



ELEVATE

AACRAO

CONSULTING

Leading Solutions for Higher Education

PROVEN STRATEGIES
FOR INCREASING ENROLLMENT AND
LEARNER SUCCESS

aacrao.org/consulting



SUCCESS—

FOR YOUR **LEARNERS** AND YOUR **CAMPUS**.



UNBIASED ADVICE,
INCOMPARABLE EXPERTISE
FROM A TRUSTED NAME.

You're driven to help your students and your institution succeed regardless of the obstacles and limitations. AACRAO Consulting is here to partner with you in reaching your goals as well as those of your learners. We're part of the non-profit American Association of Collegiate Registrars and Admissions Officers (AACRAO), one of the most respected and long-standing associations in higher education.

Recognized for setting the standard for innovation in enrollment and academic support services, AACRAO brings first-hand knowledge of best practices in higher education. At AACRAO Consulting, we leverage that experience for campus leaders and departments at universities and colleges of all sizes, across the U.S. and Canada, and around the globe.

"AACRAO Consultants bring a natural talent, skill and communication style that elicit trust. It's obvious they know what they're talking about. They helped us identify many gaps in our recruitment, admissions and yield processes in a way that was both respectful and straight-forward. The recommendations they provided were practical and implementable, which kept our staff from feeling overwhelmed."

MARY KEENAN

Associate Vice Chancellor of Enrollment Management,
University of Minnesota, Duluth

OUR WEALTH OF **KNOWLEDGE** AND WIDE RANGE OF **SERVICES**
POSITIVELY TRANSFORMS CAMPUSES AND INCREASES LEARNER SUCCESS.

aacrao.org/consulting

AACRAO's membership is comprised of more than 18,000 individuals spanning 2,300 universities and colleges worldwide. AACRAO Consulting was founded at the request of our membership to provide unbiased, comprehensive, actionable solutions through focused, customized consulting services. Whatever your goals or challenges, AACRAO Consulting offers a breadth of expertise to help you address them.



CUSTOMIZED SERVICES

As a non-profit, non-partisan firm, we are the only consulting group with the knowledge and the access to leading experts to help you find the enrollment solutions best suited to your institution. We have vast experience working on long-range planning with institutions who desire a strategic enrollment management plan to achieve institutional health and greatest student success.



STRATEGIC ENROLLMENT MANAGEMENT (SEM) REVIEW—Reach, recruit and retain the best mix of learners using limited resources while containing costs. Components may include a **SEM Readiness Review**, **SEM Plan Development**, and/or **SEM Plan Development Accelerate**.



REGISTRAR'S OFFICE REVIEW—Find the best ways to capture, record, maintain and store learner academic records and related data. This review can address the entire process, a specific issue and/or the registrar's role in relation to other departments to uncover opportunities for improved efficiencies, accuracy and response times.



TRANSFER PRACTICES REVIEW—Build clean, streamlined and efficient articulation agreements. This review can also encompass the development of partnership agreements that align the interests and needs of two-year and four-year institutions to help create a more effective pipeline of qualified and prepared transfer students.



RECRUITMENT & MARKETING REVIEW—Work more efficiently and productively to communicate with learners, streamline processes and deliver student-focused, leading-edge services. Assessments may include communication strategies, marketing efforts across all media, information capture, outreach activities, staff training and deployment targeted at achieving application, enrollment and yield goals.



ADMISSIONS OPERATIONS REVIEW—Ensure that processes and services are following leading practices in all parts of the admissions office. The review may be general or address a specific issue, such as staff roles and responsibilities, use of technology or how admissions operations integrate with other key departments.



CAPACITY ANALYSIS TOOL—Leverage a robust, predictive modeling tool that uses enrollment data, as well as service support data, to holistically predict the impact of enrollment increases caused by increases in recruitment and/or retention initiatives.



RETENTION & LEARNER SUCCESS REVIEW—Assert a commitment to supporting learners through completion/graduation. Assessments may include retention initiative programs and/or other efforts as well as outreach to learners as a whole or those who struggle academically, socially or financially.



FERPA TRAINING AND REVIEWS—Reassure learners, families and your campus that learners and staff are familiar with student privacy rights and that the law is being interpreted and enforced correctly on your campus or at your organization.



INTERNATIONAL HIGHER EDUCATION—This review examines current recruitment and admitting processes and procedures, learner support and compliance, and offers improvements for reaching, attracting and retaining learners from around the world.



LEADERSHIP COACHING—Coaching of enrollment leaders who are new to the profession or new to their roles. This one-on-one coaching includes incorporation of best practices, policy and process discussions, help with researching trending topics, and practical support for daily processes.



COMPREHENSIVE LEARNER RECORD / LEARNING AND EMPLOYMENT RECORD—Let us guide you in the planning and implementation process for a system that contains verifiable information about a person's achievements spanning an inclusive range of contexts to include the CLR, the higher education component of the LER.

AACRAO CONSULTING:
Practitioners helping practitioners.



UNMATCHED **EXPERIENCE**,
UNWAVERING **COMMITMENT**.

AACRAO
CONSULTING
Leading Solutions for Higher Education

aacrao.org/consulting

Each and every member of the AACRAO Consulting team is a talented, active leader in higher education, assuring that you receive advice from professionals who have excelled in your field for decades. With a full breadth of experience across multiple departments, institutions and disciplines, our consultants have firsthand experience in meeting the challenges and embracing the opportunities colleges and universities face.

We draw on our own successes, as well as AACRAO's extensive knowledge base, to craft tailored, unbiased solutions built on best practices and designed to address your issues and maximize your resources. After determining the best methods to meet your needs, we can help you implement these processes to ensure their effectiveness and to navigate the enrollment challenges of both today and tomorrow.

Optimize your enrollment and improve learner success with actionable solutions from AACRAO Consulting. Contact us today: (202) 355-1056 or consulting@aacrao.org

