



# UNIVERSITY LIGGETT SCHOOL

MATTHEW H. HANLY  
HEAD OF SCHOOL

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Kevin Graham  
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Canada

Dear Kevin,

I always tell my administrative team, "It is far easier (and less costly) to re-enroll a student than it is to identify and enroll new students." Such, I imagine, is true in your business, too. Pay particular attention to original clients, and you will be successful with them again. It worked for me and University Liggett School.

When the school, as part of its septennial evaluation process with ISACS, was faced with a decision regarding what instrument to use for a parent survey, there was no question in my mind that ULS would use Lookout Management instead of the ISACS endorsed tool.

Sure, the ISACS survey allows a school to compare data with hundreds of other schools. But, that is where it begins and ends. By contrast, not only do we get to compare with other schools, with our own results from three years ago, but also we are able to manipulate and cross-correlate our data for so many factors – and with great ease! For us, it was helpful to know, for example, that the more a parent visited our campus, the more satisfied he or she was. We have taken that simple piece of data and re-thought all of our approaches to getting parents on campus.

Working with you, Kevin, was enjoyable as well. You know your "stuff" and are a patient teacher. Your presentations to faculty and staff and to the board of trustees have always been wonderfully well received. Your ability to focus on over-arching trends is much appreciated.

Though I am leaving ULS in just a few months, I do hope the school will continue to work with you in the future. For my part, once settled, I look forward to continuing our work at Oregon Episcopal School.

I send along all my best for the New Year.

Regards,