

Good Afternoon Jenn,

I brought what we discussed last week to my professor and group members, and we decided that the best way forward would be to create a short intercept survey to hear from families less familiar with OberlinKids, along with conducting a repeat of the 2024 Planning survey that got 40+ responses.

We've completed the intercept survey and have drafted a list of possible locations to conduct them with passing parents. These locations are:

- Oberlin Public Library Story Time
- Kids in Motion end of year event 11/22
- OCS Food Pantry
- Kendal Early Learning Center
- Oberlin Free Store Toy Event (we were not granted permission to physically survey, but we are allowed to put up flyers with the survey QR code)

We are creating a digital version of the same survey to post around town with a QR code as well. The digital survey will include introductory questions which will help us determine an individual's familiarity with OberlinKids, so we can focus our results on the families that are less familiar. We will send you the flyer with the QR code by Tuesday for your approval.

We are also going over the data you sent from last year's surveys and working on putting together an edited copy of the 2024 Planning Survey to see how community opinions have changed.

Please let us know if you would like us to make any edits to the plan or the intercept survey as soon as possible, as we are hoping to start data collection at the OPL story time event tomorrow at 11am.

Thank you!

Jessie Carney and the Oberlin Student Marketing Team

(Attach intercept survey)