

THE AMERICAN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS (AACRAO) & BETHEL UNIVERSITY

AACRAO: Strategic Enrollment Management Endorsement Program (SEM-EP) & Bethel University Doctor of Education: Leadership in Higher Education

MEMORANDUM OF UNDERSTANDING

This memorandum of understanding is between the American Association of Collegiate Registrars and Admissions Officers and Bethel University. This affiliation provides successful completers of the Strategic Enrollment Management Endorsement Program course credits in the Bethel University Doctor of Education: Leadership in Higher Education degree program.

Bethel University is an independent Minnesota university associated with the Converge Worldwide denomination and regionally accredited through the Higher Learning Commission. Within the Bethel University Graduate School, the Doctor of Education: Leadership in Higher Education degree program is committed to higher education as a platform for positive social change, and thus attentive to relevant higher education context, rich leadership and personal formation, and a high quality academic writing and research. The Bethel University Doctor of Education: Leadership in Higher Education degree program requires three years of coursework, participation in residencies, a completed dissertation, and the completion of 61 credit hours.

AACRAO is a global professional association with a mission to “advance and support a richly diverse, globally interconnected community of higher education professionals as well as the institutions, organizations, and learners they serve through its resources, leadership, and advocacy.” (AACRAO website, 2025).

AACRAO's Strategic Enrollment Management Endorsement Program (SEM-EP) is a self-paced professional development program and career advancement track for enrollment service professionals with a master's degree and at least five years of relevant experience. Those who complete the program receive the SEM Endorsement and a digital badge. The Endorsement and digital badge are microcredentials that signify an individual has completed the required training and gained competencies in Strategic Enrollment Management. Individuals earning the SEM Endorsement are also listed on the [SEM-EP Global Registry](#), hosted on the AACRAO website.

The following are some of the articulated points of agreement within this affiliation. Following signing of this memorandum of understanding, other points of agreement may be added or modified with the written agreement of both parties.

- Upon successful completion of the SEM endorsement, Bethel University will waive one course (two to four credits), EDUC885 Individual Projects in Higher Education, or an alternative course as approved by the program director.
- AACRAO members with a SEM endorsement accepted into the EdD program will receive a scholarship that will cover up to \$400 of tuition per term for a maximum of \$1,200 per academic year.
- AACRAO agrees to distribute information about the Bethel University Doctor of Education: Leadership in Higher Education degree program through its SEM-EP information distribution channels (e.g. website, online announcements, email newsletters, etc.).

- Bethel University will place an AACRAO/SEM-EP logo/link on the Bethel University Doctor of Education: Leadership in Higher Education degree program website, indicating the agreed upon affiliation. This does not constitute an endorsement by either party and is not exclusive.
- Students enrolled in the Bethel University Doctor of Education: Leadership in Higher Education degree program will pay the published rates of the SEM Endorsement Program, in effect at the time they begin the SEM Endorsement Program.
- Either party may terminate this agreement with sixty days prior written notice to the director of the other program.

The memorandum of understanding is for a period of five (5) years and will expire on December 31, 2030. The agreement may be modified or renewed, at that time, through written agreement of both parties.

Program contacts:

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AACRAO and Bethel University have entered into the agreement as stated in this memorandum of understanding as of the dates indicated below. Each individual signing below represents that they have the authority to sign this agreement on behalf of their organization.

Melanie Gottlieb 11/25/2025
____ (signature) _____ (date)
Melanie Gottlieb
Executive Director
American Association of Collegiate Registrars and Admissions Officers (AACRAO)

Barrett Fisher 12/01/2025
Barrett Fisher (Dec 1, 2025 11:14:31 CST) _____ (signature) _____ (date)
Dr. Barrett Fisher
Interim Dean of the College of Arts, Sciences, and Education, Bethel University









Articulation Agreement - AACRAO-Bethel-2025 version.docx

Final Audit Report

2025-12-01

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