

What Is a CTA?

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“Any geographically defined, not-for-profit, volunteer-based tennis organization that supports or provides programs that promote and develop the growth of tennis.”

—Definition of a USTA Community Tennis Association

A Community Tennis Association (CTA) is an organized group of dedicated volunteers and professionals who come together to support community tennis programs. As an association, the group works to coordinate and maintain programs and services, guaranteeing they are open and accessible to all. These tennis enthusiasts may act as advocates, program administrators, promoters, or fund-raisers. Fueled by local volunteers, these not-for-profit associations exist to promote and develop the game of tennis in the community.



TYPES OF USTA COMMUNITY TENNIS ASSOCIATIONS

The USTA recognizes four types of CTAs that may exist in local communities nationwide. Each type plays an important role in the development and delivery of tennis programming at the local level.

The following is a brief description of the four types of CTAs:

Type 1: Single-Purpose CTA

A Single-Purpose CTA is organized with a single, narrow purpose that addresses a specific need in a community. It delivers **only one program or service and does not address the needs of the entire community**. For example, there may not be an indoor tennis facility within a local community. A concerned group of citizens may form a CTA for the sole purpose of raising funds to build this facility. Another example might be a group of senior citizens interested in starting a senior division of USTA League who form a CTA for the sole purpose of organizing and maintaining the program for this specific population. A third type of Single-Purpose CTA is a USTA National Junior Tennis & Learning chapter.

Type 2: Multi-Purpose CTA

A Multi-Purpose CTA is similar to a Single-Purpose CTA except that the Multi-Purpose association **offers more than one program or service while still not being a full-service organization**. An example of this type might occur in a community committed to offering a variety of tennis programs, but only for its youth. The entire adult population is not served through this CTA's programs or services.

Type 3: Umbrella CTA

An Umbrella CTA represents the most comprehensive type of CTA. This type of CTA **delivers a full menu of programs and services to the entire community**, regardless of age, gender, cultural or socioeconomic background, identity, gender, sexual orientation, physical ability, or skill level. Anyone at any time has the opportunity to try the game, learn the skills, play with friends, or compete in match play.

Type 4: Coalition CTA

The Coalition CTA represents the alliance of diverse community organizations whose purpose is to **facilitate the delivery of tennis programs and services through these organizations**, ensuring that programs exist for anyone at any time to try the game, learn the skills, play with friends, or compete in match play. This type of CTA may not itself deliver all programs but ensures that other organizations within the community have the tools and resources needed to deliver these programs. The Coalition CTA strengthens local relationships and creates partnerships with schools, outreach organizations, parks and recreation departments, other CTAs, commercial tennis facilities, and other organizations that deliver tennis programs in the local community.

MOVING FROM ONE TYPE OF CTA TO ANOTHER

Most CTAs begin as a Type 1, Single-Purpose CTA with one specific purpose in mind. It might be starting tennis in the schools with the USTA Schools Tennis program or implementing a USTA Jr. Team Tennis program or campaigning to have courts built in the community. Once this initial project has been successfully launched, the association is in a position to evaluate the additional tennis needs of the community.

In many instances, the long-range goal of an association is to gradually encompass all facets of tennis programming. An association's purpose or mission is a major cue to the association's leadership for generating additional program and service ideas.

As a CTA moves from a Type 1 format to a Type 2, 3, or 4 format, it begins to add a broader spectrum of tennis activities. When this happens, the association needs to develop a plan of action, which clearly outlines:

1. **What** programs will be initiated and where they will be held.
2. **When** they will be initiated—priorities and dates should be established because it can be difficult, and probably not effective, to set everything into motion at the same time.
3. **Who** will be responsible for taking the steps necessary to get each of the programs and services underway.
4. **How** much funding is needed to operate these programs and services.

NATIONAL JUNIOR TENNIS & LEARNING (NJTL) NETWORK

NJTTLs are reaching out to provide tennis and education to America's underserved youth. The NJTTL network is a national group of more than 660 nonprofit youth development organizations that provide free or low-cost tennis, education, and life-skills programming to 250,000 children at 4,600 locations each year. More than 550 NJTTL chapters are also registered Community Tennis Associations. The presence of an educational component and youth development programs separate NJTTLs from CTAs, but both work together to grow the sport of tennis in local communities. (For more information, visit www.usta.com/njtl.)

This growing network shares a commitment to positive youth development, education, and tennis as a lifetime sport, and provides the following free resources to registered NJTTL chapters:

- **First Serve Life Skills Curriculum (FS LSC)**
 NJTTL chapters have free access to the FS LSC, which utilizes tennis to empower youth with the skills, values, and experiences they need to become responsible and successful citizens. Program providers follow weekly lesson plans that can be delivered in 30-45 minutes on the tennis court or in the classroom. Materials include GAME/SET/MATCH curricula, instructor's manual, children's playbooks, and graduation certificates.
- **Academic Creative Engagement Curriculum (ACE)**
 NJTTL provides the ACE curriculum, which was developed by NJTTL of Trenton (N.J.). ACE provides a combination of fitness through tennis instruction and academic enrichment in the areas of math, literacy, and nutrition. Activities support state and national standards and meet the criteria of 21st century skills.
- **Arthur Ashe Essay Contest**
 NJTTL youth participants are asked to write a response to an annual Arthur Ashe-themed question or quote. The top national winners receive a two-person trip to New York City to attend Arthur Ashe Kids' Days as well as cultural experiences including tickets to a Broadway show, a Mets' game, and an Awards Luncheon hosted by former New York City Mayor David Dinkins.
- **NJTTL National Student-Athlete Competition**
 Children in fifth to 12th grades compete for \$79,000 in college scholarships and children 10 and under compete for honorary plaques through NJTTL's national student-athlete competition. Points are based on school reports cards, tournament results, and USTA Jr. Team Tennis participation.
- **NJTTL Tennis Leadership Camps**
 NJTTL supports several USTA section-led regional Tennis Leadership Camps at which selected participants are provided with a free, several-day-long experience that includes tennis development, health and nutrition, college preparation, guest speakers, and cultural excursions.

- **NJTL of the Year**

Each year, three NJTL chapters are honored for outstanding work. These chapters receive the NJTL of the Year Award, an all-expense paid trip to the USTA's Community Tennis Development Workshop, and a promotional video about the chapter produced by USTA.

- **NJTL Capacity Building Program (CBC)**

The CBC program provides long-term technical assistance for selected chapters that are committed to achieving significant qualitative and quantitative growth. NJTL tailors assistance and networking opportunities to achieve the greatest impact.

- **USTA Insurance**

One of the things you should consider is insurance for your CTA/NJTL. The types of insurance you should consider are General Liability and Directors & Officers Liability Coverage. These policies could provide coverage for anything from injury or accident to a player or participant; accidental injury to a bystander or spectator; property damage to the tennis facility or site; to allegations of libel, slander, abuse, or molestation. For more information see Page 30.

- **USTA Community Tennis Equipment Discount Program**

Determining your equipment needs is an essential part of developing a successful program. Through this equipment program, registered NJTL chapters have access to deeply discounted racquets, balls, nets, and other accessories from several manufacturers.

- **Access to Additional Resources**

USTA Facility Assistance Program, USTA Community Tennis Development Workshop, Discounted Liability and Directors/Officers Insurance, Recreational Coaches Workshop, 10 and Under Tennis Workshop, Schools Training, Customizable Online Marketing Materials, Website Templates.