



“IF I WERE YOU...”

Early June

OTA TEAM:

The first week of June is pivotal for Overtime Athletics to position ourselves for the summer ahead. This week may also include some school year closeout actions, to include making sure you're in good standing with all partnerships and communicating with instructors about what their OTA futures might be (working summer, coming back next fall, moving on for good, etc.). With that in mind – *if I were you...*

House Keeping:

- I would make sure OTA's Best Practices for Summer are at top of mind. Reviewing customer expectations, safety protocols, payroll procedures, and camp and counselor evaluation forms will successfully position your customer service and staff management strategies.
- I would make sure that every single voicemail and email about summer camp questions have been responded to.
- I would review the Summer Camp FAQ's (online and in the HUB Reference Section).

Programming Review:

- I would take some time to catalogue any trends (good or bad) from the School Year Programming. Documenting them now will assist in your training decisions next fall.
- I would review my camp strategy for each site and determine whether or not you need to scout the site further to fill in any gaps for agenda/curriculum, low intensity transitions, signage and marketing options, arrival and dismissal procedures.
- I would review enrollment for all summer programs and determine where attention is needed, where deadlines with partnerships are for determining whether or not a camp would be cancelled, and to develop plans to boost numbers across the board (unless a camp is already sold out).
- I would make sure if I have a “handout” for campers (water bottles, t-shirts, wristbands, medals, etc.) that numbers, orders, delivery, and distribution are all sorted out.

Staff Management:

- I would make sure my Summer Workers Spreadsheet is good to go and address any holes.
- I would review the IHT Checklist for every Camp Director and Camp Counselor.
- I would communicate expectations and details for Classroom, Field, and On-Site Training Sessions.
- I would make sure I have all the uniforms, name tags, whistles, etc. that my staff will need ready to go.



Brand Support – Sales/Retention/Marketing:

- I would outline now the IN-SUMMER marketing strategy for all summer programs.
- I would put together weekly update emails for parents from now till the kickoff of camp, concluding with the “Welcome Email” to go out the Wednesday before the following Monday that camp would start.
- I would spend some time thinking about how you will utilize social media throughout the course of the summer camp session.

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 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).
- I would review the following documents (located in the HUB Reference Section)
 - Camp Administrator (Responsibilities)
 - Camp Management Checklist
 - Summer Camp Organization and Quality Control
 - Camp Director Admin Meeting Outline
 - OTA – Game On Checklist
 - Summer Session Key Points
 - Email Templates (Summer Management Folder)

Thanks, **OTA**