

Good afternoon Jenn,

Thank you for posting the survey to the OberlinKids socials. We were concerned about response rates to our QR code as well, so we've tried to be as comprehensive as possible with our flyering and in-person surveying. Through both methods, we've gotten 31 responses to the intercept survey so far, which is the shorter survey that we created, meant to collect information about the broader community's knowledge of OberlinKids and desired events/services.

- **Locations where data were collected:**
 - OPL Friday Storytime
 - Kids in Motion Event
 - Kendal Early Learning Center
 - Walking in a Winter Oberlin
 - QR Code Flyers posted in the locations discussed

In terms of the longer repeated survey, it is possible that it got buried under the rest of the information in the newsletter leading to lower response rates. We would recommend sending it out to the OberlinKids mailing list as a separate email to encourage more responses. We are happy to do it for you, but since responses for the longer survey are meant to come from parents already involved in OberlinKids, we would need access to the current mailing list or contacts of specific parents if you want help sharing it.

During this week, our final week of classes, we will be working to wrap up data collection. We have crafted an analysis plan and intend to have our final report on the work we've done for OberlinKids to you by December 15th.

Best,
Jessie Carney and the Oberlin Student Marketing Team