Dear **[First Name]**:

As we work to ensure that our students are being provided with best service possible and ensure their success, we need to explore the tools, best practices, and strategies to address our students’ needs and give them opportunities to succeed. It's also important that we maintain critical connections with our colleagues in higher education.

For this reason, I’m interested in attending the National College Testing Association Conference (NCTA), on **[date]**, in **[city]**. The sessions I’ll be able to attend will give me the knowledge, perspective, and materials to make a positive impact at **[school]** and to help us achieve our goals. In addition, I’ll receive information that will help me more fully understand the functionalities of the testing center.

The NCTA Conference brings together higher education professionals from across the nation to address concerns, share ideas and activities that will be beneficial to **[school].** The conference offers effective strategies, best practices, and tools via sessions, workshops, and networking. Here’s how my attendance will pay off for **[institution]**:

* I’ll have the chance to engage in deeper discussions with my peers about how to effectively address issues facing testing in higher education.
* I’ll learn how to turn our commitment to the student into action and results through collaboration, insights, and approaches that work.
* It’ll provide me an opportunity for professional development

Here’s the cost breakdown of sending me to the NCTA Conference:

* Registration: $
* Airfare: $
* Hotel: $
* Meals: $

Total travel costs: $  
Total conference costs: $

This is a good investment of time and resources that will deliver real value to our school. Thank you for your consideration.

**[signed]**