

 ACCESS & OPPORTUNITY INITIATIVE

Democratizing Professional Pathways

How Kaplan's All Access License® Transforms Student Equity, Proactive Advising, and State Workforce Capacity

 Illinois Workforce Case Study •  Early Advising Model •  Institutional Strategy

The Core Challenge

Why High-Stakes Exam Costs Create a "Quiet Divide" in Higher Education

Redefining the Student Support Model

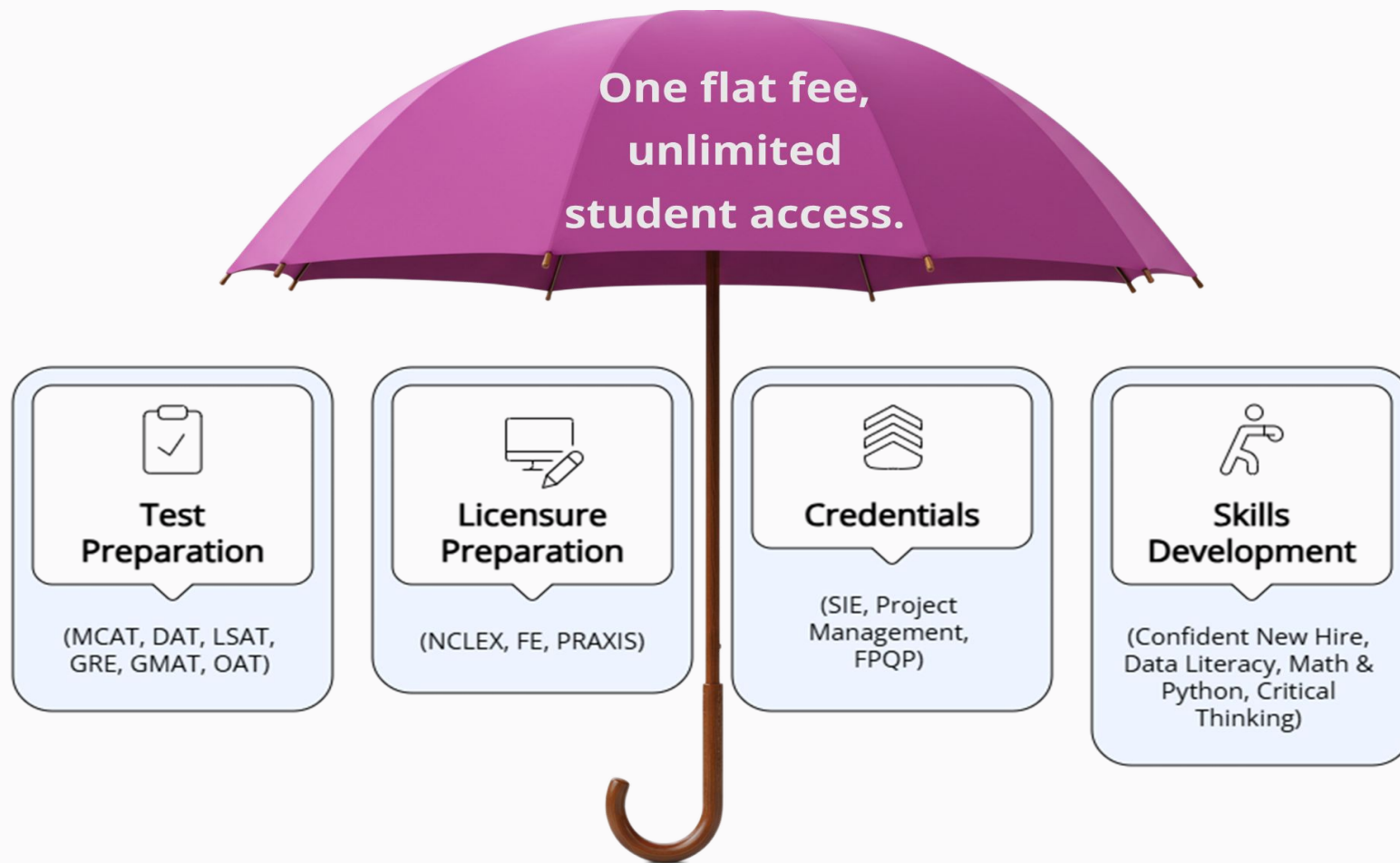
The "Quiet Divide"

Commercial test preparation often costs \$1,000 to \$3,000+ per exam. Low-income, first-generation, and underrepresented students frequently study without structured resources or forgo post-graduate admissions and licensure altogether due to high costs.

The All Access License® Solution

By providing zero-cost, university-wide access to 40+ prep programs (MCAT, LSAT, GRE, NCLEX, CFP, FE, PRAXIS), institutions turn a personal financial hurdle into a systemic equity-excellence advantage embedded across the undergraduate journey.

What is All Access License®? [Click to watch.](#)



Case Study: Statewide Impact in Illinois

Prepare for Illinois' Future

- ✓ **First-in-Nation Initiative:** State-funded partnership granting free test prep across all 12 public universities & select pilot community colleges.
- ✓ **Immediate Scale:** Over 7,000 students enrolled in Year 1, yielding over \$20 Million in direct out-of-pocket savings.
- ✓ **Systemic Equalizer:** Provides high-touch prep for admissions, teaching, nursing, law, STEM licensure and many more.



Quantifiable Economic & Workforce Return

\$6.1B

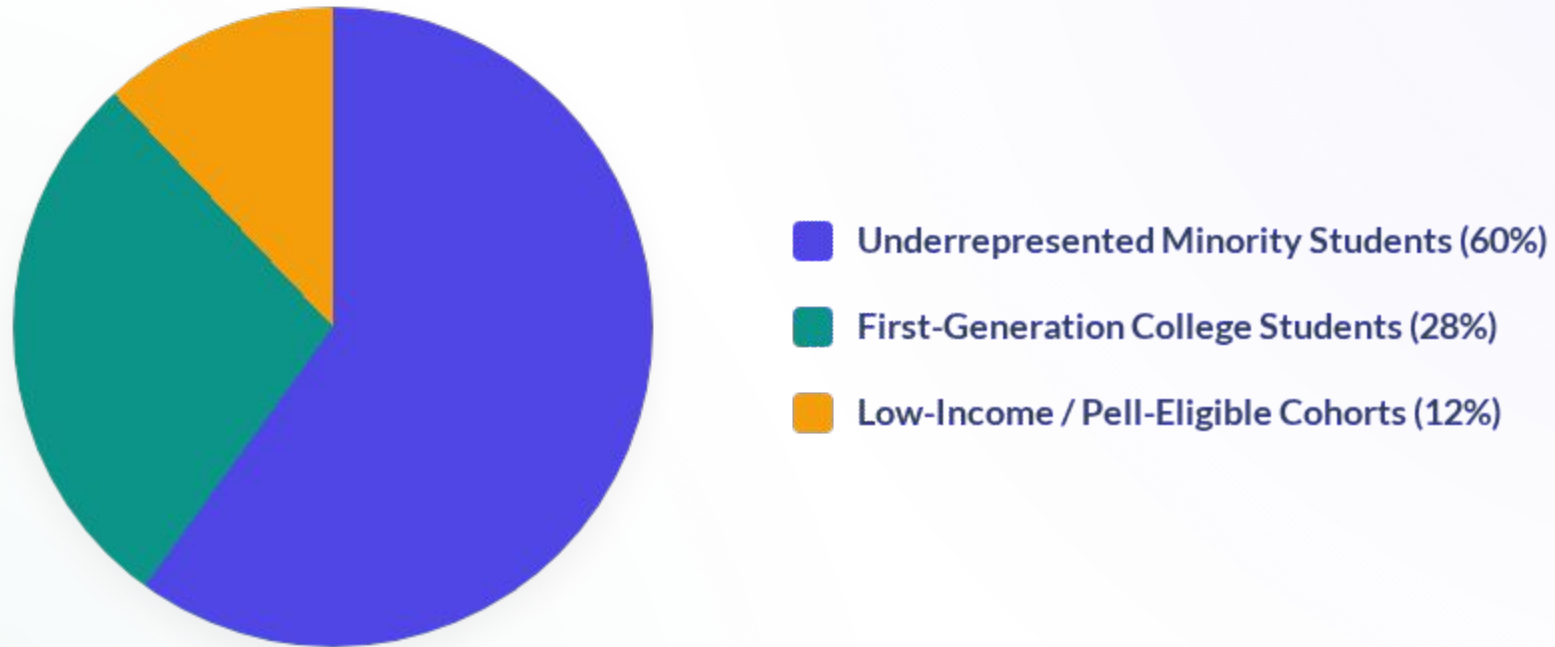
30-Year Projected Economic Return

MSU Independent Study Findings

Analyzing solely the MCAT component of Illinois' All Access License® Program reveals a massive macroeconomic multiplier:

-  **+219 Additional Matriculants:** Annual increase in medical school students linked directly to program prep.
-  **+22 Practicing Physicians:** Retained in Illinois healthcare systems annually.
-  **69x+ ROI:** \$6.08B economic return & \$249M state and local tax revenue over 30 years.

Reaching Underserved Populations



Program data demonstrates a 5x increase in low-income student engagement when test prep costs are completely removed, closing historical participation gaps.

Early Advising as an Equity Strategy



1. Early Vision

Introduce graduate and professional school options in freshman/sophomore advising.

Knowing resources are free builds early confidence and ambition.

Scaffolding approach to All Access

License®.



2. Structured Rhythm

Replace late-stage cramming with active, question-based practice built directly into undergraduate academic curriculum. MCAT for credit model as one example.



3. Actionable Data

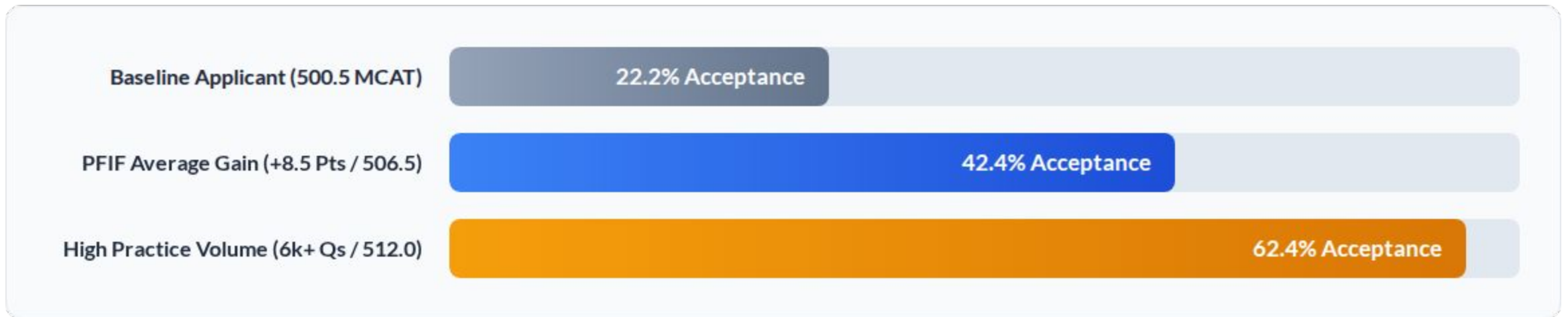
Provide administrators with cohort visibility to identify who is practicing, diagnose skill gaps, and offer proactive remediation support. Advisors view data directly in the Kaplan portal.

Practice Volume Drives Acceptance



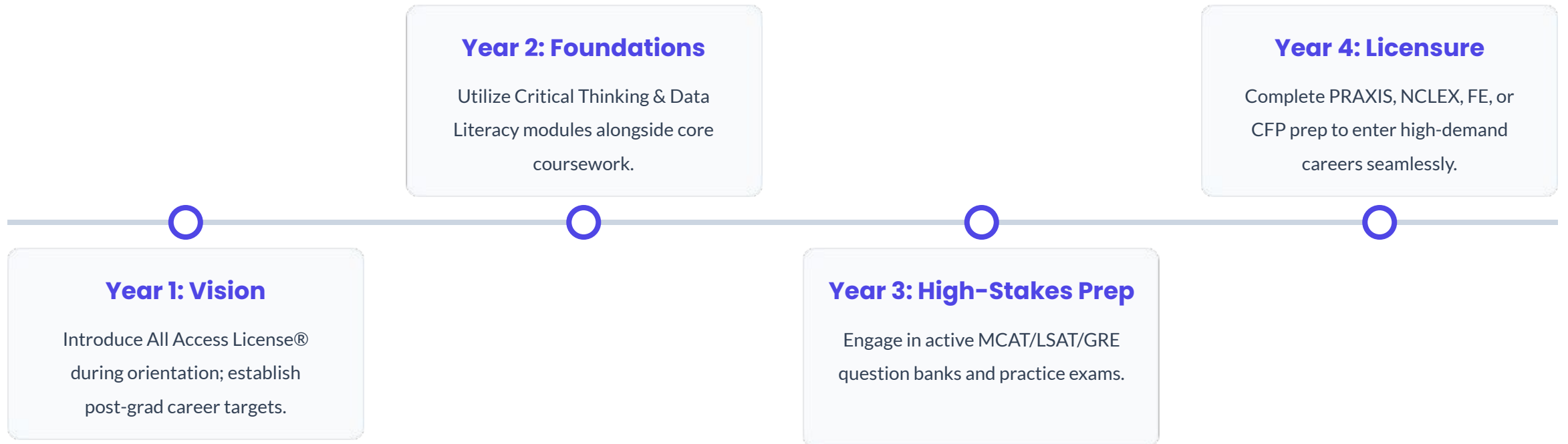
Kaplan study data: Completing 6,000+ practice questions yields an average 15.32 point MCAT increase—moving students from an at-risk range to a 62.4% medical school acceptance probability.

Illinois Physician Pipeline Gains



Pipeline Impact: An average gain of 8.48 points yields **219 additional medical school matriculants** annually from Illinois public universities. This produces **40 new in-state residents** and **22 practicing physicians** added to Illinois every single year.

Integrating All Access License® Across 4 Years



Voices from the Field



The access to high quality test preparation courses for exams like the MCAT[®], DAT[®], and LSAT[®] at no cost to students will be the biggest equalizer on a truly systemic level for students attending Illinois public universities that I will likely see in my career as a pre-professional advisor.

— Misty Huacuja-LaPointe,
Director, Pre-Professional Advising
University of Illinois Chicago

****Notes from the conference/presentation****

- During the conference keynote reception, Dr. Brian Rosenberg made the following comments that directly speak to why universities and colleges should seriously consider implementing Kaplan's All Access License®.
 - Universities need to differentiate themselves
 - Begin to seriously consider students/families as consumers and speak to their vocational needs
 - A declining 18-24 age bracket in the USA means more competition for students which will ultimately lead to pressure on institutions to not merge/close
 - Adapt... or else!
- During the presentation, partners from NYU and UIC both commented on how Kaplan's All Access License® was a **"game changer for our students"** & **"Not only did this save students money, but it provided them with a free, comprehensive course program to be better prepared for test day."**



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- **Email us to receive a digital copy of the MSU study on the Illinois First initiative or Kaplan's 15+ point MCAT increase efficacy study.**
- **Come talk to us later today about how we can implement All Access License® on your campus or across your university network.**

