

Lawrence Academy



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June 4, 2001

Recommendation for Kevin Graham

To Whom it May Concern,

Kevin Graham of Lookout Management Inc. has just completed an alumni survey for Lawrence Academy. He is an expert in his field, and I found him to be professional in every way. We had regularly done surveys of our own, and the process we underwent with Kevin was light years ahead of anything we had ever done.

Kevin assisted us in surveying all alumni from the last twenty years. He offered us clear guidelines, effective techniques to ensure a high yield, and assisted us in developing questions which were appropriate. He advised us on how and when to send the survey (we sent it twice), and he advised us on how to interpret the returns.

We have learned so much from this survey, and what is amazing is that I could not have predicted the results. Kevin is also able to cross-tabulate and interpret results by age, gender, day-boarding status, academic standing, and even degree of involvement at school. Kevin is a wizard when it comes to translating what the numerous responses all mean.

We are now talking about our next survey, which will most likely be directed at parents. We are confident that this kind of market research will give us the information we need to make meaningful and accurate improvements to the school. I highly recommend Kevin Graham and would be pleased to discuss his qualifications with anyone who might be considering a survey. Please feel free to contact me if I can be of any help.

Sincerely,

Robinson C. Moore
Assistant Head of School for External Affairs