

LETTER OF INTENT

ADMISSIONS RECRUITMENT & ENROLLMENT DATA

XX XX, 2018

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

We are pleased to submit to PESC this *Letter of Intent* to communicate that The University of Iowa (ACT? College Board?) intend to work openly, transparently and collaboratively with the education community through PESC to develop data content standards for Admissions Recruitment and Enrollment. We propose development, submission and consideration of the Admissions Recruitment and Enrollment Data as a PESC Approved Standards.

The proposed Admissions Recruitment and Enrollment 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 and enrollment purposes. Our deliverables will include XML Schema?, an Implementation Guide, and Instance 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 and enrollment process and provide easier, more cost-effective methods.

Sincerely,

Michael Hovland, Ph.D.
The University of Iowa

ACT?

College Board?