

THE GALLUP ORGANIZATION

<First Name/Last Name>

<Address 1>

<Address 2>

<City, State, ZIP>

Dear <First Name/Last Name>,

The Mid-continent Research for Education and Learning (McREL) is a non-profit organization concerned with meeting the needs of America's educators and students. To better serve their constituents, REL Central (a contract held by McREL) seeks to understand the issues that School Principals and Curriculum Coordinators feel are critical to their schools' success.

McREL has contracted with The Gallup Organization to assess the current views of educators in seven states: Colorado, Kansas, Missouri, Nebraska, North Dakota, South Dakota and Wyoming. They are interested in obtaining input from both Principals and Curriculum Coordinators in order to determine the focus of their efforts to support the research and development of programs in the schools in this region.

To this end you may be contacted by a Gallup interviewer and asked to participate in a telephone interview. The current study will be able to provide REL Central direction for its ongoing efforts. Participation will require approximately 15 minutes and is entirely voluntary. The privacy of your responses is assured. Both Principals and Curriculum Coordinators will be asked questions about current needs and how REL Central should focus their support.

Thank you for your cooperation and assistance in this important matter.

Sincerely,

The Gallup Organization