List of ideas for content in your letter

Why is St. Cloud State University’s Land Surveying program and the Land Surveying profession important to society?

Why is St. Cloud State University’s Land Surveying program and the Land Surveying profession important to you?

What impact to Land Surveyors have on your work?

Graduates from SCSU Land Survey and Mapping Science (LS/MS) program important to my business because…

There is a void of Qualified LS/MS professionals to hire in the Region/State/Nation, we are experiencing a shortage of qualified knowledgeable candidates to fill positions...

There is a high percentage of licensed Land Surveyors in Minnesota that are near retirement age. This creates the need for programs to educate and train candidates to fill the future void in the workforce…

There are numerous career fields that rely on graduating students from SCSU Land Survey and Mapping Science (LS/MS) program….

I have had the opportunity to hire students from SCSU LS/MS program and have found these individuals to be well educated and adaptable to their career choice…

During the life span of the LS/MS program the economy has experienced two recessions. These recessions have had a significant impact on businesses that rely on the land surveying profession. During these economic downturns alumni of SCSU’s Land Survey and Mapping Science (LS/MS) program have had a higher retention status with our company because…

*These are just a few suggestions to get you thinking. Please feel free to write about why SCSU’s Land Survey and Mapping Science (LS/MS) program is important.*