



## “IF I WERE YOU...”

Early August

### OTA TEAM:

Time flies when you're having fun! The arrival of August can bring both relief and anxiousness depending on which “hat” you're wearing. For the summer session “hat”, OTA's groove at this point should be solidified and camps should be operating at peak performance. For the Fall Session and the New Programming Year “hat”, the to-do list can start to feel overwhelming. With that in mind – *if I were you...*

#### House Keeping:

- I would review the final day of camp schedule and begin strategizing for camp closeout, cleanup, and inventory.
- I would create an August Weekly Sales Task Sheet to make sure I have all my existing partners and all my new school targets accounted for in the run up to September.
- I would make plans for a Summer Review (and Budget Review) process.
- I would make plans for a New School Year Goals and Budget Projections process.

#### Programming Review:

- I would make sure that at this point in the summer session I have collected data on all camp programming, to include: Completed Camp Evaluation Forms, Parent Surveys, Email Feedback from Host Partners/Contacts, Staff Notes and Ideas, Camp Director Feedback.

#### Staff Management:

- I would make sure my Summer Workers Spreadsheet is UPDATED and address any holes.
- I would send out Schedule Confirmation emails to counselors working the upcoming week, every week – final weeks of camp are often the most challenging to confirm staffing.
- I would make note of any camp staff's final days so that I can be sure to personally thank them.
- I would start talking to summer staff about their interest in working school year programming.
- I would get my Staff Recruitment Spreadsheet Updated.
- I would map out my August Staff Recruitment Strategy – Online Postings, Word Of Mouth/Social Media Effort, Hardcopy Job Announcement “Hot-Spots”, College Campus Recruitment Effort.

#### Brand Support – Sales/Retention/Marketing:

- I would make a massive final push for Camp Marketing to increase enrollment at any locations available for more registrations.
- I would identify the Fall Revenue Streams that I want to pursue.
- I would move forward with reaching out to every existing partner and sales target for After School Programming.



**Research and Projects – Investigations:**

- I would confirm the background check and clearance process required to work with school year partners.

Thanks, **OTA**