



## “IF I WERE YOU...”

Mid January

OTA TEAM:

Coming back from winter break is always a busy and challenging time. Hopefully you have been using the last few weeks to get the winter schedule formalized and the Instructor Team prepared and scheduled for classes. Now that February is here – *if I were you...*

### **House Keeping:**

- I would make sure my outlook inbox is clean and use “untouched emails” as a framework for a TO DO List.
- I would always operate and manage with two separate TO DO Lists – one for ‘Business Actions’ and one for ‘Programming Actions’.

### **Programming Review:**

- I would work to obtain EARLY Feedback for Winter Session Programs. Reach out to PTA Coordinators and Principals, Evaluate Classes, Check in with Instructors.

### **Staff Management:**

- I would (in the next 10 days) set up times to meet individually or in groups with everyone on staff. Meet for coffee and check in – show appreciation.

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

- I would complete an “OTA Camp Agreement Form” (spreadsheet) for each summer camp and/or partnership to identify any missing information for communication and planning purposes.
- I would look at the big picture for the summer session and work backwards to plan out my marketing and registration launch for EACH camp. Focusing on customized strategies for each camp and partnership.

### **Research and Projects – Investigations:**

- I would investigate a Pricing Comparison for local providers in the “same space” – other ASP Vendors and Summer Camp Companies.
- I would investigate an Employee (Instructor) Pay Comparison for local providers – other ASP Vendors and Summer Camp Companies.

Thanks,  
**OTA**