

Credential Exam Study Guide

A review of AISAP's many resources will help you prepare for the Credential Exam. Give yourself the best chance for success. Since this exam is designed to assess content mastery, AISAP anticipates only 60% of participants will pass the first time they take it. Spend as much time on preparation as needed so that you pass the test the first time you take it.

[Learning & Development Framework](#)

All of the questions on the Credential Exam are linked to the Learning and Development Framework and the 13 Professional Competencies and 6 Professional Behaviors.

The exam consists of questions that fall under one or more of the 6 Professional Behaviors:

1. Obtain High Standard of Integrity
2. Advance School Mission
3. Foster Community Interaction
4. Showcase School Economic Savvy
5. Expand Educational Knowledge
6. Develop Leadership

We suggest a review of resources in each of these areas before taking the exam.

AISAP Ethical Behavior and Best Practices

<https://www.aisap.org/about/ethical-behavior-best-practices>

NAIS Principles of Good Practice (link)

AISAP's CAEP lessons 1-20 (for those who purchased CAEP)

Webinars & Online Classes (see below)

The table below lists AISAP archived webinars that can be viewed by members through the AISAP member portal <https://www.pathlms.com/aisap/events#on-demand-events-content> . Please search for the webinars by date, title, or Professional Behavior in the Webinar Archives. Webinars presented in 2018-2019 are also available.

Performance Behavior 1: Obtain High Standard of Integrity		
Date:	Webinar Title:	Presenter:
9/29/2017	<i>Keeping the Faith: Character Education in Independent Schools</i>	Tim Weir & David Holmes
4/18/2018	<i>Rookie Admissions Director Reflections: Mistakes to Avoid in Your First Year</i>	Alice Dickherber
5/2/2018	<i>Increasing Diversity Through Consortium Work and Relationship</i>	Diana Perez Glass

Performance Behavior 2: Advance School Mission		
Date	Webinar Title	Presenter
4/11/2018	<i>The Student Athlete: Admissions/Athletics Partnership</i>	Beth Johnson, John Zurcher
1/12/2017	<i>Using DASL to Create Reports That Impress and Inform Your Board</i>	Joy Bodycomb
10/6/2017	<i>Better Together: A Case Study of Admission & Advancement Collaboration</i>	Joe Connolly
10/12/2017	<i>Using Backwards Planning to Design a New Admissions Process</i>	Matt Lai
10/13/2017	<i>Retention Strategies: What Works and Where to Start</i>	Karla Vargas-Kennedy
10/17/2017	<i>Perpetual Contracts: From a Practical Point of View</i>	Larry Jensen and Sam Hyde Geisler
4/13/2016	<i>Navigating the Board Room-Make sure your presence & contribution value added</i>	Will Taylor
2/23/2016	<i>When Does it Make Sense to Take a Risk on an Applicant?</i>	Amy Pearson
4/21/2016	<i>Enrollment projections Sample strategies that go beyond A+B=C</i>	Larry Jensen
10/20/2016	<i>Why Support Staff Need to Understand Admission Operations</i>	Anne Nations
11/3/2016	<i>Conducting Validity Studies in the Admissions Context</i>	Glenn Milewski

Performance Behavior 3: Foster Community Interaction		
Date	Webinar Title	Presenter
5/31/2018	<i>Expanding Your Admission Office Reach by Developing a Dynamic Ambassadorship Program</i>	Kelly Emerson, Patti Lemlein
4/5/2018	<i>Telling Stories of Your School Through Video</i>	Michael Branscom
10/24/2017	<i>The Head is Key to Marketing Success</i>	Chuck English
9/28/2017	<i>Building Community: Expanding Educational Outreach</i>	Kieffer Williams
9/26/2017	<i>Advertising at Independent Schools - Tactics For 21st Century</i>	Peter Anderson
9/14/2017	<i>How to Use Marketing Technology to Personalize</i>	Brendan Schneider

	<i>the Admission Experience</i>	
9/7/2017	<i>Building an Effective Ambassador Program for Your School</i>	Aileen Moodie
11/29/2016	<i>Admissions Support: Building your In-House Ambassador Base</i>	Anne Nations
10/25/2016	<i>Inbound Marketing Deep Dive: Planning for the Year Ahead</i>	Sarah Mead
10/20/2016	<i>Outside the Box Thinking and Advertising Strategy</i>	Peter Anderson
10/4/2016	<i>Engage Prospects Through Inbound Marketing, Storytelling, and Social Media</i>	Tim McDonough
9/27/2016	<i>The Power of Partnership: Innovative Tactics to Jumpstart the Funnel</i>	Peter Anderson

Performance Behavior 4: Showcase School Economic Savvy		
Date	Webinar Title	Presenter
5/24/2018	<i>Using Demo Projections and Psychographic Segmentation Analysis for Enrollment Plannings</i>	Dana Nelson-Isaacs
5/23/2018	<i>More Than a Feeling: Connecting Data, Gut and Action in Admission</i>	Katrina Lappin
5/3/2018	<i>Why You Should Love Pivot Tables</i>	Alisa Evans
3/21/2017	<i>The Business of Admissions: Five Steps to Increase Your Efficiency in the Admission Office</i>	Jesse Roberts
5/9/2017	<i>Filling The Last Few Seats When the Funnel Looks Empty</i>	Mikki Murphy
5/11/2017	<i>How to Use Data to Paint a Full Picture</i>	Alisa Evans and Joy Bodycomb
10/10/2017	<i>The Rising Cost of Tuition and Our Financial Aid Budgets</i>	Christina Townsend-Hartz
1/20/2016	<i>The ABC's of Financial Aid From the Basics to Nuances</i>	Christina Townsend-Hartz
3/9/2016	<i>Making Merit Work the Right Way: Exploring Opportunities, Avoiding Pitfalls</i>	Peter Anderson
4/6/2016	<i>Successfully Presenting Financial Aid Data to your Board</i>	Kristen Power
5/19/2016	<i>Key Trends in School Affordability</i>	Mark Mitchell

10/6/2016	<i>Perpetual Enrollment From a Practical Point of View</i>	Larry Jensen
11/1/2016	<i>Is Net Tuition Revenue Still Relevant?</i>	Thom Greenlaw
11/8/2016	<i>Strategic Issues and Latest Trends in Financial Aid</i>	Kristen Power

Performance Behavior 5: Expand Educational Knowledge		
Date	Title	Presenter
4/20/2017	<i>Yes They can! Creating a Student Internship Model for Your Visit Program</i>	Leslie Thatcher Wales
4/18/2018	<i>Rookie Admissions Director Reflections: Mistakes to Avoid in Your First Year</i>	Alice Dickherber
2/4/2016	<i>All About Admission Assessments & Standard Applications: the SSAT & SAO in Detail</i>	Dave Taibl
2/16/2016	<i>Retention Planning Efforts, Yes You Need to be Involved, If Not Oversee, These Efforts</i>	Craig Tredenick
10/11/2016	<i>Taking Stock of Private Education</i>	Laura Colangelo
11/8/2016	<i>July to June—How to Plan and Manage Your Team's Admission Calendar</i>	Anne Nations
11/9/2016	<i>The Other Top Priority; Managing and Leading Your Admission Team</i>	Peter Anderson

Performance Behavior 6: Develop Leadership		
Date	Webinar Title	Webinar Presenter
9/11/2017	<i>Unlocking Current Parent Potential in Your Admissions Plan</i>	Glynn Below
10/12/2017	<i>Three Way Street - Enrollment Managers, Teachers, and Trustees</i>	Mike Connor
4/6/2016	<i>Successfully Presenting Financial Aid Data to your Board</i>	Kristen Power

4/20/2016	<i>Brand Clarity is Key to Your Leadership and to Your School's Success</i>	Dr. Scott Erickson and Dr. Ben Edwards
9/18/2017	<i>Directing an Office-Innovative Leadership Tactics for Seasoned Managers</i>	Pete Anderson

*More to be added soon!