

NACCAP / Value Based Enrollment Readiness Initiative™

A Lasting Institutional Asset That Builds and Sustains Enrollment Capacity for Years to Come.



1

Customized Enrollment Methodology

A proprietary, proven, and predictable Value Based Enrollment Methodology (VBEM) tailored to your institution's mission, enrollment goals, culture, and competitive marketplace.



2

Institutional Self-Sufficiency

A certified in-house VBEM Facilitator who can independently deliver onboarding, refresher training, certification, and campus-wide professional development — eliminating long-term dependence on outside trainers.



3

Certified Enrollment Excellence

An admissions team that is always trained, equipped, certified, and refreshed to consistently improve enrollment performance, net tuition revenue, and operating margins year after year.



4

Competitive Enrollment Advantage

Admissions Counselors and campus-wide student-facing personnel equipped with certification-level competencies that help win more prospective students, reduce competitive losses, and improve inquiry-to-enrollment conversion rates.



5

Campus-Wide Enrollment Culture

A unified enrollment philosophy that equips Admissions, Athletics, Academic Affairs, Financial Aid, Housing, Student Life, and other student-facing departments to actively contribute to enrollment growth.



6

Proprietary Institutional Asset

A confidential, institution-specific enrollment methodology that belongs exclusively to your institution and becomes increasingly valuable through periodic enhancements and best-practice updates.



7

Unlimited Learning & Certification Platform

Unlimited, 24/7, on-demand access to your customized enrollment curriculum for onboarding, refresher training, competency certification, and mastery development for all prospective student-facing personnel.



8

Predictable Revenue Growth

A proven enrollment process capable of generating millions of dollars in additional net tuition revenue while reducing dependence on less predictable revenue sources such as grants, gifts, and endowment income.



9

Reduced Consulting Dependence

Internal expertise that strengthens counselor competence, confidence, consistency, and continuity while significantly reducing the need for recurring consulting engagements and external research projects.