

Good afternoon Jenn,

I apologize for my delayed reply. Thank you so much for having us on Saturday! We sincerely appreciated the opportunity, and we all had a great time. Many of us have to build digital portfolios for our majors, so having pictures of our work is very helpful. We really appreciate you sharing those with us as well.

I also wanted to thank you for all the work you did to organize the event and ensure everybody had everything they needed. It made the day flow smoothly and enabled us to collect high-quality data. I've attached the data we collected from the surveys below in an Excel file.

Here is a brief summary of that data:

- **Total surveys completed:** 22
- **Participants' cities of residence:**
 - Oberlin (18/22)
 - Westlake (2/22)
 - Elyria (2/22)
 - Sheffield (1/22)
 - Lorain (1/22)
- **Top reported events desired:**
 - Events with arts and crafts activities
 - Local activities (ie, Active YYM Center, pool center, playground)
 - Educational Activities/Tutoring
 - Events with more space
 - Teamwork activities/regular playgroup
- **Formal/Informal Parent Groups:**
 - Mom Walk Collective
 - Parent Cafes
 - MovementWorks
 - Informal daycare groups
 - Informal college faculty groups
 - Child Resource Center
- **Preferred communication channels:**
 - Email (64%)
 - Social Media (41%)
 - Text (18%)

Key Takeaways:

- There is no formal or informal parent group in the Oberlin community and many parents seemed interested in this idea.
- A significant barrier to people attending events was potential conflicts with their children's nap times; a few parents also mentioned struggling to get their kids to events due to transportation difficulties or the distance from their homes.

We also have the physical copies of the surveys, if you would like to have those for your own files.

As for next steps, we plan to create and share a visual report with more detailed data, including information about questions that were not included in the brief summary above. That should be emailed to you by Tuesday. Additionally, we hope to conduct focus groups with parents. If you wish to proceed with this plan, would you be willing to gather two groups of 8-10 parents who are willing to sit down with us and participate? We will create a script alongside our professor and serve as moderators during the actual event, should you decide to proceed.

We are excited to continue collaborating. Please let us know how we can assist with the next steps.

Take care,
Jessie Carney and the Oberlin Student Marketing Team