

## **KAPLAN UNIVERSITY LAUNCHES KAPLAN MYPATH™ TO HELP STUDENTS TAILOR THEIR EDUCATION TO MAXIMIZE CAREER GOALS**

*Kaplan is the among the first online universities to use business assessment tools to boost student success*

Davenport, IA, Aug. 25, 2008—Kaplan University today announced the launch of Kaplan MyPath™, 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.

“Kaplan MyPath will help us identify students’ learning strengths and weaknesses so that we can provide the tools they need to be successful while at the same time giving them the ability to pinpoint careers that best suit their talents,” said Wade Britt, Executive Director of Academic Operations at Kaplan University. “Many college students change their majors three times before settling on a career path. By utilizing these assessments before students begin their academic program, we can help them personalize their education, zero in on their career goals and have a stellar academic experience.”

Most Kaplan University students pursue their degrees online because the web platform offers convenience and flexibility for those who are juggling work and family responsibilities while pursuing their education. Kaplan offers its students a wide variety of support tools, such as academic advising, online tutoring, career counseling and success coaching, to make pursuing their post secondary education less daunting. The new Kaplan MyPath program takes the University’s student support services one step further.

The Kaplan MyPath program utilizes an Internet-based career planning system designed to help students identify their interests, skills and values to plan for career success. Kaplan MyPath also utilizes a study strategies assessment that measures a person’s skills, behaviors and motivations to help develop a learning plan that enhances their university experience.

Kaplan MyPath will be offered exclusively to all full-time freshman students entering Kaplan University online. For more information about Kaplan MyPath, visit [www.mypath.kaplan.edu](http://www.mypath.kaplan.edu).

Kaplan University, based in Davenport, Iowa, 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 currently serves more than 41,000 online and on-ground students through eight campuses in Iowa and Nebraska, and online student support centers in Fort Lauderdale, Chicago and Phoenix.

### **About Kaplan Higher Education**

Kaplan University is part of Kaplan Higher Education, which serves more than 80,000 students through 70 campus-based schools across the United States 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](http://www.kaplan.com).

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