

# CRANBROOK

ACADEMY OF ART  
ART MUSEUM  
BROOKSIDE LOWER SCHOOL  
CRANBROOK KINGSWOOD MIDDLE SCHOOLS  
CRANBROOK KINGSWOOD UPPER SCHOOL  
INSTITUTE OF SCIENCE

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## SCHOOLS

Office of Admission

March 2000

To Whom It May Concern:

I contracted with Kevin Graham, of Lookout Management Inc., to produce a satisfaction survey of our recent alumni. At that time, we were really only interested in doing an alumni survey, largely to test our new marketing message which states, "Cranbrook: the most challenging and comprehensive college preparation possible." We were hoping to validate this message and gather useful data that could support this statement. When Kevin presented us the results of the survey, we immediately realized that the process, and specifically Kevin's fine analysis afforded us so much more. The entire administrative team at Cranbrook was stunned at the incredible information that was garnered from this survey, and exceptionally impressed with the analysis of the data. As a result of the tremendous work by Kevin on the alumni survey, we have contracted with him to do a faculty survey this spring and plan to do parent and student satisfaction surveys in the fall. We are so excited about this process now, that we are also discussing doing these surveys every year, or every other year, to gather data longitudinally.

What stands out about Kevin is the depth and quality of the analysis of the data that he provides. While there are many companies that will create effective survey instruments, I doubt there are any which will create as many different cross-tabulations or analyze the data as thoroughly as Kevin. But, he does not stop by just cross tabbing the data, Kevin puts forth probable explanations for the data, suggesting causation where appropriate...and equally important giving the data a context to supply meaning to the results.

In putting together the alumni survey there was a large number of people at Cranbrook who needed to be involved in the process. Kevin was so professional, thorough, approachable and knowledgeable that he made the process, even with many different players involved, utterly painless. I have worked with a number of different consultants over the years and Kevin is certainly the most thorough and conscientious I have worked with. He seems to take enormous personal ownership of each project.

I would highly recommend Kevin Graham and Lookout Management Inc., to any school or organization trying to gather performance feedback. Kevin far surpassed our expectations and his work is worth far more than we paid for it. Given the volume and quality of the data gathered about our alumni the investment of hiring Kevin has already paid for itself many times over.

Sincerely,



D. Scott Looney  
Director of Admission & Financial Aid

