

APPENDIX D

SAMPLE COVER LETTER FOR MAIL SURVEYS

Include a cover letter with each survey you conduct by mail. The letter should explain the survey and be typed on your school's letterhead stationery. You may modify the following sample cover letter to suit your local needs. It is important to keep your cover letter warm in tone and as brief as possible.

Professional data collectors feel that the inclusion of personal communication of this type increases the return rate. They also feel that identification of the survey with state and federal agencies as well as institutions familiar to the person receiving the survey will also increase the return rate. In addition, the cover letter gives you an opportunity to explain to the person why the information is being sought and how it can benefit students.

(Date)

Dear Former Student (or Alumnus/Alumna):

It's your chance to help (Name of Local Agency) plan its Career and Technical Education programs for the future. By sharing with us on the enclosed form what you are doing now and how your school's CTE programs met your needs, we are able to get a clearer picture of what our program did for you and where you think we can improve. We are cooperating with both the Michigan Department of Education and the United States Department of Education in this effort.*

Your answers and comments will help your school improve programs and services for your brothers, sisters and friends who are or will be attending (LEA) in the future.

Please fill out the enclosed survey form and return it in the included stamped, self-addressed envelope by (allow 10 days). We are counting on your help.

Thank you and best wishes.

Sincerely,

(Name of Local School Official)