Kaplan University's retention rate is based on a group of students who enrolled at Kaplan University during the period of August 1, 2011 - October 31, 2011. The group of students includes students at the Kaplan University: Council Bluffs, IA campus. The students contained in the calculation did not attend another Kaplan University or university prior to enrolling in a Bachelor's Degree program at Kaplan University. The calculation reflects the percentage of students who began their studies in the fall of 2011, continued their programs of study and remained in their program of study as of August 1, 2012.