

September 29, 2004

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**NRCCUA Launches New Affiliate**

*New Organization Will Offer First-Ever Online Curriculum for Admissions Offices*

*Milwaukee, WI* – September 29, 2004 – The National Research Center for College & University Admissions (NRCCUA) announced today the official launch of a newly formed affiliate company, the Center for Enrollment Leadership™ (CEL).

CEL will develop and offer online, on-demand curriculum and other strategic services for admissions offices. The first in its series of training offerings, Admissions Counselor Basic Training™, consists of sixteen courses designed for less experienced admissions counselors and new hires.

“While we’re officially launching Center for Enrollment Leadership today here at NACAC’s Annual National Conference, the company has been operating for nearly a year,” said Don Munce, president of NRCCUA. “CEL addresses a real gap in admissions training today. Increasing travel costs and inflexible training schedules are not meeting needs. For the first time ever, this curriculum addresses these issues.”

A group of senior admissions professionals – which CEL refers to as its Enrollment Leadership Council™ – was recruited to develop the core content of the individual courses. Specialists in instructional design and adult learning skillfully mapped the Enrollment Leadership Council content for use in an online learning environment.

CEL is overseen by Jay Munce who has extensive experience in technology and consulting; it’s a working arrangement the two had been talking about for years. “Combining Don’s vision for what the enrollment profession needs in terms of training resources with my background in delivering technology solutions made for an ideal situation,” Jay Munce said. “And the way we went about bringing the content together enabled us to leverage one another’s strengths.”

As admissions staff turnover remains a key challenge at many institutions, the first priority for the Center for Enrollment Leadership was to introduce Admissions Counselor Basic Training. This comprehensive set of courses improves the skills of frontline personnel, especially those new to admissions. Other on-campus constituencies stand to benefit from the courses as well, explained Jay Munce. “There’s no doubt that anyone on campus that participates in the recruitment process – from coaches to faculty to involved alumni – can benefit from some or all of the coursework.”

The curriculum is accessed online by an institution’s admissions personnel by purchasing a three-year subscription to CEL’s training program. “We’re already developing the next release of coursework for delivery by mid-year 2005,” explained Munce. “The long-term vision is for a suite of tools for use by Enrollment Management professionals at all levels.”

“Subscription costs vary depending on the number of users,” Munce explained, “and the subscription format takes the guess-work out of planning a training budget year after year.” The subscriptions can be purchased through NRCCUA’s Enrollment Consultants. Interested parties can contact an Enrollment Consultant at 1-800-862-7759 or CEL directly via its Web site at [www.enrollmentleadership.com](http://www.enrollmentleadership.com).

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**The National Research Center for College & University Admissions (NRCCUA)** is a non-profit education research organization based in Lee's Summit, Mo. For over 30 years, NRCCUA has conducted the largest nationwide survey of high school students, which serves as a communications link between college-bound high school students and public and private colleges and universities.

**The Center for Enrollment Leadership (CEL)** is an affiliate of NRCCUA and has, for the past year, been developing online coursework for admissions professionals, as well as providing strategic consulting services for select institutions.