ASIAN-AMERICAN ENGAGEMENT GUIDE

EMBRACE THE FUTURE OF THE GAME
WE BELIEVE IN AN OPEN GAME

At the USTA, we celebrate the open format — the idea that anyone from anywhere should be able to play and compete equally and fairly in a sport that is inclusive and welcoming to all. That's the principle behind our signature tournament, the US Open. It's also the driving force behind our Diversity & Inclusion Strategy, designed to grow and promote our sport to the next generation of fans, players and volunteers, and to make sure that the face of tennis reflects the face of our country. To do that, we are removing barriers and creating opportunities wherever we can so that tennis becomes a true reflection of all of America.

At the USTA, we want the game of tennis and the tennis courts across this country to reflect the unique diversity that makes America great. Not only are we striving for diversity in ethnicity, but also in age, gender, sexual orientation, socioeconomic background, and all other reflections that contribute to the richness of our local communities and this nation.

Our mission is to position the USTA and the sport of tennis as the global model for diversity and inclusion in sports. And the first step in that mission starts right here with you.

This guide is designed to help you connect with a key segment vital to the growth of tennis: Asian-Americans. You’ll learn about Asian-American demographics, history with the sport, steps for engagement and success stories from others. With your help, we can make sure the sport of tennis remains relevant, beloved and, most importantly, open to generations of players to come. This is only the beginning, a way to get the conversation started. Our hope is that with this information and insight in hand, you’ll be able to begin to engage with the Asian-American community in a meaningful and productive way.
While Asian-Americans make up a smaller percentage of the overall population, less than 6 percent, they are one of the fastest-growing segments in the U.S., with at least 30 percent growth in nearly every state and an overall population growth of nearly 46 percent nationwide, according to the 2010 U.S. Census. Asian-Americans have become a particularly influential group, with their tremendous buying power and high levels of education.

When it comes to tennis, Asian-Americans already have a built-in interest in the game and predisposition to play. Not only are Asian-Americans more likely to play tennis and own their own equipment than the general population, they’re also more likely to watch or attend a sporting event — which means they are highly engaged and true fans of the sport. They have one of the highest participation rates of any segment. Also, with the success of Asian professional athletes, more and more sports are being seen as a possible profession. And the entrance of many Chinese players into the professional tennis ranks continues to promote the sport on a global level.

• While they have one of the highest participation rates in tennis of any group, participation rates among Asian-Americans for the past year are flat despite population growth
• Can be more challenging to engage than other groups, because they are a complex community representing many different countries and languages
• They are strong advocates for children’s education, often putting it above all — including sports and extracurricular activities
• There are few Asian-American tennis role models
The following information shows current demographics for Asian-Americans, including population trends, geographic locations, age, income and education. While the Asian-American community has grown significantly, it’s important to understand the different cultural influences in your community.
While we highlight the top 25 markets, it’s important for you to know your market. There may be a significant Asian-American community in your area.

Sources:
U.S. ASIAN-AMERICAN POPULATION GROWTH


91+% growth
71–90% growth
51–70% growth
30–50% growth
You can learn a lot from watching what others have done. The following stories highlight some of the great work being done by other local community tennis associations to get you excited about the power you have to help others find themselves in the game.
WHO:
Northside Sports Group
Norfolk, Va.

CHALLENGE:
There was already a strong desire within the Filipino community of Norfolk to start playing tennis. They simply had no one who knew how to teach the game or how to establish a tennis club.

APPROACH:
It was actually Filipino kids within the Northside Sports Group who approached the organization to help them start a tennis club for their church.

RESULTS:
The Filipino church is now a thriving tennis club playing every single Sunday.

“There’s always more we could be doing.”
—William Jaume, Northside Sports Group

KEY LESSONS:
• Asian-Americans already have a built-in interest in the game; they just need more opportunities to play it
• Training people within the community to be coaches may be key to creating a sustainable club
• Eliminate any financial barriers, if possible
• Get volunteers to teach
Creating a bridge into the Asian-American community might not happen overnight. But if you stick with it, success can and will happen. Here are a few points to keep in mind as you put your plans into place.

**Tennis is your “passport” into any new community**

While it is always important to know as much as you can about Asian-Americans, you don’t need to be an expert on Asian culture. You are already an expert in tennis — and that should be your entry point into any new community.

**You already know enough to get started**

The materials and the stories shared here are enough to help you make your first call or set up your first meeting.

**One call will snowball**

The very first call or visit with any organization may be your biggest hurdle. After that, your contacts and opportunities will snowball. Kids will tell kids. Kids will tell parents. Parents will tell parents. And before you know it, you will have made a huge impact in a new community!
PUTTING YOUR PLAN IN PLACE

Here are five simple steps to follow as you kick off your plan.

**Step 1: Find an idea you are passionate about**

Now that you are inspired and motivated to reach out to the Asian-American community, find an idea that you and your CTA can get excited about and commit to.

For example, you may want to reach out to young Asian-American kids in your community with a “10 and Under” tennis program.

**Step 2: Find a local partner**

If you are not familiar enough with the Asian-American community, team up with a partner or cultural guide to reach out to this community.

- Start by talking to your USTA contacts. Tell them your plan. Have them connect you to other USTA people or resources
- Next, reach out to existing Asian-American–focused CTAs — find out what programs worked and what solutions they found to any barriers
- Finally, partner up with an organization within the community where you want to work

The “Partner Up” diagram on the next page walks you through this process and gives you ideas for helping to identify partners in your community.

For example, you may want to reach out to an Asian-American church in your community. Call and speak to the church secretary and have them put you in touch with the right people. Tell them your plans and invite them to be your partner moving forward. They will guide you as to how best to approach these young Asian-American kids. Remember, the Asian-American community is very complex, representing many nationalities and languages, so they should advise you about any language barriers or translation needs.

**Step 3: Formalize your plan and develop activation elements for your launch**

Now that you have your plan and your partner, it is time to formalize everything.

- Create a budget
- Define your milestones
- Determine ways to track your success
- Design and distribute your activation elements

For example, in order to reach 10–15 kids in your first class, you may want to work with the church to find ways to get kids out playing. You may want to distribute flyers through the church. The flyer may speak to the benefits in terms of structure, discipline and character development in learning tennis. Remember, Asian-American parents can favor education over sports. Let them know this is complementary and invite them to come along and help if they want!

**Step 4: Execute and have fun!**

The main goal is to make it happen. Remember that there is trial and error. As long as you are playing tennis and having fun, that’s all that matters.

**Step 5: Track, monitor, course correct and share**

As you build your program, keep track of your successes and your learnings. Sharing all your learnings with other CTAs is important. The more we all learn about what works, the better we can all become at spreading the love of tennis.
PARTNER UP

Having a partner in the community in order to get started is an important first step. Start internally and work your way out and you’ll be well on your way to becoming an important part of the community yourself.

**PARTNER UP: REACH OUT TO THE COMMUNITY**

**Move Out: Talk to experienced CTAs**

**Start Internally:**
- Talk to your USTA contacts

**CIVIC GROUPS**
- Partner with Boys & Girls Clubs, Girl Scouts, Boy Scouts, the YMCA and YWCA, and local community centers.

**SCHOOLS**
- Public schools are a great way to reach Asian-American kids. Go and connect with the school administrators.

**LOCAL FESTIVALS & FAIRS**
- Have a presence in the community by partnering up with local festival or fair organizers to have a booth or access point at Asian-American–dominant events. Bilingual materials could be helpful depending on the community.

**LOCAL PAPERS, CAFES & RESTAURANTS**
- Many local restaurants in Asian-American communities have bulletin boards that you can post flyers on. Bilingual materials could be helpful depending on the community.

**NON-PROFITS**
- Contact other Asian-American kid- or family-oriented non-profits in your area.

**CITY COUNCIL**
- Partner up with the city or local council representatives who have large Asian constituents.

**RELIGIOUS VENUES**
- Asian-American religious venues are an important cultural gathering place for any community. Call the religious venues administrator or youth group.

**AFTER-SCHOOL PROGRAMS**
- In communities with large Asian-American populations, look into after-school programs for potential partnerships.

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Parents want what's best for their kids
That sentiment is universal. There’s no hard-and-fast rule about whether to engage kids or parents first. Do what feels natural for your setting. But do try to engage parents where you can. Asian-American parents may see tennis as a distraction from school, so the more you make them aware of how important sports are to building overall discipline and character, the more they may want to support the program.

Kids aren’t the only ones looking to learn
Kids are always an easy entry point into any new community, since they are always looking for a good time. But adults want to have fun, too. You can get parents involved by volunteering and playing in games. There’s no better role model for future generations than parents who play.

Inspiration from the stars
Being inspired by someone you can relate to is another powerful way to get motivated. Making sure kids know about current and up-and-coming Asian-American stars is important.

It’s OK to say “I don’t know”
Authenticity is key to any true connection. If you ever feel unsure about something, just say you don’t know.

Remember there will be trial and error
This is all about having fun and spreading the love of tennis. Don’t be afraid to swing and miss. Just keep sharing your love of the sport and before you know it, you will have touched many lives.
The future of tennis is in your hands.

CONNECTING: ADDITIONAL CONTACTS

Looking for more ways to connect with the Asian-American segment? There are probably many organizations and groups you can reach out to right in your own community. The following are just a few worth considering.

COMMUNITY CONTACTS

• Local Media/Publications (Specific to Asian-Americans)
• Schools (P.E. and After-school Programs)
• Civic Organizations (i.e., YMCA, Girl Scouts, Boy Scouts, Boys & Girls Clubs)
• Government (City Council)
• Community Events/Festivals
• Religious Venues
• Iconic Local Cafés or Restaurants
• Local Tennis Coaching Professionals
• Private Club Owners and Operators

USTA CONTACTS

• Section Executive Directors
• District Executive Directors
• Section Diversity and Inclusion Representative
• Diversity and Inclusion Subcommittees
• CTA Donors
• CTA Staff and Volunteers

ORGANIZATIONS — These can be good resources to find local chapters serving your area.

Asian American Chamber of Commerce
Asian American Alliance, Inc.
Asian American Business Development Center
Asian American Journalists Association
Asian American Legal Defense & Education Fund
Asian Women in Business
Asian/Pacific American Heritage Association
Asian Pacific American Chamber of Commerce
Center for Asian Pacific American Women
Committee of 100
Japanese American Citizens League
Korean American Coalition
National Asian Pacific American Bar Association
National Asian Pacific American Women’s Forum
National Association of Asian American Professionals
National Coalition for Asian Pacific American Community Development
National Federation of Filipino American Associations
NetIP North America (Network of Indian Professionals)
U.S. Pan Asian American Chamber of Commerce

Organizations serving the Asian community that provide opportunities to network and create supporters for your efforts:

Asian American Advertising Federation
Asian American Alliance, Inc.
Asian American Business Development Center
Asian American Journalists Association
Asian American Legal Defense & Education Fund
Asian Women in Business
Asian/Pacific American Heritage Association
Asian Pacific American Chamber of Commerce
Center for Asian Pacific American Women
Committee of 100
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