

January 7, 2015

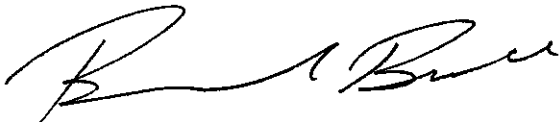
Dear potential partner,

I am writing to offer my endorsement of the Learning Guard vision and proposed strategy for helping learning organizations more effectively address a critical issue in contemporary education, academic integrity. As a University administrator and professor of education, I know that a school's integrity depends upon having reasonable but effective strategies to mitigate against cheating and encouraging students to choose the path of honesty and integrity in their work. The public must have confidence that a diploma is truly a symbol that student's met the academic standards of the institution, and that they did so honestly. While technological solutions like plagiarism detection software and test proctoring software help some address this issue, they are not adequate. Similarly, many have approached academic integrity as only an ethical issue, but we know from research that people consistently make better choices when there is accountability, when the expectations are clear, students understand those expectations, and they agree to abide by them.

I believe that the simple and elegant proposed solution by Learning Guard can help learning organizations make great strides in fostering a school culture of honesty and integrity. Their solution 1) helps schools establish a code of ethics and associated pledge, 2) establishes the code as a known and recognized part of the school culture and expectations, 3) ensures that students (and teachers) know the code and agree to abide by it prior to each high stakes assessment, and 4) provides a database for tracking student and teacher compliance with the code. Their proposed optional features will only further reduce the frequency and likelihood of cheating.

As research collected by Learning Guard will tell you, a code of ethics is a well-supported and effective strategy for mitigating against cheating. What they have done is created a plan to amplify the effect of such a code, working to make sure that it is not just a dust-covered document in an administrative file cabinet, but rather a living, known, and widely embraced guide for conduct in the learning organization.

Sincerely,

A handwritten signature in black ink, appearing to read "Bernard Bull". The signature is fluid and cursive, with the first name "Bernard" being larger and more prominent than the last name "Bull".

Dr. Bernard Bull

Assistant Vice President of Academics & Associate Professor of Education

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