

***NEW YORK TIMES STORY*: TALKING POINTS**

*Not for distribution. For verbal response only.*

* The *New York Times* published an unflattering story about Kaplan that misrepresents our core values and undercuts the commitment that our employees make every day to help students meet their goals.
* Through the years, we’ve enhanced our policies and procedures to ensure that we always operate in accordance with our values, and state and federal regulations.
* We worked diligently over several weeks with the reporter to tell our story. It was clear she was determined to put Kaplan in a negative light. She seemed determined to only talk to former employees and students who have an axe to grind against Kaplan and in many cases a financial interest in feeding such negative stories.
* We recognize that we, like any institution, are not always perfect, but we work hard to correct any mistakes.
* Our goal is to always do what is best for our students. That’s why we’re rolling out the Kaplan Commitment, which allows students to take real classes for real credit during an introductory period before making a long-term financial obligation.  If students do not meet the requirements of Kaplan Commitment or they decide the program is not right for them, they leave without paying tuition or taking out loans.
* In the past decade, KHE institutions have graduated about 275,000 students—successful professionals in some of the country’s fastest growing fields, including allied health, nursing, criminal justice, business, information technology, paralegal studies and trades.
* KHE currently serves more than 112,000 students and employs nearly 16,000 individuals across the country by helping students attain their educational and career goals.

***The Current Regulatory Environment***

* The private education sector has been under intense scrutiny for the past several months, mainly due to proposed federal regulations and Senate hearings. This is another example of that scrutiny.
* A stint of bad press and heightened scrutiny in Congress and elsewhere will not affect our accreditation or the quality of the education we provide to students.
* Articles like this one are disappointing, but will not change our focus on providing our students with the best educational experience possible.
* We expect heightened visibility around private-sector higher education for quite some time.

***Lawsuits***

* We are disappointed to see the plaintiffs' allegations reported as journalistic facts even though they are untrue and baseless.  No judge has upheld or ruled affirmatively on any of these claims, which we continue to believe are totally without merit.
* The story refers to these lawsuits as “in the early stages,” of litigation, but in fact they all have been pending for several years.  In the four unsealed qui tam cases referenced in the story, there have been a total of 15 different complaints filed -- all of which have either been dismissed by the courts or voluntarily withdrawn.
* This story is a re-hash of old legal complaints filed by disgruntled individuals, several of whom are serial plaintiffs who have tried in many venues to pitch their legal claims, without success.  These individuals stand to benefit financially if their lawsuits succeed.