

LET'S WORK TOGETHER!

Guidelines for Community Tennis Associations & Local Schools



Net Generation, the official youth tennis of the USTA, is dedicated to growing youth tennis in your local community. When USTA sections and Community Tennis Associations (CTAs) team up with local schools, we can help deliver a positive first experience to kids entering our sport.

To get started and learn more about becoming a Net Generation school partner, CTAs can contact their district and section Net Generation coordinators for added support.

INFORMATION SESSIONS

Information meetings are a great way to explain the benefits of Net Generation to all staff or volunteers, and the sessions can double as an opportunity to begin the registration process in person. Encourage all Community Tennis Association (CTA) staff and board members to register and complete the entire background check process. Follow up with calls, emails and meetings, if necessary, to ensure the entire process has been completed. Once registered and approved, list all CTA programs using the Program Management Center on NetGeneration.com, so parents, players and schools can locate your programs on the website.

NETWORK, RECRUIT, FOLLOW UP

USTA sections should encourage CTAs to meet and get to know the leadership in their local school districts. Start small and target one school district or age group and then grow in scale.

Recruit a top public school official and a park and recreation official as part of the board structure, if at all possible. The professional district staff and Tennis Service Representatives (TSRs) should be present at school/recreation meetings. Invite all PE teachers in the district to a Net Generation sign-up event and instructional on-court training, then schedule follow-up emails, calls or physical meetings back at the district or recreation department office to facilitate the partnership process forward.

CTA leaders should also request invitations to PE teachers' training sessions to further encourage local schools and offer to be their school partner.

COMMUNICATE THE BENEFITS

Teachers and schools who team up with a school partner receive benefits that make teaching and facilitating tennis easier. As a CTA, it's important to emphasize the advantages a school gets with partnership, including free equipment, turn-key curricula, training and support from the USTA.