

OTA
Summer Session
Section 1:
Overview – Philosophy – Logistics

Overtime Athletics
Summer Session
Manual



OTA Summer Camp Manual

Table of Contents

1. Establishing a Camp Partnership
 - a. Types of Camp
 - b. Identifying Potential Partnerships
 - c. Sales Process
 - d. Initial Meeting with Facility
 - e. How to Choose a Partnership/Facility
2. Paperwork, Licensing, Regulations
 - a. Submitting a Proposal to the Facility
 - b. Camp License
 - c. Regulations
 - d. Insurance and Liability
3. Marketing the Camp
 - a. How to Market Your Camp
 - b. Marketing Timeline
 - c. Marketing Materials
4. Planning Your Camp
 - a. Agendas
 - b. Snack
 - c. Other Activities
 - d. Registration/Forms
 - e. Camp Info Packet to Parents
 - f. Administrative Duties
 - g. Emergency Planning
 - h. First Aid
5. Equipment/Supplies/Staffing
 - a. Staffing
 - b. Equipment
 - c. Other Supplies
 - d. T-shirts/Awards/Snacks
6. End of Summer
 - a. Survey
 - b. Reflection and Suggestions
7. What Happens If...
 - a. Q&A
8. Timelines/To Do Lists
 - a. Month by Month Outline

1. *Establishing a Camp Partnership*

Summer camp partnerships can take a variety of forms. Researching existing camps and facilities in your programming area is a key first step to establishing a partnership. Next, you must identify the potential for getting kids to your camps and explore the positives and negatives about the facility or partnership opportunity.

a. Types of Camp

- **Full Day vs. Half Day vs. Hourly**

Explore the different time frames you can run camp. Note that if you do a half-day camp it may be harder for working parents to drop off or pick up their kids. A full day option or a camp with extended day care may attract more campers.

- Full Day Camp: Runs morning to late afternoon. Example: 9-5 or 8-4
- Half Day Camp: Runs either morning OR afternoon. Example: 9-Noon or 2-5pm
- OTA Sports Portion: OTA can come into an existing camp and run a 1 hour (or more) sports segment
- Extended Day Care: Providing an extra hour of day care before and/or after camp. For example, if camp runs 9-4 you may want to provide extended day care from 8-9am and 4-5pm (or longer)

- **Type**

There are several types of camps you could run. Explore your options with the facility and figure out what you are equipped to run. Take into account instructors, equipment, and the facility space.

- Sport Specific Camp: Basketball Camp, Soccer Camp, Flag Football Camp, etc.
- Ultra Sports Camp: A variety sports camp. Could include activities such as basketball, soccer, flag football, kickball, lacrosse, volleyball
- Day Camp: This could be just like an Ultra Sports camp, but will include additional activities such as field trips, arts and crafts, swimming
- All boys or all girls camp vs. coed camp: Discuss with facility and see what they are looking for. A sport specific camp may be better as all boys or all girls. However, most of the time a coed camp will attract more participants.

- **Duration**

Discuss with the facility if they are looking for a 1 week camp, several weeks or all summer camp.

- One Week (Monday through Friday)
- Several Weeks
- Entire Summer (June through August)
- Holiday Week: Attendance is generally low on July 4. You may want to plan a 4 day camp that week, depending on when the holiday falls.

b. Identifying Potential Partnerships

- **Competition**

Research existing camps in your area. Your competition will include more than just sports camps. Find out what day camps, day cares, and other summer opportunities are available to kids.

- What camps are currently being offered?
- Where are the camps located/who runs the camp?
- What is the price of camp?
- What are the camp hours?
- What are the ages of children allowed at camp?
- What kinds of activities are involved?

- **Park and Recreation Department**

Most towns have a park and recreation department that organizes summer programs for their community. The park and recreation departments are also in charge of renting out community fields and gyms.

- Find out who is in charge of summer programs
- Contact them and see what the process is to propose a summer camp, or see if they are in need of a sports provider for the summer
- Ask what the fee is to rent out a field or gym

- **Other Facilities**

Research what other private facilities are available for use. Many will charge an hourly or daily rental fee to run a camp on their property.

- Types of other facilities include: gyms, colleges and universities, community centers, YMCAs, Boys and Girls clubs, Convention or Expo Center
- What is the rental fee? Or is there a fee split?
- What is the cancellation policy?
- Do they have indoor and/or outdoor facilities?
- How many children will the space hold?

- **Can you get kids there?**

An essential part of the research phase is figuring out if you have a base of kids in the area to draw from.

- Do you run after school programs in schools near the camp facility?
- How many schools are nearby?
- What other camps are offered nearby?
- Are there outlets for marketing your camp (grocery stores, libraries, community centers, community sports leagues)

- **Identify Pros and Cons**

Create a list of what is good (nice facility, schools nearby) and what is bad (high rental cost, lots of other camps in the area) to help focus your search.

- Do the pros outweigh the cons?
- Can the cons be overcome?

c. Sales Process

- **Sales Packet Contents**

The summer camp packet is much like the after school sales packet. Do not fold the contents – place in a large envelope.

- Summer Intro Letter or Personal Note
- Summer 1 Pager
- Summer Brochure
- Sample Camp Brochures/Flyers
- Business Card

- **Contact Person**

The contact person may have the title Summer Camp Director or Facility Director. Make sure you have a name before sending out the packet.

- Call and find out who is in charge of summer camps or facility rentals
- Try to get in touch with that person and talk to them about OTA camps. Then ask to send them a packet of additional information.
- If you cannot get someone on the phone, stop by the facility and drop off a packet in person.

- **Timing**

Planning for your summer session should be a year-round process. You should begin contacting potential summer partnerships in the fall.

- By November you should have identified at least 5 potential partnerships.
- Start with a call to the facility to find out who is in charge of the summer session.
- Contact the person in charge and try to get a packet in their hand.
- Goal is to have camp partnership(s) secured by February 1.

- **Follow Up**

It is important to follow up the sales packet with a phone call.

- Ask if they have any questions about the information provided.
- Ask if Overtime Athletics can help with any of their summer needs.
- Try and secure a face-to-face meeting to further discuss summer opportunities and tour the facility.

d. Initial Meeting with Facility

- **What to Bring**

Once you have secured an initial meeting with a facility, you need to prepare your sales pitch. This involves researching the facility and what they currently have going on. Know who you are selling to and be prepared for the sales discussion.

- Sample OTA Camp Brochures, Flyers and Other Marketing Materials
- A list of participating schools in OTA after school programs.
- Nutrition Postcards, Medals, Other Giveaways
- Coaches t-shirt
- Notes/Talking Points

- **Agenda/Talking Points**

Create a list of talking points to go over with the facility or camp director. You want to be prepared and able to “sell” the OTA camp as a fun, exciting sports experience.

- Introduce yourself and give a background of OTA. Tell about our main business and other things we do (AAU, sports clinics, etc)
- Give info on OTA in your area: We partner with X amount of schools, X number of kids
- Explain a little about summer partnerships we have in other OTA territories
- Describe the different camp options we can provide

- **Sales Discussion**

After giving background information about OTA, you should have an open discussion to figure out what the facility is looking for and to determine if that is something we can provide.

- I've researched your past summer camps and found you had.....in the past.
- What are you looking for this summer? How can OTA help? Full day/half day/sport specific, etc.
- What kind of facilities are available to use?
- What kind of enrollment numbers have you had in past summers?
- Is there a rental fee or a fee split?
- Is your camp open to the public?
- Do you have any marketing opportunities for camp (brochures, mailing list, etc?)
- Do you require any special licenses/regulations in order to run camp here?

- **What to look for in a Facility**

There are certain things to look for and note when touring a facility. Write down any concerns.

- Is there a field? Gym? What condition are they in?
- Is there an indoor space available to use in the case of rain or bad weather?
- Are bathrooms available and easy to access?
- Is there a lunch area with tables and chairs? Is there a kitchen with fridge to hold kids lunches?
- How many children can the space hold?
- Is there air conditioning?
- Is the facility located in a safe area/community?
- Is there parking available for parents?
- Is the facility easy to find?
- Are there soccer goals/basketball hoops?
- Does the facility have any special amenities (pool, ice rink, etc)?
- Will the facility be used by other groups/people in the summer or will we have exclusive use?

e. How to Choose a Partnership/Facility

- **Concerns**

First, look over your notes from meeting with the facility. Go over any concerns and decide if those are things that can be overcome. Some concerns may include:

- High rental cost or fee split
- Poor location or far from school partnerships
- Poor facility conditions
- No indoor space available

- **Positives**

Write down a list of positive things about the location. They may include:

- Low rental fee or good fee split
- Nice facility
- Located near school partnerships
- Indoor and outdoor space
- Special features (example: can use pool everyday)

- **Decision**

Consider the overall strategy of your programming year. Consider whether or not this partnership can grow or is this just a one summer opportunity. Understand that Overtime Athletics strives to be a 4 session programming organization.

2. *Paperwork, Licensing, Regulations*

Once a camp partnership has been established, you must begin to get all of your documents in order. The first step is to write a camp proposal. You must also research any licenses, regulations or insurance needs and get those in place ASAP. Some paperwork takes several months for approval.

a. Submitting a Proposal to the Facility

- **Camp Agreement**

The contract will outline who is responsible for certain expenses, including:

- Camp Cost
- Fee Split or Facility Rental Fee
- Minimum Enrollment
- Staff: Who is responsible for providing/paying for certain staff
- Custodial Fee
- Marketing and Registration Materials
- Prizes and Giveaways
- Snacks
- Equipment
- Insurance
- Discounts/Scholarships
- Field Trips/ Pools
- Transportation Costs, if applicable
- Before and/or After Care
- Training

- **Writing the Proposal**

The purpose of the proposal is to outline and clearly describe the expectations and responsibilities of OTA and of the facility. You will need to include all relevant information about the camp.

- Objectives of Camp: A short paragraph outlining the camp.
- Scope of Services: See above details
- Facility Responsibilities: What is the facility responsible for?
- OTA Responsibilities: What are we responsible for?

- **Submitting the Proposal/Negotiations**

Submit the proposal to the facility.

- Give the facility a few days to review.
- Follow up and ask if they have any questions.
- If the facility wants to add services or make changes to the proposal, consider the impacts.
- If necessary, you may want to set up a meeting with the facility to discuss and finalize the proposal.

- **Proposal Approved**

When both the facility and OTA have come to an agreed-upon proposal, make sure you:

- Have the facility sign the proposal.
- Keep the proposal on file and refer to in the event of a question or conflict.

b. Camp License

- **Do I Need a License?**

Most of the time, the facility will be able to tell you if a license is required to run a camp. If they do not know, you must research camp licensing yourself. Each state has different requirements.

- Check with your State's Department of Social Services, Human Services or Child Services, or Department of Health.
- A license is often required for camps that run several continuous weeks
- The information may be under "Child Care" or "Day Care Centers"
- If you cannot find any information on licensing, call the Department's main number and ask if they have any licensing requirements for summer camps

- **Yes, I Need A License. Now What?**

When you find out if you need a license, ask what requirements are needed to obtain the license.

- **Classes:** You may be required to attend a Child Care training class
- **Inspections:** The Department will likely need to inspect the facility before the camp runs. They may also come back to inspect periodically during camp
- **Fee:** Find out if there is a fee involved to obtain the license
- **Staff:** There may be certain requirements of you and your staff (background checks, other paperwork)
- **Work with the facility to determine who is responsible for what aspects of the license process. You may need to revise the contract to reflect this.**

c. Regulations

- **Facilities/Physical Grounds**

There may be certain regulations that the State or facility requires in order to ensure the safety of campers. Regulations concerning the facility may be handled by the camp director, or the facility director. Some physical grounds regulations may include:

- Restrooms: Must be stocked with toilet paper, must have separate boys and girls bathrooms, must have soap
- Building Maintenance: Building must be kept in good repair, no cracked sidewalks or dangerous areas
- Hazardous Substances: Any cleaning supplies, pool chemicals or other hazardous substances must be kept locked and away from children
- Play Areas: May require certain safety measures for play areas (slides, swings)

- **Special Services**

If you offer special services as a part of your camp, there also may be regulations involved.

- Food: Must have extra food available, must be refrigerated
- Transportation/Field Trips: Vehicle regulations, seatbelts

- **Staff and Supervision**

In order to ensure camp is run by safe and qualified staff, there may be regulations imposed on the staff.

- Child/Staff Ratio: May depend on age of children. OTA generally provides 1 staff per 10 children. You will need to check with facility to see if they have different ratio regulations.
- Staff Qualifications: May require certain education or experience
- Staff Certifications: May require CPR, First Aid certification of staff. Generally, it is a good idea to have at least 1 person at camp at all times that is CPR and First Aid certified.

d. Insurance and Liability

- **Insurance**

Your camp will likely need to be insured. OTA has insurance, however:

- Find out if OTA will need to provide proof of insurance or if the facility will cover the camp under their insurance
- What is covered? OTA staff? Just campers?
- Request a Certificate of Insurance.
- Have copies of the insurance policy on site in case an issue arises.

3. *Marketing the Camp*

Once the proposal is set it is time to market your camp. Marketing is an essential part of the camp planning. It is a task that must be continuous from the moment the partnership is established until the last day of camp. Your enrollment numbers will be higher with a well-planned marketing campaign. Think about your target audience, how to reach them, and how to appeal to them. Ask yourself “How is OTA camp better than competitors?”

a. How to Market Your Camp

- **Existing Partnerships**
Hopefully you have a good base of kids to draw from in your existing after school partnerships.
 - Flyers: Hand out in your after school classes
 - Email Blasts: Send out camp emails to any you have on file
 - PTA Reps: Let PTA reps know about your camp and ask them to pass the info along to anyone they know looking for a summer camp
 - Coupons: Give out “free week of camp” coupons to PTA Reps or kids in class or “50% off for a friend”
 - Signs: Ask your school partnerships if you can put up a sign or flyer on the school bulletin board

- **Marketing to the Community**
You will also need to market your camp to the larger community.
 - Flyers: Hand out at grocery stores, sports fields, gyms
 - Signs: Put at busy intersections
 - Local Media: Send out camp info to local media. They often publish a “camp special” in April/May/June.
 - Camp Fairs: See if there are any in the area.
 - Children’s Events: Check community calendars for large children’s events. Try to pass out flyers at these events.

- **Marketing at the Facility**
See what kind of marketing opportunities are available at the facility.
 - Camp Open House: See if you can do an Open House on a weekend to tell facility users about the camp.
 - Flyers: Have displayed on facility bulletin boards
 - Facility Brochure/Newsletter: Can a blurb about camp be included?
 - Website: See if the facility can post camp information on their website.
 - Mailing List: Does the facility have a mailing list?

- **Other Ideas**
Be creative with your marketing plan. Make sure to get approval from OTA management before implementing.
 - Sponsor a local children’s running race and give out a free week of camp as a prize to the winner
 - Contact local sports organizations and ask to provide coaches with flyers to hand out

- **Overtime Athletics Camp Website**
The OTA Camp website is where people will find out information about your camp.
 - The name of the camp should be predominant on the page.
 - List camp dates or sessions.
 - Have a flyer posted so people can get more detailed information about the camp

b. Marketing Timeline

- **February**

By February you should have all the details of your camp set. Once the contract is agreed upon, begin your marketing strategy.

- Create a summer camp flyer with all critical information
- Announce summer camp on website
- Flyers out in winter OTA classes
- Email blast to PTA reps announcing camp
- Email blast to any children/parent emails on file
- Start researching and brainstorming other marketing opportunities

- **March/April**

Make a big push during these months, especially if you are offering an Early Bird Special.

- Email blast reminder about Early Bird Rate
- Flyers out in spring OTA classes
- Send camp dates to local media
- Flyers out in the community: gyms, sports fields, grocery stores

- **May/June**

Continue your marketing efforts all summer. Try to get existing campers to come back for additional weeks or have them tell their friends/neighbors about camp.

- Think about giving a discount for signing up a friend for camp.
- Flyers out in the community
- Email blast to enrolled campers: “still space left – sign up your friends!”

c. Marketing Materials

- **Flyers**

It is important to have clear, interesting marketing materials to grab the attention of your customers. Flyers should have all necessary information. Post a copy of the flyer on the website. Hand out flyers in OTA classes.

- Name of Camp
- Description of activities
- Sessions
- Hours
- Ages
- Location Name and Address
- Cost of Registration (and Early Bird Rates or Discounts)
- How to Register
- Website
- OTA Logo
- OTA Phone # to call with questions

- **Postcards**

These will just have the basic camp information. Send these out to any mailing lists you have on file.

- Name of Camp
- Sessions
- Activity:
- Website:

- **Email Blasts**

The email should stand out with colors or photos. Drive people to the website for more information.

- OTA logo
- Website should be prominent

- **Marketing Budget**

Flyers and postcard printing can be costly.

- Research several printing options (FedEx, Office Depot, local printing shops)
- Find ways to cut costs (print 4 postcards per sheet, print one side in B&W)
- Determine an exact number of flyers needed to hand out in OTA classes

4. *Planning Your Camp*

A camp that is well-planned will be well-executed. Set agendas, be on top of administrative requirements and keep parents and children informed about all aspects of camp. This will ensure a successful camp experience for everyone.

a. Agendas

- **Hourly Camp**

When a camp is run on a 1- or 2-hour basis, it can be run similar to an after school program. The agenda should include:

- Intro/Attendance
- Warm Up Game
- Introduce Sport of the Day or Skill of the Day
- Skill/Drill(s)
- Games
- Scrimmages
- Wrap Up/Dismissal

- **Half Day Camp**

For a half-day camp, you have more time with the children and can spend more time on certain segments. Utilize stations and split the campers into smaller groups to encourage participation and decrease “standing around.”

- Free Play/Attendance/Intro
- Warm Up Game
- Stations
- Games
- Scrimmages
- Wrap Up/Preview Next Day/Dismissal

- **Full Day Camp**

In a full day camp, it is important to segment the day. You want to keep kids active and engaged, but not completely wear them out after an hour. Incorporate non-sports activities into the day. Below is just a guideline of types of segments – you should consider the type of camp, ages, and space available to customize your camp day.

- Free Play/Attendance/Intro
- Warm Up Game(s)
- Introduce Sport of the Day/Skill/Drill
- Snack Break
- Trivia
- Games
- Lunch
- After Lunch Activity
- Scrimmages
- Wrap Up/Awards/Preview Next Day/Dismissal

- **Things to Consider**
Your agenda will depend largely on the facility and type of camp. There are some things to consider when making your agendas:
 - Indoor space available: For a full day camp, you want to make sure the kids aren't in the sun the entire day. If possible, create indoor time every few hours to give the children a break from the sun.
 - Outdoor space only: Take lots of water breaks. Find shade if possible.
 - After lunch activity: After the kids eat lunch, you need to plan for a non-active activity while their food digests. This can be a gametime-like segment.
 - Staff Available: Utilize your staff effectively. If you have 30 kids and 3 instructors, split into 3 stations of 10 kids each.
 - Water Breaks: Take frequently.

b. Snack

- **OTA Provides Snack**
It is the decision of the Camp Director about whether to provide a snack for campers. If the facility requests that OTA provide snacks, or if the Camp Director wants to provide a snack, there are several things to consider.
 - Will you offer the same snack every day for the entire summer?
 - What is the cost associated with snack – has this been accounted for in camp registration prices?
 - Think about potential allergies.
 - Check and make sure there are no food regulations or licenses needed to hand out food to children.
- **Children Bring Snack**
An easy option is to ask children to bring their own snack to camp. Make sure you notify parents that a time will be set aside for snacks and their children will need to bring something to eat at that time (if wanted).
 - You may want to give parents examples of what a good snack may be: apples and water, Capri sun and pretzels, etc.
 - Make sure children label their snack.
- **OTA Provides Modified Snack**
Another option is to only provide drinks, or to provide popsicles at snack time.
 - Find inexpensive drink options (Capri sun)
 - Make sure parents are aware that OTA is only providing drinks and that children may bring something small to eat if they wish.

c. Other Activities

- **Daily Segments**

Create fun daily themes or segments to entice children and parents to your camp.

Examples include:

- **Manic Mondays:** Guest speakers such as a fireman, athletes, magicians and more.
- **Tuesday Task:** Lego challenges, create your own jersey, or make up your own tag game.
- **Whatever Wednesday:** Let campers choose their activity. Could be a movie, trivia game, sport.
- **Thinking Thursday:** Campers will be given a mystery to solve, a puzzle to complete, or show and tell.
- **Fantastic Friday:** End each week with a BIG event. May include a field day, carnival games, water games, etc.

- **Special Events**

Try to book special events for your camp. Advertise these to entice campers to enroll in your camp.

- Appearance of a local sports team Mascot
- Guest Speakers

- **Field Trips**

If you and the facility decide to offer field trips as a part of your camp, there are several things to research:

- **Possible Field Trips:** Putt-Putt Golf, Laser Tag, Water Park, Sports Game, Hiking Trip, Pool, Museum
- **Transportation:** How will the kids get there?
- **Cost:** What is the cost of admission? Is there a group discount?
- **Additional Forms:** Make sure parents are aware of the field trip and specify what the trip involves. They must give their child permission to participate in the trip.
- **Registration:** Is the cost of the field trip included in the registration price?

- **Specialty Segments**

Use segments to split up the week of camp and to highlight new activities for kids and parents. Some examples include:

- “Center Stage” (Demonstration, Talent Show)
- “Project Inc” (Campers work together to complete a task, build something)
- “Pick’m” (Campers choose between activities: arts and crafts, sports, cards, etc.)
- “Think Tank” (Brain Teaser, Scavenger Hunts, Reading Assignment)
- “Big Event” (Goofy Golf, Bingo, Field Day, Water Day, etc.)
- “Movie Madness” (watch movie)

d. Registration & Forms

- **OTA Handles Registration**

If OTA is going to handle the registration, it will probably be an online registration. OTA has the ability to offer secure, online registration.

- Payments will be by credit card
- If a person does not want to pay by CC, they can mail a check to the office
- Include registration link on all flyers
- Ask facility to post a link on their website

- **Facility Handles Registration**

If the facility or partnership is handling registration, keep an open communication line with them about enrollment. From March through June, you should check in with the facility about every 2 weeks to get an update on enrollment in order to properly plan, staff and budget for your camp.

- What is the registration deadline?
- When will we receive a roster?
- What information will be included on that roster?
- On flyers, include information about how to register through the facility.
- If enrollment is low, when is the decision made to cancel camp?

- **Refunds**

In the event a camp must be cancelled, OTA will issue a refund.

- Think about charging a non-refundable registration fee (to cover OTA administrative costs)

- **Information to Get**

Make sure the registration form asks for all necessary information:

- Child Name, Date of Birth, Grade
- Parents Name, Address, Phone (home and work), Email
- Emergency Contacts
- Allergy/Medicine/Health Information
- What camp session they will be attending
- OTA Agreement and Parent Signature

- **Confirmations**

When people register for camp, send them confirmation that the registration was received.

- If they register online, they will receive an automated confirmation.
- If the facility is handling the registration, have them send out a confirmation to campers.
- Tell registrants when they will receive a camper packet with additional information about the camp.

e. Camp Info Packet to Parents

- **Intro Letter – Welcome Email**

Write an email to the camper and parents. This should be short – just a few paragraphs describing what to expect and what is needed for camp.

- Introduce yourself
- Give a preview of what to look forward to at camp
- Tell about the forms and information included in the packet
- Give a deadline for parents to return any necessary forms

- **Forms**

There may be additional forms that you need from campers. If a state license is required, check with them what records must be on file. Examples include:

- Parental Agreement
- Swim Form: Include a space for the parent to rate their child's swim level: beginning, intermediate, advanced. Notify if a swim test will be given.
- Field Trip Form: Parents must sign an agreement allowing their child to participate in any field trips. Describe each trip/activity appropriately.
- Health/Physical Examination Form
- Extended Day Care Form
- Medication Form/Medication Authorization Form
- Birth Certificate or other proof of identity

- **Other Information**

You may want to provide additional information to parents in the camper welcome email.

- What to Bring/Wear Each Day: water bottle, snack, bagged lunch, swimsuit, towel, sunscreen, etc
- Camp Information: Give essential information like the facility address, phone number, camp director's name, camp hours and dates
- Arrival and Dismissal Procedures
- Lunch
- Medication Policy
- Sunscreen/Insect Repellent Policy
- Emergency Procedures
- Behavior/Discipline
- Sample Daily Activity Schedule

f. **Administrative Duties**

- **Registration Forms/Child Records**

As registration forms come in you will need to create a filing system for each child's records. An easy way is to create a folder for each child. Have a checklist with each form listed so you will know is missing. You must have all necessary forms on or before the first day of camp.

- Confidentiality is very important when dealing with children's records. Ensure parents that children's records will be kept in a secure location in the camp office.
- Emergency Contacts: This is information that must be readily available. In the event of an emergency, you need to be able to grab this information quickly. A spreadsheet or index card system is easy to carry with you at all times.

- **Attendance Records**

Just like an after school program, you will need to keep attendance records.

- Note what time each child arrives
- Follow up on any child that misses more than 1 day of camp

- **Parental Agreements: Health and Information Form**

Parental agreements should also be kept on file in each child's folder. This agreement is meant to inform parents of situations that may arise during camp, and how OTA will respond. Examples include:

- I authorize my child to apply sunscreen.
- I give OTA authorization to search my child's belongings with the child present when the health, well-being or safety of the child requires such a search.
- I do ___ or do not ___ give OTA permission to photograph my child.
- I give my child permission to swim during the designated time.

- **Medical Records**

Keep any relevant medical records on file at camp. If a child requires an epi-pen, have their medical records on file including what they are allergic to and what to do in an emergency.

- All medical records should be kept confidential
- Share with your staff any allergies, asthma or other pertinent health information
- If required by the State, keep health physicals for each child on file in camp office

- **Camp Binder**

Every camp should have an organizational binder that holds important camp documents.

- Each of the above documents (medical records, parental agreements, attendance records, etc) should be kept in binders.
- The camp binder must be accessible at all times.

g. Emergency Planning

- **Create an Emergency Plan**

You will need to create an emergency plan so that you, your staff and your campers know what to do in the event of an emergency. You will need to plan for the following possible emergencies:

- Fire: Create an evacuation route. What will the alarm be?
- Tornado/Severe Storm: Dedicate a shelter-in-place. Ideally this will be a room inside the facility with no windows. What will the alarm be?
- Other Emergency Situations (Bomb threat, missing child): These do not need to be shared with the children, but a plan will need to be in place. Staff should be trained in what to do.
- Post your emergency plan and your evacuation routes in the facility. If the facility already has evacuation routes, know them and share them with your staff, parents and children.
- Chain of Command: In your plan, create a chain of command so each staff member knows their role during an emergency. If the Camp Director is not present, who is in charge?

- **Emergency Numbers**

One of the most important things is to know the proper emergency numbers. Have them posted in a prominent place in the facility. Give staff the emergency numbers as well.

- EMS
- Fire Department
- Poison Control
- Police
- Facility Contact
- Camp Director Office and Cell
- Facility Address and Phone Number (Very important staff knows the address in the event of an emergency)

- **Emergency Response Organization**

Having an emergency plan will allow for quicker response and better organization in the event of an emergency. Several steps will ensure your emergency response goes smoothly:

- Identify Roles and Responsibilities: Each staff member should know their role and responsibilities during an emergency. Designate roles such as: Activate alarm, call emergency personnel, gather children and make sure all are accounted for, grab children's emergency contact information, etc.
- Staff Emergency Training: Part of the staff training should include the emergency plan. Make sure they are aware of the steps to be taken in an emergency and what their specific role is.

- **Emergency Drills**

As a part of your emergency planning, you may need to practice an emergency drill.

- On the first day of camp, you should go over the emergency procedure with campers.
- Notify campers what the emergency alarm will be
- You do not need to do an emergency drill each week. The facility or State Licensing board will dictate how many drills are needed.
- If no emergency drill is needed, you should still go over the emergency procedure with campers on the first day.
- Keep a record of your drill (date, time, type of drill, children and staff present)

- **Emergency Supplies**
An emergency can happen anywhere, at any time. Make sure you have the proper supplies to handle an emergency:
 - Cell phone (keep with you at all times)
 - Flashlight
 - Supplies outlined in any regulation or licensing direction.

h. First Aid

- **Staff Training/Procedures for Injuries**
During the staff training, discuss the procedure for injuries. Your local Red Cross should have free First Aid booklets that give an outline of how to treat certain injuries. You can have this in the camp office or with the first aid kit as a resource for staff.
 - Know the name of the injured child (ask if you don't know)
 - Ask the child what happened if you didn't see the incident
 - Ask the child what hurts
 - Remove the child from the group
 - Take appropriate action (ice pack, band aid)
 - Have child sit out for a few minutes until they feel ready to return to the group
 - Fill out an injury report
 - Notify parents immediately if it is a serious injury. Notify parents at pickup if it is a minor injury.
- **Injury Report**
If a child gets injured during camp, staff will need to fill out an injury report. Keep blank reports on file in the office. The staff member that witnessed or took care of the injury should fill out the report. The report should include:
 - Date and time of injury
 - Name of child
 - Type and circumstance of the injury
 - Staff present
 - Treatment given
 - Date and time parents were notified
 - Staff signature
- **CPR/First Aid Certification**
Think about if you want to make CPR and First Aid certification a requirement for camp staff. The facility or State may have a regulation that at least 1 person be certified.
 - Look into certification options for yourself and staff (Red Cross, etc)
 - Ask staff if they are currently certified (some may be from other jobs)
 - Keep certification proof in their staff records on file in the camp office
- **First Aid Kit(s)**
First Aid Kits should be kept with staff at all times. If a group goes outside, staff should take the first aid kit with them.
 - You may need more than 1 first aid kit, depending on enrollment
 - Keep kit stocked. You don't want to have an incident and not have an ice pack ready.
 - Only camp staff should be allowed in the first aid kit
 - First Aid Kit Supplies: See below

5. *Equipment/Supplies/Staffing*

The Camp Director will need to plan in advance for resources such as equipment, supplies and staff. Effective planning will help reduce extra costs and keep camp running smoothly. This step will need to be taken once you have a good idea of enrollment numbers for each week of camp.

a. Staffing

- **How Much Staff**

You will need to determine how many staff members are needed at camp weeks in advance in order to train staff and compile staff records.

- A good rule of thumb is 1 coach for every 10 campers
- Check with your facility or the State to see if there are any specific staff ratio requirements
- Decide if the camp day can be split into shifts for the staff, or if they will be working the entire camp day
- Do you need any extra staff: lifeguards, transportation drivers, extended day

- **Staff Interviews/Confirmations**

Once your staff size is determined, check with current OTA staff to see who is interested and available to work camp.

- Recruit from current staff first to minimize hiring/training time
- Send confirmations to those who are chosen as summer staff
- Notify staff if the summer pay rate will be different from after school programs
- If additional staff members are needed and there are no other current staff members available, you will need to recruit from outside sources.
- The IHT process for camp must be completed for all staff.

- **Staff Training**

The staff training sessions will be required for all camp staff (both current OTA employees and new OTA employees). You will discuss what is expected of them and go over any additional information or regulations.

- Try to have the staff training at the camp facility so staff can get familiar with the space
- Discuss the daily agenda outline, what time staff should arrive at camp, what they are required to wear
- Review the emergency plan and staff roles in the event of an emergency
- Give out schedules for the summer

- **Staff Paperwork**

There may be additional paperwork or information you need to get from camp staff, depending on your arrangement with the facility and/or the State.

- Examples include: Fingerprints, TB Test
- Staff paperwork should be on file at camp
- Staff Employment Files remain at the office
- Must have staff medical info (asthma, etc)
- Must have staff emergency contact info

- **Staff Management**
Managing staff will be a continuous job throughout the summer. Some systems of management will remain the same; some are different for the summer session.
 - Make sure staff knows what to bring each day to camp: bagged lunch, whistle, swimsuit, towel
 - Vacation/Days Off: Substitution is discussed with the Camp Director

b. Equipment

- **Inventory**
Your first step should be to inventory the equipment you currently have. All instructors should have returned their equipment to you at the end of the spring session. Keep track of how many basketballs, soccer balls, etc you have.
 - Blow equipment up
 - Get rid of anything that is unusable/broken
 - Make sure each camp staff member has a whistle, ball pump, t-shirt
- **Ordering**
Before ordering equipment, think about your enrollment numbers and the different sports and activities you will be doing at camp.
 - Try to use equipment that is currently at your disposal
- **Storage**
If a lot of equipment is required for camp, you will need to think about storage.
 - See if the facility has a closet or area for you to store equipment
 - Try to store it in an area that can be locked
 - If there is no storage area, ask each staff member to take a bag of equipment and store it in their cars.

c. Other Supplies

- **Daily Activity Supplies**
You will need to supply things for your after lunch activities, extended care or other “down” time. It is important to offer non-sport activities to give the children a break from physical activity.
 - Arts and Crafts: construction paper, crayons, scissors, tape, play doh
 - Activities: bingo cards, board games, cards, puzzles, trivia
 - White board and markers for pictionary, trivia, other games
 - Extended Care: books, puzzles, coloring
- **First Aid Kit**
You will need a more extensive first aid kit for the summer. Depending on the number of children enrolled, you may need 2 or more kits. Some stores carry pre-made first aid kits with all necessary supplies. Your first aid kit should include: (additional items may be required based on licensing and regulations)
 - Ice Pack
 - Band Aids (assorted)
 - Adhesive Tape
 - An antiseptic cleaning solution
 - Thermometer
 - Gloves
 - Gauze Pads
 - Scissors / Tweezers

d. T-Shirts/Awards/Other

- **Camp T-Shirts (RECOMMENDED)**
Each child at camp will receive a free t-shirt. Think about what you want the t-shirt to look like. It is a good idea to create shirts that can be used again in the future, if possible.
 - OTA logo
 - Facility logo (only use if they require it)
 - Name of Camp

- **Awards (RECOMMENDED)**
At the end of each day or each week (depending on the size of camp) you should hand out awards. These can be serious and/or funny. Every child should receive an award.
 - Sportsmanship Award
 - King of the Court Award
 - Hardest High Five Award
 - Loudest Cheerer Award

- **Other Giveaways and Prizes (RECOMMENDED)**
You may want to offer prizes and other giveaways to keep camp fun and exciting. Some examples include:
 - The Lollipop Shot: Have a basketball shooting competition and give away lollipops as a prize.
 - Bingo: Winner gets a beach ball
 - King/Queen of the Court: Winner gets to wear a crown the rest of the day

- **Snacks**
Are you offering snacks as a part of your camp? If so, some things to think about include:
 - Do any of the children have food allergies?
 - Is there a place to store the food (refrigerator)?
 - Are the snacks accounted for in the camp budget?
 - What kind of snacks are you offering? Something healthy?
 - If you are providing snacks, there should be enough for every child.
 - Will you provide snacks every day or just on the last day as a special treat?
 - Think about the mess the snack may cause. Popsicles are a great snack to offer but should be eaten outside if possible.

6. *End of Summer*

The end of the summer is a time to reflect on your camps. Your planning for next summer starts immediately. Getting feedback through a survey will help you move forward with your camp planning for the next summer.

a. **Survey**

- **Questions to include**

The camp survey is a great way to get feedback from parents and children about your camp. Make sure you include a space for them to write any additional comments. This is usually where you get the most detailed feedback.

- Your overall rating of camp
- How would you rate the online registration process
- Was the camp information online helpful and informative
- Did the camp brochure accurately describe the camp experience
- How would you rate the facility
- How would you rate instructor appearance
- How would you rate the equipment available to campers
- How would you rate the OTA curriculum
- Did you like the camper T-shirt
- How was the overall organization of camp
- Was OTA responsive to any questions or concerns you had
- Would you participate in our camp again
- Would you recommend our camp to other families
- Additional Comments

- **Type of Survey**

OTA usually sends out a link to an electronic survey. Electronic surveys are generally easier for parents to fill out. If an electronic survey is not an option, you will need to send out paper surveys.

- If sending an electronic survey, send the link to parents by email. Include a short intro: *“Hi everyone – Thank you so much for attending an OTA Summer Camp. We strive to have the best camps in the area and we would like your feedback. If you could take a couple minutes to fill out this online survey, it would be very helpful. Either click the link or cut and paste into your browser:”*
- If sending the survey by mail: Include a self addressed envelop with the survey
- Send out surveys in a timely manner – strive for 2 weeks after camp has ended

b. Reflection and Suggestions

- **Notes**

After camp ends, you should create notes on what worked well and what didn't work well. This should be done within the first couple of weeks after camp ends, when everything is fresh in your mind. Things to think about:

- What is your overall impression of how the summer session went?
- Were there any issues with the partnership/facility?
- How was the condition of the facility?
- How were camp enrollment numbers? How was attendance?
- Is there potential for growth next summer?
- Is there anything that didn't work about camp this summer?

- **Suggestions**

Review your notes and the camp surveys and think about what you would suggest for next summer in order to be successful.

- Is the partnership one we want to continue?
- Are there any changes that need to be made to the contract: space used, minimum enrollment?
- Should additional weeks be added for next summer? Less weeks?
- How is the time frame? Should camp be longer/shorter/stay the same?
- Did you receive any feedback from parents about price? Should the cost of camp stay the same? Increase?
- Was the type of camp successful?
- Do any special activities need to be added: field trips, swimming, etc?

7. *What Happens If...*

Below is a sample of situations that may arise during your camp. We've supplied solutions for these situations. Note that this is not an all-inclusive list of everything that may come up during camp.

Q: A parent walks in on the first day of camp and wants to sign up her child who is not currently registered, what do you do?

A: The parent must fill out all necessary forms before the child can participate. Ideally the parent would give you a check for that week of camp. If not, they can go online to pay. You will need to follow up with the parent the next day if they have not paid in person or online.

Q: You have an autistic child who is in camp. He has a difficult time following directions, rarely participates, and needs one on one attention. What do you do?

A: Contact the parent immediately to discuss the condition of the child. Inform him/her that the child is not participating, and that the child requires one on one attention. Inform the parent that we cannot provide one on one attention, and that this camp may not be the best fit for his/her child.

Q: A mom approaches you and says that her son is being bullied at camp, what is your response?

A: Immediately identify who her child is, and which kids were doing the bullying. If you are aware of or witnessed the event, discuss how you handled the situation. If you are unaware of the bullying, tell the mom that you are going to talk to each child individually to get the story. Discipline the kids who were doing the bullying accordingly. You may have to speak with the parents of the kids who are doing the bullying to make them aware of the situation. Make sure you follow up with the unhappy parent as to how you handled the incident.

Q: My child has an EPI-Pen – Is your staff certified and can you store the EPI-Pen somewhere securely.

A: Our staff is not EPI-Pen certified; however, can store the EPI-Pen securely. (This is a tricky questions b/c you do not have to be certified to administer an EPI-Pen. You have to be willing and able to stick the EPI-Pen into the child's thigh.) This depends on whether or not the director wants to take on this responsibility. (Licensing and Regulations may determine otherwise)

Q: A staff member continually brings a child to you, saying they are causing problems.

A: Watch the interaction between the child and the staff member for a little. You may need to talk to the staff member and suggest other ways to work with that child. If that does not work, try and move the child to another group and see if that helps the situation. If the child is still causing problems in a new group, then you will need to speak to the child's parents.

Q: At the end of the day 1 child is left to be dismissed and he/she tells you "I walk home" from camp. What do you do?

A: Call the child's parent and clarify if this is indeed the case and he/she can walk home from camp. The next day when the child is dropped off ask the parent to write a note or give you permission so that their child is allowed to walk home without supervision from our camp facility.

Q: Camp begins at 9am, but one parent consistently drops their child off at 8:30, taking advantage of the fact that instructors get there early. One morning you arrive at camp and the child is sitting in the parking lot, alone, because the parent dropped them off and left for work. What do you say to the parent?

A: Explain that the instructors arrive just 15-20 minutes before camp begins and Overtime Athletics is not responsible for children that are dropped off before the instructors arrive at camp. Reinforce that the camp begins at 9am and the child needs to arrive just a few minutes before 9.

Q: You have just 1 ice pack left in your first aid kit and when a child falls and scrapes her knee, you use the last ice pack. An hour later during T-ball, a child gets hit in the head by the bat and a lump starts to form on his head. He clearly needs ice, but there are no ice packs left. What do you do?

A: Take the necessary first aid steps (remove the child from the group; make sure they are ok; check out the bump). Ask the child if he has an ice pack in his lunchbox, or a cold-water bottle to put on it. If the child starts to feel dizzy or the swelling does not go down, call the child's parent.

8. Timelines/General Guidelines

September/October

Review prior summer
Identify summer competitors

November/December

Develop summer target list
Begin summer sales process
Contact current partners about next summer

January/February

Summer sales meetings
Secure agreements/contracts
Identify marketing/advertising opportunities

March/April

Begin camp marketing
Open up registration
Camp planning and preparation

May/June

Camp planning and preparation
Staffing confirmations and training
Budget review
Enrollment review

July/August

Run a great camp!
Continue marketing efforts