Kaplan University Mission

Kaplan University is an institution of higher learning dedicated to providing innovative undergraduate, graduate, and continuing professional education. Our programs foster student learning and create opportunities to launch, enhance, or change careers in a diverse global society. The University is committed to general education, a student-centered service and support approach, and applied scholarship in a practical environment.

Purpose of the Long-Range Plan

Kaplan University uses strategic planning to:

• assure its continued growth and vitality while fulfilling its institutional mission and purposes;
• respond nimbly and constructively in aligning its capacities with stakeholder needs and emerging technological and societal changes;
• strengthen morale and integrate the University community by inclusive reflection and discussion about a shared future; and
• aspire to ever-higher levels of excellence by embracing challenging goals and completing projects.

The 2012–2014 plan, published as Kaplan University approaches its 75th anniversary, lays out the commitment to being a lifelong partner for career improvement for traditional and nontraditional students, graduates, and alumni wherever they are on their career path. The University is committed to better understanding the skills, competencies, and proficiencies employers seek in their employees and constructing and offering academic programs in innovative and effective delivery modes that prepare students to achieve and enhance their career goals.

Students at the American Institute of Commerce, now Kaplan University, Davenport, Iowa, October 7, 1938.
STRATEGIC THEMES

Kaplan University’s Long-Range Plan focuses on four key themes: Academic Innovation, Outstanding Service and Student Experience, Position Schools for Long-Term Success, and Strengthen the University’s Reputation. Through each of these themes, the Plan will support student academic success and satisfaction and productivity among the entire Academic staff.

Academic Innovation
Establish Kaplan University’s position in the evolving world of postsecondary education through career-focused and outcomes-driven program development and interactive, personalized features integrated in the learning platform to enhance student engagement and success.

Examples:
• Enhance outcome assessment to ensure strategic and continued improvement in curriculum.
• Revise and expand the General Education program.
• Implement mastery learning and social media pilots in the classroom.
• Create a multimode, multichannel course framework for target courses to allow Kaplan University to showcase offerings to learners.

Outstanding Service and Student Experience
Update systems to become much more flexible and customer friendly and build a strong, “closed-loop” Career Services operation. Through improvements in course design, admission standards, and service, drive better graduation rates and financial results.

Examples:
• Leverage a closed-loop model to optimize the partnership between Career Services and Academics and add workplace readiness coaching and assessment to the academic support experience.
• Improve service to online students within the campus service radius and enhance technology and training to provide virtual services to campus students.
• Enhance the student orientation to create a motivational and informative first experience.

Position Schools for Long-Term Success
Pursue Kaplan University’s “quality agenda,” centering on curriculum innovation, continuous improvement, and faculty development and engagement, with measurement of outcomes for students, faculty, curriculum, and perceptions of University quality.

KAPLAN UNIVERSITY IS A LIFELONG PARTNER FOR CAREER IMPROVEMENT
• Serve traditional and nontraditional students, graduates, and alumni as they seek and succeed in general or more focused professional education.
• Better understand the skills, competencies, and proficiencies employers seek in their employees.
• Offer academic programs and services in innovative and effective delivery modes that prepare our students to achieve and enhance their career goals.
Examples:
- Implement school-specific growth plans that include content enhancement through partnerships, program development based on career/industry needs, and strategic alliance development.
- Emphasize and build closed-loop relationships that provide growth, quality improvement, a competitive advantage, and longevity.
- Attract a broader mix of campus-based adult learners across the academic readiness spectrum and pilot a regional service model.
- Develop and operationalize meaningful faculty development, engagement, and recognition programs.
- Implement technology initiatives to develop and improve the University's platform, content, and social interfaces.

Strengthen the University's Reputation
Support and expand accreditation for academic programs; support and enhance faculty scholarship in support of teaching and learning. Communicate the educational mission to staff, students, alumni, and the public, with greater transparency in the University's thinking, initiatives, and results.

Examples:
- Prepare and apply for programmatic accreditation—Association to Advance Collegiate Schools of Business (AACSB), Accreditation Board for Engineering and Technology (ABET), Council for Accreditation of Counseling & Related Educational Programs (CACREP), etc.
- Publish and distribute Kaplan University's Annual Academic Report.
- Celebrate Kaplan University's 75th anniversary.

MEASURING PROGRESS
Reviewing progress toward the University's goals is a standard part of operations and important to the successful implementation of the Long-Range Plan. Progress toward the specifics in the Plan will be tracked and monitored in three ways: initiative tracking, capture of core metrics, and governance and monitoring of the annual academic plan.

CONCLUSION
The specific initiatives within each strategic theme will strengthen the impact of Kaplan University's academic innovations on the quality of its programs, the outcomes of its students, its long-term success, and its reputation. Many of these initiatives are dependent on "must-do's":
- integrating resources across the University community,
- investing in basic and innovative services, and
- developing applications that support students' career searches.

Through an emphasis on a "closed-loop" approach to working with business partners, the institution's programs and services will reflect emerging industry needs and thus best prepare students to enhance or change careers. Accreditation will confirm the credibility of the University's programs.

Students will be well served by cutting-edge curriculum design and virtual, mobile technologies that create and support academic communities of instructors and students. The quality of these programs and outcomes will be reflected in programmatic and regional accreditation and attract a stellar faculty committed to serving Kaplan University's students. Each step in this process will ultimately lead to the University's recognition as an institution that is a lifelong partner for career development for current, past, and future students.

If you have any questions or comments regarding Kaplan University's Long-Range Plan, please email provost@kaplan.edu.