9018

### **Foreign Educational Credentials Required**

Looking for a concise and easily referenced source for information on credentials and other documentation that would be required for entry from a given country to a specified level of study? The fifth edition of *Foreign Educational Credentials Required* indicates, in a convenient and consistent form, the educational credentials which should be available for applicants from over 220 countries.

\$100 nonmember/\$75 member; 2003; Item #9019

### **The Educational System of Kyrgyzstan**

*The Educational System of Kyrgyzstan* describes the current educational structure of Kyrgyzstan and serves as a guide to the academic placement of students in educational institutions in the United States. This monograph contains information on both secondary and higher education, grading scales and a directory of post-secondary institutions in Kyrgyzstan. It also covers transitional issues and fraud and academic corruption.

\$45 nonmember; \$30 member; 2003; Item #9020

### **The Immigration and Naturalization Service**

A joint project of AACRAO and Pelham Associates. Explains the Immigration and Naturalization Service (INS) regulations concerning international students at the elementary and secondary school level in the United States.

\$22 nonmember/\$16 member; Christopher W. Beeson; 2002; Item #1280

### **International Academic Credentials Handbook, Volume I**

Summarizes benchmark academic credentials of Australia, Ecuador, Germany, Ghana, Greece, India, Italy, Kenya, Lebanon, Mexico, People's Republic of China, Philippines, Switzerland, Taiwan, and Tanzania, with sample credentials and placement recommendations approved by the National Council on the Evaluation of Foreign Educational Credentials or suggested by the author.

\$90 nonmember/\$70 member; 1988; 566pp; Item #4003

### **International Academic Credentials Handbook, Volume II**

Summarizes benchmark credentials of Argentina, Bangladesh, Brazil, Cyprus, El Salvador, Ethiopia, Finland, Indonesia, Jordan, Panama, South Africa, Sweden, United Kingdom, and Zimbabwe, with sample credentials and placement recommendations approved by the National Council on the Evaluation of Foreign Educational Credentials or suggested by the author.

\$90 nonmember/\$70 member; 1989; 550pp; Item #4004

### **International Academic Credentials Handbook, Volume III**

Summarizes benchmark credentials in the Commonwealth of Independent States, Colombia, France, Guatemala, Hong Kong, Japan, Malaysia, Pakistan, People's Republic of China, Socialist Republic of Vietnam, Spain, Thailand, and Turkey, with sample credentials and placement recommendations approved by the National Council on the Evaluation of Foreign Educational Credentials or suggested by the author. Indices for volumes I, II, and III.  
\$90 nonmember/\$70 member; 1992; 450pp; Item #4007

**Taiwan: A Country Study on the Education System of Taiwan and Guide to the Academic Placement of Students in Education Institutions in the United States**

This volume of the Projects for International Education Research (PIER), World Education Series is a study of the structure and content of the education system of Taiwan together with a formal set of placement recommendations based upon the author's research. The placement recommendations have been reviewed and officially approved by the National Council on the Evaluation of Foreign Educational Credentials.

\$95 nonmember/\$70 member; Julie Hu and Muriel Zhou; 2004; Item #6539

**The Country Guide Series:**

The Country Guides provide data on the educational systems of more than 30 lesser-known countries, ranging from Afghanistan to Zambia. Each monograph includes a narrative description of the country and its educational system, a flow chart of most-frequently-awarded educational credentials required for consideration at U.S. schools, as well as such specific information as detailed grading scales, sample credentials, and a complete bibliography.

**Cameroon.** \$24 nonmember/\$18 member; Jasmin Saidi; 1995; Item #6504

**Cape Verde.** \$24 nonmember/\$18 member; Joseph A. Sevigny; 1995; Item #6505

**Central African Republic.** \$24 nonmember/\$18 member; Dona Bretherick; 1995; Item #6506

**Chad.** \$24 nonmember/\$18 member; Joseph A. Sevigny; 1995; Item #6507

**Congo.** \$24 nonmember/\$18 member; Joseph A. Sevigny; 1996; Item #6508

**Ecuador.** \$24 nonmember/\$18 member; M Michele Forbes; Item #6510.

**Gabon.** \$24 nonmember/\$18 member; Mary Beth Sowa; Item #6511.

**The Gambia.** \$24 nonmember/\$18 member; Mary Beth Sowa; Item #6512

**Guinea.** \$24 nonmember/\$18 member; Mary Beth Sowa; Item #6513

**Malawi.** \$24 nonmember/\$18 member; Karen L. Niesen and Christine Onaga; Item #6516.

**Mauritania.** \$24 nonmember/\$18 member; Kathleen Trayte; Item #6518.

**Mozambique.** \$24 nonmember/\$18 member; Joseph A. Sevigny; 2000; Item #6519.

**Myanmar (Burma).** \$24 nonmember/\$18 member; Karen L. Niesen; Item #6520.

**The Republic of Niger.** \$24 nonmember/\$18 member; Lydia C. Salonga; 1996; Item #6521

**Pacific Islands.** \$24 nonmember/\$18 member; Ken Carpenter; 1996; Item #6522

**Rwanda.** \$24 nonmember/\$18 member; Joseph A. Sevigny; 1995; Item #6523

**Seychelles.** \$24 nonmember/\$18 member; Kathleen Trayte; Item #6525.

**Sudan.** \$24 nonmember/\$18 member; Holly A. O'Neill; 1996; Item #6527

**Tanzania.** \$24 nonmember/\$18 member; Dona Bretherick; 1996; Item #6528

**Tunisia.** \$24 nonmember/\$18 member; Kathleen Trayte; 2000; Item #6530.

**Zaire.** \$24 nonmember/\$18 member; Joseph A. Sevigny; 1996; Item #6532.

**Zambia.** \$24 nonmember/\$18 member; Holly A. O'Neill; 1996; Item #6533

### **Handbook for the Admission of International Students to Elementary and Secondary Schools in the United States:**

This Handbook, a joint project of AACRAO and Pelham Associates, includes a general background of the country, the primary and secondary programs and credentials awarded, and recommendations for placement of these students in US schools. (The country chapters of this series are reformatted and abridged World Education Series volumes for use primarily by US elementary and secondary schools.) \$22 nonmember/\$16 member each.

**Belgium.** 1996; Item #1270

**Colombia.** 1996; Item #1265

**Dominican Republic.** 1996; Item #1267

**Egypt, Arab Republic of.** 1996. Item #1268

**Federal Republic of Germany.** 1996. Item #1254

**France.** 1996. Item #1255

**Greece.** 1996. Item #1271

**Haiti.** 1996. Item #1272

**Iraq.** 1996. Item #1273

**Italy.** 1996. Item #1269

**Japan.** 1996. Item #1256

**Malaysia.** 1996. Item #1266

**Saudi Arabia.** 1996. Item #1262

**South Africa.** 1996. Item #1263

**Syria.** 1996. Item #1275

**Taiwan.** 1996. Item #1264

Venezuela. 1996. Item #1261

### **World Education Series (Country Studies and Special Reports):**

These studies of international educational systems include information on institutions, admission and program requirements, the grading system, credentials awarded, continuing education, study abroad, and linkages with U.S. institutions. Sample documents and placement recommendations approved by the National Council on the Evaluation of Foreign Educational Credentials appear generally in the full-country and workshop reports.

**Country Studies** are in-depth reports of another country's educational system and include placement recommendations. **Special Reports** do not include placement recommendations. **The World Education Series** was sponsored originally by AACRAO; publications issued by the Joint Committee on Workshops were joint projects of AACRAO and NAFSA; the World Education Series is now published by the Projects for International Education Research (PIER) Committee of AACRAO/NAFSA and The College Board. The PIER collaboration was terminated in 2002 and future studies of international education systems will be published under the AACRAO International Education Series.

### **Country Studies:**

#### **Australia: Education and Training**

This new addition to the AACRAO library of international publications is a guide for United States admissions officers to the structure and content of the education system of Australia together with a formal set of placement recommendations based upon the author's research. The placement recommendations have been reviewed and officially approved by the National Council on the Evaluation of Foreign Educational Credentials.

\$95 nonmember/\$70 member; 2004; Item #9026

#### **Brazil: A Country Study on the Education System of Brazil and Guide to the Academic Placement of Students in Education Institutions in the United States**

This volume of the Projects for International Education Research (PIER), World Education Series is a study of the structure and content of the education system of Brazil together with a formal set of placement recommendations based upon the author's research. The placement recommendations have been reviewed and officially approved by the National Council on the Evaluation of Foreign Educational Credentials.

\$85 nonmember/\$60 member; 2004; Item #6538

#### **Bulgaria: A Workshop Report on the Educational System and Guide to the Academic Placement of Students in Educational Institutions in the United States**

\$75 nonmember/\$50 member; Caroline Aldrich; 1996; 86pp; Item #5338. (PIER)

#### **The People's Republic of China**

A Workshop Report on the Education System of The People's Republic of China and Guide to the Academic Placement of Students in Education Institutions in the United States. \$85 nonmember/\$60 member; David Surowski; 2000; 243pp; Item #6536

#### **Denmark**

\$75 nonmember/\$50 member; Valerie Woolston and Karlene Dickey; 1995; 162pp; Item #5336 (PIER)

#### **Dominican Republic**

\$75 nonmember/\$50 member; Kathleen T. Sellw; 1987; 136pp; Item #5305

#### **The Educational System of the France**

*The Educational System of France* is a guide for United States admissions officers to the structure and content of the educational system of France. Provides detailed and useful placement recommendations, a glossary of terms, a list of all diplomas and certificates and a list of public and private universities. \$95 nonmembers/\$70 members; Kathleen Trayte Freeman and Linda Jahn; 2007; Item #9028

### **Federal Republic of Germany**

\$75 nonmember/\$50 member; Georgeanne B. Porter; 1986; 192pp; Item #5307. See also "Update on German Education" in *College & University*, Winter 1998.

### **The Educational System of the Former German Democratic Republic**

Examines education in the German Democratic Republic prior to unification with West Germany. Provides history, grading practices, and sample curriculums. \$75 nonmember/\$50 member; Karen Lukas; 1991; 80pp; Item #5330 (PIER)

### **India: A Special Report on the Higher Education System and Guide to the Academic Placement of Students in the United States**

\$85 nonmember/\$60 member; Leo J Sweeney and Ravi Kallur; 1998; Item #5342 (PIER)

### **Indonesia**

\$75 nonmember/\$50 member; Karin Johnson, Wendy Gaylord, and Jerry Chamberlain; 1993; 177pp; Item #5309 (PIER)

### **Higher Education in Israel**

Learn how to evaluate credentials and accurately place students from Israel. \$75 nonmember/\$50 member; Ann Fletcher; 1993; 45pp; Item #5311 (PIER)

### **Japan**

\$75 nonmember/\$50 member; Ellen E. Mashiko; 1989; 176pp; Item #5312

### **The Educational System of Kyrgyzstan**

*The Educational System of Kyrgyzstan* describes the current educational structure of Kyrgyzstan and serves as a guide to the academic placement of students in educational institutions in the United States. This monograph contains information on both secondary and higher education, grading scales and a directory of post-secondary institutions in Kyrgyzstan. It also covers transitional issues and fraud and academic corruption. \$45 nonmember; \$30 member; 2003; Item #9020

### **Malaysia**

\$75 nonmember/\$50 member; Joann Stedman; 1986; 184pp; Item #5313

### **Mexico**

\$75 nonmember/\$50 member; Kitty M. Villa; 1982; 288pp; Item #5334

### **The Netherlands**

\$75 nonmember/\$50 member; Peter Schuler; 1984; 208pp; Item #5314

### **New Zealand**

\$75 nonmember/\$50 member; Patrick J. Kennedy; 1981; 96pp; Item #5315

### **Newly Independent States and the Baltic Republics: A Directory of Institutions in Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Russian Federation, Tajikistan, Turkmenistan, Ukraine, Uzbekistan**

This useful resource provides a comprehensive listing of recognized institutions in the Newly Independent States and the Baltic Republics. \$85 nonmember/\$60 member; Erika Popovych; 1995; 458pp; Item #5345 (PIER)

**Norway**

\$75 nonmember/\$50 member; Karlene N. Dickey; 1994; 176pp; Item #5335 (PIER)

**Peru**

\$75 nonmember/\$50 member; Colleen Gray; 1983; 132pp; Item #5316

**The Philippines: A Workshop Report on the Education System of the Philippines and Guide to the Academic Placement of Students in Education Institutions in the United States**

\$85 nonmember/\$60 member; Jason Vorderstrasse; 2001; 255; Item #6537

**Romania: A Workshop Report on the Educational System and Guide to the Academic Placement of Students in Educational Institutions in the United States**

\$85 nonmember/\$60 member; Arunus Alisaukas; 2000; Item #5339 (PIER).

**The Soviet System of Education**

Describes the educational system of the former Soviet Union. No placement recommendations. \$45 nonmember/\$30 member; Erika Popovych and Brian Levin-Stankevich; 1992; 123pp; Item #5320 (PIER)

**Sweden**

\$75 nonmember/\$50 member; Kathleen Zanotti and Karlene Dickey; 1995; 192pp; Item #5337

**Swiss Higher Schools of Engineering and Business Administration**

Supplements the 1981 Swiss volume with information on engineering and business schools. Includes sample credentials and placement recommendations.

\$45 nonmember/\$30 member; Karlene Dickey and Karen Lukas; 1991; 68pp; Item #5321 (PIER)

**Taiwan: A Country Study on the Education System of Taiwan and Guide to the Academic Placement of Students in Education Institutions in the United States**

This volume of the Projects for International Education Research (PIER), World Education Series is a study of the structure and content of the education system of Taiwan together with a formal set of placement recommendations based upon the author's research. The placement recommendations have been reviewed and officially approved by the National Council on the Evaluation of Foreign Educational Credentials.

\$95 nonmember/\$70 member; Julie Hu and Muriel Zhou; 2004; Item #6539

**Thailand**

\$85 nonmember/\$60 member; Nancy Katz and Fay Conquest; 2000; Item #5341 (PIER)

**The Admission and Placement of Students from Bangladesh, India, Pakistan, and Sri Lanka**

\$75 nonmember/\$50 member; Leo J. Sweeney and Valerie Woolston; 1986; 370pp; Item #5324

**The Admission and Placement of Students from the Republic of Poland**

\$75 nonmember/\$50 member; Edward Devlin (ed.); Josef Silny and Frederick E. Lockyear (Workshop Directors); 1992; 162pp; Item #5328. (PIER)

**The Admission and Placement of Students from Bahrain, Oman, Qatar, United Arab Emirates, and Yemen Arab Republic**

\$75 nonmember/\$50 member; 1984; 114pp; Item #5323. (PIER)

**Understanding the Admissions Process in U.S. Higher Education—A Case Study Approach**

This publication explains the U.S. educational system with specific reference to admission to postsecondary institutions. \$45 nonmember/\$30 member; Caroline Aldrich-Langen; 1993; 36pp; Item #5322 (PIER)

**The Educational System of the United Kingdom**

This addition to the AACRAO library of international publications is a guide for United States admissions officers to the structure and content of the educational system of the United Kingdom.  
\$95 nonmember/\$70 member; Maureen Skinner; 2006; Item #9027

### **The Immigration & Naturalization Service**

\$22 nonmember/\$16 member; 2002; Item #1276

### **Vietnam**

\$85 nonmember/\$60 member; Michael Dean; 1998; Item #5340 (PIER)

## **Legal Issues**

### **NEW The AACRAO 2010 FERPA Quick Guide**

Would you like a quick reference on essential FERPA information? The *FERPA Quick Guide* may be just what you need. Designed to give staff and faculty members key facts on their role in FERPA compliance, this short publication provides a basic overview of the *Family Educational Rights and Privacy Act of 1974*, as amended, the full text of the recently revised FERPA regulations that became effective in January 2009, and a summary of new changes to the regs. This guide highlights how the Act applies to various school officials, including brief outlines of key terms and issues as well as commonly asked questions. It includes a short quiz for self-assessment. To obtain a more detailed analysis and application of the Act, as well as extensive FERPA training materials and case studies, refer to the *AACRAO 2010 FERPA Guide*.

\$60 nonmember/\$45 member; LeRoy Rooker; 2010; 94 pp; Item #0130

### **NEW The AACRAO 2010 FERPA Guide**

For over 30 years, AACRAO's *FERPA Guide* has provided valuable guidance and training materials to help institutional record-keepers understand and comply with the *Family Educational Rights and Privacy Act of 1974, as Amended* (FERPA). Building on previous editions, the *2010 Guide* provides updates throughout based on January 2009 regulatory changes; adds an extensive collection of FPCO-issued opinion letters; and takes up a new discussion on the intersection between FERPA and HIPAA. Under the expert editorial oversight of LeRoy Rooker, former Director, Family Policy Compliance Office at the U.S. Department of Education, special attention is given to topics such as health and safety emergencies, legitimate educational interest, an expanded definition of disclosure, limitations on use of social security numbers, status of contractors under FERPA, and de-identifying records.

\$110 nonmember/ \$80 member; LeRoy Rooker; 2010; 347 pp; Item #0127

### **NEW AACRAO's Retention of Records: Guide for Retention and Disposal of Student Records 2010 Update**

The 2010 *Retention of Records Guide* provides standards in student records management, and is designed to help you craft an effective institutional retention policy in compliance with Federal and State law. It places greater emphasis on electronic records and expands recommendations regarding the security of those records. It also expands its recommendations for record retention schedules and for the first time offers differentiated retention periods for community and technical colleges alongside four-year schools. Contact information for state records management agencies has been included, as well as a case study to help you develop a retention and disposal policy for academic department offices.

\$77 nonmember /\$55 member; Shelby Stanfield; 2010; 67 pp; Item #0126

### **Counterfeit Diplomas and Transcripts**

Are your institution's diplomas and transcripts for sale? *Counterfeit Diplomas and Transcripts* gives educators the tools needed to aggressively protect the legitimacy of their documents, while helping employers evaluate credentials of new hires. Researched and authored by Allen Ezell as part of an AACRAO initiative, this publication introduces readers to the security printing methods and online marketing techniques used by counterfeiters worldwide, arming campus officials and employers for the

intricacies of recognizing and handling counterfeit academic documents. Ezell also explores existing state and federal statutes that may provide relief against injury done to institutions by document counterfeiters. \$80 nonmember /\$60 member; Allen Ezell; 2008; 156 pp.; Item #0121

### **The College Admissions Officer's Guide**

*The College Admissions Officer's Guide* is AACRAO's first comprehensive guide to the admissions officer's profession in a decade. Its 44 chapters, written by 56 authors and edited by Barbara Lauren, Ph.D., J.D., AACRAO, address a variety of responsibilities, ranging from recruitment and holistic admissions to admissions processing and predicting yield; from using technology in recruitment communications to making use of faculty in recruitment; from creating a career ladder and motivating staff to advice on engaging the greater college community. Admissions officers at all levels and in various settings, including small colleges, community colleges, graduate schools, and law, medical, and nursing schools, will benefit from this resource.

\$130 nonmember/\$95 member; 2008; 638 pp.; Item #0120

### **Academic Dishonesty: Developing and Implementing Institutional Policy**

Drawing heavily from current literature, case law, and a survey of fifty-two North Park University faculty members, this publication provides an overview of academic dishonesty, paying particular attention to associated legal aspects. The guide defines the types and range of academic dishonesty; examines the causes and manifestations of dishonest behavior; analyzes the legal issues affecting academic misconduct: case law, due process, the content and communication of policies, sanctions, prevention, and detection; and provides guidance for administrators and faculty for assessing and restructuring their institutional policies and procedures.

\$50 nonmember/\$35 member; 2007; Item #0117

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

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

\$130 nonmember / \$95 member; 2006; Item #0110

### **Final Report NSF – LAMP Project: Identifying Where Technology Logging and Monitoring for Increased Security End and Violations of Personal Privacy and Student Records Begin**

This study provides information for college and university personnel regarding logging activities and informs them about when such activities might require substantial limitations, management guidelines, and additional training requirements or policies. It also investigates whether the kinds of log data being collected constitute "education records" as defined by the Family Educational Rights and Privacy Act (FERPA) and if various uses of the data violate the privacy rights of students under the act.

\$28 nonmember/\$20 member; Virginia E. Rezmierski and Nathaniel St. Clair; 2001; Item #0104

### **FERPA and Secondary Education: The Family Educational Rights and Privacy Act of 1974 As Amended and the Student**

A primary reference for the K-12 school official who works with student records. This guide to FERPA incorporates the latest developments in FERPA in a logical, user-friendly format and includes hypothetical cases and their recommended resolution and sample documents.

\$30 nonmember/\$20 member; Richard A. Rainsberger; 1997; 124pp; Item #1247

### **The Solomon Amendment: A Guide for Recruiters and Student Records Managers**

\$20 nonmember/ \$15 member; 2001; 15pp; Item #0024

## **Records and Registration**

### **NEW The AACRAO 2011 Academic Record and Transcript Guide**

For over 60 years, AACRAO has provided guidance and best practices on keeping, protecting and disseminating transcript information. *The AACRAO 2011 Academic Record and Transcript Guide* continues this trend, offering useful recommendations concerning the appropriate placement of more than fifty data elements in the institutional database and the transcript, giving records professionals guidance on the integrity, ease of interpretation, and technological and privacy aspects of transmission of transcripts. It develops the discussion on best practices for electronic data storage and security training for staff; notation of SSNs, academic and disciplinary actions, and course mode of delivery on the transcript; requirements for change of name and gender; transcribing nontraditional work and CEUs; and includes 2009-10 survey results of the AACRAO membership on current transcript practices and opinions.

\$90 nonmember/\$65 member; 2011; 110 pp; Item 0131

### **NEW The AACRAO 2010 FERPA Quick Guide**

Would you like a quick reference on essential FERPA information? The *FERPA Quick Guide* may be just what you need. Designed to give staff and faculty members key facts on their role in FERPA compliance, this short publication provides a basic overview of the *Family Educational Rights and Privacy Act of 1974*, as amended, the full text of the recently revised FERPA regulations that became effective in January 2009, and a summary of new changes to the regs. This guide highlights how the Act applies to various school officials, including brief outlines of key terms and issues as well as commonly asked questions. It includes a short quiz for self-assessment. To obtain a more detailed analysis and application of the Act, as well as extensive FERPA training materials and case studies, refer to the *AACRAO 2010 FERPA Guide*.

\$60 nonmember/\$45 member; LeRoy Rooker; 2010; 94 pp; Item #0130

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\$110 nonmember/ \$80 member; LeRoy Rooker; 2010; 347 pp; Item #0127

### **NEW AACRAO's Retention of Records: Guide for Retention and Disposal of Student Records 2010**

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\$77 nonmember /\$55 member; Shelby Stanfield; 2010; 67 pp; Item #0126

### **Electronic Data Exchange Primer**

The *Primer* addresses the most commonly asked questions regarding electronic data exchanges, including matters relating to both traditional EDI standards and contemporary XML data standards as shaped by the Postsecondary Electronic Standards Council (PESC). Written by the AACRAO SPEEDE

Committee, the *Primer* compiles EDX-related technology and contact information resources, along with lists of Web site sources and state, provincial, and regional initiatives and mandates.  
\$35 nonmember/\$25 member; Barry Billing and Clare Smith-Larson; 2008; 64 pp.; Item 0123

### **Counterfeit Diplomas and Transcripts**

Are your institution's diplomas and transcripts for sale? *Counterfeit Diplomas and Transcripts* gives educators the tools needed to aggressively protect the legitimacy of their documents, while helping employers evaluate credentials of new hires. Researched and authored by Allen Ezell as part of an AACRAO initiative, this publication introduces readers to the security printing methods and online marketing techniques used by counterfeiters worldwide, arming campus officials and employers for the intricacies of recognizing and handling counterfeit academic documents. Ezell also explores existing state and federal statutes that may provide relief against injury done to institutions by document counterfeiters.  
\$80 nonmember /\$60 member; 2008; 156 pp.; Item #0121

### **Community Colleges and Student Information Systems Implementation: A Survey on the Registrar's Role**

Colleges considering a new system implementation should view the statistics on how different strategies can affect the job of the registrar. Drawing conclusions from a national survey of community and technical college registrars, *Community Colleges and Student Information Systems Implementation* explores differences in job duties and responsibilities as well as role conflict and ambiguity related to different implementation strategies. The author, Sandra Lepley of University of Central Florida examines in-house, outsourced and consortia implementation strategies, and their relation to college demographic characteristics. She offers suggestions for professional development.  
\$50 nonmember/\$35 member; 2006; Item #0114

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

*The Registrar's Guide: Evolving Best Practices in Records and Registration* 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 and 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.  
\$130 nonmember / \$95 member; 2006; Item #0110

### **Student Information Systems: A Guide to Implementation Success**

What will expedite the implementation of a student information system? *Student Information Systems: A Guide to Successful Implementations* contains constructive examples and practical suggestions, giving readers a step-by-step approach to improving campus buy-in, communication, collaboration and funding; as well as leading project team members and campus administrators through the critically important realities of a successful implementation or upgrade. The guide can assist everyone on campus involved in the implementation to develop and achieve their short- and long-term goals for student information system implementation.  
\$95 nonmember/\$70 member; 2005; Dr. Sharon F. Cramer; Item #0108

### **Current Trends in Grades and Grading Practices in Higher Education: Results of the 2004 AACRAO Survey**

AACRAO's publication *Current Trends in Grades and Grading Practices in Higher Education: Results of the 2004 AACRAO Survey* continues the tradition of surveying grading practices in higher education first begun in 1920. Although much has changed in the world of academia since, grades have remained a central feature. This consistent importance and interest, as well as our members' role as the guardians of academic records, has been the impetus for AACRAO's continued study of grades and grading practices in American colleges and universities. The most recent study prior to this one was conducted in 1992.  
\$80 nonmember/\$55 member; 2005; Item #0106

### **The Work of the Registrar: A Summary of Principles and Practices in American Universities and Colleges**

Take a walk down Memory Lane... In 1940 when AACRAO's *The Work of the Registrar* was written: Yale tuition was fifty dollars per quarter; colleges had curfews for women and dress codes; the average salary was \$1,299 annually; first class stamps were three cents; and colleges sent progress reports home to parents. Read about what's changed since then and what hasn't in *The Work of the Registrar: A Summary of Principles and Practices in American Universities and Colleges*. Written by Alma H. Preinkert, registrar at the University of Maryland from 1935 to 1954, it became an invaluable reference guide for all registrars during the 1940's. Current members of the profession should find this to be an interesting historical read. While the methods used to admit, register and maintain records have changed dramatically with computers and web based systems, the basic mission of the registrar's office has not. \$55 nonmember/\$40 member; 2005; Item #0105

### **AACRAO's Professional Development Guidelines for Registrars: A Self-Audit**

Focuses on the knowledge and skills required by registrars for this self-appraisal. Reviews the necessary functions of the registrar's office. \$50 nonmember/\$35 member; 2000; 112pp; Item #0599.

### **Student Records Management: A Handbook**

Edited by M. Therese Ruzicka and Beth Lee Weckmueller. *Order Information*: ISSN: 1056-2192. Available for \$69 from Greenwood Publishing Group, 88 Post Road West, PO Box 5007, Westport, CT 06881-5007; phone (203) 226-3571; fax (203) 222-1502.

### **Fax Technology**

FREE; Prepared by the AACRAO Fax Guideline Task Force; 1996; 5pp

## **Recruitment and Retention**

### **NEW SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities**

Canadian colleges and universities face distinct challenges in financial environments, demographic shifts, competitive forces, and public policy decisions. SEM in Canada addresses these concerns and tells the Canadian SEM story through the experiences of 30 SEM professionals. This comprehensive guide describes how Canadian colleges and universities are using SEM to improve student and institutional outcomes. Chapters cover each of the major SEM components, including institutional administration, financial strategies, and key student experiences (e.g., First Generation, Aboriginal, international, transfer, francophone). This 357 page book gives evidence that Canadian institutions have created not just their own version of SEM, but one that furthers the profession in the U.S. and abroad. \$77 nonmember/ \$55 member; Susan Gottheil and Clayton Smith; 2011; 357 pp; Item #0132

### **Sharing the Campus Experience: Hosting Effective Campus Visits**

Campus visits are a pivotal activity in a recruitment cycle, and often determine whether or not a student will apply for admission. *Sharing the Campus Experience: Hosting Effective Campus Visits* helps administrators create campus visit experiences that engage prospective families and authentically demonstrate the culture of their institution. This 55-page book offers perspectives on how to recruit best-fit students using such things as story-telling and student tour guides who "get real" about the triumphs and challenges of campus life. It also recommends involving faculty, employing visits coordinators, allocating funds towards site visits, and striking a balance between a fixed visit format and constant program development.

\$55 non-member/ \$40 member; Craig Westman and Penny Bouman; 2009; 55 pp; Item #0125

### **Applying SEM at the Community College**

Community colleges are increasingly utilizing Strategic Enrollment Management (SEM) to meet the enrollment and financial challenges brought on by the recent economic downturn. *Applying SEM at the Community College* identifies the vital and unique enrollment issues confronting two-year colleges and

suggests effective strategies for resolving them. This 204-page resource helps administrators set enrollment goals for their diverse student populations, redefine and improve student academic success, and achieve institutional success through financial planning. It also proposes methods for gathering and using data to inform strategies, for strengthening marketing plans, and for fostering interdepartmental collaboration.

\$80 non-member/ \$60 member; Bob Bontrager and Bruce Clemetsen; 2009; 204 pp; Item #0124

### **SEM and Institutional Success: Integrating Enrollment, Finance and Student Access**

As colleges and universities face increasingly challenging financial environments, demographic shifts, competitive forces, and public policy decisions, campus leaders must proactively adopt new approaches for addressing these concerns. *SEM and Institutional Success* provides a detailed analysis of these issues and offers a strategic enrollment management framework for improving enrollment and educational outcomes. Edited by Bob Bontrager, with chapter contributions by Gil Brown and Don Hossler, this publication proposes an innovative student-centric SEM planning model aimed at helping institutions improve enrollment and financial outcomes while at the same time advancing student access and success. \$75 non-member/ \$55 member; 2008; 93 pp; Item #0122

### **The SEM Imperative: Taking Enrollment Management Online**

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\$80 nonmember/\$60 member; 2007; 220 pp.; Item #0119

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\$80 Non-Member/\$60 Member; 2007; 205 pp; Item #0118

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director, or anyone in a management position within an institution looking for an impetus to change their enrollment practices.

\$80 nonmember/\$60 member; 2005; Craig Westman and Penny Bouman; Item #0109

### **The College Recruiters' Quick Guide**

*The College Recruiters Quick Guide* provides an orientation to Recruitment responsibilities for new admissions professionals and those contemplating a career in college admissions. It is organized to give the reader a quick orientation and down-to-earth advice about what is involved in the admissions profession. This short publication defines the admissions professional, outlines principles of good practice and successful recruitment, and offers practical tips for travel that every new recruitment professional will appreciate. Every new Admissions Counselor and Recruiter deserves this useful introduction to a rewarding career in Recruitment!

\$50 nonmember/\$35 member; 2005; Item #0107

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\$80 nonmember/\$60 member; 2004; Item # 9025

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\$80 nonmember/\$60 member; 2004; Jim Black and Associates; Item #9024

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\$80 nonmember/\$60 member; 2004; Richard Whiteside; Item #9023

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\$85 nonmember/\$60 member; 2004; Item #9022

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This addition to AACRAO's series of publications on enrollment management examines the critical issues facing colleges and universities as they accommodate Generation X's return to higher education. Divided into four parts, part one considers the characteristics that are common among Gen Xers with special attention to differences by gender, race, and sexual orientation; part two describes specific marketing and recruitment strategies targeted at this population; part three discusses retention-related issues and strategies; and part four addresses operational issues and trends.

\$80 nonmember/\$60 member; 2003; Jim Black; Item #9021

## **Strategic Enrollment Management (SEM)**

### **NEW SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities**

Canadian colleges and universities face distinct challenges in financial environments, demographic shifts, competitive forces, and public policy decisions. SEM in Canada addresses these concerns and tells the Canadian SEM story through the experiences of 30 SEM professionals. This comprehensive guide describes how Canadian colleges and universities are using SEM to improve student and institutional outcomes. Chapters cover each of the major SEM components, including institutional administration, financial strategies, and key student experiences (e.g., First Generation, Aboriginal, international, transfer, francophone). This 357 page book gives evidence that Canadian institutions have created not just their own version of SEM, but one that furthers the profession in the U.S. and abroad. \$77 nonmember/ \$55 member; Susan Gottheil and Clayton Smith; 2011; 357 pp; Item #0132

### **Applying SEM at the Community College**

Community colleges are increasingly utilizing Strategic Enrollment Management (SEM) to meet the enrollment and financial challenges brought on by the recent economic downturn. *Applying SEM at the Community College* identifies the vital and unique enrollment issues confronting two-year colleges and suggests effective strategies for resolving them. This 204-page resource helps administrators set enrollment goals for their diverse student populations, redefine and improve student academic success, and achieve institutional success through financial planning. It also proposes methods for gathering and using data to inform strategies, for strengthening marketing plans, and for fostering interdepartmental collaboration.

\$80 non-member/ \$60 member; Bob Bontrager and Bruce Clemetsen; 2009; 204 pp; Item #0124

### **SEM and Institutional Success: Integrating Enrollment, Finance and Student Access**

As colleges and universities face increasingly challenging financial environments, demographic shifts, competitive forces, and public policy decisions, campus leaders must proactively adopt new approaches for addressing these concerns. SEM and Institutional Success provides a detailed analysis of these issues and offers a strategic enrollment management framework for improving enrollment and educational outcomes. Edited by Bob Bontrager, with chapter contributions by Gil Brown and Don Hossler, this publication proposes an innovative student-centric SEM planning model aimed at helping institutions improve enrollment and financial outcomes while at the same time advancing student access and success. \$75 non-member/ \$55 member; 2008; 93 pp; Item #0122

### **The College Admissions Officer's Guide**

*The College Admissions Officer's Guide* is AACRAO's first comprehensive guide to the admissions officer's profession in a decade. Its 44 chapters, written by 56 authors and edited by Barbara Lauren, Ph.D., J.D., AACRAO, address a variety of responsibilities, ranging from recruitment and holistic admissions to admissions processing and predicting yield; from using technology in recruitment communications to making use of faculty in recruitment; from creating a career ladder and motivating staff to advice on engaging the greater college community. Admissions officers at all levels and in various settings, including small colleges, community colleges, graduate schools, and law, medical, and nursing schools, will benefit from this resource.

\$130 nonmember/\$95 member; 2008; 638 pp.; Item #0120

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\$70 nonmembers/\$50 members; 2006; Item #0112

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\$80 nonmember/\$60 member; 2005; Item #0109

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What will expedite the implementation of a student information system? *Student Information Systems: A Guide to Successful Implementations* contains constructive examples and practical suggestions, giving readers a step-by-step approach to improving campus buy-in, communication, collaboration and funding; as well as leading project team members and campus administrators through the critically important realities of a successful implementation or upgrade. The guide can assist everyone on campus involved in the implementation to develop and achieve their short- and long-term goals for student information system implementation.

\$95 nonmember/\$70 member; 2005; Dr. Sharon F. Cramer; Item #0108

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\$80 nonmember/\$60 member; 2003; Jim Black; Item #9021

### **The Strategic Enrollment Management Revolution**

*The Strategic Enrollment Management Revolution* is your definitive guide to the fundamental elements of a mature SEM operation. This invaluable resource clarifies the theories behind enrollment management, considers their practical application, examines the architectural design of a SEM enterprise and explores the world of technology, the mainstay of any SEM operation.

\$80 nonmember/\$60 member; Jim Black (ed.); 2001; Item #0102

### **Strategic Enrollment Management: Cases from the Field**

Strategic Enrollment Management has "as many approaches as there are practitioners...In addition to the variations among practitioners, different institutional typologies demand different approaches, different outcomes, and provide different frames of reference for building and managing enrollments." SEM: Cases from the Field does just that...fill[s] the pervasive need for examples of strategic enrollment management (SEM) programs..."

\$40 nonmember/\$25 member; Michael G. Dolence (ed.); 1996; 96 pp; Item #9914

### **Navigating Change in the New Millennium: Enrollment Leadership Strategies**

This monograph is about applying basic leadership principles to the emerging trends facing enrollment leaders. It looks at leadership myths, roles, styles, challenges, and opportunities. Most importantly, it provides practical advice on how to navigate the changing higher education landscape...positioning one's institution for success while strengthening his or her own standing within the organization.

\$25 nonmember/\$20 member; Jim Black; 1999; 43pp; item #0299

## **Technology**

### **NEW AACRAO's Retention of Records: Guide for Retention and Disposal of Student Records 2010**

The 2010 *Retention of Records Guide* provides standards in student records management, and is designed to help you craft an effective institutional retention policy in compliance with Federal and State law. It places greater emphasis on electronic records and expands recommendations regarding the

security of those records. It also expands its recommendations for record retention schedules and for the first time offers differentiated retention periods for community and technical colleges alongside four-year schools. Contact information for state records management agencies has been included, as well as a case study to help you develop a retention and disposal policy for academic department offices. \$77 nonmember /\$55 member; Shelby Stanfield; 2010; 67 pp; Item #0126

### **Electronic Data Exchange Primer**

The *EDX Primer* addresses the most commonly asked questions regarding electronic data exchanges, including matters relating to both traditional EDI standards and contemporary XML data standards as shaped by the Postsecondary Electronic Standards Council (PESC). Written by the AACRAO SPEEDE Committee, the *Primer* compiles EDX-related technology and contact information resources, along with lists of Web site sources and state, provincial, and regional initiatives and mandates. \$35 nonmember/\$25 member; Barry Billing and Clare Smith-Larson; 2008; 64 pp.; Item 0123

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### **Community Colleges and Student Information Systems Implementation: A Survey on the Registrar's Role**

Colleges considering a new system implementation should view the statistics on how different strategies can affect the job of the registrar. Drawing conclusions from a national survey of community and technical college registrars, *Community Colleges and Student Information Systems Implementation* explores differences in job duties and responsibilities as well as role conflict and ambiguity related to different implementation strategies. The author, Sandra Lepley of University of Central Florida examines in-house, outsourced and consortia implementation strategies, and their relation to college demographic characteristics. She offers suggestions for professional development. \$50 nonmember/\$35 member; 2006; Item #0114

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### **Final Report NSF – LAMP Project: Identifying Where Technology Logging and Monitoring for Increased Security End and Violations of Personal Privacy and Student Records Begin**

This study provides information for college and university personnel regarding logging activities and informs them about when such activities might require substantial limitations, management guidelines, and additional training requirements or policies. It also investigates whether the kinds of log data being collected constitute “education records” as defined by the Family Educational Rights and Privacy Act (FERPA) and if various uses of the data violate the privacy rights of students under the act. \$28 nonmember/\$20 member; Virginia E. Rezmierski and Nathaniel St. Clair; 2001; Item #0104

### **Fax Technology**

FREE; Prepared by the AACRAO Fax Guideline Task Force; 1996; 5pp.

Find this publication on AACRAO's Website at <http://www.aacrao.org/about/fax.cfm>

## **Transfer Credit**

### **NEW Transfer Credit Practices of Designated Educational Institutions (TCP) 2012**

*TCP 2012* presents a voluntary exchange of information regarding practices for acceptance of transfer credit. This publication reports the transfer acceptance practices of one flagship institution in each state regarding credit awarded by other colleges and universities in that state. We encourage you to visit TCP Online for the most up-to-date credit practice information at <http://tcp.aacrao.org/>. \$95 Members/ \$130 Non-Members; 2011; 433 pp; Item # 3016

### **The Impact of Bologna and Three-year Degrees on U.S. Admissions: A Focus on Europe, Australia and the United Kingdom**

Increasingly, U.S. and other North American graduate and professional schools are finding it necessary to assess their admissions policies regarding international applicants with three-year bachelor's degrees. This monograph captures the presentations and discussions among participants from a November 2006 symposium coordinated by AACRAO in partnership with the Australian Department of Education, Science, and Training; the British Council United States; and the German Academic Exchange Service. The questions and issues raised at the symposium are discussed in this monograph, particularly as they relate to international student mobility; ways in which the adoption of three-year degrees—especially in Europe and Australia—affect U.S. admissions policies and practices; the Bologna Process and Europe's progress toward developing EU-wide three-year degrees; curricular and policy issues specific to selected disciplines in the United States and abroad; and views of U.S. credit evaluators and accreditors. \$40 nonmember/\$28 member; 2007; Item #0116

### **The College Transfer Student in America: The Forgotten Student**

This guide translates research into practical advice on attracting, retaining, and guiding transfer students. Various chapters address multiple strategies for orientation and advising; curricular issues involving transfer students; how to maximize the effectiveness of articulation agreements; preparing community college students for transfer; non-traditional students as transfers; and how to develop support from alumni who started as transfer students.

\$85 nonmember/\$60 member; 2004; Item #9022

## **Out of Print Publications (In order by item number)**

### **The 2001 AACRAO FERPA Guide**

The Guide provides implementation procedures for complying with the Family Educational Rights and Privacy Act of 1974, as amended (FERPA). It also provides guidance on significant changes resulting from new FERPA regulations issued in 2000.

Richard A. Rainsberger; 2001; Item #0101

### **The AACRAO International Guide: A Resource for International Education Professionals**

*The AACRAO International Guide* is your complete source for information on international education, comprising such core issues as policy, recruitment, technology, English proficiency, student visas and credential evaluation. As a critical part of any international reference library, it also provides a thorough look at study abroad program development and specific roles and issues for community colleges.

Joseph Sevigny; 2001; 174pp; Item #0103

### **The AACRAO 2006 FERPA Guide**

In addition to relevant FERPA issues contained in previous editions of the Guide, here are just a few of the new topics/issues contained in the 2006 edition: permissive disclosure of disciplinary records; drug and alcohol violation disclosures (permissive); terrorism-related responses to subpoenas; the health and safety exception; SSNs and directory information; impact of the electronic age on FERPA; updates on recent laws in relation to FERPA – the Solomon Amendment, the USA PATRIOT Act, SEVIS, Megan's Law, e-signatures, and others.

2006; Item #0111

### **FERPA Quick Guide**

Designed to give staff members key facts on their role in FERPA compliance, this short publication provides a basic overview of the Family Educational Rights and Privacy Act of 1974, as amended, and the full text of its regulations. This guide highlights how the Act applies to various school officials, including brief outlines of key terms and issues as well as commonly asked questions.

2006; Item #0113

### **Certification of Students Under Veterans' Laws 1998**

Information for Certifying Officials and Other Advisors of Veterans, Their Dependents or Survivors, and Servicepersons. Revised October, 1998 Discusses how to report information to the Veterans' Administration and Advice students eligible for educational assistance.

1999; Item # 0199

### **Conference of University Administrators**

(CUA), CUA Good Practice Series No. 8. Figuring It Out. Mike Joynson. 1990. Item #0203

### **AACRAO's Retention of Records, Guide for Retention and Disposal of Student Records (2000 Update)**

A guide to standards in student records management with updates on International student records, student financial aid requirements, state policies for records storage for schools that have closed, and methods of storage.

2000; 50 pp; Item #0499.

### **The AACRAO Guide to the Student Right-to-Know Act and the Graduation Rate Survey**

This guide, for two-year and four-year institutions, takes you step by step through SRTK and the GRS and makes the requirements easy to understand through tables and a flowchart. It also contains all the relevant regulations and legislation.

Carol Fuller; 2000; Item #0699

### **Professional Development Guidelines for Registrars: A Self-Audit**

1987. Item #1241

### **Retention of Records; A guide for retention and disposal of student records**

1987. Item #1243

### **Retention of Records: Guide for Retention and Disposal of Student Records Update**

1998. *Replaced by item #0499 Retention of Records: Guide for Retention and Disposal of Student Records Update, 2000.* Item #1244

### **Misrepresentation in the Marketplace and Beyond: Ethics Under Siege**

The responsibility to confirm academic credentials is a serious and, at times, complex task. Is this a real institution? Is it a legitimate transcript? Does the math add up and is the spelling accurate? How will I find someone to translate these documents?

Peggy Askins, ed.; 1996; 64pp. Item #1248

### **Academic Record and Transcript Guide**

1996. Item #1249

### **Breakthrough Systems: Student Access and Registration**

Describes use of new technologies such as interactive voice response, kiosks, microcomputers, networks, the World Wide Web, graphical interfaces, and ID cards at institutions recognized for their state-of-the-art developments. Louise Lonabocker and Donald Gwinn (eds.) Item #1251

### **Challenges in College Admissions—A Report of a Survey of Undergraduate Admissions Policies, Practices, and Procedures**

Reports the findings of a nationwide survey of over 2,000 admissions officers. Provides information about American undergraduate enrollment, recruitment, financial aid, and admissions.

Hunter Breland, et al.; 1995; 169pp; Item #1252

### **Electronic Imaging in Admissions, Records, and Financial Aid Offices**

Need help moving from paper to electronic document storage? Find out what other institutions are doing to store their student records electronically and learn how to make imaging a part of your institution's information system. Sponsored in part by National Computer Systems and USoft. Helen Perkins; 1996; Item #1253

### **Certification of Students Under Veterans Laws**

1989; Item #1257.

### **The Admissions Profession: A Guide for Staff Development and Program Management.**

Addresses organizing and running the admissions office and its programs and developing effective student contact programs. 1991; 128pp; Item #1258

**Mexico.** 1996. Item #1259.

**Korea.** 1996. Item #1260

**Israel.** 1996. Item #1274

### **INS Regulations and English Language Proficiency for Elementary and Secondary Schools**

1998. Item #1276/1277

### **Staff Training and Development Series: Building An Effective Student Service Team**

Robert B. Maddux. Crisp Publications, Inc and AACRAO. 1989. Item #2468.

### **Effective Interviewing to Build a Quality Student Service Staff**

Shows how to identify job requirements, interview and evaluate applicants, and hire the right person. 1989; 72pp; Item #2469

### **Effective Performance Appraisals for Quality Student Service**

Learn how to conduct effective performance appraisals, regardless of your campus' official procedures. 1991; 71pp; Item #2470

### **Effective Telephone Communication Skills**

Offers tips and activities to maximize the efficiency of time spent on the phone. Learn to ask the right questions and listen carefully.

1989; 78pp; Item #2471

**Staff Training and Development Series: Quality Student Service**

William B. Martin. Crisp Publications, Inc. and AACRAO. 1989. Item #2472

**Training Managers to Train: A Practical Guide to Improve Employee Performance**

Helps managers prepare for, plan, and follow up on employee training programs.

1993; 88pp; Item #2473

**Training Kit**

Training tips to accompany the purchase of a complete set of Staff Training and Development Series manuals. 1990; 14pp; Item #2474.

**Touchtone Telephone Voice Response Registration; A Guide for Implementation Success**

Melanie Moore Bell, Ed. Technology in Higher Education Series. AACRAO. 1993. Item #3000

**Equal Educational Opportunity, Affirmative Action and AACRAO.** AACRAO. 1989. Item #3003

**Transfer Credit Practices of Designated Educational Institutions (1994-96)**

James Christensen (ed.); 1994; 176pp; Describes transfer credit acceptance practices of selected institutions within each state. Item #3008

**Transfer Credit Practices of Designated Educational Institutions (1996-98)**

James Christensen (ed.); 1996; Describes transfer credit acceptance practices of selected institutions within each state. Item #3009

**The AACRAO Guide to the Student Right-to-Know Act and the Graduation Rate Survey**

Daren Bakst and Carol Fuller. AACRAO. 1998. Item #3011

**Hopwood, Bakke, and Beyond: Diversity on Our Nation's Campuses**

Collection of essays and excerpts on affirmative action that cuts through the rhetoric and offers an open and honest dialogue on where we are today and what we can do to support campus diversity.

1998; 27pp; Item #3012

**Transfer Credit Practices of Designated Educational Institutions 1998-2000**

Describes transfer credit acceptance practices of selected institutions within each state.

James Christensen (ed.); summer 1998; Item #3013

**Transfer Credit Practices of Designated Educational Institutions (TCP) 2006**

Describes transfer credit acceptance practices of selected institutions within each state.

2006; Item #3014

**Transfer Credit Practices of Designated Educational Institutions (TCP) 2009**

Presents a voluntary exchange of information regarding practices for acceptance of transfer credit. This publication reports the transfer acceptance practices of one major institution in each state regarding credit awarded by other colleges and universities in that state. 2009; Item #3015

**Foreign Educational Credentials Required for Consolidation of Admission to Universities and Colleges in the United States**

AACRAO and the US Agency for International Development, Office of International Training. 1994. Item #4002

**The Guide: A Resource for International Admissions Professionals**

AACRAO. 1994. Item #4006

**1996 Conference Papers**

James F. Menzel, ed.; Recorders' summaries of more than 200 sessions, keynote speeches, registration facts, and decisions made at the business meeting of the Association are included. Item #5034

**Argentina**

Liz Reisberg; 1993; 248pp; Item #5301 (PIER)

**Australia**

World Education Series. Caroline Aldrich-Langen. AACRAO. 1983. Item #5302

**Belgium**

World Education Series. Ann Fletcher. AACRAO. 1985. Item #5303

**Colombia**

World Education Series. Stanley Wellington. AACRAO. 1984. Item #5304

**France**

World Education Series. A. Mariam Assefa. AACRAO. 1998. Item #5306

**Iraq**

\$75 nonmember/\$50 member; James S. Frey; 1988; 192pp; Item #5310

**Education on the Island of Cyprus**

Working Paper 1990. Margit A. Schatzman. AACRAO and NAFSA. 1990. Item #5317

**The Educational System of Australia; An Update of the 1983 World Education Series Volume; A Special Report.**

Caroline Aldrich-Langen. AACRAO. 1990. Item #5318

**Postsecondary Institutions of the People's Republic of China**

A PIER World Education Series Special Report. William Paver and Yiping Wan. AACRAO and NAFSA. 1992. Item #5319

**The Admission and Placement of Students from Central America**

Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama. A PIER Workshop Report. Caroline Aldrich-Langen and Kathleen Sellew. AACRAO and NAFSA. 1987. Item #5325

**The Admission and Placement of Students from the Czech and Slovak Federal Republic**

A PIER Workshop Report. Edward Devlin, Ed. AACRAO and NAFSA. 1992. Item #5326

**The Admission and Placement of Students from the Republic of Hungary**

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