



“IF I WERE YOU...”

Late March

OTA TEAM:

For many territories, the week leading up to the Easter Holiday is often a Spring Break Week. This is a good time to catch your breath and do an inventory on how the School Year Programs have gone so far as well as a what steps need to be taken to be ready for the summer session. Now that April is here – *if I were you...*

House Keeping:

- I would evaluate myself on how well (and quickly) I respond to partners, parents, and OTA HQ.
- I would make “RAPID-RESPONSE” for emails and voicemails a goal and priority for the rest of the programming year.

Programming Review:

- I would send a quick note to each Program Contact thanking them for their support and showing appreciation for being a part of their school or organization.
- I would set a schedule to evaluate as many classes as possible between now and April 21st.

Staff Management:

- I would touch base individually with each instructor to check in on their equipment and gear status – any lost or damaged equipment, and first aid needs, any uniform/name tag needs?
- I would make sure going into the final stretch of the school year and the Spring Session that I emphasize the following with my staff: PDC Preparation, How to Kick Off a Class Properly (the first 5min), How to Address Behavioral Challenges, Emphasis on the “Fun-Factor”.

Brand Support – Sales/Retention/Marketing:

- I would identify the revenue streams that my business is currently participating in and compare that to the entire menu of OTA Revenue Streams.
- I would identify a new revenue stream that I believe has strong potential and set a goal for pursuing and launching that programming option.

Research and Projects – Investigations:

- I would review my competitor’s social media platforms to see how they are using these tools for marketing, community engagement, and customer service.
- I would create a social media plan for the next 3 months – I would be creative and test different options and strategies to gain views and likes.

Thanks,
OTA