



FACT SHEET & HISTORY

Kaplan University offers a different school of thought for higher education. It strives to help adult students unlock their untapped talent by providing a practical, student-centered education that prepares them for careers in some of the fastest-growing industries. The University, originally the American Institute of Commerce, was established in 1937 and today serves more than 59,000 online and campus-based students throughout the country and around the world.

Based in Davenport, IA, Kaplan University is regionally accredited by the Higher Learning Commission (HLC) and is a member of the North Central Association of Colleges and Schools (NCA). The University offers more than 100 academic programs, including master's, bachelor's and associate's degrees. It has 10 campuses throughout Iowa, Nebraska and Maryland, and online student support centers in South Florida, Orlando, Chicago and Phoenix.

University Facts:

- Kaplan University has grown from 34 online students in 2001 to more than 59,000 online and campus-based students in 2009. The University has more than 19,000 online graduates.
- The average age of a KU online student is 34.
- Approximately 75 percent of KU students are female, 25 percent are male.
- The University has more than 3,100 faculty members, nearly 37 percent have doctoral degrees and 62 percent have master's degrees.
- Upon enrollment, every online student is assigned an academic advisor, who assists the student in reaching his or her educational goals.
- The University offers universal degree plans, which provide students with a larger open elective pool that allows them to bring in more transfer, military and/or experiential learning credits.
- Kaplan also offers rich academic support through an online assessment program that utilizes career planning and student success diagnostics to help students craft a course of study that maximizes their career potential.
- Kaplan University offers tutoring, and online writing and mathematics labs, as well as a distinct virtual community comprised of more than 25 honor societies, professional clubs and student associations.
- The University offers a 53 percent discount for active military personnel and reservists, a 34 percent discount for veterans and a 10 percent discount for military spouses for all undergraduate online programs. The University also partners with AMVETS, Inc. to provide tuition discounts to veterans and their families for online degree programs.
- Kaplan University was among the first participants in the Department of Education's Distance Education Demonstration Program, enabling students in its online degree programs to apply for Title IV funding.
- Web URL: www.talent.kaplan.edu

Milestones:

- *November 2000:* Davenport's Quest College (formerly American Institute of Commerce) is renamed Kaplan College, with a support center and 77 employees for its online students in Boca Raton, FL.
- *July 2003:* Bachelor's degree programs in Paralegal, IT and Criminal Justice are added.
- *June 2004:* Kaplan College opens an additional online student support center in downtown Chicago.
- *August 2004:* Andrew S. Rosen, President and COO, Kaplan, Inc., takes the helm as President and CEO of the college.
- *September 2004:* Kaplan College becomes Kaplan University and is approved to offer graduate degree programs.
- *January 2005:* Kaplan University opens a new 100,000-square-foot building in Fort Lauderdale, FL, to house executive offices and a new online student support center.
- *August 2005:* Master's degree programs in Business Administration and Criminal Justice are added.
- *December 2005:* The Master's in Education (now called the Master of Arts in Teaching) and Teacher Intern Program are approved by the Iowa Department of Education.
- *February 2006:* Groundbreaking takes place for a twin building at Kaplan University's Fort Lauderdale facility on West Cypress Creek Road.
- *April 2006:* Kaplan University's School of Nursing is awarded national professional accreditation from the Commission on Collegiate Nursing Education (CCNE).
- *September 2006:* Kaplan University launches a Bachelor of Science in Communication, a Bachelor of Science in Legal Studies, three new Associate of Science degrees in the Health Sciences and a Certificate program in Corrections—the largest program launch yet in the University's history.
- *May 2007:* Kaplan University opens its second 100,000-square-foot Fort Lauderdale facility along West Cypress Creek Road to accommodate its booming growth. The two 100,000-square-foot facilities accommodate 1,500 employees.
- *June 2007:* The Bachelor of Science in Nursing (BSN) program is awarded full approval by the Iowa Board of Nursing.
- *September 2007:* Kaplan University launches more than a dozen new programs, including three new master's degrees—in Management, Nursing and Higher Education.
- *October 2007:* Concord Law School merges with Kaplan University, becoming the first fully online law school to be part of a regionally accredited University.
- *October 2007:* Hamilton College's seven campuses in Iowa and Nebraska merge with Kaplan University.
- *January 2008:* Kaplan University launches a master's degree in Legal Studies.
- *April 2008:* Kaplan University launches a new master's degree in Information Technology, and a specialization in College Administration and Leadership as part of its online Master of Science in Higher Education program.

- *May 2008*: Andrew S. Rosen, the CEO and President of Kaplan University, is named a 2008 Diamond Award recipient and earns a Lifetime Achievement Award. The awards, sponsored by *The South Florida Business Journal* and Levinson Jewelers, recognize Rosen for his vision, innovation and integrity as one of the top CEOs in Broward County.
- *August 2008*: Kaplan University launches a new program that utilizes career planning and student success diagnostics to help students craft a course of study that maximizes their career potential. Kaplan is among the first online universities to utilize these assessment tools among all freshmen to address study skills and career focus before they begin their academic program.
- *August 2008*: Concord Law School of Kaplan University, the first fully online law school to be part of a regionally accredited University, celebrates its 10th anniversary.
- *November 2008*: Kaplan University opens its third Fort Lauderdale location, a 26,000-square-foot space at 6600 N. Andrews Ave. designed to accommodate its growing employee base and new business initiatives. The new facility is designed to accommodate approximately 250 of the University's 2,200 South Florida employees.
- *November 2008*: Kaplan University announces the launch of its new Military Student Support Center and a suite of new services for military students, including a 53 percent tuition discount for active duty service members.
- *November 2008*: Kaplan University announces plans to open a new online student support center in Orlando, FL, bringing 750 new jobs to Orange County over the next four years.
- *November 2008*: Andrew S. Rosen, the President of Kaplan, Inc., CEO of Kaplan Higher Education, and CEO and President of Kaplan University, is named Chairman and CEO of Kaplan, Inc.
- *January 2009*: Kaplan University launches a new bachelor's degree program in Professional Studies as well as three certificate programs—Medical Transcription, Medical Office Specialist and Business Management—through Kaplan Continuing Education.
- *January 2009*: Jeff Conlon, President of Kaplan Higher Education Campuses, is named President of Kaplan Higher Education, which includes 70-plus campuses in the United States and abroad, as well as online programs through Kaplan Virtual Education and Kaplan University.
- *March 2009*: Kaplan University launches a new Associates of Applied Science in Health Information Technology degree.
- *April 2009*: Kaplan University hosts grand opening and ribbon cutting to celebrate its new online student support center in Orlando.
- *July 2009*: Kaplan College's Hagerstown and Frederick campuses in Maryland merge with Kaplan University.

Community Outreach:

Kaplan University has partnerships with:

- United Way
- The Urban League of Broward County
- Children's Home Society, Broward and Palm Beach County divisions
- Broward Center for Performing Arts

In addition, University staff and faculty volunteer their time and resources to various organizations and community events, including:

- The Kaplan University Charity Golf Classic
- Chicago Cares Serve-A-Thon

- The Greater Chicago Food Depository
- Toys for Tots
- Broward County Humane Society's Walk for the Animals
- Mercedes-Benz Corporate Run
- National Coalition for Women in Distress
- Operation Troop Appreciation
- Habitat for Humanity

About Kaplan Higher Education

Kaplan University is part of Kaplan Higher Education, which serves more than 100,000 students online and through more than 70 campus-based schools across the U.S. and in Europe. It also has online programs through Kaplan Virtual Education and Concord Law School of Kaplan University. Kaplan Higher Education schools offer a spectrum of academic opportunities, from high school diplomas to graduate and professional degrees, including a juris doctor degree. Kaplan Higher Education is part of Kaplan, Inc., a subsidiary of The Washington Post Company (NYSE: WPO). For more information, visit www.kaplan.com.

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