School Letterhead

October 15, 2007

To: St. Example School Parent
From: Mr. John Q. Sample, Principal

St. Example School is taking its effort to measure your satisfaction to a new level this year! Business researchers have tested over 14,000 questions related to satisfaction and they determined that the ultimate satisfaction question to ask is: "How likely is it that you would recommend our school to your family, friends, and colleagues?" Realizing the important investment you are making in the life of your child at St. Example, we are asking you the ultimate question to better understand how we can improve today the Catholic education we offer.

With this in mind, it is important that you take the time to complete the short parent satisfaction update at the bottom of this page. We want to keep your response anonymous, and are therefore not asking for your name. Our plan is to conduct this short parent satisfaction update twice a year: now and then again in February.

You should know that any of the administration, faculty, staff, and pastor at St. Example School is available to talk to you about your experience at any time throughout the year. Our goal in conducting this parent satisfaction update twice a year is to gain your quick feedback so we can make adjustments (where possible) now rather than later.

Please know that we will take the responses we receive on this parent satisfaction update seriously. All school parents will receive a summary of the results as well as what we intend to do in responding to your feedback. If you have any questions concerning this satisfaction update, please contact me at (xxx) xxx-xxxx. Please return the update _____.

St. Example School – Parent Satisfaction Update

1. As a parent, how likely is it that you would recommend St. Example School to your family, friends, and colleagues? Please circle the number on the scale that most represents how you feel today.

0	1	2	3	4	5	6	7	8	9	10
Not at all Likely					Neutral					Extremely Likely

2. If you gave us a score of less than 10, what would it take for us to do to move you closer to a rating of 10? Please share with us your thoughts, feelings, and comments regarding what we would need to do to move your satisfaction score closer to a 10.

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_____
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