



“IF I WERE YOU...”

Mid May

OTA TEAM:

With Memorial Day Weekend fast approaching, it can get chaotic as territories prepare for the official close of the school year and the kickoff of summer camp just around the corner. At no other time during the year is it more important to have organized and detailed “To Do Lists”. Identifying what actions you need to take and working the To Do lists one at a time will keep things from getting overwhelming. With that in mind – *if I were you...*

House Keeping:

- I would do a flip-thru of the entire Operations Manual and the entire Summer Camp Manual in order to identify any areas of weakness or topics requiring additional training. The quest for becoming an expert on OTA is ongoing and this is the perfect time of year to do a self-inventory on where you rank as an EXPERT.

Programming Review:

- I would be sure to have surveys sent out to spring session customers.
- I would make sure I review survey results and make note of any trends (good or bad).

Staff Management:

- I would make appointments with ASP staff to do Equipment Returns.
- I would review the status of my summer staff IHT Program.

Brand Support – Sales/Retention/Marketing:

- I would review the marketing strategy for all summer programs.
- I would identify the signage options that I have to advertise camps, to include posters, banners, flyers to be placed at the host site and yard signs utilized in the area.
- I would consider a Memorial Day Flash Sale for Summer Camps.
- I would consider a major discount promotion for “First Week of Camp” (if enrollment is slow).

Research and Projects – Investigations:

- I would be sure to go over “Camp Agreement Forms” (Spreadsheets) for each camp site to be sure all information is filled in.
- I would start to review “Camp (Director) Checklists” (Spreadsheets) to identify needs as it relates to gear, equipment, safety supplies, and paperwork.
- I would make sure my payroll process and timeline for the summer session is clear and communicated (double check employees are signed up properly, focus on Direct Deposit).

Thanks, **OTA**