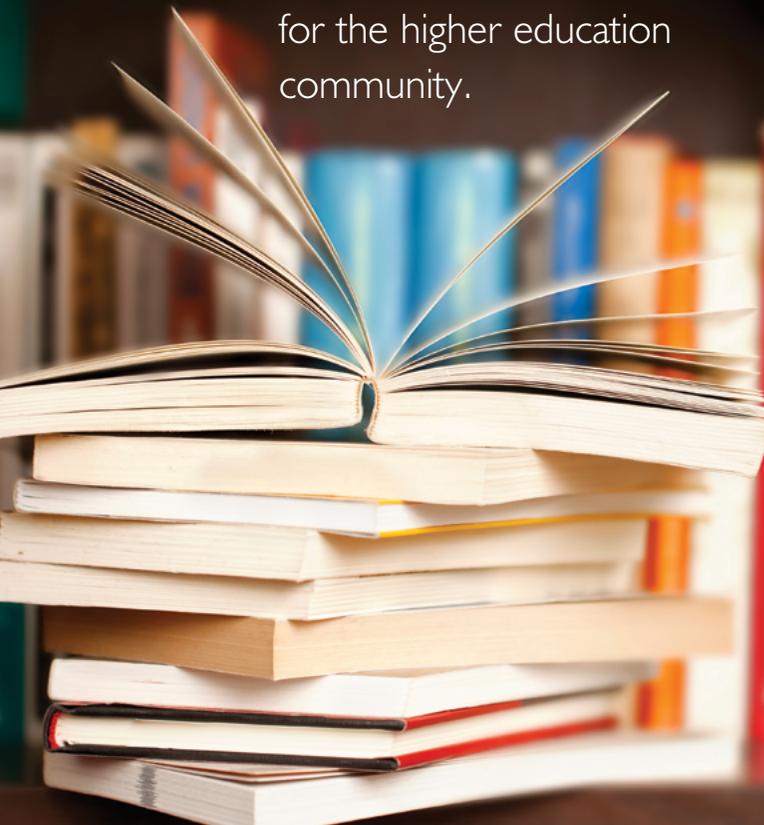


# AACRAO PUBLICATIONS

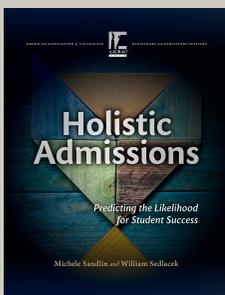
## 2020

American Association of Collegiate Registrars and Admissions Officers

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



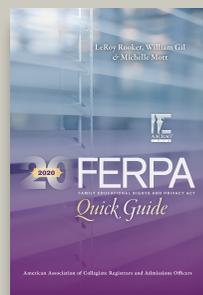
### Featured Titles



**Holistic Admissions:**  
Predicting the  
Likelihood for Student  
Success



**The 2020 Academic  
Record and Transcript  
Guide**



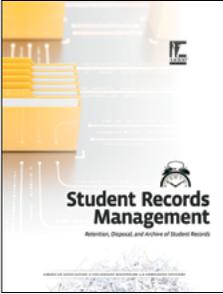
**The 2020 FERPA  
Quick Guide**

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.

## Table of Contents

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# Records and Registration

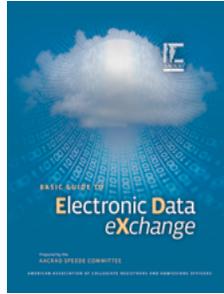


## Student Records Management: Retention, Disposal, and Archive of Student Records

For 40 years, this publication has been regularly reviewed and updated to share best practices in

records management and to provide guidance for developing or revising institutional records retention and disposition schedules. By providing recommendations to assist college and university personnel with the challenging decisions surrounding records management, this guide reaffirms that carefully planned records management and recovery policies and processes serve to protect business critical processes, ensure record security and minimize unplanned downtime.

\$70 members | \$100 non-members; 2019  
Item #0155

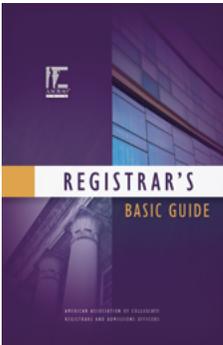


## Basic Guide to Electronic Data Exchange

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

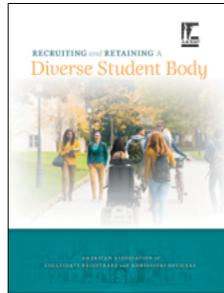


## Registrar's Basic Guide

The *Registrar's Basic Guide* touches on all of the issues facing registrars; from FERPA, to publishing an academic calendar, advising students, managing staff, and staying current on emerging issues. This

guide provides a comprehensive overview of a registrar's responsibilities for new professionals, and affords a seasoned professional the chance to reexamine the principles of good practice, management, and conduct.

\$50 members | \$70 non-members; 2018  
Item #0153



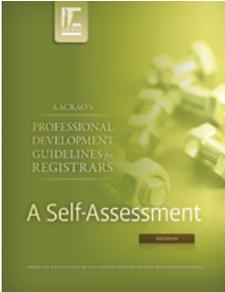
## Recruiting and Retaining a Diverse Student Body

*Recruiting and Retaining a Diverse Student Body* is an essential resource for deepening readers' expertise into a

range of strategic and operational matters that inform, influence, and yield the recruitment and retention of diverse student bodies. The chapters contain pinpointed and detailed advice for giving specific student populations the tools and resources they need to succeed, and can also be used to create a roadmap to create a richer learning environment on campus through diversity and inclusion.

\$70 members | \$98 non-members; 2018  
Item #0152

# 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 cost effective and simple way to evaluate your office operations by stimulating thought and encouraging self-reflection through evaluating policies and procedures.

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

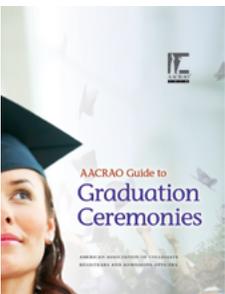


## Mentorship in Higher Education: Practical Advice and Leadership Theories

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

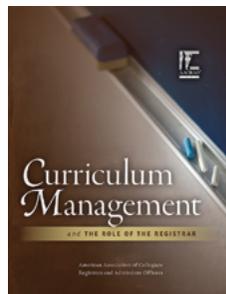


## AACRAO Guide to Graduation Ceremonies

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



## Curriculum Management and the Role of the Registrar

*Curriculum Management* helps registrars understand how to help support reasoned and nimble curriculum

management at the undergraduate and graduate levels. Included are recommendations and examples of how to establish and maintain positive working relationships with academics and other stakeholders; how to say "no" as needed; how to manage processes associated with curriculum management; and how to guide the application of technology.

\$55 members | \$78 non-members; 2016  
Item #0145

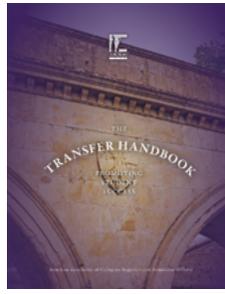


## The 2020 Academic Record and Transcript Guide

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



## 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

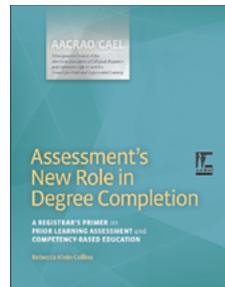


## Managing Academic Space: A Guide for Higher Education Institutions

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



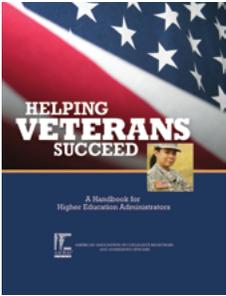
## Assessment's New Role in Degree Completion: A Registrar's Primer on Prior Learning Assessment and Competency-Based Education

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

# Records and Registration



## 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



## 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

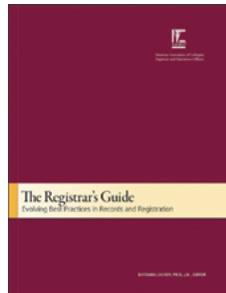


## The AACRAO 2012 FERPA Guide

For over 35 years, AACRAO's *FERPA Guide* has provided valuable guidance and training materials to help institutional record-keepers and

other school officials understand and comply with the Family Educational Rights and Privacy Act of 1974, as Amended. In addition to relevant issues contained in previous editions, the *AACRAO 2012 FERPA Guide* provides updates based on the revised FERPA regulations that became effective in January 2012.

\$90 members | \$120 non-members; 2012  
Item #0135



## 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

# Admissions and Recruitment

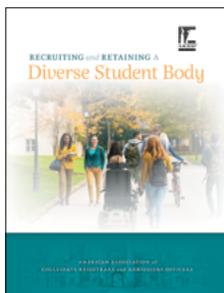


## Transfer Credit Practices of Designated Education Institutions

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

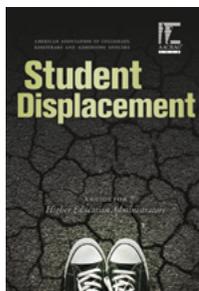


## Recruiting and Retaining a Diverse Student Body

*Recruiting and Retaining a Diverse Student Body* is an essential resource for deepening readers' expertise into a

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\$70 members | \$98 non-members; 2018  
Item #0152

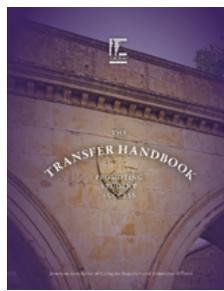


## Student Displacement: A Guide for Higher Education Administrators

What can your institution do to support students that have been forced to interrupt their education because of factors outside

their control? *Student Displacement* seeks to answer that question through groundbreaking research and case studies covering acts of violence, natural disasters, sexual assault, financial displacement, school closings, medical outbreaks, and military displacement.

\$55 members | \$78 non-members; 2016  
Item #0147



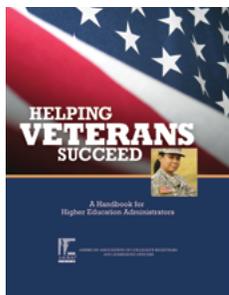
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\$80 members | \$115 non-members; 2015  
Item #0143

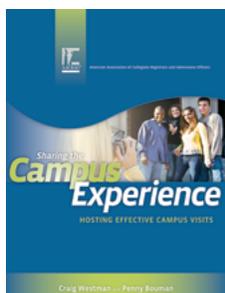
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AACRAO's first comprehensive guide addressing the unique needs of student

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\$80 members | \$115 non-members; 2014  
Item #0139

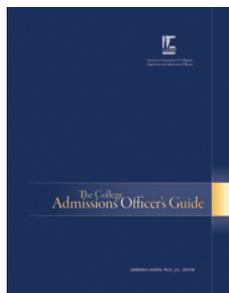


**Sharing the Campus Experience: Hosting Effective Campus Visits**

*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

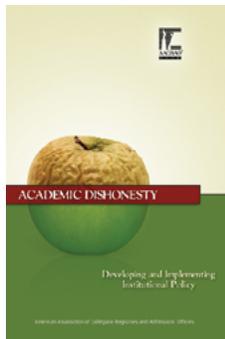


**The College Admissions Officer's Guide**

*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 engaging the greater college community.

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



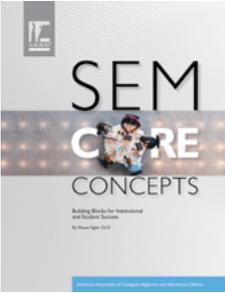
**Academic Dishonesty**

*Academic Dishonesty* defines the types and range of academic dishonesty, examines the causes and manifestations of dishonest behavior, analyzes the legal issues affecting academic misconduct,

and provides guidance for administrators and faculty for assessing and restructuring their institutional policies and procedures.

\$35 members | \$50 non-members; 2007  
Item #0117

# Strategic Enrollment Management

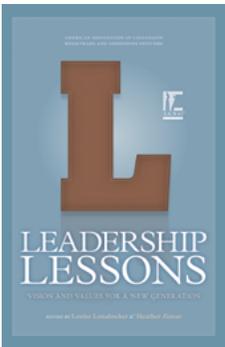


## SEM Core Concepts: Building Blocks for Institutional and Student Success:

*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.

\$45 members | \$65 non-members; 2017  
Item #0149

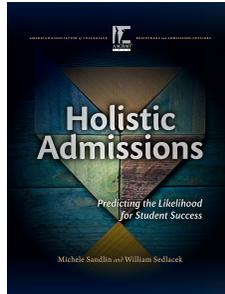


## Leadership Lessons: Vision and Values for a New Generation

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



## 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



## 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 members | \$95 non-members; 2012  
Item #0134

# Strategic Enrollment Management



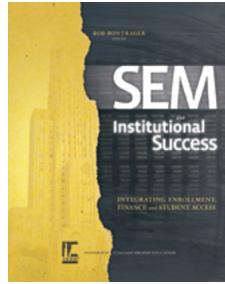
## SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities

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

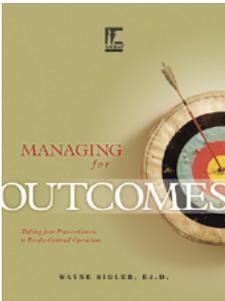


## SEM and Institutional Success: Integrating Enrollment, Finance and Student Access

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 members | \$70 non-members; 2008  
Item #0122



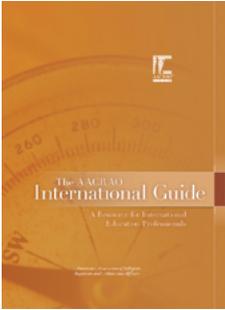
## Managing for Outcomes: Shifting from Process-Centric to Results-Oriented Operations

*Managing for Outcomes* transforms process-oriented managers into successful outcomes-

oriented leaders through 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.

\$60 members | \$80 non-members; 2007  
Item #0118

# International Admissions/ Fraudulent Credentials



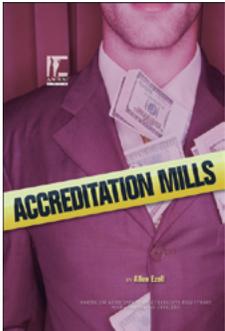
## The AACRAO International Guide:

**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



## 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.

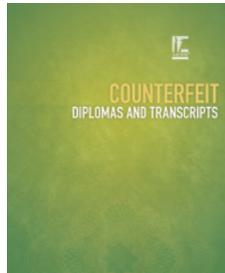
\$55 members | \$75 non-members; 2007  
Item #0115



## 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](http://edge.aacrao.org)



## 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. 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 members | \$80 non-members; 2008  
Item #0121

# Clearance

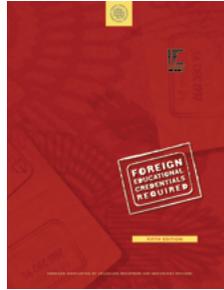


## The Impact of Bologna and Three-year Degrees on U.S. Admissions:

### A Focus on Europe, Australia and the United Kingdom

Captures the discussions from a November 2006 symposium.

\$28 \$17 members | \$40 \$24 non-members; 2007  
Item #0116



## 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

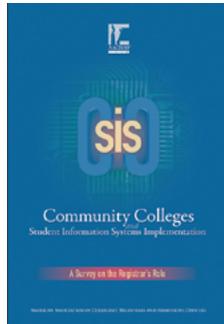


## The SEM Imperative:

### Taking Enrollment Management Online

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

\$60 \$36 members | \$80 \$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.

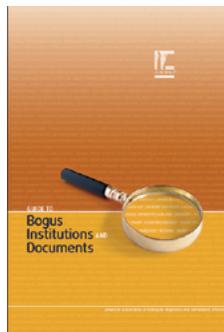
\$35 \$21 members | \$50 \$30 non-members; 2006  
Item #0114



## AACRAO's Basic Guide to Enrollment Management

*The Basic Guide* offers tips on how an institution can change and consequently gauge its successes.

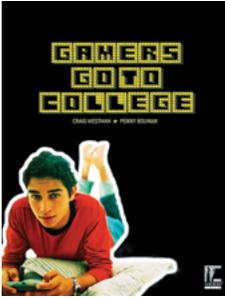
\$60 \$36 members | \$80 \$48 non-members; 2005  
Item #0109



## Guide to Bogus Institutions and Documents

This gives you the information and tools needed to face and fight the complex battle against the problem of bogus universities and degree fraud.

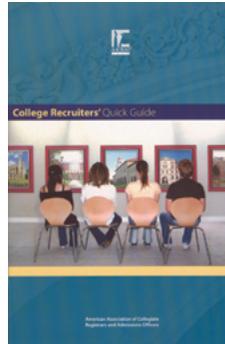
\$45 \$27 members | \$60 \$36 non-members; 2006  
Item #4008



## Gamers Go to College

The publication's overarching theme focuses on the vital role communication plays and the varying venues that are at higher education's disposal in light of the "Gamers" generation.

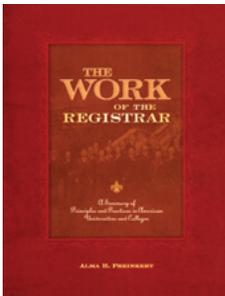
\$50 \$30 members | \$70 \$42 non-members; 2006  
Item #0112



## 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.

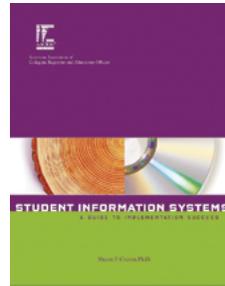
\$35 \$21 members | \$50 \$30 non-members; 2005  
Item #0107



## 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

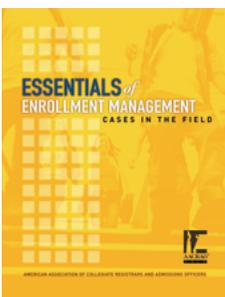


## Student Information Systems: A Guide to Implementation Success

This guide contains constructive examples and practical suggestions to expedite the

implementation of a student information system.

\$70 \$42 members | \$95 \$57 non-members; 2005  
Item #0108



## Essentials of Enrollment Management: Cases in the Field

In this guide, experts in enrollment management reveal the lessons learned and the results obtained through the

evolution of enrollment strategies implemented at their institutions.

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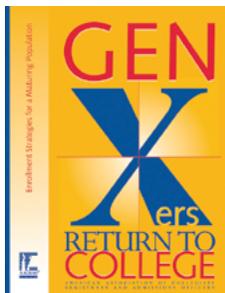
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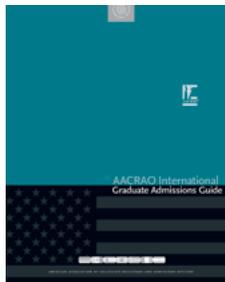


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