

SPRINGSIDE

FOR EXCELLENCE FOR GIRLS
FOR 125 YEARS

School

September 9, 2003

Kevin Graham
President
Lookout Management, Inc.
23 Chestnut Hill
London, Ontario N6K 4JF
Canada

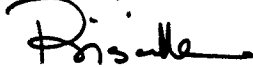
Dear Kevin,

Thank you for an amazing process. I'm not sure what we thought would happen as there was a huge amount of anxiety around our Parent Satisfaction Survey, but our entire administrative team was thrilled with the results as it affirmed some of the areas we thought were strong and offered us several opportunities for improvement. In fact, every member of the team has written a personal action plan and External Affairs has spent many hours combing through data and creating a communication plan that is a direct response to some of the kudos and concerns from our parents.

We also realized that we have a wonderful story to tell but are often reluctant to do so. Your report gave us quantitative as well as qualitative data that we are sharing with parents and prospective parents as well as using to leverage our visibility and our mission as a single-sex school with a coordinate program. We look forward to sharing the information with our broader constituency, which has the added benefit of being able to address a few issues that sometimes feels more pervasive than they are, all of which is very empowering. It is the perfect vehicle for de-bunking the "everyone says so" syndrome.

Your survey was also a reminder of how much we value our parents and they the school. But equally important is to never take their support for granted. Your additional data about cost issues as well as distance from school gave our Admissions as well as Business Office grist for the mill. Overall, everyone left our de-briefing with you feeling empowered and excited. Thank you for the time you spent walking us through the data. Teaching us how to look for what we needed to know and how to intelligently interpret data made the entire process that much more useful.

Warmly,



Priscilla G. Sands
Head of School

PGS/ak