

**SUGGESTED TEXT FOR THE PAPER/WEB INVITATION
INSTITUTIONAL COVER LETTER**

[On institutional letterhead]

Summer/Fall 2014

Dear *[name of student]*:

Please tell us about you! *[Insert your institution name here]* is participating in a national survey about incoming college students. 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. Every fall, students from hundreds of colleges and universities across the country are asked to participate in this same survey. It asks about your expectations for college, your academic habits and experiences, what influenced your college choice, your goals and values, and how you spend your time.

Results from this survey are used by faculty and administrators at *[insert your institution name here]* and by higher education researchers to understand and improve the undergraduate college experience.

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

You may also complete this survey online. The website for the survey is:

<https://www.drcsurveys.com/CIRPFreshmanSurvey2014/et.aspx?Logon=XXXXXXX>

Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate. For more information please read the enclosed "Survey Information Sheet" (or via the survey website).

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan
Interim Director, The CIRP Freshman Survey
Higher Education Research Institute