

Good afternoon Jenn,

I'm just reaching out to check back on some of the items we discussed last week.

As promised, we have attached a visual report with more analysis of the information we collected during the Family Photo & Winter Fun Day event.

We are moving on to the second phase of our research, so we also wanted to follow up on next steps. When we took on this project, our professor informed us that the use of focus group research could help us gather the kind of in-depth qualitative data we're looking for. Therefore, as a next step, we would like to conduct a focus group (a one hour guided discussion with one or two moderators from our team) with Oberlin parents, to gain a deeper understanding of their thoughts, concerns, and support needs.

If you would like to proceed with focus group research, please let us know, as we are hoping to get started as soon as possible and we will need some help gathering participants (ideally a diverse group of 8-10 Oberlin parents). 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 we would like to address with the parents?

Warmly,

Jessie Carney and the Oberlin Student Marketing Team