



“IF I WERE YOU...”

Late October

OTA TEAM:

“The Holiday Season” is fast approaching, and yes as it relates to the elementary school population, I’ll include Halloween to go with Thanksgiving and then Winter Break just around the corner. At this stage in the Fall Session, details and logistics are so important to protect the OTA Brand and to deliver on customer expectations. With that in mind – *if I were you...*

House Keeping:

- I would make sure I’m clear on the payment process for every fall partner – did they register with OTA? Are they in a payment plan? Do they need an invoice?
- I would do a “look back and a look ahead” for my Fall Session Budget? How are the financials tracking as October comes to an end? Were projections accurate? Were there unforeseen expenses or noticeable swings for staff payroll, equipment ordering, advertising strategies?

Programming Review:

- I would touch base with each partner to provide an update on how programs are going.
- I would get my face to as many classes as possible.
- I would complete an evaluation for each instructor (with a focus on PDC’s).

Staff Management:

- I would confirm with my instructors their schedules between now and the end of the session – taking into consideration the different holidays on the horizon, if they are students – what their exam schedules might be, and if they are leaving the area and unable to work for some reason during November and December.
- I would have an individual conversation with each instructor about providing some assistance with staff recruitment – do they have friends, roommates, co-workers, relatives, classmates, teammates that might be interested and a good fit to join OTA.

Brand Support – Sales/Retention/Marketing:

- I would make efforts to lineup Fall Break and Winter Break Camps.
- I would begin my retention effort for all fall partners to continue with winter programs.
- I would collect video and pictures for marketing options and social media options.
- I would ask myself where we can add additional SUMMER CAMP sites for 2024.

Research and Projects – Investigations:

- I would investigate the Flag Football programming that exists in my territory to design a strategy for where RCX camps could thrive.

Thanks, OTA