



“IF I WERE YOU...”

Late August

OTA TEAM:

We have reached the end of August. The information outlined here entirely focuses on closing out the Summer Session. Summer Camps should be a focus for all 12 months of the year. Making sure that you wrap up camps, summer staff management, summer partner closeout, and taking time to reflect now on how to approach next summer are vital steps in positioning your brand for future success. With that in mind – *if I were you...*

House Keeping:

- I would review the financial status of the summer session – budgets, payments that still need processing, revenue that still needs to be collected, payroll actions that still need to be executed, customer service requiring refunds or credits documentation.

Programming Review:

- I would make sure I have completed an evaluation on each Camp (or my Camp Director has submitted an evaluation).
- I would make sure I sent out Camp Surveys to participating families and reviewed results.

Staff Management:

- I would collect and review all staff evaluation forms.
- I would send out individual “special thanks” emails to deserving Camp Staff.
- I would send out group “appreciation” emails to camp specific teams.
- I would send out mass all staff “thank you” emails to everyone who worked camps.

Brand Support – Sales/Retention/Marketing:

- I would schedule a “wrap-up” meeting with each contact or camp partner for Host Sites.
- I would send thank you’s to camp partners and support staff that may have assisted with camp.
- I would put together now a preliminary strategy on how to grow the summer camp business in both enrollment increases and additional camp weeks/camp locations.

Research and Projects – Investigations:

- I would make sure any medication that was collected was either returned or disposed of.
- I would make sure Lost and Found collections are stored or donated.
- I would make sure Camp Binders are collected and stored properly.
- I would make sure Camp Gear and Admin Bins are inventoried and stored properly.
- I would make sure Camp Equipment is inventoried and re-distributed into ASP Sports Bags.

Thanks, OTA