

Analysis Overview

The purpose of this research project was to support the local non-profit organization, OberlinKids, in its efforts to strengthen early child development and community engagement in the Oberlin community. Our group was tasked with conducting survey research to better understand the needs and desires of both families already involved with OberlinKids, and those who are less familiar with the organization. Our research sought to provide actionable insights that would help OberlinKids expand its reach, identify barriers to participation, and refine programming to meet the needs of local families.

To achieve this, we designed and implemented two brief intercept surveys that focused on OberlinKids highest priority market interests. These surveys were then taken to a number of events either run by or relating to OberlinKids, and the Oberlin Student Marketing Team used them to conduct brief interviews with local parents to gauge their wants and needs. A QR code flyer for the intercept survey was also created and posted in numerous locations throughout the town to broaden the reach of our data collection efforts.

The results of the surveys we conducted led to important key findings that will be discussed at length in the report. Our findings mainly concern the types of events and services parents wish were more accessible, the most significant barriers to attendance at events, and the most common places for parents to get information about the happening of these events and services. Other findings briefly detail family structure demographics and familiarity with the OberlinKids organization.

Based on the analysis of the data we collected for Oberlin Kids, we have several key recommendations for Oberlin kids which will be discussed at length in the report below. Our recommendations focus on ways of making Oberlin Kids more accessible to its community, suggestions of event ideas to prioritize, and marketing/communication recommendations. Our most important and actionable suggestions include getting an answering machine and contact form for the website, having more events that center around arts and crafts and socializing, and focusing on social media to improve outreach and engagement.