Association for the Advancement of the College Admissions Profession

Fall 2026

NEWSLETTER

The Association for the Advancement of the College Admissions Profession is the premier community representing those helping students interested in career education.

Opening Message from the AACAP Board of Directors



As we enter the fall season, AACAP remains committed to strengthening and elevating the admissions profession through education, collaboration, and professional development.

This year has brought exciting opportunities to connect with colleagues, share best practices, and advance the important role admissions professionals play in helping students achieve their educational and career goals. We extend our appreciation to everyone who participated in the 2026 Admissions Future Forum and contributed to the meaningful conversations shaping the future of our profession.

In this issue, we are pleased to share insights on topics ranging from building stronger student relationships and developing future admissions leaders to navigating the growing role of artificial intelligence. We also encourage you to explore our upcoming webinars and the Certified Admissions Professional (CAP) credential, designed to recognize excellence and professionalism in our field.

Thank you to everyone who attended the 2026 Admissions Future Forum








FALL ARTICLES

Click on any of the article titles to access the full article.



The Work Between Acceptance and Enrollment

Written by: Rachel Gordon, Vice President of Student Financial Aid Services, American University of Antigua College of Medicine

From Enrollment Transactions to Student Relationships: Rethinking the Admissions Profession

Written by: Matthew Schmoker, Founder & Managing Partner of Legacy School Solutions

Beyond the Numbers: Building the Next Generation of Admissions Leaders

Written by: Derrick D. Ruffin

Admissions Lost Their Carrot - Now What?

Written by: Dr. Jean Norris, Founder and Chairman of the AACAP Board

What Admissions Functions Should Be Automated, and What Must Remain Human?

Written by: Justin May, Chief Enrollment Management Officer, Richard Bland College

AI & Admissions: Balancing AI with the Human Touch

Written by: Fred Carini



Interested in submitting an article for a future issue?

Submit an article or inquire about how to get involved by emailing AACAP@career.org.



WHAT'S COMING UP

UPCOMING WEBINARS

All upcoming events and webinars are listed online. And all past webinar recordings are available under member resources.

Nov 9

Pipeline Development and Management in Admissions
Speaker: Amber Michel, Enrollment Goals Consulting
Time: 2:00 pm ET
Register now

Dec 7

Students Connect with People, Not Institutions — Making It Personal
Speaker: Rachel Gordon, American University of Antigua College of Medicine
Time: 2:00 pm ET
Register now

Have you taken the Certified Admissions Professional Exam yet?

The CAP credential represents a historic milestone for the field as the first formal certification developed specifically for college admissions professionals. For the first time, those working in admissions can earn a credential that recognizes professional competence, ethical practice, and commitment to the profession.

CAP resources and prep courses are available.

Stay Connected with us