

August 17, 2015

Kevin Graham
President
Lookout Management Inc.
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Canada

Dear Kevin,

I write this long overdue note to thank you for all the work you did for Baldwin in the development, administration and analysis of our parent satisfaction survey. Please feel free to use any of this content on your website.

From the very first time we met, I knew you to be committed to providing the very best product to uncover information that would help advance our school. Your unbridled excitement when it comes to real data is hard to conceal! You were very responsive, always available to us and made every effort to have the entire process be inclusive, clear and targeted towards answering specific questions we had. Although you clearly do a number of surveys, and there is inevitably considerable overlap among the questions being asked, I never felt that we were getting a “one size fits all” generic product. You worked with us to get to the heart of what we wanted to learn. Your considerable experience, on the other hand, did give us useful benchmarking data points. For example, when our school scored “x” on a certain set of questions you were able to reassure us that this was common – or not, as the case might be – among schools like ours. Your expertise and deep knowledge of the independent school world is paramount to your success and to the success of those you serve.

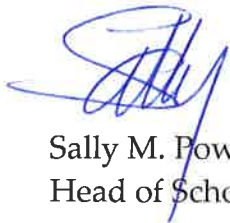
The development phase ran smoothly, the administration was well managed and we achieved an exceptionally high response rate from our parents that validated the data we received. Your analysis was thoughtful, insightful and has been very useful to our school on many levels. Your presentations – whether in person or via the web – were comprehensive, easy to follow and held nothing back. You are articulate, well-prepared and a good communicator.

Quality always comes at a price. Your fee structure is higher than others we explored, but ultimately we feel the high price sticker was worth the investment. We have used your findings in many different ways, including: to respond to identified parental issues; to bring new employees in our marketing and enrollment management up to speed on the pulse of our community; to help faculty better understand our parent body; to engage our Board in meaningful discussions about the direction of the school; and as a resource to our administration as we seek to continually strengthen our community.

I have personally enjoyed getting to know you through this process and have already passed your name on to other potential clients. I am only sorry that we made the connection so late in my career and so close to my retirement.

I wish you continued success and hope that your relationship with Baldwin will not end when I depart.

Warmly,



Sally M. Powell
Head of School