



### Anne Josephson

Business Advisor USA Gymnastics Member Services

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Crossing fingers, the Olympics will likely bring many, many new kids into the gym this Fall! So, it may be easier to get kids through the doors of your gym during August and September, but will they still be there in January? The key to capitalizing on the post-Olympic boom in enrollment is to retain the kids in your classes. Here are a few tips for your staff to aid in retention:

- Kids stay in a sport because they are having fun. Parents continue to pay for lessons because they believe they have value, in other words, because the kids are learning something. To retain your new gymnasts, make sure that your classes are both fun and educational.
- Your curriculum should be designed so that kids experience progress from the first day. We all know that in gymnastics it takes a long time for many kids to master even some of the most basic skills. But if you design your lessons so that each week these new athletes walk out of the gym having learned a new body position, way to grip the bar or simple dance move, they will build confidence.
- Work very hard to ensure that every child who enters your gym in August/September can perform something that reasonably approximates a cartwheel by Thanksgiving. People who know little to nothing about gymnastics can recognize a cartwheel. You want to encourage the kids to be able to show Grandma their cartwheel at Thanksgiving dinner. When the entire family applauds the child's first big gymnastics skill, the kid feels great about the accomplishment and the parents feel great about spending the time and money on gymnastics lessons.

Of course, these tips apply year round, not just for the post-Olympic times! **Remember, it has been found that it costs seven times more money to find a new client than to keep a current one.** Make it easier on yourselves—keep these new clients in the gym!

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### Lynn Ledford

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Preparing for Fall is something that is best done in December... of last year.

The way we prepare for Fall is to make sure we are doing what we said we should be doing and that we are on track to achieve our goals.

Years ago, we used to prepare for Fall – every year – in the beginning to middle of summer. We'd start by projecting enrollment based on the first 6-7 months of the year. Then, we would pencil in adjustments to our schedules including: hiring, staff training, scheduling, marketing, and lesson planning. We would call some staff meetings and talk about how excited we were for Fall... and then, we would brace ourselves for the back to school surge.

Today our "what's around the corner and theme development approach" has taken a back seat to large scale program objectives, whole year learning objectives, and measured results within our programs. Picking a theme for each month and planning for more students was not the best way to prepare for Fall... or any season for that matter.

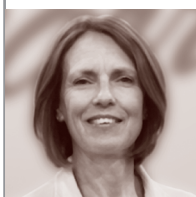
Now, we do it differently. Now each year, we gather our staff and have a three-day Vision Management Meeting. We include managers and program as we map out the year. This map (Critical Operating Calendar) outlines what we want to achieve by the end of the



year. With that, we identify all of the steps we need to take to achieve these goals; create a timeline for those steps; and assign responsibilities accordingly. Everyone participates in our ability to achieve our goals, everyone is accountable.

The most important part of preparing for Fall is making sure we are living up to the goals and objectives we have established and reaching those goals and dreams for our students, our business and our staff.

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**Diane Barron**

Business Advisor USA Gymnastics Member Services

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## QUICK TIPS FOR PREPARING YOUR STAFF FOR THE POST-OLYMPIC SEASON.

At Barron Gymnastics, we set up our systems to always be prepared for growth. In fact, all of our departments, including class programs, marketing, IT and the front office, strive to continually improve and expect growth to be the outcome.

Here are a few of our best practices to handle growth.

- Stagger class start times by 15 minutes to relieve congestion in the parking lot, lobby and viewing area. In addition to staggering the start times, we batch the classes by ages so the social needs of the children are similar.
- Run an efficiency report monthly. Compare the number of possible class slots to the number of actual students in the classes. We prepare the report for

each class program and each shift. It gives us valuable information on how each program and each shift is performing and where availability is.

- Recognize where new classes can be added. Be specific about the type of classes that can be added, and make the information available to the front office. This enables the front office to immediately add it and close the sale if there is interest in a new class.
- Have an extra teacher for every 4–5 classes to act as a floater and assist with all of the classes. If a teacher is absent, the floater is available to teach. When we need to open a new class, we utilize the floater as the new teacher and then hire a new floater. The floater is also a great position for a teacher in training. The floating position has added immense value to our program.
- Staff your front office from morning to evening to answer the phone and receive customer drop-ins.
- Have a software program that provides online registration.
- Encourage paying tuition through an autopay system.

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### Loree Galimore

Director of Club Services for USA Gymnastics

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### Get ready for the Olympic Boom!

- Become a USA Gymnastics Member Club and receive the national marketing campaign tools. Free professional print ads, commercials and banners. These ads promote the grassroots of the sport.
- The Member Club website has many useful marketing materials, articles and resources to capitalize on the Olympic boom.
- Check out the United States Olympic Committee site, [teamusa.org](http://teamusa.org).
- Order your Olympic merchandise at [teamusashop.com](http://teamusashop.com).

## BUSINESS TIPS • BUS

- Find out when the Olympics will be televised and have an Olympic viewing party at the gym.
- Handout the NBC Olympic TV times coloring pages to your students.
- Train your staff in the USA Gymnastics University and be ready for the boom in Fall enrollment! Post your certificates in your gym lobby to proudly display your coaches certifications.
- Plan to celebrate National Gymnastics Day, Saturday, Sept. 22 as we "Turn the World Upside Down."
- Work in your community and raise money for Children's Miracle Network to help the less fortunate and win some great prizes.
- Join the Member Club network and get business advice from the industry leaders on the online forum.

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# USA GYMNASTICS UNIVERSITY

## 2012 LIVE COURSE SCHEDULE

### U101 – SAFETY CERTIFICATION (LIVE)

July 13	Centerville, OH
July 20	Bardstown, KY
Aug. 9	Nashville, TN
Aug. 9	Providence, RI
Aug. 16	Baltimore, MD
Aug. 19	Kalamazoo, MI

### NEW – W200 – DEVELOPMENT COACHES COURSE: HANDS-ON TRAINING (HOTD)

July 15	Oak Lawn, IL
July 21	Bardstown, KY
July 29	Simsbury, CT
Aug. 5	Coralville, IA
Aug. 5	Rivera Beach, FL
Aug. 9	Franklin, TN
Aug. 18	Kalamazoo, MI
Aug. 19	Timonium, MD
Aug. 26	Columbia, SC
Sept. 23	Haverhill, MA
Sept. 30	Waukesha, WI

### T200/T201 – TRAMPOLINE & TUMBLING DEVELOPMENT COACHES COURSE: LEVEL 1 AND HANDS-ON TRAINING

July 7	Long Beach, CA
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### R102 – PRESCHOOL FUNDAMENTALS: HANDS-ON TRAINING (HOTPS)

July 13	Sioux Falls, SD
Aug. 9	Nashville, TN
Aug. 12	Providence, RI
Aug. 19	Baltimore, MD
Aug. 19	Kalamazoo, MI
Aug. 26	Everett, WA
Sept. 16	Indianapolis, IN

### NEW – R103 – SCHOOL AGE/RECREATIONAL: HANDS-ON TRAINING (HOTSA)

July 14	Sioux Falls, SD
Aug. 25	Powell, OH
Aug. 26	Oak Lawn, IL
Aug. 26	Natick, MA

Aug. 26	Raleigh, NC
Sept. 9	Carlsbad, CA
Sept. 9	Portland, OR
Sept. 23	Chantilly, VA
Sept. 23	Bessemer, AL
Sept. 30	Ft. Worth, TX
Sept. 30	Hamilton, NJ
Sept. 30	Apple Valley, MN
Oct. 7	Kennesaw, GA

### W300 – JUNIOR OLYMPIC TEAM COACHES COURSE

Aug. 22–25	Huntsville, TX
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### NEW – W400 – NATIONAL COACHES COURSE

Aug. 26–29	Huntsville, TX
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To register for a course, visit the USA Gymnastics website at [www.usagymnasticsuniversity.org](http://www.usagymnasticsuniversity.org). | Register online or download the registration form. | \*\*Save \$5 by registering online!\*\*