



## **Five Year Strategic Plan – January 2025**

Updated/January 14, 2025

### **Initiative**

1. GROW TENNIS
2. COMMUNICATION
3. FACILITIES
4. DIVERSITY/INCLUSION
5. PROCESS DEVELOPMENT

#### **1. Grow Tennis**

- Implement new adult participation options into local league play as they are offered by USTA and requested by local USTA members.
- Continue to fund the New Player Coordinator position to continue to grow the Tennis Apprentice Program. The NPC is responsible for new team formation, Rookie League and/or Play Days after the program, new player league tracking and new player retention. The NPC and LLC will focus on TA player tracking and player retention.
- Investigate the addition of Adult Recreation leagues and/or play days and men's daytime leagues (if interest)
- Increase and implement recognition strategies
  - Reward team captains and championship teams
  - Evaluate options for The Special Awards at the Annual Membership meeting
- Increase the number of financial sponsors, in-kind sponsors, and paying supporters
- Recruit and train team captains
  - Encourage people to become team Captains to increase the number of teams
  - Continue to develop Resources for New Captains and Players, maintain the Player and Captain database on web site, maintain the Captains and Player Guidelines and New Player Guide
  - Continue regular Captain's meeting and New Captain's meetings seasonally
  - Establish and develop a new and existing Captains support system using experienced local Captains
  - Mentor new Captains through the first year and assist with recruitment of new players
  - Continue to involve members with the development of the local league calendar and play options through the Adult League Committee
- Utilize the Marketing and Communication Coordinator position to support the efforts of all coordinators to market all CSRATA program and events
  - In addition, work toward establishing additional committees chaired by board directors:
    - Marketing
    - Recreational Tennis
    - Player Events
    - Schools Program
    - Social Media

- Increase Junior Team Tennis Participation
  - Create brochures, banners, business cards, post cards for children and parents
  - Reach out to all area elementary, middle and high schools
  - Reach out to private, low income, home schooled, and church schools
  - Reach out to children who have participate in the school program at area elementary schools and integrate them into the JTT program
  - Continue to develop a junior players data base
  - Continue to develop the JTT Tennis Apprentice Program that was started in 2022
- Increase league play options for juniors
  - Continued development of JTT Play Day and JTT Championship Season
  - Continued encouragement & support to develop Parent JTT Captains
  - Explore the development of JTT program play in area neighborhoods/subdivisions with tennis courts

## 2. Communication

- Increase communication between CSRATA and the community
  - Use of the internet, website, social media, mass E-mail distribution through Constant Contact
  - Communicate budget required to fund Strategic Plan Initiatives.
- Use partners and advertising to drive awareness of programs
- Post to maintain and constantly update CSRATA web site with current league and program information
- Utilize and continue to update the job responsibilities of the Marketing and Communications Coordinator
- Apply for and utilize grant funds to post and boost social media posts
- Drive awareness related to fitness aspects of tennis involvement in marketing campaign
- Advertise and market all related activities, tournaments, JTT Program, Tennis Apprentice Programs, First Friday Play Dates, Red Ball Events and Rookie League/Play days to members and potential tennis players
  - Print (business cards and post cards), television, other local advertising media
  - Use facility posters and banners (bulletin boards)
  - Utilize the purchased Booth in A Bag by attending area sporting events to promote tennis programs
  - Develop a program of regular posts to social media accounts and boosting those posts
  - Update program banners at area facilities as needed
- Encourage qualified players/members to run for CSRATA Board positions.
- Encourage players to participate in the Board of Directors selection process.
- Offer committee involvement and volunteer activities to all members and the community
- Share the strategic priorities and goals of the CSRATA with members and the community
- Survey the tennis community to discover their needs and ideas
  - Use survey information to drive decisions ensuring future growth of the CSRATA.

### 3. Facilities

- Grow the number and quality of tennis facilities
  - Identify current and future needs
  - Identify needed improvements and expansion
  - Monitor local government decisions and provide input when appropriate
- Drive awareness concerning availability and locations of tennis facilities
  - Consider public court availability- hours of operation, lighting and other restrictions
  - Determine availability of qualified instructors
- Bring tennis facility needs to the attention of the sports councils, schools, county governments, recreation departments, city governments, council of clubs, neighborhood associations, and other stakeholders

### 4. Diversity/ Inclusion

- Drive diversity and inclusion by offering tennis to a wide range of non-traditional populations
  - Age – promote tennis as an activity for all ages
  - Ethnicity – expose a wide variety of ethnicities to tennis
  - Disabilities – increase awareness of tennis to a variety of disabled persons
    - Consider expanding wheelchair tennis, including up/down tennis
  - Gender – Increase tennis awareness to both genders
  - Support school tennis and expand to non-traditional communities
  - Continued expansion of our elementary school program into additional schools and evaluate possible expansion into area middle schools
  - Emphasize the fitness aspects of with weight loss clinics and other facilities; becoming a recommended method of exercise
  - Continue to support the Ann Taylor Scholarship program and the fund-raising efforts of the scholarship committee

### 5. Process Development

- Maintain volunteer procedure per bylaws
  - Complete yearly review of CSRATA Policies and By Laws
  - Complete a yearly review of the process for new board member acquisition and orientation
  - Review yearly all coordinators job descriptions, responsibilities and requirements
  - Continued development/review of team captain training/support program consistent with the GROW TENNIS vision
  - Continue to support/provide funding for the CSRATA tennis scholarship program
  - Continue to explore opportunities to use additional end of year funds to support our local tennis community
  - Continued review of adult leagues opportunities and possible additions based upon area players needs
  - Establish and review need for addition of Other Committees to achieve Strategic Plan goals
  - Implement S.M.A.R.T.\* component to effectively measure goals in selective area(s) each year
  - Establish Strategic Planning Committee
- \*SMART S=specific, M=Measurable, A=Achievable, R=realistic, T=Timely.

