



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



**PROVEN STRATEGIES** FOR  
INCREASING INSTITUTIONAL  
AND STUDENT SUCCESS

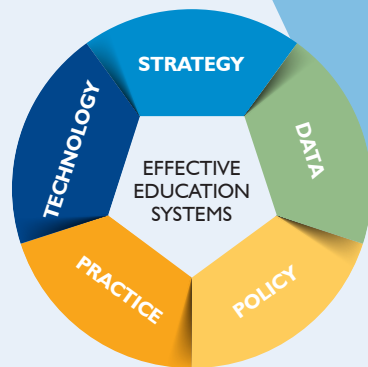
[aacrao.org/consulting](http://aacrao.org/consulting)

*capabilities overview*

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. Our goal is to strengthen your department, school or institution to navigate the enrollment challenges of both today and tomorrow.

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



# SUCCESS—

FOR YOUR STUDENTS AND YOUR INSTITUTION.

AACRAO's membership is comprised of more than 11,000 individuals spanning 2,500 institutions worldwide. AACRAO Consulting was founded at the request of our membership to provide unbiased, comprehensive, actionable solutions designed to build stronger institutions through focused, customized consulting services. Whatever your goals or challenges, AACRAO Consulting offers a breadth of expertise to help you address them.



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 students. 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 across the globe.

*"AACRAO consultants are personable and easy to talk to. But they're also extremely knowledgeable about their fields, and bring in-depth experience culled from their work at different institutions. Because of this knowledge, they were ready to dive right in without needing much prep. They know about the latest trends and best practices in higher ed, and provide data-backed evidence for their recommendations. I love working with them; it's been excellent."*

**KATHRYN VERKERK, MED**  
Associate Registrar, Student Recruitment & Admissions  
Simon Fraser University

## 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)—**Reach, recruit and retain the best mix of students using limited resources while containing costs. Components may include a **SEM Readiness Review** and/or **SEM Plan Development**.



**REGISTRAR'S OFFICE REVIEW—**Find the best ways to capture, record, maintain and store student 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 students, 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.



**HOLISTIC/EQUITY ADMISSIONS—**Go beyond standard measures of student readiness and learn how to add noncognitive measures to your admission and scholarship processes. Based on decades of research and proven results, these techniques and processes can help you identify the students who are ready to thrive at your institution.



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



**FERPA TRAINING AND REVIEWS—**Reassure students, families and your institution that students 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, student support and compliance, and offers improvements for reaching, attracting and retaining students from around the world.



**COMPREHENSIVE LEARNER RECORD (CLR) / LEARNING AND EMPLOYMENT RECORD (LER)—**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, in order to provide credentials that represent the skills and competencies achieved by students during their academic career.

OUR WEALTH OF **KNOWLEDGE** AND WIDE RANGE OF **SERVICES**  
**POSITIVELY TRANSFORMS** INSTITUTIONS AND INCREASES STUDENT SUCCESS.

[aacrao.org/consulting](http://aacrao.org/consulting)