



STEPS FOR SUCCESS

Midwest Youth Team Tennis



We are ready to help your program be successful!

USTA/Midwest Section Team Members:

ILLINOIS

Chicago
Mary Beth Bowman
marybeth@midwest.usta.com

Barb Reuth
b.reuth@chicagodistricttennis.com

Northern Illinois
Gina Jasovic
gina@midwest.usta.com

Mid-South Illinois
Bret Schrama
bret@midwest.usta.com

INDIANA

Central Indiana
Cathy Rubey
cathy@centralindianatennis.com

Northern Indiana
Sarah Stanchin
sarah@midwest.usta.com

OHIO

Northwestern Ohio
Amy Beaverson
amy@midwest.usta.com

Northeastern Ohio
Rebecca Hancart
rebecca@midwest.usta.com

Ohio Valley
Jim Amick
jim@midwest.usta.com

MICHIGAN

Northern Michigan
Karen Savage
savage@midwest.usta.com

Southeastern Michigan/
Northeastern Michigan
Susan Courtright
susan@midwest.usta.com

Western Michigan
Sydney Whitfield
sydney@midwest.usta.com

WISCONSIN

Erik Seifert
erik@midwest.usta.com

**MIDWEST YOUTH TEAM
TENNIS COORDINATOR**

Tyson Thompson
tyson.thompson@midwest.usta.com
317-669-0463



1310 E. 96th St., Suite 100, Indianapolis, IN 46240 • (317) 577-5130

PRE-REGISTRATION TIMELINE:

5 MONTHS
in advance

Form your leadership team

A successful program depends on forming a group of dedicated coaches, players, parents and community members. Potential leadership team members and supporters could include: PE teacher, media member, mayor (or local community official), attorney, CPA, dedicated parent, high school coach, middle school coach or school board members.



A successful program depends on a group of dedicated coaches, players, parents and community members.

COMMUNITY TENNIS ASSOCIATIONS PREFERRED



3 MONTHS in advance

Create CTA, if not already established

Become a USTA organizational member and register your CTA online. Information about creating and registering your CTA can be found at www.usta.com/cta.

Create a separate email address for the CTA and designate a contact person responsible for returning calls and emails.



REQUIRED: Net Generation Account Registration

All providers must be registered on netgeneration.com and complete the USTA Safe Play process. We also recommend that your volunteers and coaches complete the process as well. Designed to ensure that your program provides a safe environment for all participants, the process includes online training and a background screen. If you have completed a background screen through USTA within the last two years, please enter your 16-digit code in your Net Generation provider profile. After you complete the Safe Play process, you can then post your program(s) on www.netgeneration.com for consumers to find!

PRE-REGISTRATION TIMELINE:

3 MONTHS in advance

- **Complete bid form**
ustamidwest.formstack.com/forms/mytt_application



OPTION 1: \$55 BASE

Includes racquet, balls (three per participant), t-shirt and goody bag for all participants; nets, registration system, electronic flyer and up to 5,000 printed flyers for provider

OPTION 2: \$45 BASE

Includes racquet, balls (three per participant), t-shirt and goody bag for all participants; registration system, electronic flyer and up to 5,000 printed flyers for provider

OPTION 3: \$35 BASE

Includes racquet and t-shirt for participants; registration system and electronic flyer template for provider (does not include nets, balls, printed flyers or goody bags)

- **Establish program details**
 - Location
 - Days of the week
 - Cost
 - Target audience
 - Registration deadline (three weeks prior to start date): programs close on Sundays at midnight
 - Dates of coaches training
- **Flyer creation, distribution and promotion**

Contacting and gaining support from area elementary schools is key for a Midwest Youth Team Tennis Program to thrive in any community. Before ordering printed flyers, obtain permission to distribute them in local schools. If permission is denied, consider conducting Tennis Assemblies to distribute flyers and getting information about how schools distribute information to parents.

Other promotional activities include:

- Local newspaper advertising
- Press release (template available)
- Free online community calendars
- Facebook promotions
- Yard signs

1 MONTH in advance

- **Recruit volunteers for training**

Consider asking high school players to volunteer hours, or perhaps pay per night, or give money to their tennis program. Local PE teachers and parents are also good suggestions.
- **Schedule volunteer coaches training**

Training sessions are approximately three hours in length and are typically held one week before the program begins. Make sure to have a back-up plan and location in case of inclement weather (such as a gym, cafeteria or auditorium).

3 WEEKS in advance

- **Host open house**

Open houses are helpful in generating excitement for the programs and serve as a good venue for parents to ask questions before signing up.

Potential locations include a local school (gym, cafeteria or auditorium) or other community buildings. Your local TSR or USTA District League Coordinator can be there to offer support and provide assistance with equipment and t-shirt sizing.

POST-REGISTRATION DEADLINE:

Once registration is active:

- 1 Providers will be sent a live link to check registration progress in Formstack. Information will be displayed in real-time.
 - Information will include contact details, emergency contact information and equipment/t-shirt details, if applicable.

1 DAY after registration closes

• Divide players into teams

If you choose to divide players into teams, please consider the Waterfall Method: figure out number of teams and players on each team and then place all boys the same age/grade on different teams. Follow the same process for girls. Repeat this process with each age/grade until teams are full. If you are running all grades at one time, you can group kids according to age or grade. Lesson plans should reflect the appropriate ages of the players.

3-5 DAYS before opening night

• Organize player packages

- Label racquets, place player balls, t-shirt and goodies in labeled bag
- Organize by team or alphabetize for distribution method

• Organize court assignments

- Email court assignments to parents ahead of time
- Create court number signs with players' names and place on courts and on table or fence for parents to check



PARTICIPANT EQUIPMENT

(racquets, t-shirts, etc.)

This is fulfilled by the USTA/Midwest Section suppliers and should arrive one week before start date.

SUGGESTIONS FOR PACKAGE DISTRIBUTION

- 1 Use tables with players' names in alphabetical order, parents approach correct volunteer line and give child's name; another volunteer grabs appropriate package for player and distributes the package and court number.
- 2 Volunteers place packages on the appropriate court, parents check court number for child and child receives package from coach.
- 3 Same approach as described above but conducted on a night before the program starts. Bring the remaining packages on opening night for those that miss package distribution night or give remaining packages to the correct coach.

POST-REGISTRATION DEADLINE:

OPENING NIGHT of the program

- 1 Have coaches meet at least 30-45 minutes early (set up courts, review lesson plan, distribute equipment).
- 2 Post court numbers to help parents figure out where to go. Have coaches/volunteers on courts to engage kids from the start.
- 3 Designate a site leader or individual to roam the site to answer any last minute questions. This individual should not be assigned to a specific duty or court.

LAST NIGHT of the program

- 1 Give a handout promoting additional tennis opportunities in your community.
- 2 Have a local tennis professional or someone from your USTA District office speak about next steps to continue playing tennis. Contact your TSR/Community Coordinator.
- 3 Consider having your last event be a special activity that will make your young players want to return and continue playing tennis. Suggestions include offering food and organized games and activities or hosting a Team Challenge.
- 3 Follow-up: Have a short survey for parents to complete at the last day or consider a follow-up email or communication with a short survey to gather input and important feedback.

HELPFUL TIPS

- Check out the resources at netgeneration.com for helpful information for providers and coaches.
- Hand out lesson plans at coaches training or email to volunteers and coaches in advance.
- Bring extra lesson plans each week. If possible, laminate lesson plans to reuse each year.
- Give volunteers a refresher each week on the lesson plan.
- Potential miscellaneous items needed include koosh balls, racquets, laundry baskets, clothes pins, cones, bean bags and weights to hold nets in place on windy days.

