



“IF I WERE YOU...”

Mid June

OTA TEAM:

With the summer camp season kicked off, it's time to switch gears. It's really important to be on top of logistics in every sense of the word during the camp session. Customers, Camp Directors, Staff, Host Facility Contacts all require strong communication and constant monitoring. The Summer Session is a lot of work, but with that can come a lot of reward. With that in mind – *if I were you...*

House Keeping:

- I would make sure that registration cut-offs are clear for all camp sites. If walk-ups are not allowed or camp is sold out, be sure to communicate this information for parents to see and be aware of.
- I would make sure that I have a protocol in place for getting Camp Rosters to the correct people in advance of the Monday morning sign in. Camp Rosters should be accompanied by emergency contact information.

Programming Review:

- I would be clear with my summer staff on the Camp Agenda and Itinerary expectations. If I'm not creating the agenda myself and the Camp Director is, I would require the agenda to be submitted to me for approval.
- I would use the OTA – Game ON Checklist for the first day of each camp session.
- I would use the Camp Evaluation form to review each camp site as soon as possible.

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 begin sending out Staff Heads Up Emails each week of the summer.

Brand Support – Sales/Retention/Marketing:

- I would take pictures and videos of camp.
- I would send families camp updates in the middle of the week and camp thank you's at the end of the week.

Research and Projects – Investigations:

- I would get a sense of what other summer programs and camps are happening in the area of where OTA is running camp. I would evaluate the business decisions I notice my competitors are making to see if it shapes a path forward that I want my business to pursue.

Thanks, OTA