Dear <Student First Name>:

I need your help! In order for us to make <University Name> an inviting place for students to learn and to prepare for success in life, we are seeking opinions from our former students.

You enrolled at <University Name> in Fall <Year>; however, you did not return for Fall <year>. You are the only person who can tell us why you left and we are very interested in learning your reason(s) for choosing not to return.

The enclosed questionnaire includes some of the typical reasons students do not return to a college or university – academic, financial, and personal/social. We would appreciate it if you would take a few minutes to fill out the enclosed questionnaire and return it in the postage-paid envelope by <Date> (October 30, 2002). Your input will help us to identify and respond to future students’ needs.

As you can see, the survey has been numbered. The purpose of the number is to allow us to contact students who do not respond to this critical survey. Please be assured that the identity of individuals who respond to this survey will remain confidential, and that all data will be tabulated in summary form only.

If you have any questions regarding this questionnaire, please contact <Registrar> at xxx-xxx-xxxx or <Alternate> at yyy-yyy-yyyy.

In anticipation of your response, I want to express my appreciation for participating in this important survey and to extend my best wishes for your future endeavors.

Sincerely,

<<Signature>>

<President’s Name>
President

Enclosure
Cover Letter #1-2.doc