



Center for Enrollment Leadership™



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**Center for Enrollment Leadership<sup>SM</sup> Announces Professional Development Partnership with National Association for College Admission Counseling**  
*Training and Professional Development Provided for College Admissions Counselors*

Lee's Summit, MO –The Center for Enrollment Leadership (CEL), a pioneer in the use of online technology for admissions counselor training today announced a new partnership with the National Association for College Admission Counseling (NACAC) to provide training and education to admissions counselors at higher education institutions throughout the country.

Admissions counselors will benefit from the use of CEL's Admissions Counselor Basic Training (ACBT) program; an internet-based curriculum designed to provide training and professional development for both entry-level admissions personnel and others involved in the student recruitment process. ACBT can be tailored by individual admissions offices to help target their specific needs.

"This partnership will set a best practices standard for the training of new admissions counselors around the country" said Jay Munce, President of Center for Enrollment Leadership. "In an increasingly competitive recruitment market, the program helps the admissions officer provide their counselors with the foundation and skills they will need to be effective at their jobs, and also help reduce high turnover problems many admissions offices are facing."

Joyce Smith, executive director of NACAC said, "NACAC is very pleased to work with the Center for Enrollment Leadership to ensure our members have access to quality professional development through the ACBT curriculum. Counselors are vital to providing prospective students and their families with critical information and guidance about postsecondary institutions, and the ACBT program will help counselors be as effective as they can be."

The Center for Enrollment Leadership is set to present at a workshop session to NACAC members and others who attend NACAC's annual conference September 22 through 24 this year. NACAC will help promote the availability of the Admission Counselor Basic Training program, and its members will receive discounts on subscriptions.

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**The Center for Enrollment Leadership (CEL)** has, for the past two years, been developing online coursework for admissions professionals.. 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. CEL is an affiliate company of NRCCUA, the leading organization connecting young people and their families with colleges and universities around the country. More information is available at [www.enrollmentleadership.com](http://www.enrollmentleadership.com).

**The National Association for College Admission Counseling (NACAC)** was founded in 1937 and is an organization of 9,000 professionals from around the world dedicated to serving students as they make choices about pursuing postsecondary education. NACAC is committed to maintaining high standards that foster ethical and social responsibility among those involved in the transition process, as outlined in the NACAC Statement of Principles of Good Practice. More information is available at [www.nacac.com](http://www.nacac.com).