



# LETTER OF INTENT

## ADMISSIONS WORKGROUP FOR STANDARDIZING ENROLLMENT DATA

XX XX, 2018

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We are pleased to submit to PESC this *Letter of Intent* to communicate that The University of Iowa and College Board intend 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 is intended for use by institutions, organizations, schools, colleges and universities, districts and states, service providers and vendors who may survey, collect and/or license prospective student data 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

College Board