

OTA

Operations and Administration

Section 1:

Overview and Philosophy

- **OTA Franchise System: The Learning Goal**
- **Mission Statement**
- **Company Info Sheet**
- **Program Divisions**
- **Customer Bill of Rights**

OTA Franchise System: The Learning Goal

As you have already become aware of, we have always applied athletic themes to operating business. Being “a student of the game” is a concept you need to immediately apply to achieve the primary goal of becoming an EXPERT on Overtime Athletics and each component of our Franchise System. Become a student. Read, Review, Study... Repeat – is a process that will serve you well and is essential to master selling the program and operating the brand.

As you navigate the Training Program, you will need to ask yourself questions to establish your competence on the following topics:

Are you an EXPERT?

1. Are you an EXPERT on OTA?
 - Mission, Story, Services
 - Program Catalogue
 - Best Practices
 - Policies and Procedures

2. Are you an EXPERT on your TERRITORY?
 - Geography, Economics, Travel Challenges
 - Number of Schools, Public Schools
 - Private Facilities, YMCA's, Parks and Rec
 - Staffing Recruitment Options

3. Are you an EXPERT on your COMPETITION?
 - Who, Where, What, How Much, Format
 - Employee Factors

4. Are you an EXPERT on OTA RESOURCES?
 - Manuals, SharePoint, Website, Videos, Curriculum
 - "Back Office" options and expenses
 - Budgeting and Financials

5. Are you an EXPERT on OTA PLATFORMS?
 - The Hub
 - The App
 - Jumbula
 - Log Ins

Our ability to evaluate whether or not you have become an EXPERT on the OTA Franchise System is established by your actions:

- Reflected in questions to HQ
- Reflected in Sales, Marketing, Operational decisions
- Reflected in Customer Service practices
- Reflected in territory performance: Economic Measurables - "JV vs. Varsity" Results

Company Overview and Philosophy

Our game-plan is designed to motivate young people to embrace a healthy lifestyle at an early age while learning the rewards of teamwork and the fundamentals of the game. Overtime Athletics attention to details and enthusiasm for combining athletic games, contests, and instruction creates a positive environment for young participants to succeed.

Our philosophy of PARTICIPATION and FUN guide us in our quest to show kids the excitement and value of playing sports. Preparation, organization, discipline, and teamwork guarantees participants enjoyment and improvement in all aspects of the games.

Overtime Athletics' proven curriculum for boys and girls of all skill levels puts as much emphasis on positive attitudes and sportsmanship as it does on any contemporary athletic technique. Our dedicated instructors spend just as much time being players' biggest fans as they do providing quality instruction.

Mission Statement:

To Give H.I.G.H. F.I.V.E.S.

- ***Health***
- ***Involvement***
- ***Growth***
- ***Happiness***

- ***Fun***
- ***Instruction***
- ***Value***
- ***Enrichment***
- ***Safety***

Overtime Athletics

WHO WE ARE

Overtime Athletics is a youth athletic provider specializing in after school programs, sports clinics, leagues, and summer camps.

Our Partners: Elementary and Middle Schools • YMCAs • Private Facilities

Participants: Thousands of kids participate in our programs each year.

Our Mission Statement: To give *HIGH FIVES*

Health • Involvement • Growth • Happiness • Fun • Instruction • Value • Enrichment • Safety

WHAT WE DO

After School Programs
Sports Clinics and Leagues
Summer Camps
And MORE!

WHY WE DO IT

The American Heart Association states that physical activity produces overall physical, psychological and social well-being among children. Children should engage in physical activity every day to increase life expectancy and decrease risk of disease.

We believe in using the **FUNDamentals** of sport to promote healthy lifestyles among children in a positive, high energy, and enriching environment. Sportsmanship, physical fitness and teamwork are the building blocks for life that transcend the playing field. Our structured programs allow all children to succeed by emphasizing participation, positive attitudes and fun.

WHERE WE'RE GOING

Overtime Athletics is growing. Every child should have the opportunity to participate in after school programs. We are continually adding new territories, new programs and new games to our curriculum. Contact your local Program Director for more information.



Overtime Athletics Programming Divisions

The different services Overtime Athletics can provide are what establishes REVENUE STREAMS. Franchisees have the flexibility to create a menu of services that they would like to introduce to their territory customers. Each one of these REVENUE STREAMS has factors to consider to determine profitability, customer satisfaction, and consistency of service.

Franchisees must investigate the territory as it relates to each of these services to get a sense of need and opportunity. Understanding competition, availability of programming space, safety guidelines and requirements, price point, potential workforce, and “future upside” will all come together to influence the decisions each Franchisee makes as it relates to the services they want to offer.

Budget should always be a part of the decision to offer any type of programming. What are the expenses related to each service? What is the profitability of each service and partnership? There are reasons to delay profitability in some cases. Such as introducing OTA to a new school, partnership, or community, with the hopes of the program growing once customers have had the opportunity to “test” the OTA brand.

Franchisee “passion” and “network” can also play a major role in establishing REVENUE STREAMS (Programming Divisions). Relationships with Sports Facilities, League Contacts, Schools, can all be leveraged to develop programming. A franchisees network should always be utilized to explore possible REVENUE STREAMS. Franchisee passion, or interests, whether it be a type of sport, level of competitiveness, or personal coaching interests are all motivating factors to explore programming divisions.

It's important to understand that different services can impact other services. Developing a customer database is one of the most important actions a Franchise Territory can take. Running a successful after school program will impact the customer reach a territory will have for the summer session and so on and so forth. REVENUE STREAMS are not just income opportunities, but marketing opportunities as well. Capitalizing on registrations for any service is important to positively effect enrollment for another service. Therefore it's so important to acquire rosters from partnerships (that contain participant/family contact information) that don't utilize the OTA Registration Feature.

Listed below is a summary of the Overtime Athletics Menu of Services. It's important to become familiar with each REVENUE STREAMS marketing materials. Please visit the OTA Website to read program descriptions, watch marketing videos, and digitally flip through brochures for all our different programming divisions.

1. After School Athletic Programs
 - Elementary School Enrichment Program Partnerships
2. S.P.A.R.K. Program
 - Pre-school and Nursery School Program Partnerships
3. Summer Camps
 - Traditional Day Camp (All Day or Half Day Summer Program)
 - Sport Specific Camps (All Day or Half Day Summer Program)
 - Partnerships: YMCA's, Parks and Rec, PTA Elementary School Partnerships, Private Facilities, Private Schools
4. Park Space Programs
 - Green Space and Neighborhood Sports PODS
5. OTA Birthday Parties
 - Sports Style Birthday Parties (Parents Choice from OTA Catalogue)
6. Vacation Camps
 - Camps during ALL "Vacation" times for Elementary Schools
 - Spring Break, Winter Break, Teacher Workdays, Columbus Day, etc....
7. Leagues
 - Traditional youth seasonal sports activity (Flag Football, Soccer, Basketball, etc.)
 - OTA operated or Partnership format (YMCA's, Parks and Rec, etc.)
8. Clinics
 - Supplemental Instruction for League Participants (Flag Football, Baseball, Basketball, etc.)
 - In Partnership with Youth Sports Association
9. Special Events Programming
 - Half Day Early Release Camps
 - Recess and Lunch Demo's
 - Field Days
 - Tournaments
 - OTA iPlay Program

Overtime Athletics Customer Bill of Rights

Business 101, step 1 – what are the expectations of your customers? Without knowing this, you cannot set out to achieve success (and ultimately profitability). Businesses that have a disconnect as it relates to the expectations of their customers do not succeed. Overtime Athletics exists in a unique space. Defining our customer is even more difficult than many other businesses or services. The individual paying for our service is in fact different than the individual directly using our service (parent vs. child). Complicating things more, our youth participants customers (the kid) often don't readily express their expectations or communicate their satisfaction, mostly due to the age of these young children. We need to anticipate, we need to stay current, and Overtime Athletics needs to be flexible. The Overtime Athletics System of Programming has been offered from coast to coast, north and south, and in affluent and low-income regions. What has remained true throughout and all over are the expectations we have outline below in our "Customer Bill of Rights"

OTA Customer Bill of Rights: Expectations

Customer: PTA Reps/After School Coordinators

1. Accommodating and Attentive PD
 - Responsiveness (easy to reach)
 - Updates and Solutions
 - Session by session dialogue
2. Predictably Successful Systems of Programming
 - Variety of Activities/Programs to offer
 - Fair Prices (low prices)
 - Scholarship Possibilities
 - Clear Contracts and Invoices
 - Equipment
 - Uniformed Instructors
 - To receive what was 'sold' to them (program descriptions and customer service)
 - Satisfaction from children and parents
3. Trained Staff (Instructors)
 - Experience working with kids
 - Knowledgeable about the sport/activity
 - Prepared Lesson Plan
 - Punctuality (arriving and start class on time/ending class on time)
 - Sign in at front office
 - Take Attendance
 - Safe and Accurate Dismissal Process
4. OTA at Large
 - Reliable
 - Professional (yet personal)
 - Organized
 - Quality (highest quality of Child Care Service)
 - Flexibility (schedule)

Customer: Parents

1. Trained Staff (See #3 above)
2. Safety (Instructors who can handle an emergency)
3. Affordability
4. Fun and Enjoyment (less emphasis on winning/competition)
5. To Play Games
6. To Learn (skill development, sportsmanship, team play)
7. Coaches that are good role models (Engaging and Interactive Coaches)
8. Exercise for their children
9. Accuracy between class description and service provided

Customer: Kids

1. To Play (no standing in lines/watching on the sideline)
2. Fun (and to be entertained)
3. Scrimmages
4. To learn new skills (Practice/Get Better)
5. To learn new games
6. Cool and Nice Coaches
7. Real Equipment
8. To Move/Participate (exercise)
9. Play with their friends (hangout with classmates)
10. Handouts (prizes, awards, medals, etc.)

Customer: Principals/School Staff

1. Courteous Arrival and Departure
 - Obey Traffic and Parking Signs
 - Respect School Property (clean up gyms/classrooms/fields)
 2. Follow School Rules
 - Sign in/out
 - Smooth student dismissal procedure
 3. Professionalism
 - Enriching Experience for Students
 - Communication of Problems (example: late arrival)
 - Low Maintenance (don't disrupt school staff)
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Additionally:

*Overtime Athletics has other categories of “customers” outside of the traditional set listed above. It’s important to understand that most of the themes and expectations above carry over to our other types of customers. Prior to embarking on any programming division, always consider the “customer bill of rights” for whomever you will be partnering with and serving.

1. YMCA
2. Parks and Rec
3. Clinic Participants
4. Clinic Parents
5. League Players
6. League Parents
7. Summer Camp Kids
8. Summer Camp Parents