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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 recently learned that the Federal Trade Commission has been investigating the National Research Center for College and University Admissions. Because I have had my students complete the survey for several years, I was quite surprised and alarmed about the situation.

Subsequently, I reviewed the findings posted on the FTC website and spoke with an NRCCUA representative. I was relieved to learn that the impetus for the investigations was not a student harmed by participating in the survey. It appears that NRCCUA has been responsive to your concerns and was in the process of changing its business practices to adhere to new federal regulations.

As a teacher who has had her students participate in the survey, I understood that the primary purpose of the survey was to help connect students with institutions of higher learning. Because I knew that some other organizations would also have access to a limited amount of the survey information, I was sure to make students aware of this and let them know that they were not required to complete the survey. In my experience, there has never been a student who refused to complete the survey because of the access of these organizations to his or her information.

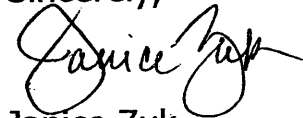
I believe firmly that the benefits of participating in the survey far outstrip the possible negative effects of having unsolicited mail sent to the family home of students. One of the great strengths of the survey, and why I am supportive of it, is that many of the students who complete it would not otherwise be contacted by colleges and universities who share information about post secondary opportunities.

When a young person receives information about a college it is exciting for them and helps them focus on the possibilities that higher education holds. Deciding to go on to college or not is one of the most important decisions young people will make. It lays the groundwork for the rest of their lives. As an educator it is my responsibility to help them make informed decisions. It is not possible for me to provide them with the range of information to which NRCCUA connects them.

It is my hope that the FTC will withdraw the consent order. Action taken by NRCCUA should not force it to begin charging students for their participation in the survey. This will limit participation in the survey to students who are already on track to go to college and those who can afford the fees. We should be breaking down the barriers to education, not creating new ones.

Thank you for your time and the opportunity to share my perspective on the benefits of NRCCUA.

Sincerely,

A handwritten signature in cursive script that reads "Janice Zuk". The signature is written in black ink and is positioned above the printed name.

Janice Zuk