



# USTA South Carolina Strategic Directions

## To promote and develop the growth of tennis in South Carolina

**SOUTHERN**  
SOUTH CAROLINA

USTA South Carolina is the state branch of the United States Tennis Association and is one of nine states that comprise the USTA Southern Section. A not-for-profit organization with more than 22,000 members, USTA South Carolina offers a variety of tennis programs and services for all ages and abilities to “promote and develop the growth of tennis” across South Carolina. We believe that tennis can be a tool for positive change and can enhance lives. We are committed to the promotion, development and growth of tennis as an enjoyable lifetime sport that contributes to good health, character, and responsible citizenship. For these reasons USTA SC is passionate to ensure the sport is accessible and inclusive.



### GROWTH

USTA SC is committed to grow participation at all levels with an emphasis on innovative programs and the expansion of USTA membership-based programs.

- Grow community tennis participation by supporting low cost, high value entry-level programming.
- Emphasize customer service at all levels to welcome new players and demonstrate appreciation for current players.
- Increase accessibility to participation for adults and youth, leveraging partners in the community, local government, clubs and schools.
- Utilize strong relationships with the USTA, USTA Southern, and other tennis organizations to obtain additional resources to support the growth of tennis.
- Take full advantage of USTA and USTA Southern marketing and funding support for growth initiatives.
- Broaden awareness and understanding of the benefits of lifelong tennis participation, through marketing and promotion to members and non-members.

### ORGANIZATIONAL EXCELLENCE

USTA SC is committed to providing exceptional leadership through effective recruitment, training, and evaluation of volunteers and staff. Leadership integrity, sound business practices and transparency are the guiding principles of the organization.

- Attract and retain proactive volunteers and staff and provide guidance, training, and opportunities for growth to ensure their success while maintaining transparency.
- Ensure that staff and volunteers are assigned clear responsibilities and provided adequate resources to permit them to accomplish their tasks in an ethically sound and fiscally responsible manner.
- Develop consistent communications that promote the benefits of tennis and broaden the awareness of USTA programming with tennis and non-tennis organizations.
- Plan for growth as an organization to include the overall financial, staffing, and physical plant needs for the future.
- Ensure the organization’s performance maximizes funding opportunities provided by USTA and USTA Southern while honoring our mission and values.
- Promote the mission of the South Carolina Tennis Patrons Foundation.



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*INTEGRITY*

*PROFESSIONALISM*

*INCLUSIVENESS*

*ACCOUNTABILITY*

*PROACTIVE  
VOLUNTEERISM*



## YOUTH PATHWAY

USTA SC is committed to providing youth tennis programs that instill good sportsmanship, inspire enjoyment of the game, and enable players to develop their skills at all levels.

- Fully incorporate Youth Progression Tennis and Net Generation to promote tennis as an approachable, accessible, adaptable and fun sport.
- Introduce and support youth activities across all levels of play, including School Tennis, Junior Team Tennis, sanctioned tournaments, high school and collegiate tennis programs.
- Promote and implement effective training to empower and educate providers, parents and coaches at all levels.

## DIVERSITY & INCLUSION

USTA SC welcomes all people who play, watch, support, or enjoy the game of tennis into our events, programs, membership, and leadership. We will not discriminate against any person on the basis of age, sex, race, ethnicity, creed, sexual orientation, color, physical condition, or national origin. Moreover, we believe that the growth of tennis hinges on effective outreach to groups that have not traditionally been heavily involved in the sport and we will actively solicit and support the participation of such groups.

- Insist on fairness in every aspect of programming, volunteer recruitment and management, business operations and staffing.
- Support and encourage diversity and inclusion in member organizations.

## COMMUNITY TENNIS

USTA SC is committed to building solid collaborations and strategic partnerships to strengthen the game's grass roots, and leverage resources to make tennis accessible.

- Improve the capacity and effectiveness of Community Tennis Associations in SC by encouraging sound business practices.
- Develop, promote, and fund novel and innovative programs in alignment with USTA SC's vision, to benefit communities of all sizes across the state.
- Support programs that increase play, participation, and retention of existing and new players.
- Communicate information to tennis facilities, pros and member organizations about grant opportunities, initiatives and resources for facility improvements.