

USTA Southern Strategic Directions

MISSION

To Promote and Develop
the Growth of Tennis



www.SouthernTennis.com

www.USTA.com/Southern



VISION

For everyone in USTA Southern to have access to relevant tennis programming and the opportunity to enjoy the social, physical and health benefits provided by the sport of tennis.

CORE VALUES

Innovation
Integrity
Collaboration
Inclusion
Fun

STRATEGIC PRIORITIES

Community Tennis
Diversity
Innovation and Growth
Organizational Excellence
Participation

COMMUNITY TENNIS

USTA Southern values and promotes tennis in our local communities.

- Provide guidance, technical assistance and funding to strengthen community tennis associations and other local organizations that deliver services directly to the public.
- Help communities and local organizations attract and retain tennis players of all ages and backgrounds.
- Provide advice, funding and education to community tennis associations and other local leaders and providers to promote and increase tennis advocacy efforts and to develop strong collaboration with their local governments and other community partners, including parks and recreation departments, clubs and schools.
- Combine existing USTA programming and services with fun and fresh new programs to broaden awareness and understanding of the benefits of lifelong tennis participation to all segments of the community.

DIVERSITY

USTA Southern is committed to Diversity and Inclusion in all facets of our organization which includes diversity among volunteers, staff, coaches, players, fans, vendors, and suppliers.

- Foster an inclusive culture and accessibility in every aspect of programming, volunteer recruitment and employment.



- Develop programs and outreach practices to encourage groups that have not traditionally been involved in tennis to participate with an ultimate goal to achieve a diverse pool of players that reflects the demographics of USTA Southern.
- Identify areas, facilities and/or organizations where diversity efforts are most needed and partner with key community partners and organizations to provide targeted support.
- Support and encourage the state associations and community tennis associations within USTA Southern to prioritize diversity and inclusion in their organizations.

INNOVATION & GROWTH

USTA Southern seeks to use its resources to create and nurture new, innovative and fun programs that will attract players into the game.

- Provide relevant new programming with ease of access, alternative play formats, and frequent play opportunities to enhance the recruitment and enjoyment of tennis players of all ages.
- Energize players of all ages through the introduction of innovative programs and the encouragement of new and fresh teaching formats and techniques.
- Increase retention in all tennis programs throughout USTA Southern.
- Demand exemplary customer service from all providers, volunteers, and staff so as to make new players feel welcome and existing players feel appreciated.
- Reduce barriers to participation for players of all ages and welcome players from all walks of life to the game.
- Combine efforts with other organizations (e.g. USPTA, PTR, TIA, ITA, ITF, ATP, WTA, event sponsors, schools, clubs, health and fitness programs) and businesses to grow the game.
- Encourage and support new and existing local, state and Southern growth initiatives.
- Utilize USTA technology and, if necessary, develop USTA Southern proprietary technology to provide the highest level of products and customer service.
- Support professional tennis events throughout USTA Southern so as to highlight and recognize the excitement and inspiration generated by professional tennis.



ORGANIZATIONAL EXCELLENCE

USTA Southern provides exceptional leadership throughout the Section and at the national level which will efficiently and effectively further the mission of promoting and developing the growth of tennis. Leadership integrity, sound business practices, innovation, and transparency are hallmarks of the organization.

- Attract and retain diverse, visionary, and dynamic volunteers, board members, and staff, and provide guidance, training, opportunities, resources, and appropriate oversight to maximize their success.
- Delegate appropriate authority to leaders to permit them to accomplish their clearly defined duties and responsibilities in an ethically sound and fiscally responsible manner.
- Ensure fiscal responsibility, both legally and ethically, in all aspects of the organization, and leverage USTA Southern's assets in a responsible manner to maximize value and growth.
- Conduct periodic reviews of existing programs and resource allocation to ensure the effectiveness and consistency of the mission.
- Hold the Board of Directors, Executive Council, committees, volunteers and staff members accountable and demand transparency so as to avoid any appearance of impropriety.
- Foster positive, open, and responsive lines of communication with the general public, membership, volunteers, staff and partners.
- Remove possible barriers to participation by promoting exemplary customer service and seeking ways to improve personal and electronic interfaces with the public.
- Ensure that USTA Southern is a positive and encouraging example of organizational excellence to the USTA Southern state associations.

PARTICIPATION

USTA Southern 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.

- Develop a pathway that encourages retention by permitting players to progress seamlessly through a series of age- and skill-appropriate programs and tournaments.
- Encourage the introduction and use of innovative teaching techniques that make learning tennis more enjoyable and enhance skill development.



- Support and improve youth programs at all levels, including introductory programs, School Tennis, Junior Team Tennis, Play Days, competitive tournaments, high school tennis, Tennis on Campus and varsity collegiate tennis.
- Increase efforts to identify and encourage outstanding young athletes to play tennis.
- Partner with local, state, sectional and national tennis training centers.