**Public Relations Case Studies:**

**University Outreach and Engagement, CCP Students**

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**Situation Analysis**

1. **Client Description**

The Office of University Outreach and Engagement (UOE) falls under the Office of the Provost at Kent State University (University Outreach and Engagement, n.d). The office provides access and opportunity programs, foster care initiatives, town and gown partnerships and community relations and partnerships. Specifically, UOE operates four areas within the office: TRIO Upward Bound Programs, TRIO Educational Opportunity Centers, First Star Kent State Academy Leadership and College Credit Plus (CCP) (University Outreach and Engagement, n.d). UOE’s website reads, “University Outreach & Engagement, established in 2020, connects the mission of Kent State to our surrounding communities through strong relationships with our neighboring communities, meaningful pipeline to college initiatives, and impactful community engagement” (University Outreach and Engagement, n.d.). The office’s staff consists of 17 professionals specializing in different areas of the programs, including senior directors, academic program coordinators, academy directors and more (University Outreach and Engagement, n.d). UOE is led by Senior Associate Vice President Dana Lawless-Andric, Ph.D.

UOE is involved in many different areas including College Credit Plus (CCP), a program for students in middle school to high school (grades 7-12) that allows them to take college classes to start gaining college credit prior to graduating from high school. UOE’s role is to provide students with the support that they may need while taking part in this program. The client partners are Director at College Credit Plus, Policy and Data Management Kristin Betcher and Director of College Credit Plus Academic Partnerships & Student Engagement Donald Bean.

 The process of the CCP program at Kent State from an admissions point of view was explained by Associate Director of Strategic Communications at Kent State’s Admissions Office, Julie Selby. University admissions place a focus on digital communication with the CCP students. Selby said that Kent State’s admissions approach to communication is through emails, specifically marketing emails. Admissions sends marketing materials/emails to CCP students who express interest in the university, general CCP students and CCP student parents. Throughout the CCP students' time taking courses through Kent State, they receive information from university admissions, like transactional emails that inform students if they are missing materials or if there is something going on in the CCP program that they need to be aware of (Selby, 2024). When it comes time for the CCP students to start applying to colleges, Kent State admissions team sends application information through an email to the current CCP students and their parents if admissions have their information (Selby, 2024). Admissions informs students, parents and other inquiries of application deadlines, reasons to apply to Kent State and other relevant information they may need to apply such as test score information (Selby, 2024).

1. **Retention Challenges**

UOE is committed to making each student feel a part of the university’s community, so that the CCP students plan on continuing their education at Kent State after completing their CCP courses and graduating from high school. A challenge mentioned by UOE in an interview is that it has found that many students who take college-level courses in the CCP program through Kent State are not applying as a first-year student upon high school graduation. This is a specific type of retention issue for the university. Survey and interview data collected shows this to be mostly accurate, three out of the four students surveyed and interviewed plan to go to different universities than where their CCP class credit came from. For example, a senior attending Black River High School in Sullivan, Ohio, taking CCP classes through Lorain County Community College mentioned in the survey sent to the student that they did not plan on applying to Lorain County Community College after high school graduation due to wanting to attend a bigger college.

UOE also mentioned in an interview is that it has concerns over feeling it is not engaging students enough with the community of current CCP students as well as feeling CCP students are lacking a connection to the universityThis team’s survey data mentioned two students' points of view on this concern. One student, taking online courses, mentioned in the survey that they feel a part of the university and believes it is important to stay connected. This student feels connected through the emails the university sends regarding student opportunities. However, another student mentioned in the survey that they do not feel a part of the university community, but do not feel that it is important to be connected.

1. **Communication and Engagement Challenges**

UOE faces many challenges regarding communication and engagement. Kristen Betcher expressed that the main challenge is that students taking CCP classes at Kent State struggle to feel integrated into the campus or connected to other students due to a lack of awareness or ability to attend campus events for different reasons like scheduling conflicts. Betcher and UOE believe that when students feel disconnected, they may be less aware of clubs, organizations, and academic support services, which can enhance their educational experience when they move forward and apply to Kent State in the future. For example, a senior attending Buckeye High School in Medina, Ohio, taking CCP classes through Lorain County Community College, prefers online courses because the student can adjust to their current schedule. This demonstrates the disconnect that UOE feels can prohibit students from making connections and create an inability to fully learn about the resources and experiences that Kent State has to offer. Another student who is a senior at Twinsburg High School and taking CCP courses at their high school located that was surveyed stated, “if I went to campus sometimes, I would likely feel more engaged.”

Another challenge UOE faces is finding a way to encourage students to continue their education at Kent State without making them feel like they are being treated as “less than” traditional students. Despite already being Kent State students, CCP students are required to go through the application process again when transitioning from high school to full-time college. This can be confusing, as it might unintentionally suggest that their prior experience as CCP students is not fully recognized or valued.

The way UOE and the university’s communications are structured can reinforce this disconnect. For instance, when CCP students receive emails regarding enrollment and opportunities at Kent State, as noted above, they are often addressed as if they are prospective students rather than current members of the university community. This messaging can lead to feelings of being overlooked, which can discourage them from envisioning and pursuing a future at Kent State.

1. **College Credit Plus Dashboard**

The UOE office has an active College Credit Plus dashboard that tracks trends and data from current CCP students at Kent State University. The report holds statistics for the yield rates, grades, retention rates, demographics, high school information and headcounts for enrolled students. The dashboard shows Kent State has 1,235 total CCP applicants for 2023-2024 with a 50.2% yield rate, meaning 50.2% of those applicants are now enrolled at Kent State University. UOE also tracks matriculation, which is how many students enroll at Kent State after taking CCP classes from the university, at an average of 24%. Kent State offers CCP courses through 212 high schools in Ohio with the most enrollments being at Stow Munroe Falls High School with 194 since 2017. Often, parents and professors are concerned with the performance of students taking CCP courses. The dashboard shows 93% of all students receive grades of A, B, or C in all courses.

 Moving the focus to former College Credit Plus Students, the dashboard shows in 2024 that 472 students graduated from Kent State who started in CCP courses. These graduates had an average GPA of 3.54 and this number includes 63 honors students. According to the Kent State Honors College website, the honors college is by invitation only and requires a 3.7+ GPA to apply.

In summary, the College Credit Plus dashboard provides valuable insights into the success and weaknesses of CCP students at Kent State, displaying their strong academic performance, low matriculation rates in need of improvement, and the growing partnership with Ohio high schools.

1. **Stow Munroe Falls High School**

Stow Munroe Falls High School is a public high school in Stow, Ohio. It has a current enrollment of 1,720 students and is ranked 205th in Ohio (US News). Stow Munroe Falls High School is important to UOE and the CCP program through Kent State University due to the high participation from this school. According to the CCP dashboard, Stow Munroe Falls High School has been ranked the highest of all participating feeder schools from 2017-2024 with 194 students making the transition from the CCP program to an undergraduate degree at Kent State University. This makes Stow Munroe Falls High School a potential focal point for this campaign.

1. **College of the Arts and Sciences**

When CCP students enroll for courses at Kent State, UOE employees mentioned that students generally take general elective courses. Many of the general elective courses are housed in the College of Arts and Sciences with degree programs like political science and history (College of Arts & Sciences, n.d.). With most of the CCP students taking general electives in the College of the Arts and Sciences, it is important to note that the website states, “The College of Arts and Sciences has the largest and most diverse academic programming at Kent State University” (College of Arts & Sciences, n.d.).

1. **​​Interviews/Survey**

As our primary research, a survey was formulated with the intention to be sent to all Kent State’s CCP students. Due to the timeline and awaiting approval, not as many responses were received as needed. Two CCP students taking classes through Lorain Community College responded to the survey and interviews were conducted with two additional students. Along with the student interviews, an informational interview was conducted with admissions to gain more insight into how Kent State Currently communicates with prospective students.

Student #1: Senior at Smithville High School taking courses through the University of Akron, Wayne Campus. Student #1 is taking classes in person and online, they prefer in-person due to the classes being harder. The student feels in-person classes contribute to creating a community. They expressed it is easier to feel like a part of the university when taking courses through the branch campus due to the small size. The student feels included due to the school email and zip card given at enrollment. Some suggestions for how to improve the environment for CCP students would be to have more hands-on advisors and specialized communication since nothing is currently in place to reach the CCP students specifically. This student does not plan to stay with Akron post-high school graduation.

Student #2: Senior at Wooster High School taking courses through Ashland University. Courses are taken in high school classrooms with accredited high school teachers, not interacting with Ashland University. The student is taking CCP courses due to not having the option of AP classes. A suggestion to improve the community and experience with CCP courses is to take courses taught by the college professor.

**Problem Statement**

 UOE has experienced a lack of connection and engagement with CCP students to the university. This is a result of a lack of personalized communication with these students.

**Key Publics**

**Primary:**

* High school seniors enrolled in in-person and online CCP classes at Kent State University that attend Stow-Munroe Falls High School.
	+ 63% of students are taking CCP classes at the Kent State campus or a regional campus.
	+ As of Fall 2024, 29 students enrolled at Kent State from the CCP program that went to high school at Stow-Munroe Falls High School.
* High school seniors enrolled in CCP classes at their high school through Kent State University that attend Stow-Munroe Falls High School.
	+ 37% of students are taking CCP classes at this high schools.

**Secondary:**

* Parents of Stow-Munroe Falls High School seniors enrolled in CCP classes who receive promotional emails from admissions for the next steps after the CCP program.
	+ Encourage their students to continue their education through Kent State after completing the CCP program.
* Kent State faculty that teaches CCP classes in the College of Arts and Sciences.
	+ Kent State faculty can work closely with the high school CCP instructors to make sure the course is taught at a level they approve of and will set students up for success when they transition to university.
	+ The College of Arts and Sciences is the largest college at Kent State.
* High school teachers and staff that teach CCP courses at Stow-Munroe Falls High School.
	+ High school teachers can educate their students on what the CCP program is and the benefits it will provide for the students' education.
	+ High school CCP instructors can encourage more students to take a CCP class and educate them on what the day-to-day work looks like for a CCP class.

**Objectives**

* To increase engagement by UOE for CCP students at Kent State by 10% by Fall 2025.
* To increase enrollment of in-person CCP classes by 5% by Fall 2025.
* To increase admission of CCP students to full-time Kent State students by 10% by Fall 2025.
* To increase digital communications between Kent State and current CCP students by 15% by Fall 2025.

**Themes and Key Messages**

1. **Key Messages**
* Communicating with CCP students through digital mediums is just as important as face-to-face communication.
* UOE's engagement with the CCP community is necessary to form strong connections and lasting relationships.
* In-person events are essential to connecting CCP students with the University.

**Strategies and Tactics**

* Objective 1: To increase engagement by UOE for CCP students at Kent State by 10% by Fall 2025.
	+ Strategies:
		- Strategy 1: Use digital communication to contact CCP students.
		- Strategy 2: Create a community for online and in-person CCP students.
		- Strategy 3: Create a mentorship program for CCP students.
	+ Tactics:
		- Tactic 1: Have UOE send regular emails to CCP students encouraging them to come to on-campus events. This would not just be UOE simply forwarding messages to students but adding more information for the students. For example, words of encouragement, other CCP students attending, directions to the event, what the student can gain and more. UOE could also create and facilitate a GroupMe with the CCP students as another form of digital communication. This would be for specific things such as sending QR codes for events and other on-campus events/opportunities. This GroupMe would only allow UOE staff to send messages to students, students would not be able to respond. This would come with a welcome email a student signing up for a CCP class would receive to explain relevant details.
		- Tactic 2: Create a group for the students in the CCP community. The group would be put together by UOE and can be optional but encouraged. Once joined, the student would have access to an additional GroupMe where they could build a community with the other CCP students. Students can start to build connections with other students making them feel more a part of the university community, creating a foundation at a university for them. There would be a group specifically for online students and in-person students allowing students to connect with each other that are taking courses through similar methods. Students can connect with the students in their groups to attend on-campus events together/meet-up.
		- Tactic 3: Have UOE create a mentorship program for CCP students. CCP students would be paired with a current Kent State freshman/sophomore who is involved in extracurricular activities that they are interested in. There would be about 10-15 pairs, varying on the demand and access to resources. Some examples include USG, Flash Activities Board, PRSSA, student media and more. In order for student leaders to get involved, professors could send recommendations and/or UOE could post to social media and through email that they are looking for possible freshmen and sophomore students who are interested in mentoring a current CCP student for the academic year. The CCP student and the freshman and sophomore would have access to each other through email and a messaging app like GroupMe to use as a resource. Freshman and sophomore students would be chosen based on their leadership and involvement at Kent State. The CCP student would fill out a survey to be matched with a current freshman so that interests are the same. The CCP student and the freshman would meet once a month (in-person or virtually) and attend at least two events together on campus to create meaningful connections.
	+ Measurement: This objective will be measured by UOE keeping a detailed record of event announcement emails sent and how many RSVP/inquiries there are, counting how many CCP students joined the GroupMe group chat and counting how many CCP student and freshman/sophomore mentorship pairs there are. If UOE increases their engagement rate by 10%, this objective is a success.
* Objective 2: To increase digital communications between Kent State and current CCP students by 15% by Fall 2025.
	+ Strategies:
		- Strategy 1: Tailor digital content (emails) to CCP students.
		- Strategy 2: Create a social media account for current CCP students.
		- Strategy 3: Create two-way communication including interaction and feedback.
	+ Tactics:
		- Tactic 1: Create a new email list for CCP students only and send personalized email so they are no longer being addressed as potential new students.
		- Tactic 2: Create an Instagram and Facebook account for UOE as a resource for CCP students to learn more information about campus events/information and connect with other students.
		- Tactic 3: Send surveys to CCP students asking for feedback, opinions on current situations, etc. Surveys would be sent out at the end of every month.
	+ Measurement: Objective will be measured by how many students reply to feedback surveys, UOE will also monitor open rate of personalized emails, and UOE will track how many students interact with new Instagram and Facebook accounts.
* Objective 3: To increase admission of CCP students to full-time Kent State students by 10% by Fall 2025.
	+ Strategies:
		- Strategy 1: Financial Incentives
		- Strategy 2: Simplified Admission Process
		- Strategy 3: Enhanced Information Sessions and Outreach Program
	+ Tactics:
		- Tactic 1: Implement a CCP Scholarship: Students taking CCP courses through Kent State will be presented with the opportunity to apply for a CCP scholarship of $5,000 to continue their education at Kent State University.
		- Tactic 2: Offer a streamlined admission process for students who have already been a Golden Flash through the CCP program. This will allow students to seamlessly transition from CCP to continuing their undergrad, without feeling like the university is dismissing their CCP work.
		- Tactic 3: Host an on-campus event for CCP students approaching graduation. This will be similar to a campus tour but exclusive for CCP students. They will go through a day in the life of a golden flash and get exclusive CCP merchandise for Kent State. This event will inform students how to get involved, what is offered through a degree at Kent State, and create community among CCP students.
	+ Measurement: The objective will be measured by UOE, which will continue to keep track of the matriculation rate of all CCP students taking classes through Kent State. If the number of CCP students who decide to continue their education through Kent State increases by 10%, it is a success.
* Objective 4: To increase enrollment of Kent State in-person CCP classes by 5% by Fall 2025.
	+ Strategies:
		- Strategy 1: Host CCP Information Nights at Local High Schools.
		- Strategy 2: Host a campus CCP scavenger hunt.
	+ Tactics:
		- Tactic 1: Collaborate with local high schools to host "CCP Information Nights" where representatives from the college, current CCP students, and alumni discuss the benefits and logistics of the program. This would be an after-school information session hosted at the high school making it easy for students and parents to attend. There would be advertisements for the information meeting through school announcements and flyers hung up around the school. The informational meeting will offer snacks and beverages ensuring the guests are comfortable and encouraging them to listen and ask as many questions as possible. These sessions would emphasize the advantages of in-person classes, such as access to campus resources, direct interaction with professors, and college campus experience. At the end of the information meeting, information about the CCP program and how to apply for in person classes will be distributed to all the students and parents.
		- Tactic 2: Host a CCP campus-wide scavenger hunt, a gamified adventure on campus where students participate in different quests around campus. Students will earn points and rewards by visiting various in-person class settings, student lounges, labs, and study areas. Each stop on the hunt will showcase specific advantages of attending in-person, and the day would end with a ceremony that celebrates the students first day exploring the college experience. For example, students attend a condensed version of a CCP in-person course, or visiting the library, on campus Starbucks, or the recreation center. Students will be given a pamphlet to get marked or stamped at each station they go to, encouraging them to complete the hunt and collect their free college starter kit which could consist of a Kent State backpack, different school supplies, and different snacks or on campus gift cards. This event will serve to encourage CCP students to take in-person classes and get them excited about experiencing the college experience at Kent State.
	+ Measurement:
		- For the CCP information night we will track attendance and enrollment follow ups to track how many attendees enroll in on-campus classes. A post event survey could also be created and sent out to attendees to measure how helpful the information night was and how likely they are now to attend on-campus classes.
		- For the CCP scavenger hunt, we will measure how many RSVPs there are and compare it to the number of attendees. Then compare the number of attendees to the completion rate of the scavenger hunt tracked by the signed or stamped pamphlet the participants carry around the scavenger hunt. At the bottom of the pamphlet or in the student’s completion prize there will be an exit survey asking the participants how they felt about the event and how likely they are now to enroll in on-campus CCP classes.

**Budget**

* **Dollars**
	+ Scholarship - $5,000
	+ Day in the Life Orientation
		- Food for students: $2,000
		- Kent State Merchandise: $4,000
		- Decorations: $500
		- Miscellaneous Expenses: $2,000
	+ Total: $13,500
	+ On-campus scavenger hunt
		- Food for students: 2,000
		- Kent state merchandise: 6,000
		- Miscellaneous: 2,000
	+ Information night
		- Snacks and beverages: $500
	+ Total: $10,500
* **People**
	+ 2-3 UOE members that are specifically dedicated to working with CCP students for engagement purposes with emails, creating group chats and managing mentorship programs.
	+ 10-15 freshmen/sophomore students involved in a leadership position/on-campus involvement who want to mentor a CCP student.
	+ 10-15 CCP students who express interest in having a Kent State student mentor.
	+ UOE member dedicated to managing/running new CCP Students Instagram and Facebook accounts.
* **Resources**
	+ Partnership with local business Kent State Sportswear for bulk CCP merchandise order.

**Timeline**

**Have an intro, length of campaign, etc.**

**January 2025**

* Collect a list of all Fall 2025 CCP students.
* Collect a list of prospective freshmen/sophomore students based off teacher recommendations and student interest.
* Send a survey to all Fall 2025 CCP students to see who is interested in the mentorship program as well as the group chat for CCP students who desire a community.
* Collect separate lists of CCP students who expressed interest in the mentorship program and group chat for community purposes.
* Create GroupMe group chats for CCP students.
* Invite a list of CCP students to attend day in the life orientation.
* Begin announcing a CCP information event through email, school announcements, and flyers hung around the high school.
* Send out surveys inquiring interest for on-campus scavenger hunt.
* Create Instagram and Facebook for CCP student information.

**February 2025**

* Begin interviews with interested freshmen and sophomore students for the mentorship program.
* Send an additional survey to CCP students who expressed interest in the mentorship program and ask questions to create a pairing.
* Contact current Kent State undergraduate students to participate in day in the life orientation.
* Host the CCP information night after class at the high school.
* Send a scavenger hunt RSVP link to all current and future enrolled CCP students to gather a count for the event.
* UOE begins personalized emails to CCP students to encourage them to continue their education at Kent State.

**March 2025**

* Select and finalize 10-15 freshmen/sophomore students for the mentorship program.
* Select and finalize 10-15 CCP students who would like a mentor.
* Pair freshmen and sophomore students with their CCP student.
* Order merchandise from Kent Sportswear.
* Request event order from KSU Catering to plan menu, numbers, and pricing.

**April 2025**

* Have a UOE employee meet with the mentorship pair to explain and outline goals and objectives (in-person or via Teams).
* Host Kent State scavenger hunt for CCP students.

**May 2025**

* Have Kent State students and their CCP students meet before summer begins to exchange relevant information.
* Send an end of the Spring 2025 semester email to mentorship program students giving them resources for the summer and what to expect for the fall.
* Hold ‘Day in the Life’ Orientation.

**June 2025**

* Send freshmen and sophomore mentors a leadership guide made through Canva.

**July 2025**

* Send a reminder email to CCP students and freshmen and sophomore mentors that the first mentor meeting will take place next month.

**August 2025**

* At the beginning of the month, have UOE send email to mentorship participants to prepare for the first mentor meeting.
* First official mentor meeting takes place in the second week of classes.
* CCP students gain access to their respective GroupMe group chats.
* UOE sends a list of August 2025 on-campus events taking place for CCP students to attend.

**Recommendation for Formal Research**

 Send an in-depth survey to the 29 students who finished the CCP program at Stow-Munroe Falls High School and enrolled at Kent State as a freshman. This survey would help to determine the type and the location of their CCP courses (online, in-person, at high school location), reasons for choosing Kent State as their college, how the university’s resources (UOE) compared to other universities they may have looked into and the overall engagement of the university.

**Phase I Fixes**

Overall you’ve addressed a lot of my concerns. I don’t feel your publics are well defined here. You’re not making the case well enough that Stow/M students are NOT coming in large enough numbers in the SA, especially since this is the school with the highest number of HS students attending. Also, your primary publics are essentially the same. Other than the method of CCP instruction, what’s the difference and why does that matter?

Also, one of your objectives is a strategy, which was what you did in Phase I, also.

**Formal research recommendations**

I think you can aim higher here. If money and time are no object, why settle for 29 students? As listed, this is something you could have done. Think big.

**Key messages & theme**

You need a theme. Also, these are not key messages. Key messages are written as if you’re speaking to a member your primary public. What is it you want them to know after you’ve engaged with them in some way?

**Strategies and tactics to meet objectives**

Your Objs don’t go in the order they were listed first, you reorder them and rename them. Please fix. It’s confusing.

Some good ideas here. I think we need to use the secondary publics more and try to increase the small touch points to make HS students feel more like KSU students. Some good big ideas here, but what high-frequency, low stakes ideas can we fill in here? Also, having a theme would create more of a campaign rather than a series of seemingly unrelated tactics, if you follow.

**Budget listing required resources**

This needs to be a table, not an outline format. Really inconsistent here. Some $ some not, some totaled, some not. Maybe restructure this whole thing with money, people, etc by tactic so we can see how this all works. You need staff at the scavenger hunt at every location, right? That’s not noted. Need more detail on costs, $2k for miscellaneous is a red flag, twice.

**Rough timeline**

Why are we doing this from Jan to Aug? What’s the rationale and that should be mentioned here. This is a great start, but some details missing. For instance, when do you plan and organize everyone for the scavenger hunt? The only items on here are about promotion and hosting, but where’s all the planning? Printing forms? Deciding on and setting up locations, etc.

**Evaluation criteria**

Good start here, but see notes. Your objs are worded in ways that make it VERY difficult to measure succuss. For the last obj, you’re measuring tactics and not the obj. We need to rethink the obj or the measure for most of these.

**Writing**

Good, see notes.

**Research Activities**

* Reviewed [University Outreach and Engagement CCP Dashboard](https://app.powerbi.com/groups/me/reports/3e486290-79fd-4a14-aece-cec22811ae7d/ReportSectionad85d3d8b40a22690297?ctid=e5a06f4a-1ec4-4d01-8f73-e7dd15f26134&experience=power-bi&bookmarkGuid=4e9310e2-c6ba-4a86-a7bb-892de38f99cb)

○ Yield Rates

○ SAMRP Statistics

○ Grades

○ Demographics

○ Session H Enrollment Trends

* Conducted interviews and meetings with the client to gain more information about the CCP program.

○ Conducted an interview with the client, University Outreach and Engagement, on Sept. 4, 2024, to collect information about the client.

○ Attended meeting with Director of College Credit Plus, Policy and Data Management, Kristin Betcher, to review the College Credit Plus Dashboard on Sept. 23, 2024.

* Conducted interviews with current CCP students for information about their program.

○ Conducted CCP student interview with a senior from Wooster High School taking courses through Ashland on October 3, 2024.

○ Conducted CCP student interview with a senior from Smithville High School taking courses through Akron, Wayne campus on October 2, 2024.

* Conducted an interview with Kent State admissions to learn about its role regarding CCP students.

○ Interviewed with the Associate Director of Strategic Communications at Kent State’s admissions office, Julie Selby, to ask about the admissions role in the CCP student process on Oct. 3, 2024.

○ Follow up emails conducted with Associate Director of Strategic Communications at Kent State’s admissions office, Julie Selby, to ask about the admissions role in the CCP student process October 2024 to November 2024.

* Conducted research using a survey to gather relevant information from current CCP students.

○ Survey sent to high school students currently enrolled in CCP classes at different colleges.

○ Survey awaiting approval from UOE to be sent to current Kent State CCP Students.

○ Link to survey:<https://forms.gle/3R27XDuwURuKMttc6>

* Conducted research using a survey to gather relevant information from current Kent State CCP students.

○ Survey sent to current CCP students taking classes online, in-person or at their high school location through Kent State.

○ Link to survey: <https://forms.gle/ML1K2DBgBqjz8q5n8>

* Utilized online sources to search related information for the client, including [Kent State University Outreach and Engagement website](https://www.kent.edu/uoe) and [US News - Stow-Munroe Falls High School](https://www.usnews.com/education/best-high-schools/ohio/districts/stow-munroe-falls-city-school-district/stow-munroe-falls-high-school-15313), [College of Arts & Sciences at Kent State University website.](https://www.kent.edu/cas)