Dear XXXXXXX,

In the coming weeks, the [Insert your institution’s name] will be partnering with Sam Houston State University to conduct the Faculty Survey of Assessment Culture. This nation-wide research study will provide opportunities to examine how faculty and/or staff engage in or modify their approaches to assessment.

I simply wanted to highlight the importance of your feedback through this anonymously-recorded survey. [Insert name of assessment contact on your campus] will receive an aggregate report of all responses for our institution after the study’s completion. These reports and data will be used to inform and enhance our institution’s assessment practices. You will be invited to participate in the survey through your institutional email address by Dr. Matthew Fuller, Associate Professor at Sam Houston State University, on March 26, 2018. The survey is estimated to take 20 minutes of your time to complete and responses will be anonymously recorded.

The opportunity to reflect upon our assessment practices is one I hope you will take. Please consider completing the Survey of Assessment Culture when you are invited to participate in March. You can learn more about this study at www.shsu.edu/assessmentculture.

Thank you for your consideration,

[Signature]