SAMPLE INITIAL SOLICITATION LETTER

(State Agency Address)

Dear Employer:

As an employer, you know the importance of accurate information about the labor market. Providing this information to [STATE]'s business and government decision makers is a high priority of the State of [STATE] and a special responsibility of the [SESA]. To meet this priority, [SESA] compiles data for several uses:

- *To spotlight emerging and declining occupations*
- *To identify job skills subject to increasing or decreasing demand*
- *To present average earnings in specific occupations within and across industries*
- *To clarify categories where educational programs are needed*

[STATE] develops these data through the Occupational Employment Statistics (OES) survey, which it conducts jointly with the U.S. Bureau of Labor Statistics. The survey collects information about the composition of your work force; specifically about employment and wages by occupation. We ask for the information from employers because individual businesses are the only source of the data. Your firm has been scientifically selected to participate in this survey; your participation is important because most respondents represent themselves and many other firms like them.

We will use the information you provide for statistical purposes only. To the full extent permitted by law, we will hold the information in confidence and will not disclose it without the written consent of your establishment.

The form may look complicated, but it really isn't! Please read the directions on pages i and ii, and complete and return the survey within four weeks. Your timely response in the enclosed postage-paid envelope helps cut program costs (and save tax dollars) by reducing the need for additional mailings and telephone calls. [We have enclosed an information sheet][See the reverse of this letter for additional information] to help with your questions. If you have additional questions, or if you need help, feel free to call us at (XXX) XXX-XXXX.

Thank you for your time. We appreciate your help.

Sincerely,

Name
Title

Enclosures