

OTA
Operations and Administration
Section 19:
Session Review

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Statistics and Accountability

“Analytics” has become a hot button term in so many business sectors from professional sports to advertising and marketing to education to wall street. Simply defined it is the analysis of data and statistics. It is used for the discovery, interpretation, and communication of meaningful patterns in data, performance, and results. It also entails applying data patterns towards effective decision making.

How is a business doing? How can a business improve? These are the questions all Franchisees should be asking and the beauty of OTA’s programming year/calendar is that we have very specific start and end dates to use as bookends for this analysis. We have easy metrics to evaluate when it comes to comparisons, whether it be an evaluation of a session, season, or time of year. Whether it be evaluations of a partnerships and the growth or stagnation of these business relationships.

Session Review Tools

At the conclusion of a session, Territories should be doing the “post-game” analysis to determine what decisions to make for the future of the business (some short term decisions, some long term decisions). In conducting the analysis of how a session went, there are a number of spreadsheet templates to be used.

Territory Session Review

1. Program Stats Spreadsheet
2. Revenue Divisions Spreadsheet
3. Staff Ranking Spreadsheet
4. Instructor Demographic Report
5. Session End Customer Service Spreadsheet
6. Kill’m with Kindness Budget

7. Incident Report Folder

An accounting of the Incident Reports that have been collected during the course of the session should be reviewed to identify any patterns (type of injuries, type of behavioral issues, common instructors, common types of programs, common age groups, etc.) so that training or program adjustments can be made to reduce these incidents.

8. Field Evaluations Folder

An accounting of Field Evaluations that have been collected during the course of the session should be reviewed to identify the strengths and weaknesses of the staff as a whole and to also make decisions about an instructor’s role on the OTA Team for the future.

Program Stats Template:

OTA’s core business has always been considered to be After School Programs. Completing this Stats spreadsheet will allow for comparisons of sessions and for year-to-year comparisons. Noting the number of programs that are cancelled (signed up, then cancelled due to low enrollment) is an important statistic to keep track of. Evaluating the “Types of Programs” that get signed up is an effective way to track popularity and ease of sales process. Be sure to record how many of each type of program is offered.

After School Program Stats	
Territory:	
School Year:	
Session:	FALL
# Programs:	
Types of programs:	
# Cancelled:	
Total Enrollment:	
Session:	WINTER
# Programs:	
Types of programs:	
# Cancelled:	
Total Enrollment:	
Session:	SPRING
# Programs:	
Types of programs:	
# Cancelled:	
Total Enrollment:	

Revenue Divisions Template:

The advantage of the Overtime Athletics Franchise System is that it is a program designed with multiple revenue streams in mind. Keeping track of the business a territory conducts may indicate that a different revenue stream outside of After School Programming should be recognized as the “core business” because it has overtaken ASP’s profitability. Remember that these statistical spreadsheets are really just snapshots and referring to the Registration Platform and the OTA HUB for partnership specific stats will be a very revealing exercise as well.

OTA Revenue Division Stats	
Territory:	
School Year:	
DIVISION:	BDAY PARTIES
# Programs:	
Types of programs:	
Total Enrollment:	
DIVISION	BREAK CAMPS
# Programs:	
Types of programs/partners:	
Total Enrollment:	
DIVISION	SPORTS LEAGUES
# Programs:	
Types of programs:	
Total Enrollment:	

Staff Ranking Template:

The notes below identify the criteria for how to rank each instructor. This exercise is a valuable step for looking ahead at your staffing decisions, recruitment needs, and patterns of success. Good management means knowing how to utilize your personnel and put your individual team members in positions to succeed.

Rank	Name	Notes	# Strikes/Reason
Five Star Coaches		Five-Star Coaches are top coaches on OTA Team. Skill set to be lead or solo instructor. Example to rest of team.	
Four Star Coaches		Four-Star Coaches are the coaches who are just a notch below five-star coaches for one or two small flaws. These are excellent coaches with minor areas for improvement.	
Three Star Coaches		Three-Star Coaches have potential but had a few issues which make them an assistant coach at best. Not ready to be a lead coach, need some coaching up.	
Two Star Coaches		Two-Star Coaches have a lot of issues that they need to be addressed. Issues typically with both class management and communication with OTA. Inconsistency is the biggest challenge for these coaches. They are on the "Hot Seat".	
One Star Coaches		One-Star coach is one who is plagued with several major issues. These coaches do not work for OTA anymore.	
Reserves		These coaches are kept on the roster that could not work for a full session due to their schedule.	

Instructor Demographic Report Template:

Successful staff management means knowing your team and knowing how to find your team.

Instructor Demographics Report	
Territory:	
Number of Instructors	
Men	
Women	
Instructor Age Breakdown	
18 - 22	
23 - 25	
26 - 29	
30's	
40's	
Over 50	
How Many are College Students (Undergrad and Graduate)	
"Other" Situations	
Multiple Part Time Jobs	
Looking for Career Work	
Teacher	
Retired	
Just Graduated	
Personal Trainer	
Recruitment Method Results	
Staff Referral	
College Job Board	
Posted Flyers	
Online (Craigslist/Indeed/Etc.)	
Other	

Status	
Quit	
Fired	
Reserves	

*If someone's schedule didn't work out for them to continue working the next session, but could work for us in the future, consider them a RESERVE						
Recruitment Notes						
Is it easy for you to recruit instructors?						
Why or Why Not?						
Is there a part of your territory that is difficult to staff programs?						
If so, where/what schools?						

Session End Customer Service Spreadsheet:

Franchisees should use the final customer service spreadsheet of a session to do a total review of each partnership/program and the take-aways and feedback from the session to determine if “perfect programming” was achieved.

CUSTOMER SERVICE SPREADSHEET			
Territory:			
Session:			
		Session Partners	Observations and Check In's
	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
	10		
		Instructor Shit List	Problem/Repercussion/Solution/Follow Up
	1		
	2		
	3		
	4		
	5		
	6		
	7		
	8		
	9		
	10		
		"Code Red" Partners	Problem/Solution/Follow Up
	1		
	2		
	3		
	4		

	5		

Kill'm With Kindness Record Template:

Refer to the Staff Management section of the Operations Manual to review the purpose and goal of the Kill'm with Kindness Budget.

Kill Em With Kindness			
Territory:	Session:		
DATE	STAFF NAME	REASON	WHAT WAS GIVEN