



“IF I WERE YOU...”

Early December

OTA TEAM:

December represents the closeout of the Fall Session and to some extent, as we lead up to the Winter Break, the completion of the first half of the school year. You should prioritize the beginning of December with as much “Operational Detail” as possible, as the second half of December is overrun with Holiday activities and winter break closures. With that in mind – *if I were you...*

House Keeping:

- I would create and send out Holiday Cards to partnership contacts and to “friends of the program”.
- I would make a decision on what sort of “Holiday Appreciation” to do for the instructor staff – gifts, get together, etc.

Programming Review:

- I would confirm the last day of classes for any fall programs still running in December.
- I would create and send out surveys to participating families from the Fall Session.
- I would collect any OTA Equipment and Gear from instructors not continuing on for the Winter Session.

Staff Management:

- I would reach out to each instructor for their availability next session.
- I would post job announcements for rolling IHT to address needs for Winter Session.
- I would plan to connect with each instructor individually prior to winter break to say thank you, or evaluate their performance, or to get feedback on their working experience, or to tie up any loose ends to assist with customer service from the Fall Session.

Brand Support – Sales/Retention/Marketing:

- I would make efforts to lineup Winter Break Camps and Spring Break Camps.
- I would continue with my retention effort for all fall partners to continue with winter programs.
- I would initiate conversations with summer camp partners/locations (where appropriate).
- I would highlight an effort to grow the SPARK program and set up meetings with pre-schools.
- I would pursue a sales effort to give me a minimum of three after school programs with any elementary school I’m working with.

Research and Projects – Investigations:

- I would investigate the footprint in my Territory for Private Schools and Catholic Schools.
- I would see what opportunities may exist with Middle School After School Programming.

Thanks, **OTA**