



LETTER OF INTENT

ADMISSIONS WORKGROUP FOR STANDARDIZING ENROLLMENT DATA

XX XX, 2018

Michael Sessa
PESC President & CEO
1250 Connecticut Ave NW Suite 200
Washington, D.C. 20036

I am pleased to submit to PESC this *Letter of Intent* to communicate that The University of Iowa intends to work openly, transparently and collaboratively with the education community through PESC on the Admissions Workgroup for Standardizing Recruitment Data. This proposal includes development, submission and consideration of the outputs and documentation of the Admissions Workgroup for Standardizing Recruitment Data as a PESC Approved Standard.

The proposed Standard can be used by any institution, organization, school, college and university, district and state, service provider and vendor to survey and collect data from prospective students for recruitment processes. Our deliverables will include data format(s), an Implementation Guide, and any necessary supporting documentation.

We are pleased to collaborate on this *Letter of Intent* and look forward to preparing and using a new data standard that will greatly enhance the recruitment process and provide easier, more cost-effective methods.

Sincerely,

Michael Hovland, Ph.D.
The University of Iowa