

Established 1867

# OLDFIELDS

S C H O O L

George S. Swope, Jr.  
Head of School

November 2, 2006

Kevin Graham, BA, MBA  
Lookout Management, Inc.  
23 Chestnut Hill, London  
Ontario N6K 4J5 CANADA

Dear Kevin,

I write to thank you for your work here at Oldfields School. From my prior experience at Cranbrook, I knew that you would bring not only tremendous expertise and experience in surveying, but also an appreciation for the distinctive culture of our School. Moreover, your sincere interest in independent education also makes collaborating with you very interesting and, quite honestly, fun.

The Parent Satisfaction Survey results will help us in numerous ways. First and foremost, these results are being reviewed by the Leadership Team to ascertain where we might strategically intervene to improve our educational offerings. They also point to areas of school life that we might adjust as a boarding school. Secondly, the results will be used in our new strategic marketing plan. They will provide hard data in support of our emerging brand image. Finally, the generally positive results strongly affirm the daily work of our hard-working faculty and staff. For all of this, I am most grateful.

I look forward to working with you again as we survey other constituencies and begin to develop a longitudinal baseline. Until then, take care.

Sincerely,



George S. Swope, Jr.  
Head of School

GSS:bpl