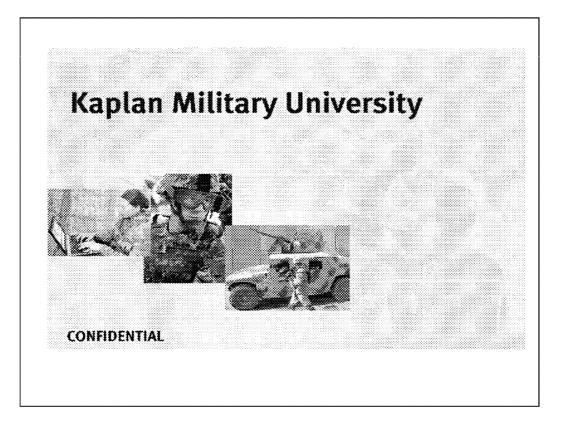
Excerpts, selected by the HELP Committee, from a larger document produced by the company

Kaplan Higher Education Corporation Document 68, Page 1



Agenda

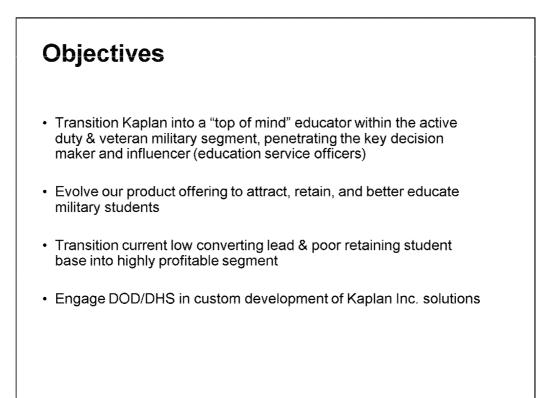
- Objectives ٠
- Our Military Value Proposition •
- The Pricing Pilot .
- The phases of the military strategy plan .
- Field team deployment •
- Staffing Plan .
- ٠
- Appendix A. Pricing Analysis B. Marketing Elements C. Public Relations Marketing D. Web Strategy E. American Military University

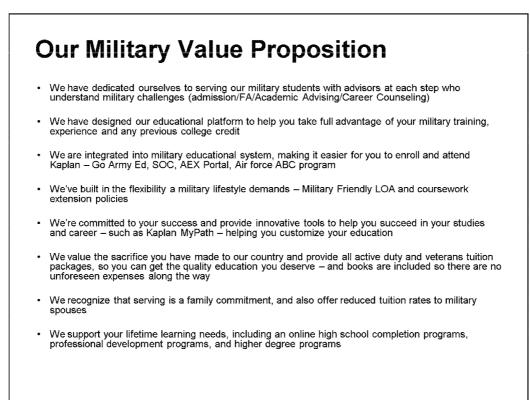
Objectives

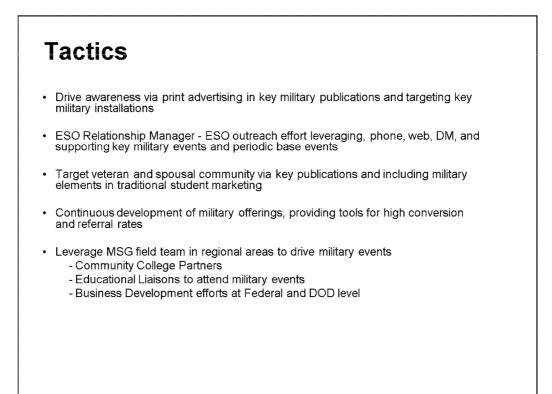
- Grow our military enrollments to 9K per year by 2011
 - -2009 increase from 2.2K to 6K enrollments
 - -2010 8.8K enrollments
 - -2011 10.5K enrollments

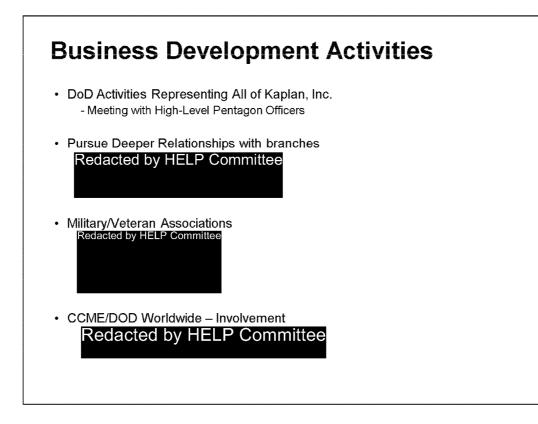
• Over 3 years:

- -Bring retention on par with traditional students (28 to 34)
- -Improve 90/10 by 5%
- Provide incremental revenue of \$XYZ in year 3









Financial Plan

Growth Projections – Enrollments/Rev

	2009	2010	2011
Enrollment Total	6,196	8,848	10,526
MSG - Field	Redacted	by HELP	Committee
Marketing			
Expense - Total	\$7,247,975	\$10,139,450	\$11,632,550
MSG	Redacted by HELP Committee		
Marketing			
Net Revenue - Total	\$4,277,301	\$7,957,358	\$11,768,938
MSG	Redacted by HELP Committee		
Lead Genration		~	

Non-Aggregation Marketing

Print	Redacted by HELP Committee
Out of Home Marketing	
e-Newsletter	
Direct Mail	
Total Impressio	IS Redacted by HELP Committee
Operational (Events/Sponsorships)	Redacted by HELP Committ
Collateral - Base & ESO	
Booth & Graphics	
Web Integration and Landing Pages	
Development Costs	
Research	
Pricing Analysis	
	\$ 1,596,050

