

June 2011

Dear (First Name),

The National Catholic College Admission Association (The National CCAA) has a primary goal of promoting the value of Catholic higher education. Although each Catholic college has its own character and "brand" distinction, a crucial part of our success in student recruitment relies on how effectively we differentiate the value of Catholic higher education from other higher education options.

For this reason, The National CCAA wishes to update and refresh the findings of its 2006 Comparative Alumni Research Project. This project described the student experiences and educational and life outcomes as reported by National CCAA graduates and graduates of other types of colleges and universities. The earlier research findings validated what scholarly research has established—that educational effectiveness flows from engagement with other students, professors, staff, and programs—and that this engagement occurred far more frequently at smaller, independent schools and specifically the member institutions of The National CCAA.

This round of research seeks to add responses from 2000 to 2005 graduates of both National CCAA member and comparison schools in order to help identify whether changes have occurred in reported student experience and to keep the comparative findings current.

As before, the research maintains the discipline of interviewing alumni—and only alumni—who graduated no more recently than five years ago. This distance from the college experience provides a considered response reflective of later experiences that test educational effectiveness and value in the job market, graduate/professional school, as well as in family and community.

We have once again contracted with Hardwick Day of Minneapolis to conduct an alumni survey that will document how graduates of The National CCAA member institutions perceive the effectiveness of their college experience. Because Hardwick Day has conducted similar research with national public flagship institutions, this survey will allow National CCAA colleges to illustrate meaningful differences between the student experiences and life outcomes reported by the alumni of Catholic colleges as compared to those from public institutions. You can read the first round of research conducted by Hardwick Day in 2006 on our website at:

http://www.catholiccollegesonline.org/news_events_research/research.html

The product of the survey will be a set of findings documenting responses by sector, a "topline" PowerPoint presentation on research findings, and an executive summary. The National CCAA may promote selected results of the survey through member institutions, through media promotion, and through The National CCAA website.

We are writing to personally ask for your help in this important project. In order to conduct this survey, we need your assistance and cooperation in the process of obtaining a small sample of alumni names and phone numbers. These names and phone numbers will be combined with similar lists from the other National CCAA colleges and universities.

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The National Catholic College Admission Association is a non-profit organization of Catholic colleges and universities committed to promoting the value of Catholic higher education and serving students in the transition to college.

While only a very small portion of the individuals you identify will actually be surveyed, a large combined pool of potential respondents is necessary in order to construct a sample that we can fairly say reflects the student experience at National CCAA member institutions. In all, we will need to complete 60-80 interviews.

The enclosed sheet contains details of the information needed that you can give to your Alumni Relations Office. Please note that your alumni information and survey responses will be held in the strictest confidence and not made available to any National CCAA member. Alumni information will be used for this research project only, and destroyed after the project is completed.

To assure research integrity, none of the alumni whose names and contact information you provide should be contacted prior to administration of the survey.

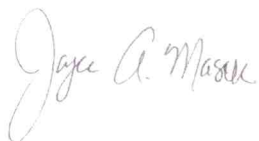
If you or a designated staff member would like to discuss or learn more about the project methodology, you may contact the project coordinator at Hardwick Day, Janice Jaeger, at jjjaeger@hardwickday.com or at 763.781.0450.

Thank you for your help and support with this important project.

Sincerely,



David A. Armstrong, J.D.
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Joyce Masek
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Enclosed: Comparative Alumni Research Sample Request

COMPARATIVE ALUMNI RESEARCH SAMPLE REQUEST FOR THE 2011 NATIONAL CCAA RESEARCH UPDATE:

100 randomly selected undergraduate alumni who graduated between 2000 and 2005

Currently reside in the 48 contiguous states

The sample should not include graduates of non-traditional programs (e.g., weekend colleges or degree completion programs)

All records must include phone numbers, as it is a telephone survey.

Generally, the exchange works well as an e-mail attachment in an Excel file. Send it directly to Janice Jaeger: jjaege@hardwickday.com

Questions? Email or call Janice Jaeger from Hardwick Day at (763) 781-0450.

Format for Excel file:

Column 1 First name
Column 2 Last name
Column 3 Home phone
Column 4 Year of Graduation
Column 5 State of residence