

Overtime Athletics

Best Practices

Best practices are sets of methods and techniques that produce optimal results, increase efficiency and develop structured processes. Many industries and professions use best practices to streamline work and adhere to industry standards.

Work Commitment Requirements: Best Practices and Compliance Standard

- Franchise Business must operate the entire programming year (unless otherwise approved).
- Ceasing or suspending the operation of the Franchise Business could result in forfeiting the Territory
- Business must always be managed by Owner or Managing Owner.
- Communication with HQ must be timely, consistent, and responsive

Performance Standards: Best Practices and Compliance Standard

- You must faithfully, honestly and diligently perform Franchisees obligations and continuously exert your best efforts to promote, sell and operate the OTA Brand and Service.
- Customer Service and Staff Management are of the highest priority. Rapid response is required for both types of interactions. Customers or Staff seeking answers from HQ is a demonstration of a Franchisees failure.

Staff and Program Management
Best Practices

1

STAFF RECRUITMENT:

*Have I created and completed the “TARGET RECRUITMENT SPREADSHEET”?

YES _____

NO _____

*Have I created and completed the “RECRUITMENT OPTIONS SPREADSHEET”?

YES _____

NO _____

Staff and Program Management
Best Practices

2

INSTRUCTOR ONBOARDING:

*Do I use the “OTA STAFF RESOURCES” Instructor Log In Portal?

YES _____

NO _____

*During the steps of IHT, do I reference the “IHT KEY POINTS DOCUMENTS and TRAINING POWERPOINTS”?

YES _____

NO _____

*Am I processing and reviewing results of “BACKGROUND CHECKS and CLEARANCE REPORTS” on every member of my Team prior to their working classes?

YES _____

NO _____

Staff and Program Management
Best Practices

3

IHT SYSTEM:

*Do I complete each step (every time) of the “IHT SYSTEM”?

- Screening
- Interview
- Welcome
- Hiring
- Training
- “Rookie” Meeting

YES _____

NO _____

*Do I complete the “NEW HIRE ROOKIE MEETING” after about two weeks of each instructor having worked their first class or program?

(Behavior Notes, Situational Responses, Instructor Strategies and Tips)

YES _____

NO _____

Staff and Program Management
Best Practices

4

GEAR & EQUIPMENT:

*Are my instructors “GEARED UP” in accordance with the OTA Brand?

- OTA Uniform
- OTA Backpack
- Instructor Folder
- Pump, Whistle, Ice Packs, First Aid
- Name Badge, Welcome Paddle

YES _____ NO _____

*Do my instructors have the proper “EQUIPMENT” for their classes?

YES _____ NO _____

Staff and Program Management
Best Practices

5

STAFF COMMUNICATION:

*Do I send out “MONDAY HEADS UPS” to my staff?

YES _____ NO _____

*Do I adhere to the “11AM METHOD” management strategy each programming day?

YES _____ NO _____

*Do I require my instructors to “SUBMIT PDC’s” for their classes?

YES _____ NO _____

*Do I hold “CURRICULUM TRAINING WORKSHOPS” for my instructors?

YES _____ NO _____

*Do I follow up conversations with staff with an email “PAPER TRAIL”?

YES _____ NO _____

*Have I had in person (or ZOOM) “Staff Meetings”?

YES _____ NO _____

Staff and Program Management
Best Practices

6

INSTRUCTOR ROSTER:

*Am I doing “ROLLING IHT”?

YES _____

NO _____

*Do I have a reliable and deep “INSTRUCTOR BENCH” for substitute needs?

YES _____

NO _____

*Does my management strategy include the “KILL’M WITH KINDNESS” tactic?

YES _____

NO _____

Staff and Program Management
Best Practices

7

SERVICE MANAGEMENT:

*Have I created and kept up to date a “CUSTOMER SERVICE SPREADSHEET”?

YES _____

NO _____

*Do I get my “FACE TO PROGRAMS”?

YES _____

NO _____

*Are there any instructors on the “SHIT LIST”?

YES _____

NO _____

*Do I have any “CODE RED” Programs?

YES _____

NO _____

*Do I review the “PERFECT PROGRAM CHECKLIST” for each Partner’s Schedule at the end of a session?

YES _____

NO _____

Staff and Program Management
Best Practices

8

SERVICE MANAGEMENT (cont.):

*Have I completed “INSTRUCTOR FIELD EVALUATIONS” for each employee?

YES _____

NO _____

*Has each instructor submitted a “PROGRAM PROGRESS REPORT”?

YES _____

NO _____

*Do I thoroughly review and continually emphasize “CHILD PROTECTION” policies and procedures throughout the session?

YES _____

NO _____

Staff and Program Management
Best Practices

9

CUSTOMER SERVICE:

*Do I “CHECK IN” with my partners and coordinators regularly?

YES_____

NO_____

*Do I immediately “RESPOND TO PARENTS” questions and concerns?

YES_____

NO_____

*Am I sending out “SURVEYS” to get feedback from participating families of my programs?

YES_____

NO_____

Staff and Program Management
Best Practices

10

PARTNER RELATIONSHIPS:

*Am I building relationships with ASP, SPARK, & Summer Camp Partners?

YES _____

NO _____

*Do I check in regularly with ASP, SPARK. & Summer Camp Contacts?

YES _____

NO _____

*Do I offer Free ASP and Summer Camps to my coordinator's families?

YES _____

NO _____

*Do I do handouts at ASP's, SPARK, & Summer Camps?

YES _____

NO _____

Staff and Program Management
Best Practices

11

PROGRAM SALES METHOD:

*Do I keep my HUB Territory Sales up to date?

YES _____ NO _____

*Do I utilize the “Opportunity Feature” within the HUB Territory Sales?

YES _____ NO _____

*Do I call/email 20 New Schools/Facilities per day?

YES _____ NO _____

*Do I “sequence email” targets in my sales method?

YES _____ NO _____

*Do I monitor competitors’ websites to see what schools they are in?

YES _____ NO _____

*Do I leverage relationships with families whose kids attend camp to develop a pipeline into the schools they attend?

YES _____ NO _____

Staff and Program Management
Best Practices

12

BRAND MANAGEMENT:

*Do I feel I am a part of the Community?

YES _____ NO _____

*Do I offer the Principal/PTA scholarships once I have met my minimums?

YES _____ NO _____

*Do I participate in school events— where applicable (Back to School Night, PTA Socials, School Restaurant Events)?

YES _____ NO _____

*Do I utilize Social Media?

YES _____ NO _____

*Do I set up Fundraising Opportunities with my School Partnerships?

YES _____ NO _____

Staff and Program Management
Best Practices

13

PROGRAM ADVERTISING AND MARKETING:

For ASP and SPARK:

*Do I blast the school's database 3-4 times with program information before the program starts?

YES _____

NO _____

*Do I make flyers? Do I leave them on the "community table"? Do I request that they be sent home in Folders?

YES _____

NO _____

*Do I ask the School/Facility to help promote on their Social Media?

YES _____

NO _____

Staff and Program Management
Best Practices

14

PROGRAM ADVERTISING AND MARKETING:

For Summer Camp:

*Do I have early bird deals?

YES _____ NO _____

*Do I run TAP a Friend campaigns?

YES _____ NO _____

*Do I offer Friend2Friend campaigns?

YES _____ NO _____

*Do I utilize yard signs?

YES _____ NO _____

*Do I reach out to local youth organizations and ask about advertising through them?

YES _____ NO _____

*Do I run offers/drawings on Social Media?

YES _____ NO _____

Staff and Program Management
Best Practices

15

FRANCHISEE GROWTH:

*Am I spending time “FLIPPING AND CLICKING” through my Franchise Manuals and support platforms in order to continually learn and grow as a Franchise Owner and Operator?

YES _____

NO _____

*Do I attend and participate in “FRANCHISEE WORKSHOPS”?

YES _____

NO _____

*Do I utilize and participate in “FRANCHISEE PEER GROUPS”?

YES _____

NO _____