



**SPARTANBURG METHODIST
COLLEGE**



October 24, 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 a dean of admissions who has relied on the services of the National Research Center for College and University Admissions (NRCCUA) for 12 years, and have gotten to know them well. I understand and appreciate their invaluable service to colleges and universities and to students who are trying to make good decisions about their futures.

Since last December, when an article published in *The Wall Street Journal* seriously mischaracterized NRCCUA and its services, I have tried to ensure that the correct story about the organization is a part of the record. As the Federal Trade Commission (FTC) works to resolve its concerns with NRCCUA, I believe it is important that the benefits of NRCCUA are once again acknowledged.

NRCCUA has built a reputation of honesty and high-quality work, allowing it to become an industry leader. Their annual surveys enable millions of high school students to indicate their unique college and career preferences to over 1,000 member colleges and universities. Forty-five thousand teachers and guidance counselors recognize this value when they distribute the survey to students who voluntarily fill them out.

The NRCCUA survey opens the doors of higher education to millions of students, because it's free for students and their families. And most important, because it is free to students and completed in the classroom, many who may have thought higher education was beyond their reach learn about the colleges and universities for which they are well-suited, as well as opportunities for financial aid to help them pay for their education. As any college admissions officer knows, these are often the hard-to-reach students because they frequently do not have a parent at home who is familiar with the college admission maze, the resources for individual guidance counseling, and cannot pay the fees required to participate in the SAT or ACT programs. NRCCUA helps these students and their families learn about options and opportunities.

NRCCUA has always disclosed to students, teachers, and guidance counselors that other organizations might send students information. And since it monitors the use of students' names by organizations, I have always felt comfortable that the information sent to students is age-appropriate and valuable to families. But as soon as the *Leave No Child Behind* education bill was signed into federal law, NRCCUA began to change its business practices to adhere with the new requirements. I believe this is a sign that the organization is working to benefit young people, not to exploit them.

The bottom line is that NRCCUA serves students and colleges and universities well and that this fact must be shared. I hope the FTC will withdraw its consent order, allowing NRCCUA to continue its unique and valuable work, helping colleges and universities attract great students and assisting young people to make good decisions about their futures.

Sincerely,

A handwritten signature in black ink that reads "Bob McLendon". The signature is written in a cursive style with a large, sweeping initial "B".

Bob McLendon
Vice President & Dean For Administrative Affairs
Spartanburg Methodist College