

KAPLAN MISSION AND VALUES*

MISSION STATEMENT

Kaplan helps individuals achieve their educational and career goals.
We build futures one success story at a time.

OUR CORE VALUES

Our core values define our company culture and provide the framework for what we deliver to our customers and employees each day:

INTEGRITY

We hold ourselves to the highest ethical standards in everything we do
We place being ethical above all else – because doing things right is the only path to long-term growth.

KNOWLEDGE

We offer expert resources to help you achieve your academic and career best.

SUPPORT

We give you the tools you need to succeed.

RESULTS

We're dedicated to helping you achieve your goals – we succeed when you succeed.

OPPORTUNITY

We open doors and broaden access to education.

WE SUCCEED WHEN OUR STUDENTS SUCCEED.
We gauge our success by how well our students meet their measurable goals.