



## “IF I WERE YOU...”

Late June

OTA TEAM:

Closing out June and heading into the July 4<sup>th</sup> Holiday Week is a perfect time to “take the temperature”. How are your Camp Directors? How are your Camp Counselors? How are your Partners? How are your Customers? Improvements or course corrections can be very common, and an effort should be made by management as soon as any evidence presents itself that an adjustment is needed. Don’t wait to fix something. The most important skill set to have at this point in the Programming Year is LISTENING. With that in mind – *if I were you...*

### House Keeping:

- I would review my Camp Welcome Emails to make sure after the first few weeks of the summer that the information is still accurate and if any adjustments need to be made to what I’m communicating to parents, that I make that correction.
- I would make sure any payroll actions that need to be taken are done immediately in order for the early pay periods of the summer to go flawlessly.
- I would return every email, voicemail, social media comment that should be responded to.

### Programming Review:

- I would send surveys out to families participating in the initial weeks of camp to gauge how customers are responding.
- I would evaluate responses and determine what should be shared with the Camp Staff.
- I would meet with Camp Staff on Agendas, Curriculum, and Camp Itineraries to make sure everyone is pleased with the plans.

### Staff Management:

- I would make sure my Summer Workers Spreadsheet is UPDATED and address any holes.
- I would send out Schedule Confirmation emails to counselors working the upcoming week, every week.
- I would continue to send out Staff Heads Up Emails each week of the summer.
- I would confirm work commitments for July and decide whether any in-summer IHT needs to be done to bring on New Staff.

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

- I would execute a social media strategy for summer marketing.
- I would offer “return to camp” promotions and flash sales for low enrollment weeks.
- I would send families camp updates in the middle of the week and camp thank you’s at the end of the week.



**Research and Projects – Investigations:**

- I would make a primary project closing out July – Thank You’s:
  - Early thank you to host camp site partners.
  - Early thank you to host camp site staff (that supports OTA Camp).
  - Early thank you to Camp Directors (that have earned it).
  - Early thank you to Camp Counselors (that have earned it).
  - Early thank you to Participating Families
- I would look ahead to any orders necessary for camp:
  - Handouts (T-Shirts, Wristbands, Water Bottles, etc.)
  - Drinks, Snacks, Popsicles
  - Admin Supplies
  - First Aid Supplies
  - Health Treatment Gear
  - Staff Gear (Uniforms, Name Tags, etc.)
  - Sports Equipment
  - Activities Camps Needs (arts and crafts, walk up stations, etc.)

Thanks, **OTA**