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**produced by the company**

# Kaplan Military University



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# Agenda

- Objectives
- Our Military Value Proposition
- The Pricing Pilot
- The phases of the military strategy plan
- Field team deployment
- Staffing Plan
- 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

## **Objectives**

- Transition Kaplan into a “top of mind” educator within the active duty & veteran military segment, penetrating the key decision maker and influencer (education service officers)
- Evolve our product offering to attract, retain, and better educate military students
- Transition current low converting lead & poor retaining student base into highly profitable segment
- Engage DOD/DHS in custom development of Kaplan Inc. solutions

## **Our Military Value Proposition**

- We have dedicated ourselves to serving our military students with advisors at each step who understand military challenges (admission/FA/Academic Advising/Career Counseling)
- We have designed our educational platform to help you take full advantage of your military training, experience and any previous college credit
- We are integrated into military educational system, making it easier for you to enroll and attend Kaplan – Go Army Ed, SOC, AEX Portal, Air force ABC program
- We've built in the flexibility a military lifestyle demands – Military Friendly LOA and coursework extension policies
- We're committed to your success and provide innovative tools to help you succeed in your studies and career – such as Kaplan MyPath – helping you customize your education
- We value the sacrifice you have made to our country and provide all active duty and veterans tuition packages, so you can get the quality education you deserve – and books are included so there are no unforeseen expenses along the way
- We recognize that serving is a family commitment, and also offer reduced tuition rates to military spouses
- We support your lifetime learning needs, including an online high school completion programs, professional development programs, and higher degree programs

## **Tactics**

- Drive awareness via print advertising in key military publications and targeting key military installations
- ESO Relationship Manager - ESO outreach effort leveraging, phone, web, DM, and supporting key military events and periodic base events
- Target veteran and spousal community via key publications and including military elements in traditional student marketing
- Continuous development of military offerings, providing tools for high conversion and referral rates
- Leverage MSG field team in regional areas to drive military events
  - Community College Partners
  - Educational Liaisons to attend military events
  - Business Development efforts at Federal and DOD level

## **Business Development Activities**

- DoD Activities Representing All of Kaplan, Inc.
  - Meeting with High-Level Pentagon Officers
- Pursue Deeper Relationships with branches  
Redacted by HELP Committee
- Military/Veteran Associations  
Redacted by HELP Committee
- CCME/DOD Worldwide – Involvement  
Redacted by HELP Committee



# Financial Plan

## Growth Projections – Enrollments/Rev

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

# Non-Aggregation Marketing

2008 - 2009 Military Marketing	Impressions	Total Investment
Print	Redacted by HELP Committee	
Out of Home Marketing	Redacted by HELP Committee	
e-Newsletter	Redacted by HELP Committee	
Direct Mail	Redacted by HELP Committee	
<b>Total Impressions</b>	Redacted by HELP Committee	
Operational (Events/Sponsorships)		Redacted by HELP Committee
Collateral - Base & ESO		Redacted by HELP Committee
Booth & Graphics		Redacted by HELP Committee
Web Integration and Landing Pages		Redacted by HELP Committee
Development Costs		Redacted by HELP Committee
Research		Redacted by HELP Committee
Pricing Analysis		Redacted by HELP Committee
		\$ 1,596,050

## Marketing Staffing Plan – Roles & Definitions

- **Director of Military Marketing & Strategy**
  - **Oversight over all military marketing including:**
    - Lead Generation
    - Web strategy
    - DM/EM
    - Print
    - Collateral
    - Campaign management
    - B2B Marketing (ESO/DOD etc)
    - Product Marketing (Redacted by HELP Committee)
  - **Direct Product Development Efforts**
    - Feasibility on new programs
    - SOCAD/SOCGUARD/SOCMAR etc
    - Develop Sales Tools
    - VA & other military student programs
    - Single Course Offerings
    - Alternate Delivery Modes
    - Military Newsletter
  - **Coordinate Military Research**
  - Field Support Marketing
  - **Operates on shared services and with 1 direct report - Military marketing manager**