

Good afternoon Jenn,

We are reaching out again to check-in and update you on our progress on the focus group we hope to conduct.

Attached below is a first draft of a potential script for a focus group of 8-10 parents. We have included most of the questions you had indicated were important, but we will also utilize follow-up questions and are currently discussing possible edits, all of which we would love your feedback on. Please let us know if you want to edit or revise any portion of it. We are hoping to conduct the focus group(s) during the first week of December—hopefully Sunday, December 7th—, meaning we would like to finalize the group(s) and the script no later than November 25th. If this is not plausible, please let us know so we can adjust accordingly.

If it would be easier for you to talk in person, is there a good time this week for a few of us to come down to the OberlinKids office for a brief chat about the focus group process and the most pressing items you would like us to address with the parents?

Best,

Katherine Csiszar and the Oberlin Student Marketing Team

(attach script)