

Hi there Jenn,

We apologize for the confusion around the long survey. Have you had a chance to send that out to the email list already? The one change we had in mind was small — adding a brief message in the beginning of the survey about why the data is being collected and what it will be used for. No worries if the survey has already been sent out, as this change is non-essential.

I wanted to share a quick update on our data collection efforts. Since we last spoke, our group has worked to:

- Create a flyer for online intercept survey (attached below)
- Print flyers for distribution
- Collect more data through intercept surveys
- Identify more events to attend

So far we have posted flyers at:

- Mickey Mart, Tappan Square, slow train, John Fredrick Oberlin Homes, Concord Manor, Martin Luther King Jr park, Child Garden, Goodwill, Dollartree

Where we plan to post flyers next:

- Walmart, Free Store, OPL, Aladdins, Doobies, Apollo
- We have some group members out now starting to flyer these locations

Do you have any additional suggestions for good places to put up the intercept survey flyer? We visited Kids in Motion on the 22nd and we will be attending the Walking in a Winter Oberlin event to conduct more intercept surveys this Saturday, as well as OPL's storytime hour tomorrow. We also wanted to recommend posting the long survey on the OberlinKids Facebook and Instagram to broaden our reach for parents who may be more active on the social media pages than on the email list.

We will be ending our data collection on Friday the 12th, so ideally we would have all of the data set to be analyzed from both surveys by then in order to perform our analysis and craft our final

report in a timely manner before the Dec 16th class deadline. Please let us know if you have any questions or concerns

Best,

Jessie Carney and The Oberlin Student Marketing Team