



BENEFITS OF THE UNIVERSITY ALLIANCE PROGRAM

Customized Internet 'Micro Sites': We will create a company-specific website that includes the specifics of the alliance, recommended courses and programs (if any) and company-specific promotions. Additionally we will use this page to track interest and provide data back to the company.

Custom Designed Degrees: We have the ability to assess the education needs of individual clients and craft a solution specifically addressing these needs - be that a certificate, bachelors or masters program (enrollment requirements based on company size).

Corporate Cohort Programs: We will create a cohort of a group of employees who enroll in a program together where the coursework has been tailored to the specific types of situations they face and that are specific to the company.

Credit for Prior Learning: We will evaluate employee work, life and personal development activities and may be able to wrap college credit around training and industry certifications.

Competency Mapping: We will take company-specific success factors or competencies and match these to our programs. When employees get a 360 evaluation or want to fill skill gaps, these maps will provide the path to the courses needed.

Education Liaisons (ELs): We will make our 25+ national ELs available to staff education events and other employee benefits activities. Dedicated to the B2B group, these advisors will know your business needs and benefit programs.

On-Site Presentations from Subject Matter Experts: We can make our core and adjunct faculty, and deans, available for workshops and lunch & learns at company facilities on topics of interest to you.

Webcast/Webinars: We can conduct online information seminars with CEAs and/or Admissions representatives to discuss our programs and reach a geographically dispersed audience.

Aggregate Data: We will provide quarterly information on the programs employees are interested in, and indicate those programs that would be a good fit for other employees.

Input on Newly Developed Programs: We will include company feedback in new program development to validate need, audience size, and aspects of curriculum.

Direct Billing: We will accommodate those companies which prefer to directly receive invoices for employee's tuition. We have a small form that we use or we can use a company-specific tuition approval voucher.

Marketing Support: We will work with company's Corporate Communications/Public Relations to provide materials to announce the alliance internally and for external press releases.

Kaplan Family of Educational Opportunities: Any affiliation with Kaplan University will entitle employees to special pricing at other Kaplan companies. These include test preparation and admissions, after-school tutoring, industry certifications and compliance training.

www.kaplanuniversity.edu

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