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**Center for Enrollment Leadership<sup>SM</sup> Launches New Courses**  
*New and Upgraded Courses will Expand the First-Ever Online Curriculum for Admissions Offices*

*Lee's Summit, MO – June 13, 2005* – The Center for Enrollment Leadership (CEL) announced today the addition of new course materials. The introduction of these courses allows CEL to provide the most comprehensive, full suite of courses for building a solid foundation of admissions skills.

CEL has developed and offers online, on-demand curriculum and other strategic services for admissions offices. The next step in its series of training offerings, Admissions Counselor Basic Training<sup>TM</sup>, consists of sixteen courses designed for admissions counselors and new hires. The first release of eight courses has been revamped with a new learning design to reinforce content in a user-friendly style; in addition eight new courses are now online.

A group of senior admissions professionals – which CEL refers to as its Enrollment Leadership Council<sup>TM</sup> – 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. “The enriched content and visual presentation of the eight new courses make our curriculum as complete as possible. There are no other training options this comprehensive in such an accessible and flexible format.”

“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’ve worked hard developing this next release of coursework for delivery,” 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 guesswork 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) for a demonstration.

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

**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.

**Admissions Counselor Basic Training (ACBT)** is a dynamic on-line training program for admissions counselors and support staff developed by the Center for Enrollment Leadership. Introduced in limited release form at the 2004 NACAC annual conference, ACBT has seen dramatic growth and strong positive reaction from users and industry leaders alike.