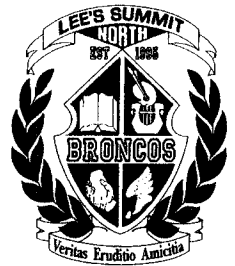




Lee's Summit North High School

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Office of the Principal



November 4, 2002

Mr. Donald Clark
Secretary for the Commission
Federal Trade Commission
Office of the Secretary
600 Pennsylvania Avenue, NW
Washington, D.C. 20580



Dear Mr. Clark:

I am the principal of Lee's Summit North High School located in NRCCUA's hometown, Lee's Summit, MO. I know NRCCUA well and we have been administering the survey for several years. I am writing to comment of the Federal Trade Commission consent order against the National Research Center for College Admissions.

As a principal, I do not take lightly the decision to allow an outside organization into my school and have students complete surveys or participate in any other kind of activity. When I was introduced to NRCCUA, I understood that a limited amount of information would be shared with other organizations, I was careful to instruct teachers to let students know this and to make it clear that completing the survey was voluntary.

I also decided to have my son complete the survey, without NRCCUA's knowledge, to learn firsthand what kind of information high school students would have mailed to their homes. I was pleased to see that the vast majority of what came to my home was information about colleges. I did not receive a single item that I would consider inappropriate for my students.

Junior and senior years of high school are critical. So many decisions must be made and foremost among them, whether and how to pursue higher education. So much depends on that decision, extending well beyond one's earning potential. At my school, I am fortunate to have a team of teachers who work hard everyday to prepare their students to ensure that they are academically ready to go on to higher education if they so chose. We can't make these decisions for them, but we do try to help create opportunities.

That is precisely what NRCCUA does. It creates opportunities for young people. It is important that you understand that many students at this age lack confidence, believe that college is beyond their means, is not for them, or just haven't really thought much about it. When college recruitment materials arrive at a young person's home it is just what many of them need to see themselves differently and begin to imagine themselves on campus building a future.

It is my strong hope that the FTC is mindful that NRCCUA has helped millions of young people make better decisions about their futures. I therefore urge the FTC not to go forward with the consent order, which in my view would impede NRCCUA in helping connect young people to opportunities in higher education.

Please do not hesitate to contact me if you would like to discuss this matter further.

Sincerely,

A handwritten signature in black ink, appearing to read "Stan Elliott". The signature is fluid and cursive, with the first name "Stan" and last name "Elliott" clearly distinguishable.

Stan Elliott
Principal