



Office of the Chancellor

East Carolina University
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January 15, 2008

Dear Student:

I am writing to inform you that you have been selected from among the more than 3,000 seniors at East Carolina University to participate in an important project. East Carolina University is now participating in a national program to measure student learning called the Collegiate Learning Assessment, and you are one of only one-hundred seniors selected to participate.

Your participation is, of course, voluntary but I would like to encourage you to consider taking part in this activity. It will require only 90-minutes of your time, and your participation will not interfere with your course schedule.

The Collegiate Learning Assessment is a web-based measure of analytical and critical thinking skills. You will be asked to complete a short writing task. The performance of seniors will be compared to the performance of freshmen, and will help ECU determine how well we are teaching critical thinking and written communication skills. You will be given the option to receive your score, but your individual score will not be provided to anyone at ECU.

Your participation is also important in demonstrating student learning for accreditation. East Carolina University is fully accredited by the Southern Association of Colleges and Schools (SACS). Our next accreditation visit is in 2013, and we need to collect data on student learning to demonstrate our effectiveness in ECU's primary mission, which is teaching.

Thank you for considering my request. You will be contacted by the Office of Institutional Effectiveness with details on how to sign up to participate.

Sincerely,

A handwritten signature in cursive script that reads "Steve Ballard".

Steve Ballard
Chancellor