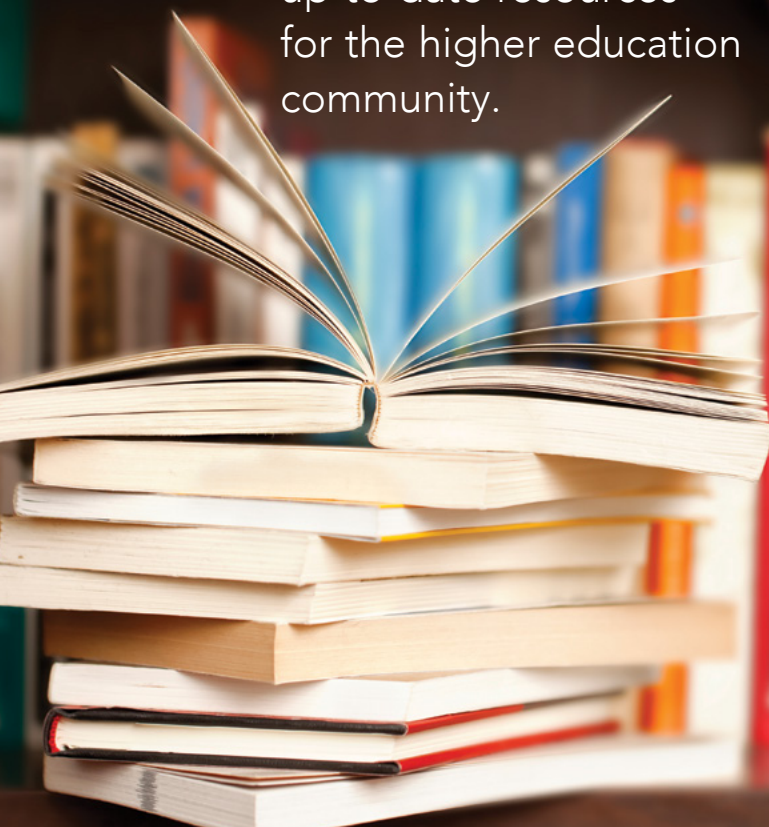


# AACRAO PUBLICATIONS

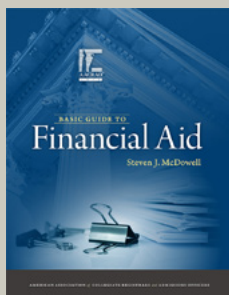
## 2024-2025

American Association of Collegiate Registrars and Admissions Officers

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



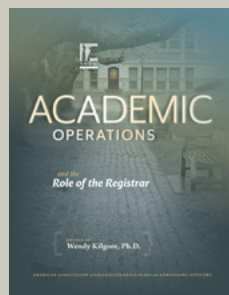
### Featured Titles



**Basic Guide to  
Financial Aid**



**SEM in Action**



**Academic  
Operations and  
the Role of the  
Registrar**

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

Records and Registration	1
Admissions and Recruitment	5
Strategic Enrollment Management	7
International Admissions/Fraudulent Credentials	9
Quarterly Research Journals	10
Clearance	11
Ordering Information	13

## 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



### 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

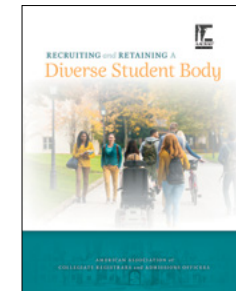


### Basic Guide to Financial Aid

The *Basic Guide to Financial Aid* provides a roadmap to ensure that enrollment professionals understand the fundamentals of financial aid

administration and compliance. The guide covers five integral parts of financial aid: Eligibility, Student Aid Programs, the Aid Delivery Process, Reporting and Common Requirements, and Training Resources. It builds a foundational understanding of student financial aid programs, as well as their requirements and delivery processes.

\$77 members | \$110 non-members; 2022  
Item #0161



### 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



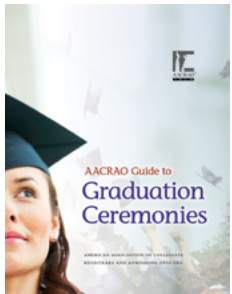
## AACRAO's Professional Development Guidelines for Registrars:

### 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



## 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



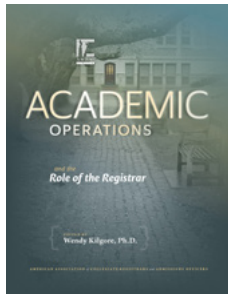
## Online Registrar's Self-Assessment

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

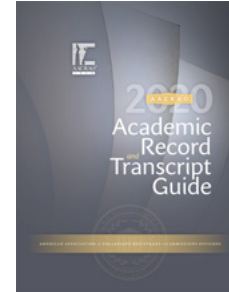


## Academic Operations and the Role of the Registrar

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 | \$100 non-members; 2024  
Item# 0164



## 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

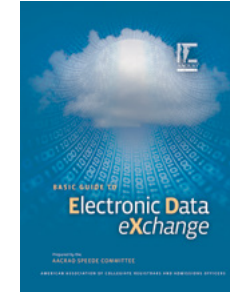


## Managing Academic Space: A Guide for Higher Education Institutions

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

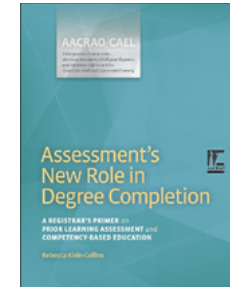


## Basic Guide to Electronic Data Exchange

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

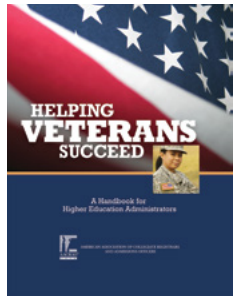


## Assessment's New Role in Degree Completion: A Registrar's Primer on Prior Learning Assessment and Competency-Based Education

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

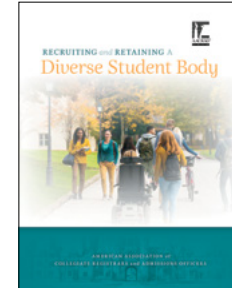


### Transfer Credit Practices of Designated Education Institutions

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

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 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



### 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



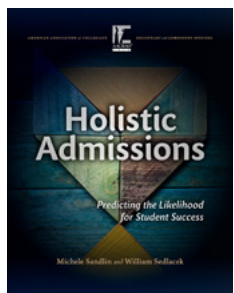
### The Transfer Handbook: Promoting Student Success

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

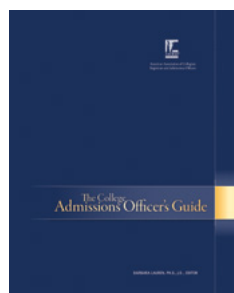
## Admissions and Recruitment



**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.

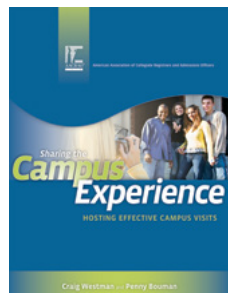
\$70 members | \$100 non-members; 2020  
Item #0158



**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 engaging the greater college community.

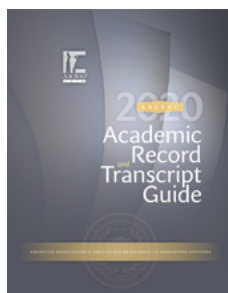
\$95 members | \$130 non-members; 2008  
Item #0120



**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



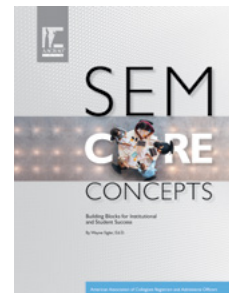
**The 2020 Academic Record and Transcript Guide**

This edition of the *Guide* offers updated guidance for the inclusion and use of 59

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

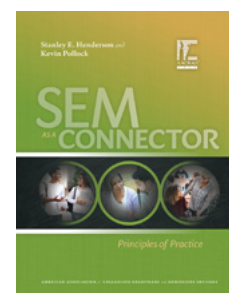
## Strategic Enrollment Management



**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.

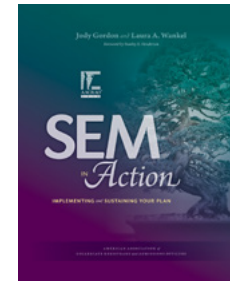
\$45 members | \$65 non-members; 2017  
Item #0149



**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 be just a collateral benefit of SEM but a key component of SEM practices.

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



**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



**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

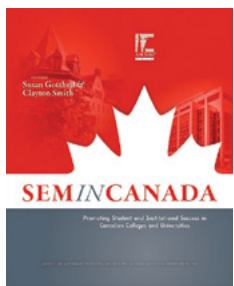
## Strategic Enrollment Management



**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.

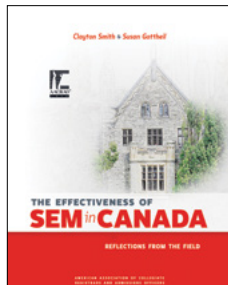
\$75 members | \$108 non-members; 2017  
Item #0150



**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).

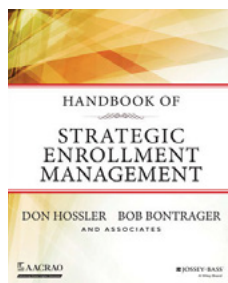
\$55 members | \$77 non-members; 2011  
Item #0132



**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



**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

## 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

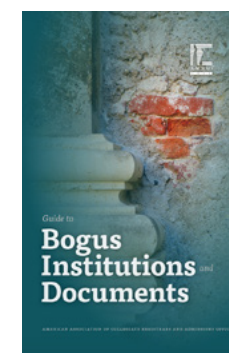
accreditation mills, and defines tactics used by mills to deceive the public. It also cites case-studies and undercover operations, including detailed examples of how individuals and groups have made a positive stand in the fight against degree mills and accreditation mills.

\$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).



**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](mailto: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 *C&U* 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.

\$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.

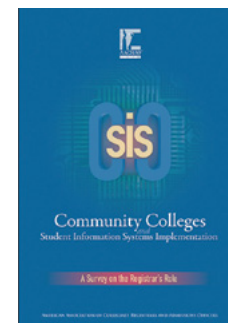
\$75 \$45 members | \$100 \$60 non-members; 2003  
Item #9019



### The SEM Imperative: Taking Enrollment Management Online

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

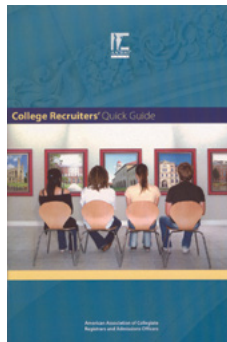
\$60 \$36 members | \$80 \$48 non-members; 2007  
Item #0119



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

For colleges considering a new system implementation.

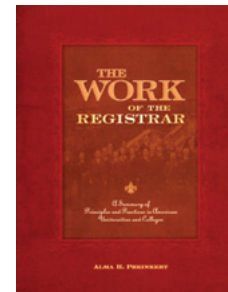
\$35 \$21 members | \$50 \$30 non-members; 2006  
Item #0114



### 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

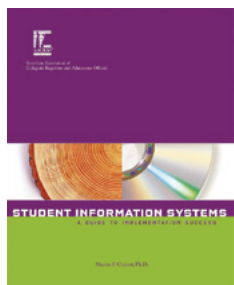


### The Work of the Registrar

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

## Clearance

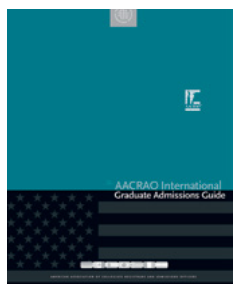


### Student Information Systems: A Guide to Implementation Success

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

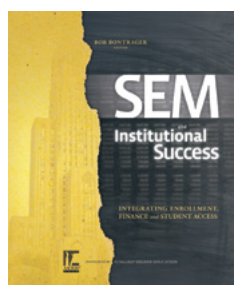


### International Graduate Admissions Guide

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 | **\$75** \$45 non-members; 2003  
Item #9018



### 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 | **\$70** \$50 non-members; 2008  
Item #0122



### Student Marketing for Colleges and Universities

Your single authoritative source for interpreting basic and advanced marketing techniques within the context of higher education.

**\$60** \$36 members | **\$80** \$48 non-members; 2004  
Item #9023

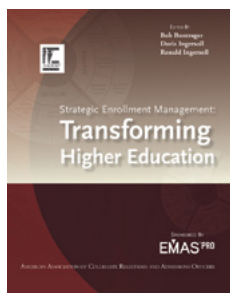


### Counterfeit Diplomas and Transcripts

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** \$45 members | **\$80** \$60 non-members; 2008  
Item #0121



### 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 | **\$95** \$75 non-members; 2012  
Item #0134

## AACRAO PUBLICATIONS

### To Place an Order

Visit [www.aacrao.org/bookstore](http://www.aacrao.org/bookstore)

To place an order over the phone or to request an invoice, reach out to the AACRAO Distribution Center. The Distribution Center can be reached by phone at (202) 263-0292, by fax at (240) 396-5986, or by e-mail at [pubs@aacrao.org](mailto:pubs@aacrao.org).

To order by mail, download the order form from [bookstore.aacrao.org](http://bookstore.aacrao.org) and send along with payment to:

AACRAO Distribution Center, PO Box 231,  
Annapolis Junction, MD 20701

### Payment and Delivery

AACRAO accepts checks, VISA, MasterCard and American Express. AACRAO does not accept purchase orders for publications; however, we will provide invoices upon request.

Quantity discounts are available on the purchase of bulk copies of any single title. Publications purchased at quantity discounts are non-returnable.

Purchase 25-50 copies, receive 5% off, 50-100 copies, 10% off and 100+ copies, 15% off.

Allow 1-2 weeks to receive your order. Add \$25 to the regular shipping cost for rush delivery.

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.