

Constituent Roles

This article gives descriptions of constituent roles within LRM and activities that require the constituent role.

Constituent Roles:

- **Lead** = Prospective Student with sub role of Lead, Lead and Applicant or Applicant
- **Student** = Enrolled Student
- **Recommender** = Recommender for an application
- **Authorizer** = Employer Authorizer for an Executive application

Constituent role is a required field assigned to various activities within the LRM to track which role the contact was in when the activity occurred.

The following activities require a constituent role be assigned:

- Phone Call
- Appointment
- Email
- Task
- Letter
- Campaign Response (Constituent role set automatically by parent campaign)

When setting up a new campaign, constituent role is a required field.