

**SUGGESTED TEXT FOR THE PAPER/WEB INVITATION  
INSTITUTIONAL COVER LETTER**  
[*On institutional letterhead*]

[*month*] 2009

Dear [*student name*]:

Your college is participating in a national study about college seniors. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Your school receives very important information about your class from this survey, and we hope you will take the time to complete it.

The enclosed questionnaire can be completed in pen (blue or black ink) or pencil and returned to [*institutional contact information*] as soon as possible [*insert return instructions (i.e., in the enclosed envelope)*].

You may also complete this survey on the Internet. The website for the survey is:  
<https://www.dr surveys.com/CollegeSeniorSurvey/et.aspx?Logon=XXXXXXX>

Your participation in this research is strictly voluntary. Furthermore, your response (or decision not to respond; you may opt out of this project if you like on our website) will not affect your relationship with your school. We ask for your ID number, name and address so that the researchers at UCLA can merge your responses with future data in order to support a comprehensive research program. However, please note that your responses will be used for research purposes only and will be strictly confidential. No one at your school, or at UCLA, will ever associate your individual responses with your name.

Your completion and submission of the questionnaire indicate your consent to participate in the project. For more information about your rights as a research subject please read the “Survey Information Sheet” attached to your questionnaire (detach the sheet from your survey and retain) or via the link on the survey website. If you have questions about your rights as a research subject, you may contact the Office for Protection of Research Subjects, 11000 Kinross Avenue, Suite 102, Box 951694, Los Angeles, CA 90095-1694, (310) 825-8714.

Thank you for participating in this important research project.

Sincerely,

John H. Pryor  
Director, The College Senior Survey  
Higher Education Research Institute