Dear Students,

I am writing to strongly encourage you to participate in the Columbia Student Well-Being Survey that you just received. Here’s what you should know:

1. **The survey covers student life, mental health and gender-based misconduct, all important issues for ensuring that students thrive academically.** You received the link in your Columbia email from wellbeingsurvey@datastat.com. The Survey runs from now through April 30.

2. **All responses are ANONYMOUS and your participation is CONFIDENTIAL.** DataStat uses an encrypted platform and will not provide any identifying information to Columbia.

3. **The results will help the University target and strengthen specific resources, programs and other efforts to support academic success and student well-being.**

4. **Your participation contributes to the Columbia community and to a global effort on student mental health** led by the World Health Organization.

5. As soon as you complete, you’re automatically entered in a **weekly lottery to win Amazon gift cards of $50 or $100.** There are 350 prizes in all, and the earlier you take the survey, the more chances you have to win.

Your participation is key to the survey’s value to our community.

Thank you.

[DEAN / PROFESSOR / ADVISOR / COACH SIGNATURE]