Comprehensive and up-to-date resources for the higher education community.

Featured Titles

- Basic Guide to Financial Aid
- SEM in Action
- Academic Operations and the Role of the Registrar

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AACRAO publications advance the association’s mission to provide professional development, guidelines, and voluntary standards regarding best practices in records management, admissions, enrollment management, administrative information technology, and student services.

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Online Registrar’s Self-Assessment
The Online Registrar’s Self-Assessment is a practical tool for registrars to candidly survey institutional practices in an accessible and convenient online format. This on-demand application shows real-time results and provides rationale for any incorrect answers. This, combined with the ability to retake the assessment over the course of the year-long subscription, gives users the necessary information to assess efficiency, make adjustments where needed, and gauge progress. With modules addressing nearly all basic registrar functions, the Registrar’s Self-Assessment builds competency in institutional policies and procedures and helps formulate action plans to implement improvements. $199 members | $340 non-members; 2021 www.aacrao.org/bookstore

Academic and the Role of the Registrar
Drawing from AACRAO’s professional competencies and proficiencies, comprehensive practice surveys, policy insights, technology assessments, and staffing benchmarks, Academic Operations and the Role of the Registrar serves as an invaluable how-to guide. Tailored to benefit both novice and experienced registrars, it equips them with the knowledge and tools to champion agile and strategic academic operations, bolstering learner success and achieving institutional objectives.

$70 members | $95 non-members; 2018 Item #0151

Records and Registration
AACRAO’s Professional Development Guidelines for Registrars: A Self-Assessment
This publication is routinely used by registrars to identify areas where improvement is needed, set goals for the future, and as a reference for principles of good practice. Having been regularly updated for more than 40 years, the 2018 version of this publication was revised to reflect the timeliest content and latest developments in the field. Formatted as a book of questions designed to prompt data collection and analysis, the Self-Assessment provides a Self-Assessment and analysis, the of questions designed to prompt data collection developments in the field. Formatted as a book revised to reflect the timeliest content and latest years, the 2018 version of this publication was Having been regularly updated for more than 40 and as a reference for principles of good practice.

$70 members | $95 non-members; 2018 Item #0151

The 2020 Academic Record and Transcript Guide
This edition of the Guide offers updated guidance for the inclusion and use of 59 database and transcript components, as well as discussions on how current practices and advice are evolving. A four-level scale is used to evaluate each component for suitability for the transcript and/or the database. This work will be of immediate and continuing use to registrars and data stewards of all types. It assists higher education professionals in their work to ensure the accurate, timely, and secure sharing of information in order to advance student success.

$85 members | $115 non-members; 2020 Item #0156

Managing Academic Space: A Guide for Higher Education Institutions
Space use and management is an integral part of operating a college or university. From scheduling classes to extracurricular and community events, understanding how to effectively manage space can result in increased productivity, cost savings, and overall efficiency. Part case study and part how-to guide, Managing Academic Space uses the University of Texas at El Paso as a case study of how to significantly increase efficiency of space use.

$55 members | $78 non-members; 2015 Item #0142

Assessment’s New Role in Degree Completion: A Registrar’s Primer on Prior Learning Assessment and Competency-Based Education
This primer provides an introduction to prior learning assessment and competency-based education, and explores what registrars should consider in their roles supporting institutional adoption of these assessment-focused programs and services.

$25 members | $35 non-members; 2014 Item #0140

The Basic Guide to Electronic Data Exchange
The Basic Guide to Electronic Data Exchange (EDX) compiles technology tips and resources to help institutions understand, analyze, and implement EDX of education records. This publication allows institutions to consider a variety of methods for exchanging and delivering student records in a streamlined process while increasing transmission security. Institutions that provide electronic transcript services throughout the student lifecycle will improve student satisfaction and benefit from increased efficiency in their operations.

$35 members | $50 non-members; 2018 Item #0154

AACRAO Guide to Graduation Ceremonies
The AACRAO Guide to Graduation Ceremonies provides everything you need to design your institution’s ceremony from start to finish, including logistical arrangements, commencement programs, diplomas, regalia, and academic honors. In addition, this guide contains comprehensive information on early commencement, graduate ceremonies, serving veterans, and other unique scenarios that may arise.

$75 members | $108 non-members; 2017 Item #0148

AACRAO Publications
A Guide for the Registrar
A Self-Assessment
An invaluable tool for registrars, this on-demand application provides real-time results and helps identify areas where improvement is needed, set goals for the future, and as a reference for principles of good practice.

$70 members | $95 non-members; 2018 Item #0151

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$75 members | $108 non-members; 2017 Item #0148

 AACRAO Publications | 2024-2025

www.aacrao.org/bookstore
The AACRAO 2020 FERPA Quick Guide
Designed to give staff and faculty members key facts on their role in FERPA compliance, this publication provides a basic overview of the Family Educational Rights and Privacy Act of 1974, as Amended. It also addresses concerns about remote work and virtual learning and provides an overview of GDPR requirements.

$58 members | $82 non-members; 2020
Item #0157

The Registrar’s Guide: Evolving Best Practices in Records and Registration
In 35 chapters this publication addresses a variety of responsibilities, ranging from registration and academic scheduling to detecting credentials fraud and implementing student information systems, commencement and accreditation, project management and budgeting.

$95 members | $130 non-members; 2006
Item #0110

Transfer Credit Practices of Designated Education Institutions
A report on the transfer acceptance practices of a flagship institution in each state regarding credit awarded for studies taken at colleges and universities in the state. Further guidance is provided on developing a transfer of credit policy, the accreditation status of each institution listed, as well as a listing of accredited institutions outside the United States.

$98 members | $140 non-members; 2015
Item #3017

Admissions and Recruitment

Transfer Credit Practices of Designated Education Institutions
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$98 members | $140 non-members; 2015
Item #3017

The Transfer Handbook: Promoting Student Success
Research shows that over one-third of students transfer at least once before earning their bachelor’s degree, with many crossing state lines in the process. In response to this growing trend, The Transfer Handbook: Promoting Student Success provides a comprehensive look at the data, practices, and regulations that surround efficiently serving transfer students.

$80 members | $115 non-members; 2015
Item #0143

Helping Veterans Succeed: A Handbook for Higher Education Administrators
AACRAO’s first comprehensive guide addressing the unique needs of student veterans on campus, this handbook provides campus administrators the tools to effectively help veterans achieve their academic goals and transition into the workforce.

$80 members | $115 non-members; 2014
Item #0139
Admissions and Recruitment

Holistic Admissions: Predicting the Likelihood for Student Success
Applying holistic measures, particularly noncognitive variables, has been shown to increase diversity and non-traditional student enrollment. This book combines holistic theories with case studies to illustrate the complete picture of holistic admissions. Readers will be able to establish proven, easy to implement, assessments to help in selecting students who will be successful at their institutions.

$70 members | $100 non-members; 2020
Item #0158

The College Admissions Officer’s Guide
The College Admissions Officer’s Guide contains 44 chapters addressing 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 using faculty in recruitment; from creating a recruitment and holistic admissions to planning and predicting yield; from using technology in admissions processing and planning and predicting enrollment. This book combines holistic theories with case studies to illustrate the complete picture of holistic admissions. Readers will be able to establish proven, easy to implement, assessments to help in selecting students who will be successful at their institutions.

$95 members | $130 non-members; 2008
Item #0120

Sharing the Campus Experience: Hosting Effective Campus Visits
Sharing the Campus Experience helps administrators create campus visit experiences that engage prospective families and authentically demonstrate the culture of their institution. It offers perspectives on how to recruit the best-fit students, involve faculty, employ visits coordinators, and allocate funds towards site visits.

$40 members | $55 non-members; 2009
Item #0125

The 2020 Academic Record and Transcript Guide
This edition of the Guide offers updated guidance for the inclusion and use of 59 database and transcript components, as well as discussions on how current practices and advice are evolving. A four-level scale is used to evaluate each component for suitability for the transcript and/or the database. This work will be of immediate and continuing use to registrars and data stewards of all types. It assists higher education professionals in their work to ensure the accurate, timely, and secure sharing of information in order to advance student success.

$85 members | $115 non-members; 2020
Item #0156

Strategic Enrollment Management

SEM Core Concepts: Building Blocks for Institutional and Student Success
SEM Core Concepts is designed to provide busy professionals with an overview of SEM. The guide is organized around the following topics: definitions of SEM and examples of what it is not; the evolution of SEM, including its developmental stages that provided the building blocks for the current best practices of the profession; an overview of the essential SEM concepts; and a planning model and road map for transforming an institution into a SEM organization. Author Dr. Wayne Sigler is widely viewed as one of the top enrollment professionals in the country and currently serves as a senior consultant with AACRAO Consulting.

$70 members | $100 non-members; 2020
Item #0125

SEM in Action
Through the sharing of research and stories from the field, this book is a practical guide for campus leaders to implement and sustain their SEM plan at their college or university. The book describes how the effective execution of strategies and tactics lead to the achievement of student and institutional vitality and success. Actionable steps to follow within a framework for implementing and sustaining a SEM plan are provided in addition to five unique case studies.

$70 members | $100 non-members; 2023
Item #0163

SEM as a Connector
The book explores how creative and experienced colleagues applied their brand of SEM connective practice at their institutions and discusses the patterns that emerged. SEM as a Connector: Principles of Practice highlights SEM’s unique ability to influence student engagement and sets the stage to ensure that making connections and building relationships will not just be a collateral benefit of SEM but a key component of SEM practices.

$70 members | $100 non-members; 2021
Item #0160

Leadership Lessons: Vision and Values for a New Generation
This compilation of 22 articles on the topic of leadership was written by today’s leaders in higher education. Filled with unique kernels of wisdom, each chapter shares the authors’ visions and values in ways that inspire, motivate, and illustrate how to be an exceptional leader. This is a book you will want to share with colleagues, friends and employees, all of whom will benefit from the lessons learned by these remarkable and wise professionals.

$50 members | $70 non-members; 2013
Item #0136
Strategic Enrollment Management

Mentorship in Higher Education: Practical Advice and Leadership Theories
What began as a series of articles in AACRAO’s journal, College and University, has found its way to this anthology of insights and reflections on a range of mentoring styles and programs. Written by both mentors and those who have been guided by mentors in their professional lives, Mentorship in Higher Education: Practical Advice and Leadership Theories features a host of wisdom and anecdotes offering multiple perspectives on and experiences with mentorship. The authors, long-time professionals as well as those newer to the field, share their real-life experiences, insights, reflections, and advice to readers who might be interested in developing a mentoring relationship.

$75 members | $108 non-members; 2017
Item #0150

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 story through the experiences of 30 SEM professionals. Chapters cover SEM components such as institutional administration, financial strategies, and key student experiences (e.g., First Generation, Aboriginal, international, transfer, francophone).

$55 members | $77 non-members; 2011
Item #0132

The Effectiveness of SEM in Canada
An updated guide on best practices, the Effectiveness of SEM in Canada: Reflections from the Field provides an overview of SEM and shows how the American-inspired SEM concept has been altered and implemented in Canada. This book also highlights key lessons learned by senior enrollment leaders over the past decade, providing a one-of-a-kind analysis on the continuing malleability of SEM in Canada. It offers perspectives on enrollment planning, and key SEM issues such as building collaborative partnerships, supporting student success, and connecting with diverse student populations.

$50 members | $70 non-members; 2022
Item #0162

The AACRAO International Guide: A Resource for International Education Professionals
This updated edition of the International Guide is a comprehensive resource providing higher education professionals a solid foundation of knowledge in the field of international education. Thirty-seven chapters cover a multitude of topics, including comprehensive internationalization, recruiting and promoting the success of international students, working with agents, establishing dual and joint degree programs, fighting fraud, and hosting pre-arrival events in home countries.

$110 members | $158 non-members; 2016
Item #0146

Handbook of SEM
This is the comprehensive text on the policies, strategies, and practices that shape post secondary enrollments. This volume combines relevant theories and research with applied chapters on the management of offices such as admissions, financial aid, and the registrar to provide an all-inclusive guide to the complex world of strategic enrollment management. This handbook is written for professionals who wish to enhance the health and vitality of their institutions, and is also an excellent text for graduate programs in higher education and student affairs.

$90 members | $120 non-members; 2014
Item #0141

Accreditation Mills
Accreditation Mills explores the growing influence and threat of accreditation fraud. 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. It also cites case-studies and undercover operations, including detailed examples of how individuals and groups have made a positive stand in the fight against degree mills and accreditation mills.

$55 members | $75 non-members; 2007
Item #0115

International Admissions/ Fraudulent Credentials

AACRAO Electronic Database for Global Education (EDGE)
EDGE is an easily accessible, up-to-date electronic resource on foreign educational systems, providing a wealth of information for each country profile in a convenient and consistent form. The database is regularly updated as educational systems change. To view a list of country profiles and to subscribe online, visit edge.aacrao.org.

Guide to Bogus Institutions and Documents
This guide identifies common types of fraud encountered in the admissions and registrar’s offices and presents suggestions for best practices in admissions and student record review processes. It will help institutions with the development of proactive procedures and policies to minimize fraud and protect institutional reputation. Guidelines are offered on topics such as: transcript fraud, accreditation mills, diploma mills, secondary school credential fraud, fraudulent evaluation services, digital document security, and bogus high schools.

$75 members | $108 non-members; 2021
Item #0159
Quarterly Research Journals

AACRAO offers complimentary subscriptions to our quarterly journals to all members. To learn more about becoming a member, please reach out to us at membership@aacrao.org.

**College & University**

*AACRAO’s College & University Journal* is an educational policy journal focusing on research and best practices in higher education. It presents peer-reviewed, research-based articles focusing on emerging concerns, new techniques, and technology. AACRAO members receive complimentary digital copies of *CSU* as part of their membership.

**SEM Quarterly**

*SEM Quarterly* provides knowledge and insight into the ongoing evolution of strategic enrollment management (SEM). *SEM Quarterly* bridges the gap between theory and practice with articles by thought leaders and practitioners who address the emerging dynamics of SEM, including: executive-level leadership, leading strategies, internationalization, research, academic orientation, and current trends. AACRAO members receive complimentary digital copies of *SEM Quarterly* as part of their membership.

**Clearance**

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

Captures the discussions from a November 2006 symposium.

- $75 $45 members | $100 $60 non-members; 2003
- Item #9019

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

The guide helps institutions communicate with Millennial students who increasingly take initiative by shopping for colleges online.

- $60 $36 members | $66 $48 non-members; 2007
- Item #0119

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

For colleges considering a new system implementation.

- $35 $21 members | $50 $30 non-members; 2006
- Item #0114

**The Work of the Registrar**

In 1940 when this was written, colleges had curfews for women and progress reports were sent home to parents. Read about what has changed since then and what hasn’t in *The Work of the Registrar.*

- $40 $24 members | $55 $33 non-members; 2005
- Item #0105

**The College Recruiters’ Quick Guide**

This publication defines the admissions professional, outlines principles of good practice and successful recruitment, and offers practical tips for travel.

- $35 $21 members
- $50 $30 non-members; 2005
- Item #0107

**Foreign Educational Credentials Required**

A concise and easily referenced fifth edition source for information on credentials and other documentation required for entry from over 220 foreign countries to a specified level of study in the U.S.

- $75 $45 members | $100 $60 non-members; 2003
- Item #9019

**The College Recruiters’ Quick Guide**

This publication defines the admissions professional, outlines principles of good practice and successful recruitment, and offers practical tips for travel.

- $35 $21 members
- $50 $30 non-members; 2005
- Item #0107
International Graduate Admissions Guide
This 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.
$50 $30 members | $45 $45 non-members; 2003
Item #9018

Counterfeit Diplomas and Transcripts
Are your institution’s diplomas and transcripts for sale? Counterfeit Diplomas and Transcripts gives educators the tools needed to protect the legitimacy of their documents, while helping employers evaluate credentials of new hires. 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.
$60 $45 members | $60 $60 non-members; 2004
Item #9023

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 proposes an innovative student-centric SEM planning model aimed at helping institutions improve enrollment and financial outcomes while advancing student access and success.
$50 $30 members | $50 $50 non-members; 2008
Item #0122

Strategic Enrollment Management: Transforming Higher Education
As external forces demand change in the delivery of postsecondary education, the potential for achieving higher levels of student and institutional success is vast. Strategic Enrollment Management: Transforming Higher Education brings practitioners up to the present and into new territory by providing a roadmap for the required paradigm shift, building on the solid foundation of prior SEM practice and offering insights to new approaches that will lead to sustainable SEM efforts into the future.
$70 $50 members | $75 $75 non-members; 2012
Item #0134

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