



## “IF I WERE YOU...”

Early October

OTA TEAM:

Quality Control is so important in managing the OTA Brand. With the fall session firmly underway here in the month of October, it's very important to be in “good standing” standing with partnership contacts, customer service, and staff management. With that in mind – *if I were you...*

### **House Keeping:**

- I would make sure I'm using the “Customer Service Spreadsheet” and take note of any details that have not been corrected from week to week. I would make sure that I am building out the Customer Service Spreadsheet with new tabs each week.
- I would make sure my inbox was clean and didn't have any Coordinator Questions, Parent Questions, or Staff Questions lingering and unanswered.

### **Programming Review:**

- I would make sure I have gotten my face to at least one class for each program – and if I haven't yet, set a schedule to make sure I do.
- I would have each instructor submit a Program Progress Report in the next two weeks.

### **Staff Management:**

- I would send out Monday Head's Up each week with updates and important staff announcements for my team of instructors.
- I would evaluate how many “reserve” instructors I have and whether I need to add coaches to my bench for substitute situations.
- I would send out a “Player of the Game” in the next two weeks.

### **Brand Support – Sales/Retention/Marketing:**

- I would make efforts to lineup Fall Break and Winter Break Camps.
- I would pursue sales efforts to add 5 New Elementary Schools for winter and 5 New Preschools for winter.
- While visiting schools and evaluating programs, I would collect video and pictures for marketing options and social media options.

### **Research and Projects – Investigations:**

- I would revisit my “rental options” for indoor and outdoor space and create a chart outlining what days/times/seasons these options would be available for OTA Programming.

Thanks, OTA