



“IF I WERE YOU...”

Late February

OTA TEAM:

The Winter Session is well underway and, in some Territories, even wrapping up here at the end of February. Spring sales and even Spring Break Camps should be at top of mind. The overlap from winter to spring is a crucial time for clear communication with your staff. Be sure to stay on top of schedules and availability. Now that March is just around the corner – *if I were you...*

House Keeping:

- I would make sure the HUB is in real time and up to date. Be sure to focus on whether make-up classes have been properly scheduled, confirmed, and staffed.
- I would prepare surveys for winter session programs and pick a target date for them to be sent out to parents.

Programming Review:

- I would check on enrollment numbers for Spring Programs and touch base with each coordinator to see what further marketing actions can be taken to boost numbers.
- I would look ahead to equipment needs for Spring Session and be sure that I have whatever my staff needs to execute the class.

Staff Management:

- I would make sure I am doing “Rolling IHT” and refresh my job postings (on-line and bulletin board).
- I would work to secure any Camp Directors I need before the end of March and be sure to post Summer Camp Counselor Job Announcements during the month of March.

Brand Support – Sales/Retention/Marketing:

- ASP Spring Sales – I would try and add 1 additional program with each partner.
- SPARK Spring Sales – I would try and secure a brand-new program with a nursery school.
- Spring Break Camp – I would touch base with PTA to see about Break Camp Fundraiser.
- Summer Camp – I would have a marketing strategy outline for each week of March.

Research and Projects – Investigations:

- I would visit each summer camp site and envision how the layout and logistics would work to put together weekly agendas.

Thanks,
OTA