

RFP Summary

OberlinKids is a local non-profit organization powered by the United Way of Greater Lorain County. The organization is seeking insights into community engagement, awareness, and needs related to programming. There are three main questions OberlinKids is looking to answer are:

- How familiar are Oberlin families with OberlinKids and its services?
- What additional services do parents in Oberlin want for their kids?
- What barriers prevent parents from accessing OberlinKids resources?
- What steps can be taken to boost community engagement?

With these questions in mind, the Oberlin Student Marketing Team decided that survey research would be the most appropriate approach. Survey research was chosen because it is a cost and time-effective data collection method that allows us to collect both qualitative and quantitative data directly from OberlinKids' population of interest, Oberlin families.

Planned Products

Although initially our group considered a series of focus groups with parents who participated in Oberlin Kids programs, we ultimately decided to move in the direction of survey collection as our primary methodology. While ultimately getting specific parents to interact with each other and give their unbiased opinion in a moderated environment would have been beneficial, it would not have been particularly feasible in the timeframe needed to complete this project. After deciding to pursue the survey angle, we first developed a short, intercept survey to be used at in-person events, such as Oberlin Kids Winter Photo Event, Walking in a Winter Oberlin, and Oberlin Kids in Motion, to primarily collect data from OberlinKids' existing base.