



“IF I WERE YOU...”

Mid July

OTA TEAM:

Mid-July is all about Q&A. It is so important to make sure everyone involved with OTA feels as though they have been heard – both Questions and Answers. This includes Camp Directors, Camp Counselors, Partner Contacts, Parents, and kids. Confirmation is so important to make sure that if you addressed a situation, fixed a problem, or adjusted logistics in some way as the summer continues, that everyone involved acknowledges it. With that in mind – *if I were you...*

House Keeping:

- I would review any camp space that is considered “shared” with another company or program to make sure the schedule is set for the rest of the summer for who the space is available to and when.
- I would confirm any payment schedule with a camp partner (both making payments and receiving payments depending on the arrangements).

Programming Review:

- I would make sure my Camp Team understands how important it is to parents, in terms of having a positive outlook on camp, whether or not they and their children are politely greeted each morning.
- I would make sure my Camp Team knows how important it is to parents that they SEE THE CAMP DIRECTOR (and not just counselors) on a daily bases.
- I would make sure that all camp sites are executing the dismissal procedure properly.
- I would make sure staff understands the importance of splitting up groups by age and ability.
- I would make sure staff understands when and where appropriate to do “free play”.

Staff Management:

- I would make sure my Summer Workers Spreadsheet is UPDATED and address any holes.
- I would send out Schedule Confirmation emails to counselors working the upcoming week, every week.
- I would continue to send out Staff Heads Up Emails each week of the summer.
- I would confirm work commitments for the rest of July and August.
- I would start talking to summer staff about their interest in working school year programming.

Brand Support – Sales/Retention/Marketing:

- I would send families camp updates in the middle of the week and camp thank you’s at the end of the week.
- I would send a “Hope your summer is going well” check-in email to all ASP School Contacts.



- I would make sure I spend some time reviewing the OTA ASP Catalogue so that I am ready and prepared to discuss offerings with Sales Targets.

Research and Projects – Investigations:

- I would start looking into my pricing strategy for school year programming.
- I would carve out some time to do a “Flip-Thru” of the OTA Operations Manual.
- I would carve out some time to do a “Click-Thru” of the OTA Franchise Support Portal.
- I would carve out some time to write down my business goals for the New Programming Year.

Thanks, **OTA**