

Pre-College Summer Program Production Schedule

Phase I: Marketing Development

October | November | December

ACT I: Program Management Software (October)

1. Program Management Software Selection

Choose Your Vendor

- e.g. Thriva, CamperReg, CircuiTree Solutions, Campminder

2. Program Management Software Development

Get Yourself Setup

- Application Template Development
 - › Date Selection (July, One-Week)
 - › Tuition Selection (\$995)
 - › Participant Eligibility (Rising 9th - 12th Grade)
 - › Participant Information (Address, Guardians, Etc.)
- Automatic Registration Confirmation Email Copy
 - › "Thank you for registering for...."

3. Program Management Software Launch

Make A Test Run, And Get Started On Your Website

ACT II: Program Website Development (November)

1. Website Vendor Selection

Hire A Web Designer

- In-House, 3rd Party Vendor

2. Website Development

Create Some Copy, Insert Your Links

- Website Copy | General Information
 - › Contact Information, Program Description, Course Description, Facilities Description, Activities Description, Tuition Description, Program Dates, Stock Photographs
- Website Links
 - › Register Now! (Insert Program Management Software Code)
 - › Optional (College Homepage Link | Admissions Office Link)

3. Website Launch

Make A Test Run, Upload To College Servers

- Program Upload: (www."your-college".edu/"your-program")

ACT III: Program Internet Advertising Development (December)

1. Internet Advertising Vendor Selection

Google Is The Only Way To Go

- Google Adwords

2. Internet Marketing Campaign Development

Setup Your Google Adwords Campaign

- Google Adwords Account Set Up
- Google Adwords Campaign Set Up
- Google Adwords Campaign Launch

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Phase II | Human Resources Development

January | February | March

ACT I: Program Staff Selection (January)

1. Program Sales Staff

Find Someone To Answer The Phone

- Customer Service Representative:
 - › Responsibilities: General Phone Inquiry Information
 - › Existing Support Staff, Work Study, Internship Opportunity

2. Program Production Staff

Set Your Program Staff Structure

- Director: One
 - › Responsibilities: General Program Management
- Instructor: One
 - › Responsibilities: Curriculum Development, Course Instruction
- Resident Advisor: Two
 - › Responsibilities: Activities Development, Activities Execution

ACT II: Program Production Staff Recruitment (February)

1. Program Production Staff Description Development

Create Some Copy, Describe Each Position

- Director:
 - › Responsibilities: General Program Management
- Instructor:
 - › Responsibilities: Course Development, Course Instruction
- Resident Advisor:
 - › Responsibilities: Activities Development, Activities Execution

2. Program Staff Recruitment Posting Development

Post Your Available Positions

- College Human Resources
- College Career Services
- College Community Notice Boards

3. Program Staff Interview Development
Get Some Questions Ready

- Interview Questionnaire

ACT III: Program Production Staff Interviews (March)

1. Program Production Staff Interview Schedule
Set Your Schedule, Interview Your Candidates

2. Program Staff Background Checks
Do Your Homework

NOTES

Phase III | Program Development

April | May | June

Act I: Schedule Development (April)

1. Weekly Schedule Development *Set Your Program Schedule*

- Sunday (Arrival) - Saturday (Departure)

2. Daily Schedule Development *Create A Daily Schedule*

- Sample Daily Schedule

Monday	Wednesday	Friday	Tuesday	Thursday
7:15 – 8:15 am	Breakfast		7:15 – 8:15 am	Breakfast
8:30 – 8:45 am	Morning Meeting		8:30 – 8:45 am	Morning Meeting
9:15 – 10:15 am	Major Session 1		9:15 – 10:15 am	Major Session 1
10:30 – 11:30 pm	Major Session 2		10:30 – 11:30 pm	Major Session 2
Lunch			Lunch	
1:00 – 2:15 pm	Minor		1:00 – 2:15 pm	Major Session 3
2:30 – 3:45 pm	Major Session 3		2:30 – 3:45 pm	Major Session 4
4:15 – 5:30 pm	Activities		4:15 – 5:30 pm	Activities
Dinner			Dinner	
7:00 – 8:30 pm	Evening Options		7:00 – 8:30 pm	Evening Options
8:45 – 11:00 pm	Activities		8:45 – 11:00 pm	Optional Event
11:15pm	Residence Check		11:15pm	Residence Check

Act II: Logistics Development (May)

1. Program "Welcome Pack" PDF Development *Get Your Participants Excited, Time For An Email Blast*

- Directions
- Opening Day Expectations

2. Program Guidelines Development *Make A List Of Do's And Don'ts*

3. Special Events Development

Line Up A Few Special Events For The Students

- Guest Lectures, Etc.
- Local Field-Trips, Entertainment

Act III: Staff Development (June)

1. Staff Training

Let's Get Ready

- Onsite | One-Week
 - › CPR Training
 - › Campus Tour
 - › Facilities Access
 - › Room Assignments
 - › Program Office | Health Station Setup

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