

# B4K AU Owners Meetings October 2018

\*Required

1. Email address \*

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2. What were your three biggest wins in the last three months? \*

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3. What were your three biggest issues over the last three months? \*

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4. What have you done differently in the last three months? \*

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## SCHOOL HOLIDAYS

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5. What percentage of your 2018 total revenue so far has come from School Holiday Workshops offered direct to families? \*

This is in the FMT as "Vacation Programs"

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6. How many "full-day equivalent" seats did you sell in the October Holidays at your direct School Holiday Workshops? \*

A half day seat counts as 0.5, a full day seat counts as 1, a two day seat counts as 2

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**7. What percent of your total available seats did you sell? \***

Total seats sold divided by total seats offered

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**8. What percentage of your 2018 total revenue so far has come from Vacation Care Incursions? \***

This is in the FMT as "Vacation Care Incursions"

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## **AFTER SCHOOL**

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**9. What percentage of your 2018 total revenue so far has come from After School Programs? \***

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**10. How many After School classes did you run each week in Term 3? \***

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**11. How many After School classes are you running each week in Term 4? \***

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**12. What is the average number of kids per class in Term 4? \***

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## **BIRTHDAY PARTIES**

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**13. What percentage of your 2018 total revenue so far has come from Birthday Parties? \***

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**14. How many Birthday Parties did you run from 1 July to 30 September 2018? \***

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## **OTHER BUSINESS**

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**15. What is the combined percentage of turnover from all other activities? \***

Other than School Holiday Workshops, Vacation Care Incursions, After School Programs and Birthday Parties

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**16. Of the other types of business, which is the highest percentage of turnover? \***

After Holiday Workshops, Vacation Care Incursions, After School Programs and Birthday Parties

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## MARKETING

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**17. Which paid advertising channels did you use for your programs from 1 July to 30 September 2018? \***

Merchandise and spend by the Marketing Fund is not counted here  
Tick all that apply.

- Facebook
- Flyers
- Other internet advertising
- Ad in school newsletter
- Google Adwords
- Other: \_\_\_\_\_

**18. Of the advertising channels listed above, on which did you spend the most money? \***

Thinking about all the paid advertising channels in the question above, where did you spend the most money?

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**19. What is your repeat rate?**

To get a rough measure of your repeat rate: (1) Go into Schedules on your FMT, then to Payments, then export the CSV ; (2) Open the CSV in Excel, bold the top row (so that Excel knows it is a header row) and select the column which has all the kids' names for each payment; (3) Go to Data > Filter > Advanced Filter. Select "Copy to another location", choose to copy it to another column, and tick "unique records only". This gives you all the unique names, singly; (4) Use a Count formula to tally up the number of times each name appears next to a payment [we use "=COUNTIF(E:E,L2)", where column E is the list of all "student names" and L2 is the neighbouring cell with the unique student name]; (5) Sort the Count column to work out the percentage of kids who have been at least twice – that is your repeat rate.

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## LOOKING FORWARD

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**20. What are you most excited about for the next three months? \***

What are the opportunities that you want to take advantage of?

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**21. What are your specific and measurable 90 Day Goals for the next three months? \***

List the targets that you want to be measured against by the next time we meet. What will success in the next 90 days look like to you?

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A copy of your responses will be emailed to the address that you provided

