**Student Services Job Family: Enrollment Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. *A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA.*

### GENERIC JOB PROFILE SUMMARIES

<table>
<thead>
<tr>
<th>Enrollment Support Representative</th>
<th>Enrollment Counselor I</th>
<th>Enrollment Counselor II</th>
<th>Enrollment Counselor Specialist</th>
<th>Enrollment Counselor Team Lead</th>
<th>Enrollment Manager</th>
<th>Enrollment Director</th>
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</thead>
<tbody>
<tr>
<td>INDIVIDUAL</td>
<td>INDIVIDUAL</td>
<td>INDIVIDUAL</td>
<td>SPECIALIST</td>
<td>MANAGEMENT</td>
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</table>

- **Implements approaches to maximize the relationship with current and potential customers.**
- **Implements approaches to maximize the relationship with current and potential customers.**
- **Plans, organizes and manages customer relationships.**
- **Assists in developing strategies to enhance customer relationships.**
- **Develops strategies to increase customer relationships.**
- **Plans, organizes and manages customer relationships.**
- **Oversees Enrollment Counselor recruitment activity.**
- **Oversees Enrollment Counselor and Team Lead recruitment activity.**
- **Actively manages the operations of the function.**
- **Oversee and approve promotional presentations or demonstrations.**
- **Approves promotional presentations or demonstrations.**

| Provides research and guidance for programs. Solicits customers. | Provides research and guidance for programs. Solicits customers. | Oversees Enrollment Counselor recruitment activity. | Oversees Enrollment Counselor and Team Lead recruitment activity. | Actively manages the operations of the function. | Approves promotional presentations or demonstrations. | |
|---------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------|--------------------------------------------------|--------------------------------------------------|--------------------------------------------------|
| May assist in preparing promotional presentations or demonstrations. | Assists in the development of promotional presentations or demonstrations. | Assists in the development of promotional presentations or demonstrations. | Develops promotional presentations or demonstrations. | Oversee and approve promotional presentations or demonstrations. | Approves promotional presentations or demonstrations. |

<table>
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<tr>
<th>Provide customer interaction through a variety of tools that may include but is not limited to phone, chat, email or social media to promote program offerings</th>
<th>Assists Enrollment Counselors with prospective and established customer interaction to promote awareness of programs.</th>
<th>Provides customer interaction through inbound and outbound calls to promote program offerings.</th>
<th>Provides customer interaction through inbound and outbound calls to promote program offerings.</th>
<th>May provide customer interaction through inbound and outbound calls to promote program offerings.</th>
<th>Oversee customer interaction through inbound and outbound calls to promote program offerings.</th>
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<td>INDIVIDUAL</td>
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<tr>
<td><strong>Follow-up with customers and others as necessary to assure all factors are considered.</strong></td>
<td>Follow-up with customers and others as necessary to assure all factors are considered; prepares evaluation of recommendations.</td>
<td>Follow-up with customers and others as necessary to assure all factors are considered; prepares evaluation of recommendations.</td>
<td>Follow-up with customers and others as necessary to assure all factors are considered; prepares evaluation of recommendations.</td>
<td>Monitor and act accordingly to assure all factors are considered; ensure appropriate evaluation of recommendations.</td>
<td>Research and participate in recruitment and enrollment process, partnering with high-quality prospective customers. May provide advice and assistance to the Director in long-range planning and operations.</td>
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<td><strong>May participate in recruitment and enrollment process, partnering with high-quality prospective customers.</strong></td>
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<td>Research and participate in recruitment and enrollment process, partnering with high-quality prospective customers as needed. Provide advice and assistance to the Director in long-range planning and operations.</td>
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<td><strong>Assist customers; partnering with Enrollment Counselors to resolve customer issues elevating to supervisor as needed.</strong></td>
<td>Assist customers; partnering with Enrollment Counselors to resolve customer issues elevating to supervisor as needed.</td>
<td>Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.</td>
<td>Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.</td>
<td>Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.</td>
<td>Establishes and oversees customer relationships.</td>
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<td><strong>Researches and looks for opportunities for new customer pipeline; pursues opportunities to manage customer base.</strong></td>
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<td><strong>Assists in sales approach and keeping customers informed about available current and future programs.</strong></td>
<td><strong>Maintains program quota within assigned territory by keeping customers informed about available current and future programs.</strong></td>
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<td><strong>Maintains program quota within assigned territory by keeping customers informed about available current and future programs.</strong></td>
<td><strong>Develops quota activities of an area or territory; provides coaching and technical advice on current and future programs.</strong></td>
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<td>Builds and maintains internal and external relationships that lead to increased enrollment; recommend programs by calling prospective and established customers; keep records and prepares reports on activities.</td>
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<td>Builds and maintains internal and external relationships that lead to increased enrollment; recommend programs by calling prospective and established customers; keep records and prepares reports on activities.</td>
<td>Develops and implements training programs for staff and prepares new account development plans.</td>
</tr>
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<td><strong>Assist customers; resolve customer issues through researching circumstances; provide customer inquiries on status, policies, etc.</strong></td>
<td><strong>Define and train on best practices (conversations) around current and new products.</strong></td>
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<td>Provide ongoing input on products. Creating presentations and leading discussions with the enrollment team on new (as products are launched in their vertical) and current products (on a monthly basis).</td>
<td>Oversees Enrollment Counselor recruitment activity</td>
<td>Executes quota activities of an area or territory; provides coaching and technical advice on current and future programs.</td>
<td></td>
<td>May work with customers who have been escalated up from an Enrollment Counselor.</td>
<td>May work with customers who have been escalated up from an Enrollment Counselor.</td>
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</tr>
<tr>
<td>Provides insight on product improvements (monthly basis) or new products (as needed) based on the feedback they are hearing from prospective students. Collecting additional information (if needed) from colleagues to present a complete, holistic view of our products.</td>
<td>May provide advice and assistance to the Manager in long-range planning and operations.</td>
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<tr>
<td>Review new courses and provide constructive feedback on the student experience.</td>
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</tbody>
</table>
## JOB FACTOR PROFILE TABLE

<table>
<thead>
<tr>
<th>FACTOR PROFILE</th>
<th>11923 ENROLLMENT SUPPORT REPRESENTATIVE, BAND C</th>
<th>11924 ENROLLMENT COUNSELOR I, BAND D</th>
<th>11925 ENROLLMENT COUNSELOR II, BAND E NEX</th>
<th>11929 ENROLLMENT COUNSELOR SPECIALIST, BAND E EX</th>
<th>11926 ENROLLMENT COUNSELOR TEAM LEAD, BAND E EX</th>
<th>11927 ENROLLMENT MANAGER, BAND F</th>
<th>11928 ENROLLMENT DIRECTOR, BAND G</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY</strong></td>
<td>High school diploma and 2 to 4 years relevant experience or equivalent combination</td>
<td>Associate’s degree and 2 to 4 years relevant experience or equivalent combination</td>
<td>Bachelor’s degree and 4 to 6 years relevant experience or equivalent combination</td>
<td>Bachelor’s degree and up to 2 years relevant experience or equivalent combination</td>
<td>Bachelor’s degree and up to 2 years relevant experience or equivalent combination</td>
<td>Bachelor’s degree and 3 to 5 years relevant experience or equivalent combination</td>
<td>Bachelor’s degree and 5 to 7 years relevant experience or equivalent combination</td>
</tr>
<tr>
<td><strong>IMPACT</strong></td>
<td>Affects immediate department</td>
<td>Extend beyond department</td>
<td>Moderate impact</td>
<td>Moderate impact</td>
<td>Moderate impact</td>
<td>Moderate impact</td>
<td>Substantial impact</td>
</tr>
<tr>
<td><strong>CONTACTS - INSIDE</strong></td>
<td>Assist others Cooperation of task completion Handle confidential information</td>
<td>Coordinate activities Contribute to group projects</td>
<td>Provide guidance or instruction</td>
<td>Assist others Cooperation of task completion</td>
<td>Assist others Cooperation of task completion</td>
<td>Provide guidance Coordinate activities</td>
<td>Provide guidance Coordinate activities</td>
</tr>
<tr>
<td><strong>CONTACTS - OUTSIDE</strong></td>
<td>Conduct somewhat complex business activities Obtain involved information Provide detailed response</td>
<td>Straightforward business Provide factual information Handle confidential information</td>
<td>Conduct somewhat complex business activities Obtain involved information Provide detailed response</td>
<td>Provide information that exists within pre-established documents and or programs</td>
<td>Provide information that exists within pre-established documents and or programs</td>
<td>Provide/receive guidance, advice or information that must be analyzed and developed by the position</td>
<td>Provide/receive guidance, advice or information that must be analyzed and developed by the position</td>
</tr>
<tr>
<td><strong>CONTACTS - STUDENTS</strong></td>
<td>Deal with confidential information such as grades, financial records, etc.</td>
<td>Deals with confidential information such as grades, financial records, etc</td>
<td>Deals with confidential information such as grades, financial records, etc</td>
<td>Frequent contact dealing with confidential matters</td>
<td>Frequent contact dealing with confidential matters</td>
<td>Frequent contact dealing with confidential matters</td>
<td>Frequent contact dealing with confidential matters</td>
</tr>
<tr>
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</tr>
<tr>
<td>SUPERVISION</td>
<td>None given</td>
<td>On-the-job training of students and temporary workers</td>
<td>Assigns and reviews work</td>
<td>On-the-job training, guidance, advice and advise other employees in the group and to same positions performing similar work</td>
<td>On-the-job training, guidance, advice and advise other employees in the group and to same positions performing similar work</td>
<td>Day-to-day supervisory direction to employees within the department</td>
<td>Day-to-day supervisory direction to employees within the department</td>
</tr>
<tr>
<td>COMPLEXITY</td>
<td>Focus on an entire field</td>
<td>Focus on entire field</td>
<td>Focus on an entire field and related areas</td>
<td>Occasionally adapt, combine or make improvements in an existing service, product, process or program. Work requires logic and common sense</td>
<td>Occasionally adapt, combine or make improvements in an existing service, product, process or program. Work requires logic and common sense</td>
<td>Frequently adapt, combine or make improvements to services, products, processes or programs. Work requires of reasoning skills and judgment</td>
<td>Occasionally required to develop new, imaginative or innovative solutions, services, products, processes or programs. Work requires sophisticated reasoning skills</td>
</tr>
<tr>
<td>LEVEL OF DECISION MAKING</td>
<td>Responsible for making some decisions which require consideration of various criteria</td>
<td>Responsible for making some decisions which require consideration of various criteria.</td>
<td>Responsible for making some decisions which require consideration of various criteria.</td>
<td>Responsible for making decisions within prescribed limits and/or providing input to others for decision-making</td>
<td>Responsible for making decisions within prescribed limits and/or providing input to others for decision-making</td>
<td>Responsible for assisting in and influencing decisions concerning policy-setting, research, planning or students</td>
<td>Responsible for assisting in and influencing decisions concerning policy-setting, research, planning or students</td>
</tr>
<tr>
<td>FREEDOM OF ACTION</td>
<td>General supervision Some interpretation of established policies and procedures required</td>
<td>General supervision Some interpretation of established policies and procedures required</td>
<td>Little guidance to accomplish work activities Rarely refers situations to the supervisor</td>
<td>General supervision Some interpretation of established policies and procedures required</td>
<td>General supervision Some interpretation of established policies and procedures required</td>
<td>General supervision Some interpretation of established policies and procedures required</td>
<td>Very general supervision Interpretation of work policies and procedures, and, at times deviation from standard work practice</td>
</tr>
<tr>
<td>EFFECT OF DECISION MAKING</td>
<td>Directly affects a functional area Minimal effect on students and employees</td>
<td>Directly affects a functional area Minimal effect on students and employees</td>
<td>Directly affects a functional area Minimal effect on students and employees</td>
<td>Directly affects a functional area Minimal effect on students and employees</td>
<td>Directly affects multiple functional areas Limited effect on students and employees</td>
<td>Directly affects several departments within a college, school or administrative unit Significant effect on students and employees</td>
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<td>FACTOR PROFILE</td>
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<tr>
<td>SUPPORT SKILLS – WRITING</td>
<td>Provide standard responses to inquiries.</td>
<td>Provides a non-standard response or prepares written material that requires some research</td>
<td>Provides a non-standard response or prepares written material that requires some research</td>
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<tr>
<td>SUPPORT SKILLS – COMPUTER</td>
<td>Use business or technical programs for data input or word processing to create documents or reports.</td>
<td>Uses a variety of business or technical programs to complete information management or production tasks</td>
<td>Uses a variety of business or technical programs to complete information management or production tasks</td>
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<tr>
<td>WORKING CONDITIONS - PHYSICAL</td>
<td>Lift less than 10 lbs.</td>
<td>Lift less than 10 lbs.</td>
<td>Lift 10 lbs. To 20 lbs.</td>
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<tr>
<td>WORKING CONDITIONS - VISUAL</td>
<td>Close concentration and visual attention</td>
<td>Close concentration and visual attention</td>
<td>Close concentration and visual attention</td>
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<tr>
<td>WORKING CONDITIONS - HAZARD</td>
<td>Normal working conditions, including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required</td>
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<td>Normal working conditions, including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required</td>
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