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News

Kaplan U Launches Career Assessment for Online Freshmen

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By Dian Schaffhauser

Kaplan University launched MyPath ,  a program that uses career planning and student success diagnostics to help students craft a course of study that maximizes their career potential. The assessment tools will be used for all freshmen doing studies in the online program, the school said in a statement, to address study skills and career focus before they begin their academic program.

"Kaplan MyPath will help us identify students' learning strengths and weaknesses so that we can provide the tools they need to be successful while at the same time giving them the ability to pinpoint careers that best suit their talents," said Wade Britt, executive director of Kaplan's academic operations. "Many college students change their majors three times before settling on a career path. By utilizing these assessments before students begin their academic program, we can help them personalize their education, zero in on their career goals, and have a stellar academic experience."

MyPath uses an Internet-based career planning system from Kuder designed to help students identify their interests, skills, and values to plan for career success. The program also runs an assessment that measures a person's skills, behaviors, and motivations to help develop a learning plan that enhances their university experience.

Kaplan University, based in Davenport, Iowa, has 41,000 online and on-ground students at eight campuses in Iowa and Nebraska and online student support centers in Fort Lauderdale, Chicago, and Phoenix.

Dian Schaffhauser is a writer who covers technology and business. Send your higher education technology news to her at dian@dischaffhauser.com.

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