

Baird talking points:

It's Official: We're at the Top of Our Class

And we've only just begun! In an independent study recently conducted by the consulting firm of R.W. Baird & Co., Kaplan University emerged as America's #1 ranked online university for quality and value. The survey was sent out to over 10,000 current and former students and graduates of approximately 40 for-profit, post-secondary educational institutions nationwide, including key competitors such as University of Phoenix, Capella University, Strayer University and AIU.

This FAQ sheet is not for distribution to prospective students. It includes speaking point to be used by admissions advisors when speaking with students.

Here are some ways to use KU's #1 ranking to help convince prospective students:

Did you know that KU ranked #1 in Quality of Education among online students?

- "Quality of Education" considered the range of courses and programs offered, the caliber of faculty, the level of technology, and the flexibility of class schedules. KU students can attend class 24 hours a day, 7 days a week. This makes it much easier to keep working at your present job and maintain family responsibilities while you earn your online degree or certificate.

Value is important. Did you know KU ranked #1 in Benefits vs. Cost among online students?

- "Benefits vs. Cost" considered value for the price. In the survey, KU had the highest percentage of students who said their education provided a strong value for the price. KU's flexibility allows you to remain on the job while you earn your degree, so it's easier for you to afford your education.

Word of mouth is the best advertisement...our Recommendation Rate was #1.

- 90% of students and grads said they would recommend that people they know pursue their online education at KU.

Below are examples of how to use the Baird survey to help address everyday concerns:

My community college is cheaper.

- That may be true, but you have to think about what you'll get for the money. According to the Baird survey, KU ranked #1 in the "Benefits vs. Cost" category. That means a higher percentage of KU students—*higher than any other online school in the survey*—said their education provided a strong value for the price. KU was also higher than almost every traditional non-profit two- and four-year school in the survey. So while community colleges may be cheaper, students say Kaplan is a better value. Also, if you plan to work while you go to school, earning your degree online at KU will give your schedule unlimited flexibility. And here's a big point to remember: at KU, the cost of all books is included in your tuition. That can really add up!

Kaplan is too expensive.

- Our tuition is a fraction of what most private universities charge. And it's money well spent. According to the Baird survey, KU ranked #1 in the "Benefits vs. Cost" category among online students. That means a higher percentage of KU students—*higher than almost every other school in the survey*—said their education provided a strong value for the price. KU's flexibility allows you to remain on the job while you earn your degree, so it's easier for you to afford your education.

I've never heard of Kaplan. I have heard of Phoenix and AIU.

You may not have heard us yet, but in the Baird survey KU outscored all of the nation's for-profit schools, including the University of Phoenix and AIU. We ranked #1 among online schools in "Quality of Education," "Benefits vs. Cost," and "Student Recommendation Rate." "Quality of Education" considered the range of courses and programs offered, the caliber of faculty, the level of technology, and the flexibility of class schedules. KU students can attend class 24 hours a day, 7 days a week. This makes it much easier to keep working at your present job and maintain family responsibilities while you earn your online degree or certificate.

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Is this a real degree? Will I be able to use it to get a job or to get into graduate school?

- Not only is it a real degree, it's a degree from America's #1 ranked online university for quality and value. In the Baird survey, KU out-scored the country's most highly regarded for-profit schools. Graduating from Kaplan University is a good career move. Another recent survey* showed when KU students graduate, they become twice as likely to get new job or pay increase, and nearly twice as likely to get a job promotion. *Zoomerang survey fielded 2/3/06.

I'm just shopping around. I'm not interested until I have talked to other schools.

- The Baird survey is a smart place to start shopping and do some apples-to-apples comparisons between KU and other for-profit online schools. You can see a summary of the survey at www.kaplanuniversity.edu/ku/surveyresults. Graduating from Kaplan University is a good career move. Another recent survey* showed when KU students graduate, they become twice as likely to get new job or pay increase, and nearly twice as likely to get a job promotion. *Zoomerang survey fielded 2/3/06.

Why should I pick Kaplan?

- KU should be your choice because we're America's #1 ranked online university for quality and value. In an independent survey of over 40,000 students and grads from approximately 40 leading for-profit schools, we ranked #1 in "Quality of Education" and "Benefits vs. Cost." What's more, 90% of our students and grads they would recommend that people they know pursue their education at KU. Graduating from Kaplan University is a good career move. Another recent survey* showed when KU students graduate, they become twice as likely to get new job or pay increase, and nearly twice as likely to get a job promotion. *Zoomerang survey fielded 2/3/06.

Can I see a copy of the Baird survey?

- We cannot directly provide copies of the R.W. Baird & Co. survey, as it is a subscription service. However, you can see a summary of the survey at www.kaplan.edu/ku/surveyresults.