



Month XX, 2016

Sample A. Sample
Name of High School
Address of High School
City ST Zip

XXDATEXX. That's the date by which you could change the course of your students' lives, and maybe even history itself. Please don't delay.

Dear Sample A Sample,

Did you know that if we could improve the attrition rate of high school students who express interest in a STEM educational path by just fifteen percent, there would be over 26,000 more college graduates ready to take on rolls as the engineers, scientists and tech visionaries of tomorrow?

That's the kind of valuable information you can uncover through ShapingOurFuture.org, an innovative website that provides cutting-edge data visualizations that lets you take the pulse of our country's future STEM workforce.

With data that's viewable down to the county level, you're able to use the information from Shaping Our Future to find out exactly where your students fall in terms of their interest in STEM topics, as well as where they migrate to when they lose interest in these all-important courses of study. As a highly interactive site, you can unlock the data that matters most to you in a way that makes the most sense.

But because Shaping Our Future is only as current as the data that feeds it, we are turning to educators like you to help us with an important initiative.

We've teamed up with My College Options to help us administer surveys to college students that not only gauge their interest in STEM education but also provide them a host of extremely valuable benefits.

(over, please)

Chief among these is a College Match Report—an individually personalized guide to the colleges and universities that best align with the educational goals and interests of your students. There is no charge for this valuable report now or in the future.

In addition to receiving a free **College Match Report**, every student who returns a survey may also hear from educational and career service providers offering opportunities such as college admissions services, financial aid assistance, career information, extracurricular enrichment and recognition programs.

So you see, Mrs. Sample, just by taking a few minutes to distribute and return the enclosed surveys, you'll not only be helping add to the body of knowledge that exists regarding STEM education, but you'll be helping your students further their educational interests as well.

Not only that, but we'll furnish you with information about how your school is progressing on the STEM initiatives, along with best practices from educators around the country to help you steer the best course for your district.

To participate in this valuable and potentially history-changing initiative, please distribute the surveys to students in grades X and X. Then, collect and return them in the enclosed prepaid envelope no later than XXDATEXX. Once we receive and process them, the College Match Reports will be prepared and dispatched to your students.

I thank you in advance for being engaged with this initiative and understanding its importance.

Best regards,

Signature

Signature Title

P.S. Where were you when we landed on Mars? How about when it was announced that we'd found the cure to lung cancer? Those are the questions we'll be able to ask in a future that includes students well-educated in the STEM disciplines. If you need more surveys or if you have any questions, please contact us, toll-free, at 1-877-409-6366 or email us at stem@mycollegeoptions.org.