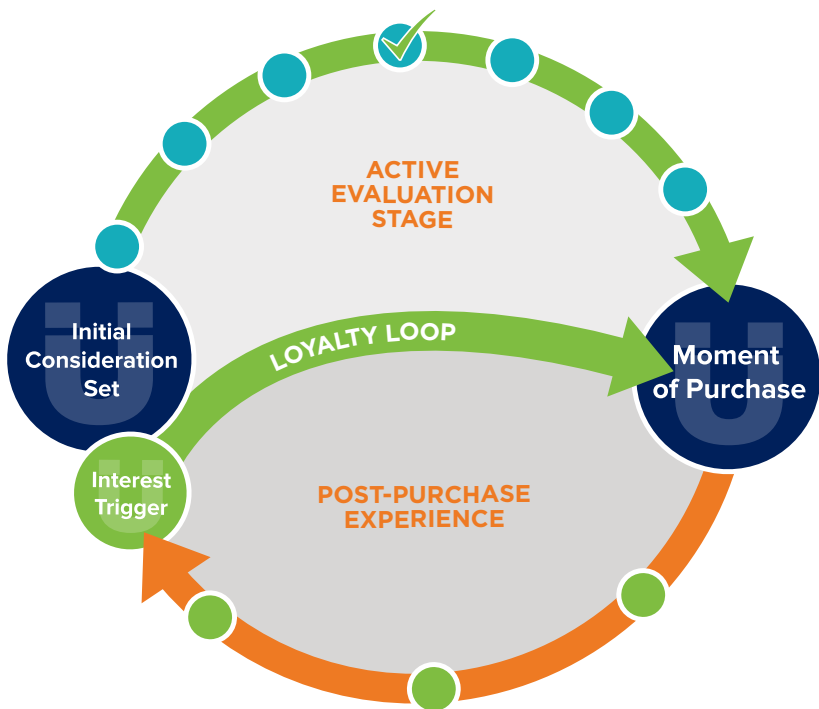


STUDENT DECISION JOURNEY



/stoo-d-nt dih-sizh-un jur-nee/

noun: A journey that represents the buying process of a student ready to enroll in a higher ed institution.



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**Derived from McKinsey and Company.