



“IF I WERE YOU...”

Early January

OTA TEAM:

Happy New Year – January marks the beginning of a new calendar year, the beginning of the Winter Session, and the start of the second half of the school year. It’s time to take inventory on Staff Recruitment, IHT, Program Details, and OTA Instructor Equipment and Gear. With that in mind – *if I were you...*

House Keeping:

- I would check in with all instructors, confirm availability, and give anyone a heads up that will be working programs that kickoff the first and second week of January.
- I would let instructors know that final schedules will not be sent out until all programs have been added to the schedule and enrollment numbers have been submitted.

Programming Review:

- I would confirm winter program class dates and times.
- I would distribute any OTA Equipment and Gear to instructors who need it for winter session.

Staff Management:

- I would post job announcements for rolling IHT to address needs for Winter and Spring Session.
- I would schedule a Staff Meeting for all instructors in January to update them on 2024 announcements and programming “key points”.
- I would review the staff roster and determine whether any instructors coming back would benefit from some additional training.
- I would determine whether to implement “shadow sessions” for New Hires.

Brand Support – Sales/Retention/Marketing:

- I would continue to line up winter programs (ASP, SPARK, PODS, etc.).
- I would make efforts to line up Spring Break Camps.
- I would continue conversations with summer camp partners/locations.

Research and Projects – Investigations:

- I would review rental opportunities for Summer Camps.
- I would implement a “Cheapest Game In Town” promotion for a 1 week Summer Camp.
- I would investigate the possibility of hosting a sports/games tournament event this year.
- I would consider and investigate the potential of private coaching lessons revenue stream.

Thanks, **OTA**