



Founded 1697

September 2000

To Whom It May Concern:

Kevin Graham of Lookout Management, Inc. recently completed a parent satisfaction survey for Abington Friends School. Of a number of consultants interviewed to conduct the planned survey, Kevin was the most persuasive and impressive in his knowledge of independent school life and culture. His proposed fee structure was quite reasonable and competitive.

The process of fine-tuning the actual survey instrument was a positive one. Kevin was patient in collecting input from a variety of school representatives and gave careful and usually helpful advice in producing the final questionnaire. He held to all of his self-imposed deadlines and was flexible with those the school needed to change. He directed the project through to completion without being imposing.

The most notable aspect of Kevin's work with AFS has been the actual data analysis. It has been incredibly useful to be able to tease innumerable subtle and nuanced interpretations out of an enormous amount of data. For instance, was there a pattern of response from predominantly new families or long-term families? Is a particular concern felt more keenly by parents in a certain division or grade? Which concerns are shared by the largest cross-section of respondents? Kevin's final report and presentation to the Board was thorough and thoroughly useful. He helped us identify those areas where our attention would likely yield the biggest gains, those areas that are a constant source of complaint for schools and where it is difficult to effect change, and those areas of strength we ought to capitalize on and market to both current and prospective families.

I recommend Kevin Graham and Lookout Management, Inc. without hesitation. He is both professional and personable making it a pleasure to work with him.

Sincerely,

Karen A. Loder  
Director of Admission and Tuition Assistance