Kaplan helps individuals achieve their educational and career goals.

We build futures one success story at a time.
By the *Numbers*

80 YEARS
TRANSFORMING LIVES

1.2M+ STUDENTS worldwide
13K+ EMPLOYEES worldwide
10K+ BUSINESS clients
1K+ EDUCATIONAL partners
30+ COUNTRIES where we have operations
100+ COUNTRIES in which online courses are delivered
20+ CITIES globally with student recruitment services
Message from the CEO

Kaplan is a global education powerhouse.

We excel at providing education programs and services, because of our incomparable array of assets and capabilities and the ability to draw upon a one-of-a-kind network of partners, affiliates, and relationships with schools, businesses, and professional organizations worldwide.

We have built a reputation for quality and innovation. Kaplan pioneered the test prep business. We were an early leader in online instruction and digital learning. A learning engineering approach informs how we design and deliver our programs and courses. This legacy of transformation continues to characterize Kaplan’s approach to education—always examining what delivers the best outcomes for our students and never afraid to reshape our offerings accordingly.

Throughout our 80-year history, Kaplan has been a beacon for expanding educational access. Kaplan helps students achieve their educational aspirations. We prep high school students for the SAT, so they can enter college and become teachers or engineers or whatever they dream. We help doctors and nurses pass their licensing tests, so they can save lives. We help adult learners return to college to earn a degree or prepare for career advancement. We enable global educational experiences via language study and university pathway programs.

We provide professional training to improve employees’ productivity and their opportunities for career advancement.

Kaplan has a long history and deep experience providing educational services to institutions and businesses. These take the form of university pathway programs, international student recruitment, university hosting, residential design and an array of student support services, such as those we provide to Purdue University Global or the University of Essex. For corporations, Kaplan provides expert exam preparation for professional licensure and certification as well as educational services and consultation across a company’s entire professional development needs.

We're one of the largest English-language training and university preparation providers in the world. Our professional education programs in finance and accountancy are top-ranked in the U.S., U.K., and Australia. Kaplan was an early leader in expanding access to higher education, enabling many nontraditional students to earn a college credential.

Today, almost half of our earnings come from relationships with other institutions and businesses. Whether we serve students directly, or through these partnerships, the goal is always the same: To improve lives through education.

Andrew S. Rosen
Chairman and Chief Executive Officer, Kaplan, Inc.
Executive Vice President, Graham Holdings Company

THE GRAHAM HOLDINGS COMPANY

Kaplan, Inc. is the largest subsidiary of the Graham Holdings Company (NYSE: GHC), a diversified education and media company whose principal operations include educational services; television broadcasting; online, print and local TV news; home health and hospice care; and manufacturing.

Graham Holdings is comprised of these companies:
• Kaplan, Inc.
• Graham Media Group
  Includes TV stations WDIV (Detroit, MI), KPRC (Houston, TX), WCWJ and WJXT (Jacksonville, FL), WKMG (Orlando, FL), WSLS (Roanoke, VA), and KSAT (San Antonio, TX); Graham Digital; and Social News Desk
• The Slate Group
• The FP Group
• Social Code
• The Graham Healthcare Group
  Includes Celtic Healthcare and Residential Healthcare Group
• Hoover Treated Wood Products
• Dekko
• Joyce/Dayton Corp.
• Forney Corporation
• CyberVista
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Kaplan serves people with ambition...people who want to make the most of their abilities. Our students come from all backgrounds and at all stages of their lives and careers. We believe that regardless of their starting point, working with Kaplan gives them the edge they need to succeed in an increasingly competitive world. For those willing to invest in themselves, we prepare them to achieve more.

Kaplan for INDIVIDUAL STUDENTS

1.2M+ STUDENTS worldwide

100+ COUNTRIES in which online courses are delivered
Kaplan Test Prep (KTP) remains the industry leader in test preparation—more than twice the size of its nearest competitor—serving more than 350,000 students, including over 175,000 online. KTP offers prep programs for undergraduate, graduate and professional school admissions exams.

Kaplan’s Manhattan Prep and Kaplan Test Prep International (KTPI) also provides prep programs for select graduate and professional school admissions tests in the U.S. and globally. KTP maintains industry leadership through continuous evolution. Today, more than half of its business comes from online enrollments. By scaling up its online technology, KTP has created more streamlined and flexible delivery systems, such as its Live Online platform and adaptive QBank product. Test prep is delivered online in more than 100 countries, through resellers and partners, and through important new partnerships with large test makers (like the ACT and GED).

TEST PREPARATION

We prepare students for success on high-stakes exams for entry into the college, university, or graduate or professional school of their choice.

KAPLAN GROWS AS A TEST MAKER IN THE UK

In August 2018, the Solicitors Regulation Authority, which regulates solicitors and law firms in England and Wales, announced a business-shifting partnership for Kaplan, which it chose to design, develop and run the new Solicitors Qualifying Examination (SQE). When introduced, by 2020 at the earliest, the SQE will be the common assessment for all aspiring solicitors, whether trained through an apprenticeship or law school, and ensure rigorous professional standards. Kaplan already has industry leading expertise and experience in high stakes assessments in the legal sector in England and Wales; going forward, Kaplan will not provide training for the SQE.

LEARNING & PROFESSIONAL DEVELOPMENT

We prepare individuals so they can pass and maintain professional licenses and certifications and pursue their chosen vocations.

For healthcare professionals seeking to practice in the U.S. and Canada, Kaplan Test Prep provides prep programs for the USMLE and COMLEX (physicians), NBDE (dentists), PANCE (physician assistants), NAPLEX (pharmacists) and NCLEX-RN and NCLEX-PN (nurses) exams. Kaplan’s iHuman Patients product is a cloud-based, interactive tool that simulates interactions with virtual patients, to help health professionals prepare online for the clinical parts of these licensure exams. Kaplan Bar Review also offers full-service bar review programs for 51 U.S. jurisdictions and the Multistate Bar Exam for aspiring lawyers.

Additionally, Kaplan helps individuals attain and maintain industry-recognized licenses, certifications, and designations in accounting, engineering, insurance, securities, real estate, financial planning, and information technology through an array of programs offered under the Kaplan Financial Education®, Kaplan Schweser®, PPI®, SmartPros® and Loscalzo® brands in the U.S.; Kaplan Financial in the U.K.; Kaplan Professional in Australia; and Kaplan Genesis in the Middle East region.

These exam and licensure prep programs are offered as blended online programs with faculty-led courses or self-paced modules, as well as in traditional classroom settings. Whatever the channel, the curriculum includes Kaplan-published study materials—more than 3,900 educational products in print or digital formats—many of which are also sold retail.

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We operate a number of educational institutions across the world, where individuals can earn a higher-education credential that allows them to embark on or advance in their chosen career.

Historically, Kaplan has helped expand access to higher education to working adults and other underserved populations through an online university and ground-based campuses. Today, Kaplan’s higher education focus in the United States is primarily directed toward university partners, such as its long-term managed services agreement with Purdue University Global, a primarily online institution within the Purdue University system launched in 2018 with a similar mission to serve working adults. (See full description of Purdue University Global in the ‘Kaplan for Colleges & Universities’ section.)

Dublin Business School (DBS) is Ireland’s largest independent third-level institution. DBS offers undergraduate, graduate, and executive education and professional accreditation programs in a range of disciplines, including business, accounting and finance, marketing, information technology, computing sciences, data analytics, fintech, law, event management, psychology, the social sciences, and media and journalism. DBS has over 1,000 prizewinners and top scorers in the global ACCA examinations.

The School has 100-plus partnerships with universities and colleges worldwide and is now one of the largest providers of training courses for upskilling adult learners through the Irish government’s Springboard initiative.

Dublin Business School: #1 in Ireland

DBS was recognized by The Education Awards 2018 for “Overall Excellence in Education” and as the “Best College of Business” in Ireland. As well, DBS was named “Best Business School” three years in a row (2013, 2014, and 2015) by InBusiness magazine and Chambers Ireland (the national network of Chambers of Commerce).
Australia

Kaplan Business School in Australia operates four campuses in Adelaide, Sydney, Melbourne, and Brisbane, and serves about 2,000 students each year from more than 60 countries, providing industry-focused undergraduate and postgraduate degrees in accounting, business, management, marketing, and hospitality and tourism.

U.K.

Kaplan Open Learning (UK), an online college and affiliate of the University of Essex, delivers undergraduate and postgraduate degree programs in business, law, criminology, psychology, education, and health, both in-country and globally.

Malaysia

And in Malaysia, Dublin Business School, in partnership with Kolej Poly-Tech Mara (KPTM), offers a BA (Hons) in accounting and finance awarded by Qualify and Qualifications Ireland (QQI). Also, Kaplan Financial (UK) offers a Live Online program to provide professional training for accountants.

Singapore

In Singapore, the Kaplan Higher Education Institute provides part-time courses to local students, and the Kaplan Higher Education Academy offers full-time courses to international and domestic students. Degrees are awarded in partnership with Australian institutions, such as Griffith University, Monash University, Murdoch University, RMIT University, and Swinburne University of Technology; a number of British universities, including Birmingham City University, Northumbria University, Royal Holloway-University of London, University of Portsmouth, and the University of Essex; and Ireland’s University College Dublin.

Year after year, Kaplan Singapore’s business is recognized for excellence. In 2017, Kaplan won nine JobsCentral Learning Training & Education Development Awards in the “Best Private Education Institution” and “Best Corporate Training Provider” categories. Further, Kaplan was designated a 2017 BERG Icon of Learning as the “Best Private Education Institution in Singapore” and “Leading Corporate Training & Skills Development Provider.”
We help students gain a global perspective and broader knowledge of other peoples and cultures with an opportunity to earn a degree from prestigious universities around the world.

Kaplan International Pathways serves more than 25,000 new students annually with a range of programs anchored by Kaplan’s distinct set of transnational education assets: a global network of agents, recruitment offices and staff in over 20 cities worldwide, and partnerships with nearly 50 universities across the U.S., the U.K., Ireland, and Australia.

Kaplan offers a number of pathways to a global educational experience for students at four levels: high school, and undergraduate, graduate, and postgraduate degrees.

High school-aged students can study with Kaplan’s Mander Portman Woodward (MPW) which operates a set of prestigious secondary schools in London, Cambridge, and Birmingham in the U.K. MPW offers A-levels, which allow entry to a British university, and GCSEs, which are globally respected, secondary-level qualifications allowing progression to A-levels and other university-bridging programs.

In addition, Kaplan delivers degree-preparation programs that teach study skills, English-language and subject-specific knowledge to international students. These programs are offered in the destination country of the partner university in the U.K., U.S., or Australia, often on the university campus itself. Kaplan also has articulation agreements with select British universities for a pre-doctorate program, offering routes to postgraduate degrees.

For students who want to prepare closer to home for a university degree abroad, Kaplan runs similar in-country programs in China, Japan, and Saudi Arabia. Additionally, Kaplan helps students who already meet academic and English-language requirements to enroll directly into some degree programs. In Hong Kong and Singapore, local students can study at a Kaplan center to earn their entire bachelor’s, master’s or doctorate degree, awarded in partnership with prestigious universities in the U.K., Ireland, the U.S., and Australia. Furthermore, students around the world can earn a University of Essex (U.K.) degree entirely online through Kaplan Open Learning.

Other Kaplan International Pathways offerings include English-language programs to help students seeking direct admission to a bachelor’s or master’s degree in the U.K. or U.S. Another set of programs helps students transfer existing university credits to complete a degree from a British or American university in the U.S., Hong Kong, or Singapore.
ENGLISH-LANGUAGE TRAINING

English-language training is offered through our Kaplan International English (KIE) schools. In total, there are 38 schools in the U.K., U.S., Canada, Australia, New Zealand, and Ireland, which teach tens of thousands of students from over 150 countries.

Our specially designed “K+” learning system provides an integrated approach to learning, combining online tools, exercises in class and offline books. Students can access new grammar and vocabulary exercises online, and partake in after-class study clubs and social programs to complement their studies.

Courses run from two to 52 weeks, start weekly, and range from Elementary to Proficiency levels. Some programs are designed as general vacation studies while others are more intensive and prepare students to use English for more specific purposes, like business or medicine.

Kaplan also offers exam prep courses and specialized programs for teachers of English. Kaplan’s University Placement Service works with 250-plus university and college partners to help our English-language students find the right university, college, or vocational course for them.

NEW ECONOMY SKILLS TRAINING

We help employers find qualified professionals with today’s in-demand technical skills, through our “New Economy Skills Training” or NEST programs.

Kaplan’s Metis data science training business focuses on skilling up individuals at all experience levels through immersive on-site bootcamps, contextualized corporate training programs, and in-person and live online professional development courses. Metis currently has locations in Chicago, New York, San Francisco, and Seattle in the U.S.
Higher education is no longer just delivered locally to traditional-aged young people, whether at a public or private university or college. Higher education is moving towards a global model, utilizing online delivery methods, and serving students from near and far and from historically underserved demographics. Kaplan serves the unique needs and situations of its educational partners, drawing upon its global array of assets and capabilities and helping them adapt to changes in the education field, enroll more diverse student bodies, and diversify their revenue sources.

Kaplan for COLLEGES & UNIVERSITIES

1k+ EDUCATIONAL PARTNERS globally

20+ CITIES with student recruitment services
GLOBALIZATION

We help universities increase their international student body and global footprint.

Kaplan International Pathways’ global recruitment presence includes a strategic network of more than 700 active higher education agents, together with our own recruitment presence in 20-plus cities across the globe. Through our higher education activities, Kaplan helps our university partners enroll over 25,000 new students each year—both directly to degrees and through preparation programs.

We help these partners meet their diversity, enrollment, and revenue goals through multiple delivery and recruitment solutions, which include customized recruitment plans that can be scaled up or down to match changing needs.

Among these solutions are degree-preparation courses in the destination country of the partner institution, often delivered on-campus, with students having full access to university facilities.

These pathway programs—which help students to adjust to university life abroad and build the language and academic skills needed to successfully transfer into a degree program—are offered at 15 centers across the U.K., U.S. and Australia, in partnership with over 20 universities.

We also offer similar preparatory programs in students’ home regions (currently in China, Japan, and Saudi Arabia), together offering progression to nearly 30 British, American, and Australian universities.

In addition to bringing students to campus, Kaplan helps university partners host their degree programs in other countries. Currently, we deliver undergraduate and graduate degree programs (from 14 universities based in the U.S., U.K., Ireland, and Australia) to students living in Singapore, Hong Kong, and surrounding countries. For students wanting a flexible setup, our Kaplan Open Learning division offers fully accredited online degrees (currently with the University of Essex in the U.K.).

Finally, our 38 Kaplan International English schools worldwide provide an additional source of student recruitment for partner universities.

UNIVERSITY PARTNERS WORLDWIDE

Kaplan International pathway and recruitment university partners include:

U.K.
- Aston University
- Bournemouth University
- City, University of London
- Cranfield University
- Nottingham Trent University
- University of Aberdeen
- University of Birmingham
- University of Brighton
- University of Glasgow
- University of Nottingham
- University of Liverpool
- University of Salford
- University of Westminster
- University of York
- University of the West of England

U.S.
- Northeastern University
- Pace University
- University of Tulsa

Australia
- Murdoch University
- The University of Adelaide
As part of its commitment to long-term partnerships with universities, Kaplan Residences, part of Kaplan International Pathways, makes significant investments in campus facilities, with a particular focus on student residences and teaching centers.

Among Kaplan’s residences and learning centers are:

- Residence halls in partnership with the University of Glasgow, Glasgow, Scotland, U.K.
- Residence hall in partnership with Nottingham Trent University and the University of Nottingham, Nottingham, England, U.K.
- Academic/residential facility in partnership with Bournemouth University, Bournemouth, England, U.K.
- Academic/residential facility in partnership with the University of Liverpool, Liverpool, England, U.K. (planned to open in 2019)
- Residence hall in partnership with the University of Brighton, Brighton, England, U.K. (planned to open in 2019)

We help university partners invest in campus facilities that support better student outcomes and experiences.

Kaplan’s 11-year association with the University of Essex in the U.K. illustrates the mutual benefits of a long-term working relationship. In partnership with Essex, Kaplan Open Learning was established in 2007 to provide a high-quality online program to students who could not access higher education via traditional methods. Today, it operates as University of Essex Online, offering undergraduate and postgraduate degree programs in a number of career-related disciplines. This collaboration has resulted in consistently high student satisfaction rates (93% in 2017) in the U.K.’s annual National Student Survey, placing it alongside some of the highest-ranked universities in the country for student satisfaction.

In 2014, this relationship was expanded when the Kaplan Higher Education Academy in Singapore began hosting University of Essex degree programs for local students wishing to stay close to home for their studies. And, Kaplan’s new pathway college on the University of Essex campus will welcome its first intake of students in fall 2018.

Last year, Kaplan Open Learning and the University of Essex won the inaugural PIEoneer Award for “Public/Private Partnership of the Year 2017.”
UNIVERSITY SUPPORT SERVICES & ONLINE ENABLEMENT

We help colleges and universities better manage their operations and support their students’ success.

Kaplan Higher Education has deep and long experience both running its own higher educational institutions and serving other institutions. Designed to meet the specific needs of individual colleges and universities, these relationships can be tailored, drawing upon any combination of Kaplan’s global array of products and services. These support services include online instructional platform management; student recruitment and enrollment; student advising; financial aid counseling; marketing; administrative support, in such areas as human resources and internal communications; facilities management; and technological support.

Kaplan Test Prep and Kaplan Financial Education work with hundreds of universities to provide courses, books, and customized curricular support for teachers to prepare their students for admission to graduate or professional school and success on critical professional and licensure exams in the fields of medicine, nursing, law, financial services, real estate, and other occupations.

THE LAND GRANT UNIVERSITY RE-IMAGINED FOR THE 21ST CENTURY

In a bold move characterized as “transformative” by the media and others, Purdue University—one of America’s top-ranked, land-grant public research universities—acquired Kaplan’s primarily online university and created a new institution: Purdue University Global.

The groundbreaking transaction helped Purdue extend its land-grant mission by serving working adults who might otherwise not be attracted to its flagship and regional campuses in Indiana. Purdue recognized Kaplan’s proven expertise and excellence in online education and an acquisition made this goal attainable, enabling it to catapult into the top tier of American universities offering fully online degree programs.

As part of this unique transaction, Kaplan Higher Education continues to provide non-academic services to support Purdue Global through a long-term managed services agreement.
Kaplan serves organizations—ranging from corporations and major nonprofits to associations and government agencies—seeking to up-skill their workforces, better serve their own customers, increase employee performance, or improve overall productivity and operational effectiveness. Kaplan has achieved training leadership within a diverse range of industry and professional sectors—notably financial services, accountancy, law, government, energy, and healthcare.

With operations in North America, Europe, the Middle East, East Asia, and Australia, we have established a unique position in the market to provide global solutions, coupled with regional insights and delivery.
We help organizations solve their business and talent-management challenges through customized learning and development solutions.

Serving more than 10,000 corporate clients globally, Kaplan Professional acts as a trusted strategic partner, with each client, identifying opportunities and diagnosing skills gaps that impact individual, team, and organizational performance.

Specifically, Kaplan Professional helps clients address business challenges by focusing on four imperatives for commercial success: developing a healthy pipeline of new recruits; maximizing speed to productivity; engaging and retaining high performers; and enhancing leadership, team-building and decision-making skills.

We build upon proven expertise as a world-class education provider for regulatory and industry-recognized credentials. Our industry-leading approach includes adaptive-learning journeys that "build a better" employee by developing the optimal blend of technical and behavioral skills for a particular job class, from new hire to senior leader. These innovative learning journeys encompass multi-modal delivery, including micro-learning units, assessments and interventions, live and online coaching, and mentoring, peer-to-peer, and social-learning components.

By embracing a holistic approach to drive individual, team, and organizational performance together with cultural transformation, Kaplan Professional empowers its partners to build a better workplace—primed for agility, sustainability, and future commercial success.

Kaplan Professional (US) serves more than 2,000 corporate clients, which include 48 of the top 50 U.S. financial institutions. Its products and services include: Kaplan Schweser Advanced Designations (CFA®, FRM®, and CAIA®) and Kaplan Financial Education (Securities, Insurance, CFP® Certification, Accountancy CPE, Professional Development and Certificate Programs). We also offer engineering exam preparation under the Professional Publications, Inc. (PPI2Pass®) brand, as well as other exam preparation and licensing products in the technology and real estate industries.

Kaplan Financial (UK) is the U.K.’s leader in financial, accountancy, and business training. With 75 of the Financial Times Stock Exchange (FTSE) 100 Index companies using Kaplan Financial for Accountancy and Financial Markets qualification training, Kaplan supports 51,000-plus students each year.

Programs include preparation for professional accountancy and financial qualifications; vocational qualifications; financial markets; tax; and leadership and professional development. With exceptional pass rates, Kaplan delivers tailored content that allows students to study, learn and achieve their qualification in a way that suits them. We publish business books and accountancy study materials written by Kaplan’s expert teachers and fully endorsed by the accountancy institutes; Kaplan is the only publisher approved by both ACCA and CIMA for study materials.

Further, Kaplan is a leading provider of apprenticeship programs, working in collaboration with the U.K. government and larger employers. And Kaplan Altior provides training and consulting services to the legal profession and professional skills and training programs in the U.K.
Kaplan Professional (AUS) is Australia’s leading provider of financial planning, real estate, mortgage brokering, insurance, and leadership education, delivering education and training services to over 45,000 professionals and 2,000-plus corporate clients each year. We offer vocational and higher education credentials, from the certificate to master’s degree levels. The focus is long-term training and education partnerships with individuals and organizations; flexibility of delivery options; rigorous assessments and uplifting industry education standards; and dedicated and diligent student support. In addition, Kaplan Professional is the established industry leader in providing quality continuing professional development (CPD) training to the Australian financial services sector for over 15 years, owning over 90% of market share.

The Kaplan Learning Institute in Singapore is comprised of Kaplan Financial, which provides professional accounting and finance qualifications for individuals, and Kaplan Professional, which offers learning and development solutions for companies and individuals for professional development and skills upgrading and is an approved Workforce Skills Qualifications (WSQ) Approved Training Organization (ATO) of SkillsFuture Singapore (SSG).

Kaplan Genesis, based in Dubai, combines Kaplan Schweser CFA® materials within its established CFA programs to offer preparation for financial and business qualifications, as well as leadership and professional development programs, for corporations and individual students.

Kaplan’s Metis business offers comprehensive corporate training solutions, covering a wide range of introductory to advanced topics in data science—including data literacy for business, advanced analytics, and data engineering—through modular learning paths, live online workshops, content licensing, and corporate bootcamps.
A mission-driven culture, a results-oriented focus that springs from our origins as a test preparation company, and deep operational excellence across many areas of education are the pillars that undergird Kaplan’s array of capabilities. This is complemented by a globally respected and recognized brand, broad geographic reach, and strong management backed by a long-term, quality oriented owner with a solid financial position. These attributes serve to distinguish Kaplan from other educational providers and drive our success and the success of our customers.
Kaplan is a multi-modal organization with 13,000-plus employees and locations arrayed across North and South America, Europe, the Middle East, and Asia-Pacific. Our expansive reach and myriad relationships around the world let us provide multiple lines of services and products globally, in-country educational services, and also access to transnational student and institutional networks in all regions.

Having a trained and expert international workforce is a capability Kaplan brings to its global partners. Further, Kaplan has experience in dealing with multiple oversight and regulatory agencies, working through formal and informal alliances with other educational institutions, and accessing global student recruitment networks.

A pioneer in creating online education platforms, Kaplan continues to innovate and use the latest technological and scientific advances in its products and services.

Red Marker, an Australia-based machine learning and artificial intelligence startup acquired in 2017, is helping Kaplan accelerate the development of personalized and adaptive learning engines.

Together Kaplan Professional and Red Marker created Artemis, a digital tool being used by leading Australian financial firms for compliance purposes—by identifying and remediating—in real-time—risky content in their communications, documentation, and marketing materials. Now, they’re focused on working with clients to connect real-time risk identification with professional education to shape the industry’s training outcomes.

As well, Kaplan Test Prep has invested in new technologies that deliver better student and learning experiences, and allow more rapid deployment of new features and greater scalability and performance levels for clients. Using this new “Atom” learning and assessment platform—in combination with Kaplan’s expertise in learning science and psychometrics—we created a new Adaptive QBank, or “question bank,” product to personalize test prep practice at scale. As students answer practice test questions, the Adaptive QBank generates additional questions at the right level of difficulty, ensuring better learning outcomes and progression through the material.
There is a growing gap between the findings of the basic science of learning and the practices and conditions of learning at institutions of higher education. To bridge that gap, Kaplan has established systems to test and apply the general principles in context. Kaplan... has fostered a learning climate that is increasingly shaped by evidence rather than inertia or intuition.

"Learning Engineering at Kaplan University," a white paper from education think tank Ithaka S + R (October 2016).

Kaplan's expertise in evaluating and certifying what people know and how they think has helped the company lead the way in personalized education. The company's very size and long history gives it access to a unique storehouse of standardized exam data. That data and the underlying competency-based platforms are allowing traditional higher education institutions to evaluate the learning efficacy of their programs, make longitudinal comparisons, and benchmark against institutions of similar size and type. Kaplan creates hundreds of formative assessments for over 100 high-stakes exams to provide optimal intervention and remediation indicators to improve student performance. Our proprietary "Smart Reports™" provide advanced computer analysis and tracking of learners' practice test and homework results, identifying individual strengths and weaknesses.

Leveraging this assessment expertise, KITE (Kaplan International Testing Engine) is a patent-pending, cloud-based, adaptive English-language assessment system that delivers instant proficiency evaluations with best-in-class accuracy, efficiency, and accessibility. KITE uses an Item Response Theory (IRT) algorithm to instantly pinpoint initial ability, prescribe development areas and, if needed, track individual progress over time. KITE is used by universities, institutions, and businesses worldwide to accurately assess individuals' English-language ability and make decisions about placement, hiring, and advancement. And, KITE's assessment tool is beginning to be used beyond testing English-language proficiency.

Learning science is at the core of our approach to instructional design and is used to engineer evidence-based educational products that better serve our students and help them achieve their desired outcomes. Kaplan's investment in learning science is significant; learning engineers work in each business to ensure all our services and products adhere to sound learning science principles—our "Kaplan Way for Learning."

Kaplan continuously transforms our products and services, leveraging learning science and technology to meet students' ever-changing needs. Examples of how we've operationalized these advances include developing course-level assessments at scale and using Cognitive Task Analysis (CTA) to develop "best in class" training programs.

In an industry that's generally lagged other fields in the use of high-quality research to inform their product development efforts, Kaplan's investment in testing and research and its systematic learning engineering approach has been recognized as pioneering and a model for the education sector.
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