

Diversity and inclusion (D&I) is a top strategic priority for the USTA. As such, the USTA created four subcommittees for the four major target demographic areas—African-American, Asian-American, Latino/Hispanic, and Lesbian, Gay, Bisexual and Transgender (LGBT). Each subcommittee has developed resources for CTAs to use as guidance on strategies and tactics to help engage different cultural groups to play, support, and grow the game of tennis.



Cultural Cues

Below are recommendations from your peers in the tennis community who have had success/experience in each respective demographic and are merely guidelines that may help bridge cultural gaps. Please be advised these lists are not exhaustive and we welcome you to share additional success stories and add to the list.

AFRICAN-AMERICAN

Growing the sport of tennis is important in the African-American community because it provides an opportunity for young African-Americans to partake in the American dream. There is a need to help continue to develop a sense of pride in achievements of young people in the African-American community, and this can be done through the sport of tennis. By further exploring and discussing the vision of the USTA, it is clear that a key piece of work relies on listening to the needs of the CTAs. Building relationships in the African-American community is critical to the success of CTAs.

Based on the scope of work lead by the African-American subcommittee of the USTA D&I committee, resources are available to assist your CTA in reaching out to African-American communities. These resources include marketing strategies and best practices of various successful tennis programs and CTAs targeting the African-American community.

■ Snapshot

- Build trust: be authentic
- Partner with other African-American community organizations
 - NAACP, Jack & Jill, Urban League, etc.
 - Local churches
- Promote fitness and wellness benefits of the sport
 - Highlight wellness benefits regarding hypertension, obesity, and diabetes
- Promote community safety aspects
- Break comfort zones—go to the group, and when in doubt, ask questions
- Display diversity (i.e., African-Americans) in your organization/s
 - Recruit volunteers, board members, and officials from the aforementioned African-American community organizations
- Work to get high-profile local support
 - Role models

ASIAN-AMERICAN

The Subcommittee on Asian-American Participation has prepared resources that CTAs can use to target the Asian-American communities in their area and increase their participation in tennis, both as players and as volunteers. Currently, Asian-Americans make up about 5 percent of the U.S. population but only 4 percent of USTA membership.

CTA resources to increase Asian-American participation include:

- General information about Asian-Americans and their participation in tennis
- How to find Asian-American communities in the areas served by CTAs
- A game plan for introducing tennis to Asian-Americans—and to keep them coming back
- Documentation supporting the link between participation in sports like tennis and educational achievement

The keystone of the CTA action plan is a partnership by the CTA with a local Asian-American organization (such as a school, Asian-American Chamber of Commerce, place of worship, etc.). Through that partnership, the CTA and the Asian-American organization will offer recurring opportunities to participate in tennis, whether as players or as volunteers, as well as annual special events aimed at the Asian-American community.

These resources also include several customizable document templates (posters, brochures, newsletter articles, press releases, etc.) that the CTA and the partner organization can use to publicize their partnership and any events, lessons, discounts, etc., offered to members of the partner organization.

■ Snapshot

- Promote educational aspects
 - Academic Success
- Partner with other Asian community organizations
 - Asian MBAs, National Association of Asian-American Professionals, churches and/or mosques
 - Leverage other CTAs
- Utilize other sports popular with Asians to lead them to tennis
 - Table Tennis (Ping Pong), Badminton
 - Wii
- Utilize social media
- Sincerity/honesty
- Promote competitive aspects and individual achievement

LATINO/HISPANIC

“Tennis is clearly a family game, and we Hispanics are all about family. In contrast to other sports where the older members of the clan can only watch from the sidelines, with tennis, everyone can play together. The best way to get hooked is to start early and be successful from the beginning.” – Mary Joe Fernandez

A quick glance of the Top 20 major markets around the country reveals that, in these communities, minority ethnic segments have become the majority, a title previously held by whites. Leading this cultural movement is the Hispanic community. The Hispanic community is now the second-largest consumer market in the United States, with more than 50 million U.S.-residing Hispanics controlling a buying power totaling \$1.3 trillion annually.

Beyond the importance of diversity and inclusion within our sport, research shows that actively reaching out to Hispanics is an incredible opportunity not only for the sport of tennis but to grow participation in your programming and CTA.

USTA resources will present an actionable yet flexible plan to expand your CTA by leveraging existing resources. It will provide a best practices guide featuring:

- Hispanic demographics & trends
- Hispanic marketing & tennis: Strategies & tactics
- Sample promotional materials of successful Hispanic-focused CTAs
- Secondary resources & information
- Partnership opportunities
- CTA case study

At the core of the Hispanic subcommittee strategy is the development of new junior programs that inspire tennis participation (if even on a trial basis). Encouraging the Hispanic child to play tennis will generate excitement among the entire family and convert new adult players as well.

■ Snapshot

- Family first
 - Involve the entire family in the sport
 - Many parents/families will stay throughout the duration of play or practice.
- Promote creative engagement
- Don't "sell" tennis
 - Build trust slowly
- Authenticity: respect the culture
- Staff and volunteers must reflect the audience
 - Recruit volunteers, board members, and officials from your local Latino/Hispanic community organizations
 - Leverage parents even if they do not play tennis (see "family first" above); they will be great ambassadors
- Translation of materials
- Utilize program alumni to be your foot soldiers and ambassadors
- Promote educational and professional success trends associated with tennis
- Identify and utilize role models
- Make it "cool"
 - Encourage "coolness" factor with club-like affiliation; i.e., special T-shirts, titles (e.g., captain, responsibilities awarded to those kids playing tennis)
- Bring tennis to local cultural events (e.g., Cinco de Mayo celebrations, parades, conferences, etc.)

LGBT (Lesbian, Gay, Bisexual & Transgender)

National surveys indicate that the gay and lesbian community exceeds 18.5 million people in the United States. To reach this large, diverse community, the USTA has created resources to assist your CTA in networking, marketing, and engaging the LGBT community. Resources such as a comprehensive list of LGBT organizations, media contacts, LGBT publications, and potential corporate sponsors have been developed to support outreach efforts.

Also, LGBT tennis groups can help to incorporate “remote” locations as outposts for activities in cooperation with the USTA as well as new LGBT Tennis CTAs can be formed with the help of existing groups.

■ Snapshot

- Utilize social media
- Partner with other LGBT-serving organizations
 - Gay & Lesbian Tennis Alliance (GLTA), CTAs, sports groups (e.g., Gay Games), Gay & Lesbian Alliance Against Defamation (GLAAD)
- Host women-only tournaments/mixers
- Promote social aspects
- Sincerity
- Develop LGBT leadership
 - Recruit volunteers, board members, and officials from your local LGBT community organizations
- Support, participate in, and host regional LGBT competitions
- Connect NJTL with Gay & Lesbian Tennis Alliance chapters for youth development
- Visibility at pride events

SUMMARY OF UNIVERSAL DIVERSITY & INCLUSION BEST PRACTICES

- Build trust—don't sell just tennis
- Authenticity—make sure your outreach is culturally relevant, respectful, and timely
- Befriend, network, and partner with organizations that currently serve your targeted demographics—connect with local chapters of national organizations OR research local organizations that serve your target; also, do not underestimate the potential of local religious institutions which may serve large, homogenous groups.
- Break out of comfort zones
- Display diversity in your organization and promotional materials
- Recruit ambassadors within the community
- Promote the wellness benefits of the sport
- Promote educational benefits
- Bring tennis to the community—try not to limit your tennis events to the same locations; host tennis events in your target demographics' neighborhood
- Utilize social media
- Family-first
- Translate materials
- Utilize program alumni
- Make it cool
- Visibility at culture specific events.