

NACCAP and Value Based Announce Strategic Partnership to Strengthen Enrollment Capacity at Colleges and Universities

A new Enrollment Readiness & Capacity Building Initiative™ will help NACCAP member institutions build customized enrollment methodologies, develop internal expertise, and create sustainable enrollment capacity.

September 2026 — The North American Coalition for Christian Admissions Professionals (NACCAP) and Value Based, Inc. have announced a strategic partnership designed to help their member colleges and universities strengthen enrollment performance while building the internal expertise needed to sustain results over time.

Through the **NACCAP/Value Based Enrollment Readiness & Capacity Building Initiative™**, participating NACCAP member institutions will gain access to Value Based's confidential **Value Based Enrollment Methodology (VBEM)**, customized to each institution's mission, enrollment goals, culture, competitive environment, and existing enrollment practices.

Unlike traditional consulting or one-time training events, the Initiative is designed to create a lasting institutional asset - one that includes a customized enrollment methodology supported by trained and certified personnel, ongoing professional development, measurable competencies, and internal leadership capable of sustaining and strengthening the methodology and its culture over time.

A central component is the development and certification of an **in-house VBEM Facilitator** who can deliver onboarding, refresher training, certification, and professional development internally. Participating institutions will also have ongoing access to their branded portal and curriculum for training, competency development, certification, and continued mastery.

The Initiative can extend beyond the admissions office by equipping other student-facing areas—including Athletics, Academic Affairs, Financial Aid, Housing, and Student Life - - around a shared enrollment philosophy, approach and messaging.

Together, these resources are designed to strengthen counselor competence, confidence, consistency, and continuity; improve yield and funnel conversions; reduce competitive losses; and support Net Tuition Revenue and operating margins—while building enrollment capability that remains within the institution.

"I'm excited that Value Based is offering a reduced, subscription-based price for NACCAP members to participate in the Enrollment Readiness Initiative designed to help institutions

*pursue enrollment excellence, accountability, and growth,” said **Keith Ramsdell, President of NACCAP**. “I believe the results will be well worth the investment!”*

*“Establishing enrollment excellence for now, and building enrollment capacity for the future, provides an institutional asset and lasting legacy that sustains an institution through current and future economic and demographic shifts”, said **Jim Allen, President of Value Based**. “Our goal is to help institutions develop their own people, establish a methodology built for their unique environment, and equip internal expertise to sustain and strengthen it. When that happens, enrollment capability becomes continued increases in net tuition revenue and yield becomes the norm, eliminating the potential for institutional revenue shortfalls and the pain associated with them.”*

The partnership reflects a shared commitment by NACCAP and Value Based to strengthen the long-term health of Christian higher education by helping institutions address today’s enrollment challenges while building sustainable enrollment capacity for the future.

About NACCAP

The North American Coalition for Christian Admissions Professionals (NACCAP) serves professionals and institutions involved in Christian higher education admissions and enrollment. NACCAP provides opportunities for professional development, collaboration, resources, and connection across the Christian higher education community.

About Value Based, Inc.

Value Based, Inc. helps organizations develop people, practices and processes that produce measurable, sustainable results. In higher education, Value Based works with colleges and universities to strengthen enrollment performance through its proprietary **Value Based Enrollment Methodology (VBEM)**, combining customized enrollment practices, competency development, certification, ongoing reinforcement, and internal expertise to sustain it.

Media Contact

Cathy Garland

Value Based, Inc.

229-460-3259 | Direct

800-597-1873 Ext. 108 | Toll Free