Dear Colleague:

If you've been looking for insights into the academic advising needs of your students and their attitudes towards your academic advising services, ACT can help. Our ESS Survey of Academic Advising is a cost-effective and convenient way to obtain information you can rely on to accurately evaluate your services and identify opportunities to enhance your programs.

**What are the benefits of ACT’s Survey of Academic Advising?**

- **Mission Critical Information** — the ESS Survey of Academic Advising has been designed and field-tested to cover the questions academic advisors feel are most critical to successful academic advising programs. You won't have to worry about survey development or validation issues. The Survey of Academic Advising allows you to include up to 30 local questions to ensure that issues unique to your campus are covered as well.

- **Fast, Convenient and Affordable** — Scanning and scoring of your completed survey instruments usually can be finished within two weeks from the time ACT receives them. A bundle of 25 surveys only costs $17.00, and our scoring and reporting fees are extremely affordable as well.

- **National Comparison Data** — ACT provides national user norms for the Survey of Academic Advising, allowing you to make valuable comparisons of your results with those of similar institutions nationwide.

- **ACT Research Services Support** — Our research professionals are available and happy to provide any support you may need either in planning your survey or evaluating your results.

Enclosed please find a filer that gives a brief overview of ACT Survey Services, and a sample of the Survey of Academic Advising instrument.

**FREE White Paper** - If you would like to learn more about ACT Survey Services, including a free copy of our white paper "Steps to a Successful Survey" please give me a call on our toll free number (800-294-7027), send an e-mail to outcomes@act.org, or visit our web site at www.act.org/ess/saa.html

Best regards,

[signature]

David Chadima
Consultant, Postsecondary Assessment Services
ACT Educational Services
500 ACT Drive
Iowa City, Iowa 52243-0168
Toll Free: (800) 294-7027
E-mail: david.chadima@act.org

Enclosures