



Association for the Advancement of
the College Admissions Profession

ADMISSIONS TRAINING OPPORTUNITIES

Build stronger admissions teams. Elevate the student experience.

Flexible training designed around your team

AACAP-approved professional development options help admissions professionals strengthen the knowledge, skills, and behaviors needed to better serve students, prepare for the Certified Admissions Professional (CAP) credential, earn annual continuing education units (CEU's), and advance their careers.

Choose individual opportunities or reserve customized training for your entire campus team.

Training That Meets Your Team Where They Are

- ✓ Flexible delivery: asynchronous, virtual, and on-site options
- ✓ Training from AACAP and approved industry partners
- ✓ Programs aligned with core admissions competencies
- ✓ Customizable training packages available for campus teams
- ✓ Prepares professionals for the Certified Admissions Professional (CAP) certification exam

Featured Training Courses

Admissions Communication Strategies to Inspire Students

MaxKnowledge • Asynchronous
Competencies: COM, E/P

Admissions Compliance Best Practices

MaxKnowledge • Asynchronous
Competencies: COM, E/P, R/C

The Admissions Presentation — Start to Finish

MaxKnowledge • Asynchronous
Competencies: ALL

Advancing Admissions, Compliance and Regulations

Edlumina • Asynchronous
Competencies: R/C

Advancing Admissions, Creating Exceptional Student Experiences

AACAP • Asynchronous
Competencies: COM, E/P

The Art of Bridging the Gap in Admissions

Enrollment Goals Consulting • Virtual, Asynchronous
Competencies: COM, R/P

Building an Admissions Dream Team

Enrollment Goals Consulting • Virtual, Asynchronous
Competencies: COM, E/P

Building Deep Product Knowledge for Admissions Success

MaxKnowledge • Asynchronous
Competencies: ALL

Cracking the Student Code

Legacy School Solutions • Virtual, On-Site, Asynchronous
Competencies: COM

Enrollment-Minded Lead Management

Enrollment Goals Consulting • Virtual
Competencies: R/P

Giving Effective Tours

Enrollment Goals Consulting • Virtual, Asynchronous
Competencies: COM

How to Keep Your Admissions Team Motivated

Enrollment Goals Consulting • Virtual
Competencies: R/P, E/P

Keys to Effective Rapport Building in Admissions

Enrollment Goals Consulting • Virtual, Asynchronous
Competencies: COM

Leading an Unforgettable Campus Tour

Legacy School Solutions • Virtual, On-Site, Asynchronous
Competencies: COM

[Pipeline Development and Management in Admissions](#)

Enrollment Goals Consulting • Virtual

Competencies: COM, E/P

[The Power of First Impressions in Admissions](#)

Enrollment Goals Consulting • Virtual

Competencies: COM

[Scheduling More Admissions Appointments/Tours That Show](#)

Legacy School Solutions • Virtual, On-Site,

Asynchronous

Competencies: COM

[Strategic Questioning Skills for Admissions Engagement](#)

MaxKnowledge • Asynchronous

Competencies: COM, R/P

[Transformative Listening Techniques for Admissions Professionals](#)

MaxKnowledge • Asynchronous

Competencies: COM, R/P

[Transforming Obstacles Into Opportunities](#)

Legacy School Solutions • Virtual, On-Site,

Asynchronous

Competencies: R/P

[Understanding the Admissions Profession](#)

MaxKnowledge • Asynchronous

Competencies: E/P, R/C

Develop the Skills That Drive Admissions Success

The four key competency areas include the knowledge, skills, and demonstratable actions of an admissions professional.

COM	Effective Communication Skills Build meaningful relationships through active listening, strategic questioning, coaching, presentations, written and verbal communication, and adaptive, student-centered interactions that foster trust, informed decision-making, and student success.
R/P	Reasoning & Problem Solving Analyze information, think critically, evaluate options, exercise sound judgement, and adapt to changing circumstances that support ethical, student-centered outcomes.
E/P	Ethics & Standards of Good Practice Demonstrate professionalism, integrity, accountability, respect, and sound judgment while serving students, colleagues, and institutions with a commitment to continuous professional growth.
R/C	Regulations & Compliance Understand, interpret, and consistently apply applicable laws, regulations, institutional policies, accreditation requirements, and industry standards governing admissions.

Bring Training Directly to Your Campus

All listed trainings may be customized and reserved for campus teams.

To request training, email AACAP@career.org with:

- Training program(s) requested
- Campus name
- Number of prospective attendees

READY TO INVEST IN YOUR ADMISSIONS TEAM?

Explore AACAP, prepare for CAP certification, earn CEUs, and discover other resources and learning opportunities at advancingadmissions.org

To request access to training, please email us at AACAP@career.org

The Association for the Advancement of the College Admissions Profession (AACAP)

Training Course Descriptions

The Art of Bridging the Gap in Admissions

Enrollment Goals Consulting

Competencies: COM, R/P

Prospective students envision their future while navigating their current paths. It's both an art and an honor to help bridge that gap through education. In this session, we delve into how to establish one's current state and future state through rapport building, effective questioning, active listening, and goal management, but it doesn't end there. We focus on the art of filling that discovered gap! Learn valuable skills in how to promote your school and education through a solution-based approach that's centered on championing your prospective students' goals! When your focus is on helping prospective students achieve their goals, you'll find yourself meeting and exceeding your enrollment goals!

Building an Admissions Dream Team

Enrollment Goals Consulting

Competencies: COM, E/P

We all aim to build a team that consistently meets enrollment goals, but simply assembling productive admissions professionals isn't enough to reach that dream team status. Success takes more than individual contributions; it requires collaboration and teamwork to genuinely

thrive. In this coaching session, we look at how to cultivate that perfect team environment! This engaging coaching session utilizes individual assessments to pinpoint strengths and weaknesses, identifies communication styles, includes team-building exercises, and examines how emotional intelligence can boost team effectiveness. Come along and embark on the journey to reach your enrollment goals together!

Cracking the Student Code – Unlock Secrets to Engage, Motivate and Convert Today's Prospects

Legacy School Solutions

Competencies: COM

In today's hyper-competitive higher ed landscape, admissions teams often hear: "They're just not interested anymore," "We don't understand what they want," or "Our messaging isn't landing." Misaligned assumptions about prospective students' mindsets, drivers, and expectations lead to missed connections, lower response rates, and shrinking pipelines.

What if you could decode those differences—and turn generic outreach into personalized, resonant engagement that motivates action and drives conversions?

Built on award-winning research and 30+ years transforming enrollment at over 750 institutions, this targeted workshop leverages the proprietary Legacy Talent Optimization System™ and Legacy Student Success System™ to reveal the 4 Enrollment Professional Types and 5 Student Types.

Participants will complete the Talent Optimization Questionnaire to identify their Admissions Professional "Type" and reveal core strengths and opportunities to being more impactful professionals for their colleagues and students. Additionally, participants will gain best practices for identifying the various Student "Types" and key strategies for engaging, connecting, relating and motivating throughout the admissions experience.

Key Learning Goals:

- Improved listening and communication between admissions professionals and prospective students.
- Understanding and connecting with key differences of the 5 Student “Types” as well as bridging generational differences.
- Strategies for curtailing experiences that engage the various Student “Types.”
- Being mindful of the phrases that best engages and motivates today’s prospective students and their support system, as well as phrases that create a disconnect.
- Best practices for motivating action throughout the admissions experience.
- Understanding and embracing uniqueness’s of admissions professionals and students to be better team-members amongst colleagues and greater supporters of students.

Admissions Reps, leaders, and administrators leave equipped, energized, and ready to apply these insights immediately to create more authentic connections, stronger pipelines, and higher yields.

Perfect for admissions teams, enrollment management retreats, campus-wide professional development, or leadership sessions focused on reversing enrollment trends and building a student-centered admissions culture that converts more prospects into committed students.

Enrollment-Minded Lead Management

Enrollment Goals Consulting

Competencies: R/P

In the world of admissions, a great deal of focus is placed on the application process and enrollment; however, without proper lead management, neither of the previously mentioned would take place. Admissions counselors work with countless leads day after day, and their perspective on lead management is crucial to success. In this session, we will explore common pitfalls in lead management and strategies to avoid them. We'll emphasize the importance of transforming lists rather than merely clearing them, and will highlight creative outreach methods that prioritize purposeful communication. Enhance your lead strategy with practical tools that deliver immediate results!

Giving an Effective Tour

Enrollment Goals Consulting

Competencies: COM

Giving Effective Tours goes beyond walking paths and pointing out buildings; it’s about creating a memorable, personalized experience that resonates with prospective students and their families. In this course, you'll learn how to confidently lead engaging campus tours, tailor each visit to reflect the unique interests of your audience, and use communication strategies that foster authentic connections. We'll explore techniques to read your group, adapt in real time, and turn everyday information into compelling narratives that highlight your institution’s strengths. Most importantly, you’ll discover how to end each tour with purpose, leaving visitors not just informed, but inspired to take the next step in their educational journey.

How to Keep Your Admissions Team Motivated (Coaching for Leadership)

Enrollment Goals Consulting

Competencies: R/P, E/P

Join us for an enlightening session designed specifically for school leaders and directors. Discover the diverse mindsets of admissions professionals and learn effective strategies to support and nurture a thriving admissions team. We'll explore practical ways to prevent burnout, enhance motivation, and deliver constructive coaching, ensuring your counselors can engage enthusiastically with prospective students. Don't miss this opportunity to elevate your leadership skills and foster a resilient team!

Keys to Effective Rapport Building in Admissions

Enrollment Goals Consulting

Competencies: COM

According to multiple studies, around 80% of consumers say that trust is a major deciding factor when making a purchase decision. When a prospective student is deciding whether or not to enroll in your school, they are faced with a purchase decision. Join us for an insightful session designed for admissions professionals looking to enhance their approach in today's landscape. We will explore the 5 Keys to Effective Rapport Building, empowering you to connect genuinely with prospective students. By mastering the art of relationship-building, you can effectively serve your future students and meet your enrollment goals with integrity.

Leading an Unforgettable Campus Tour

Legacy School Solutions

Competencies: COM

Whether conducted in-person or virtual, the campus tour is the most effective strategy for showcasing campus culture, previewing the student experience, and for solidifying a prospective student's decision to attend your school.

Does your campus tour differentiate you from other institutions? Does it create an unforgettable experience or cause your prospect to prefer another option?

Key Learning Goals:

- Best practices for leading a more engaging and interactive tour.
- Strategies for presenting value propositions throughout the experience.
- Techniques for personalizing the tour.
- Creating THE BEST experience that confirms a prospective student's decision to attend your school.

Pipeline Development and Management in Admissions

Enrollment Goals Consulting

Competencies: COM, E/P

While a sense of urgency is vital in meeting enrollment goals, there are times when factors prevent a prospective student from immediate enrollment. Building a strong pipeline for future enrollments is essential in these cases. By cultivating relationships with these individuals, institutions can shift from a reactive to a proactive strategy. Having a strong pipeline will put an end to the "living start to start" to having a proverbial "savings account of

future enrollments." Proper pipeline management is the key to not only achieving enrollment goals but to positioning an admissions team to exceed those targets. Join us as we walk through the keys to building your pipeline, managing the pipeline with effective nurturing, and utilizing purposeful communication that results in future enrollments!

The Power of First Impressions in Admissions

Enrollment Goals Consulting

Competencies: COM

Your prospective student will experience several first impressions during their visit to your school. From the moment they arrive in your parking lot to their first interactions with staff and educators, every detail matters. Join us as we delve into effective strategies to create a welcoming atmosphere campus-wide, ensuring that every visitor feels valued and inspired from the outset. We will equip you with tools for your entire campus community to make every visit memorable. You can't control a prospective student's decision, but you can shape the experience that influences it.

Scheduling More Admissions Appointments/Tours That Show

Legacy School Solutions

Competencies: COM

The telephone is still the most impactful tool for establishing a great first impression, building rapport, and creating value and excitement to schedule a more committed admissions appointment/tour that will show.

Master leading practices that connect and motivate all prospective student types to schedule more tours and improve show rates.

Key Learning Goals:

- Structure a more impactful initial phone call and improve telephone skills to engage students and their support system.
- Best practices for crafting engaging questions for discovery.
- Leading strategies for building excitement and establishing value in scheduling an appointment/tour.
- Applying the C.L.E.A.R model for better listening and establishing instant rapport.

Transforming Obstacles into Opportunities

Legacy School Solutions

Competencies: R/P

Do you run away when conflict arises? Do you shy away from or fail to uncover obstacles. Do your prospective students or teammates know how to use their Jedi mind tricks to push your buttons towards the dark side of frustration. Do you overlook or avoid barriers to a prospect's ability to enroll or complete their program? Do concerns turn into an episode of the Jerry Springer Show?

Improve skill and confidence, by mastering the 5A Model, to effectively address concerns and conflict, while strengthening connection, communication and culture.

Key Learning Goals:

- Understanding and effectively execute the 5A Model components.
- Leading techniques for addressing and solving obstacles, as well as uncovering hidden obstacles, to enrolling, starting and graduating.
- Understanding the core influences that lead to conflict and how to diffuse emotion for more receptive communication.
- Effective strategies for asking questions for greater understanding and empathy, as well as formulating solutions and positive outcomes.