

# Student Journey Map

Stage	Awareness	Consideration	Decision	Experience	Loyalty & Advocacy
	Recognize your campus's name or logo.	Evaluate if your campus is a good fit.	Decide to attend your campus.	Enroll on campus and work toward earning a degree.	Complete a degree and become a campus alumni.
Activities					
Key Messages					
Channels & Touchpoints					
KPIs					
Relationship Owners					