



April 3, 2001

To Whom It May Concern:

I met with Kevin Graham of Lookout Management to discuss work he had done for other schools with which I was familiar. Since The Haverford School was in the midst of developing a Strategic Plan, I thought we could possibly benefit from his expertise and experience to assess our performance vis-à-vis our various constituencies. The Haverford School originally contracted with Kevin to complete parent and student satisfaction surveys, but after realizing the powerful potential use of the outcomes, we soon expanded to include faculty and staff and recent alumni.

We have the results of the first two surveys and will soon complete the final two. We were able to respond immediately to some burning issues, incorporate findings into our Strategic Plan, and use the outcomes as marketing tools.

Kevin is a professional who takes great pride in his work and displays a keen interest and excitement in his job. His work and work ethic are exceptional. We appreciated Kevin's guidance and wisdom in developing instruments that would answer our questions and help us gain insight into all of our constituencies. His analysis, interpretations and cross-referencing of the data were far beyond our expectations. The entire administrative team and members of the Board were overwhelmed with the in-depth analysis and the wealth of information Kevin's presentation afforded us. The Head of School made the decision to continue working with Kevin every few years, using this year's report card as a benchmark of our progress.

Kevin's ability to interpret data is exceptional and his experience working with other schools provides appropriate guidelines, insight, and some much-needed benchmarks. Kevin always makes himself available, providing insight, suggestions or presentation materials. I must admit that at first we thought the price tag was a bit high, but now that we have seen his work, we realize we could not have made a better decision. I highly recommend Kevin Graham of Lookout Management to any school that seeks an in-depth, unbiased performance feedback. You will be amazed.

Yours truly,

Ellen S. Bell
Director of Enrollment