



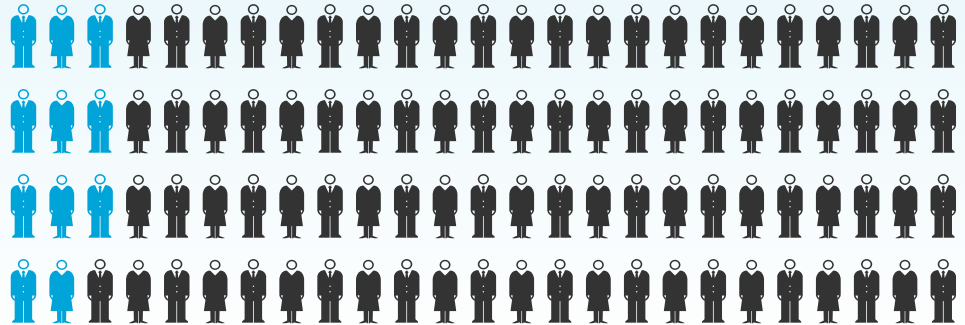
# Why College Will Soon Be About Kaplan Credegree™



## CHALLENGE

# Only 11%

of business leaders strongly agree that college graduates are **well-prepared for success in the workforce**.\*



## ISSUES

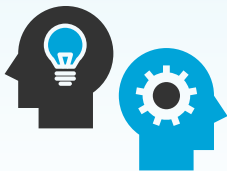


**Technology in the workplace is accelerating** at a breathtaking pace, which means the required skills and knowledge are changing too rapidly for universities to keep up.



College graduates often **lack specific technical skills** and the most up-to-date industry knowledge/fluency that would enable them to be effective when they are hired.

## SOLUTION

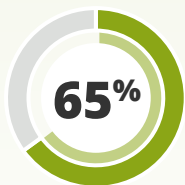


Industry recognized credentials are valued by employers, because the **knowledge or skills** that must be mastered in order to earn them are by necessity up-to-date and practical.

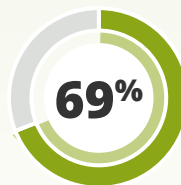


A Credegree combines a **traditional four-year university degree** with an industry-recognized **credential**, which helps graduates to be more marketable to employers.

## WHY A CREDEGREE IS APPEALING



Agree that a Credegree would make a college graduate more **marketable to potential employers**. \*\*



Agree that a Credegree could help college students to perform better by making a **stronger connection between traditional academic and applied learning**. \*\*



Agree that a Credegree would help college students to have a **more well-rounded education** and overall skill set. \*\*



Are **extremely / very likely to hire college graduate** with a Credegree

\* "What America Needs To Know About Higher Education Redesign", Gallup and Lumina Foundation, February 14, 2014  
\*\* "Credegree Concept Survey", Quest Research Group, December 12, 2019