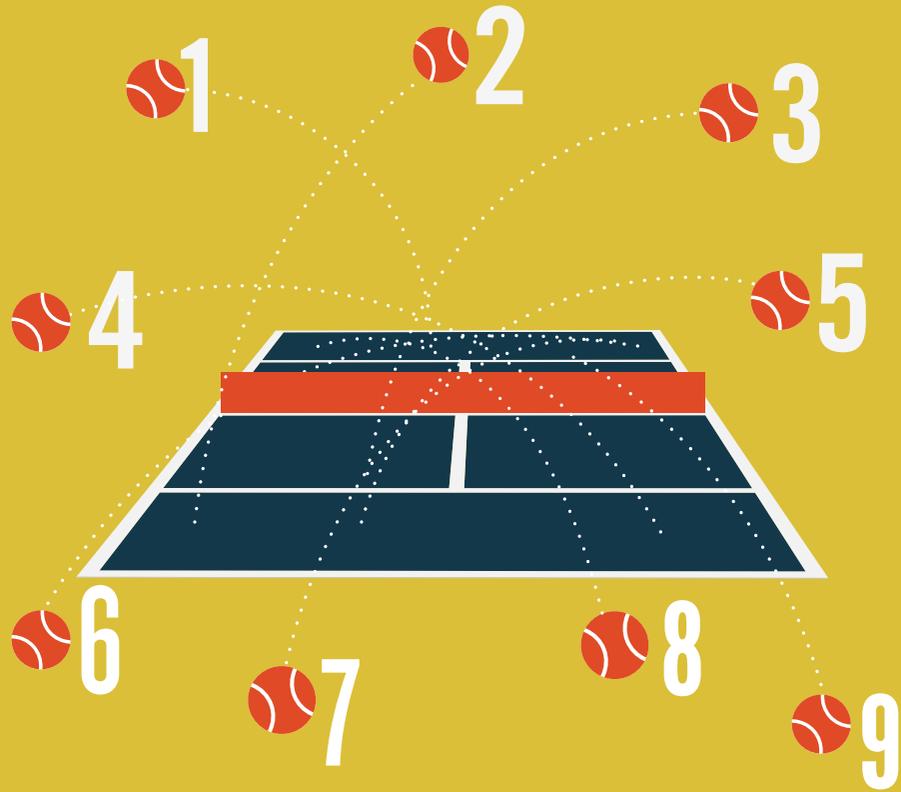




NATIVE AMERICAN ENGAGEMENT GUIDE

EMBRACE THE FUTURE OF THE GAME

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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, which is 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.

THE OPPORTUNITY

THE PLAYERS: NATIVE AMERICANS

Native Americans are a rapidly growing population within the United States and one that will continue to have an influence on our politics, culture and society in the future. Throughout recent history many Native Americans have begun playing more and more tennis and passing the knowledge down generations. There are many reasons for Native Americans to embrace the game, including combating issues such as diabetes, which runs at high rates. Reaching out to the Native American community where they are, both in urban and rural areas, will allow the success in communities and families to gather more traction and have more widespread impact.

MAKING POINTS: WHY NATIVE AMERICANS?

The Native American population is shifting. More than ever before, Native Americans are moving away from their tribal reservations, pueblos, and ancestral homelands for college, jobs, or other reasons. Tribes and pueblos are experiencing tremendous economic development growth and there are more opportunities resources are available to tribal members. The buying power of Tribal Governments is \$96 Billion per Selig Center for Economic Growth. While Native Americans place importance on sustaining their traditional ways, the ability to participate in American society, while successfully navigating within both Native American tribes and pueblos, is paramount. Consider that

Native American tribes speak different languages and not all can speak their native tongue. Immersion schools and tribes are focusing efforts on preserving their languages by teaching children and non-speaking tribal members their language. Native Americans have begun telling their own stories using social media, sports, film, art, and fashion. There is growing excitement about being able to represent themselves truthfully in these mediums.

DID YOU KNOW

Native Americans enjoy sports such as: basketball, football, lacrosse, traditional games such as stickball (which lacrosse was based on), hand games, and tennis.

The Missouri Valley, Oklahoma Tennis Hall of Fame, the American Indian Hall of Fame and others have inducted Native Americans into their Hall of Fame including Vance McSpadden Sr., Vance McSpadden Jr., Tom McSpadden, Ray McSpadden, Dr. George Bluespruce Jr., and Dawn Kelly Allen.

Native Americans serve at a higher rate in the U.S. armed forces. 2011 showed 153, 223 veterans of the U.S. armed forces.

Native American Tribes determine their own tribal membership requirements, setting their own guidelines for tribal blood quantum, residencies, and other criteria. Some Native Americans self-identify as members of one or more tribes that they are not enrolled in due to the varying membership criteria.

It is important to briefly study the tribes you are teaching tennis to, as each tribe/pueblo is different. (Language/Culture/Traditions/History/Current Issues...)

POWERFUL PRESENCE ACROSS THE COUNTRY

The following information shows current demographics for Native Americans, including population trends, geographic locations, age, income and education. While the Native American community has grown significantly, it's important to understand the different cultural influences in your community.

CURRENT 2014



American Indians and Alaska Natives
POPULATION

5,100,000

U.S. POPULATION
318,559,000

PROJECTED 2050



American Indians and Alaska Natives
POPULATION

8,600,000

U.S. POPULATION
439,010,000

22%

American Indians and Alaska Natives, alone or in combination, who lived in American Indian areas or Alaska Native Village Statistical Areas in 2010.



Number of states with more than 100,000 American Indian and Alaska Native residents as of 2011.

324

Number of federally recognized American Indian reservations in 2010.

27.6%

American Indians/Alaska Natives alone who lacked health insurance coverage in 2011 versus 15.1 percent for the nation as a whole.

American Indian and Alaska Native
MEDIAN INCOME

\$35,192

U.S. MEDIAN INCOME

\$50,502

\$34.4
BILLION
BUYING POWER

+1.1 MILLION

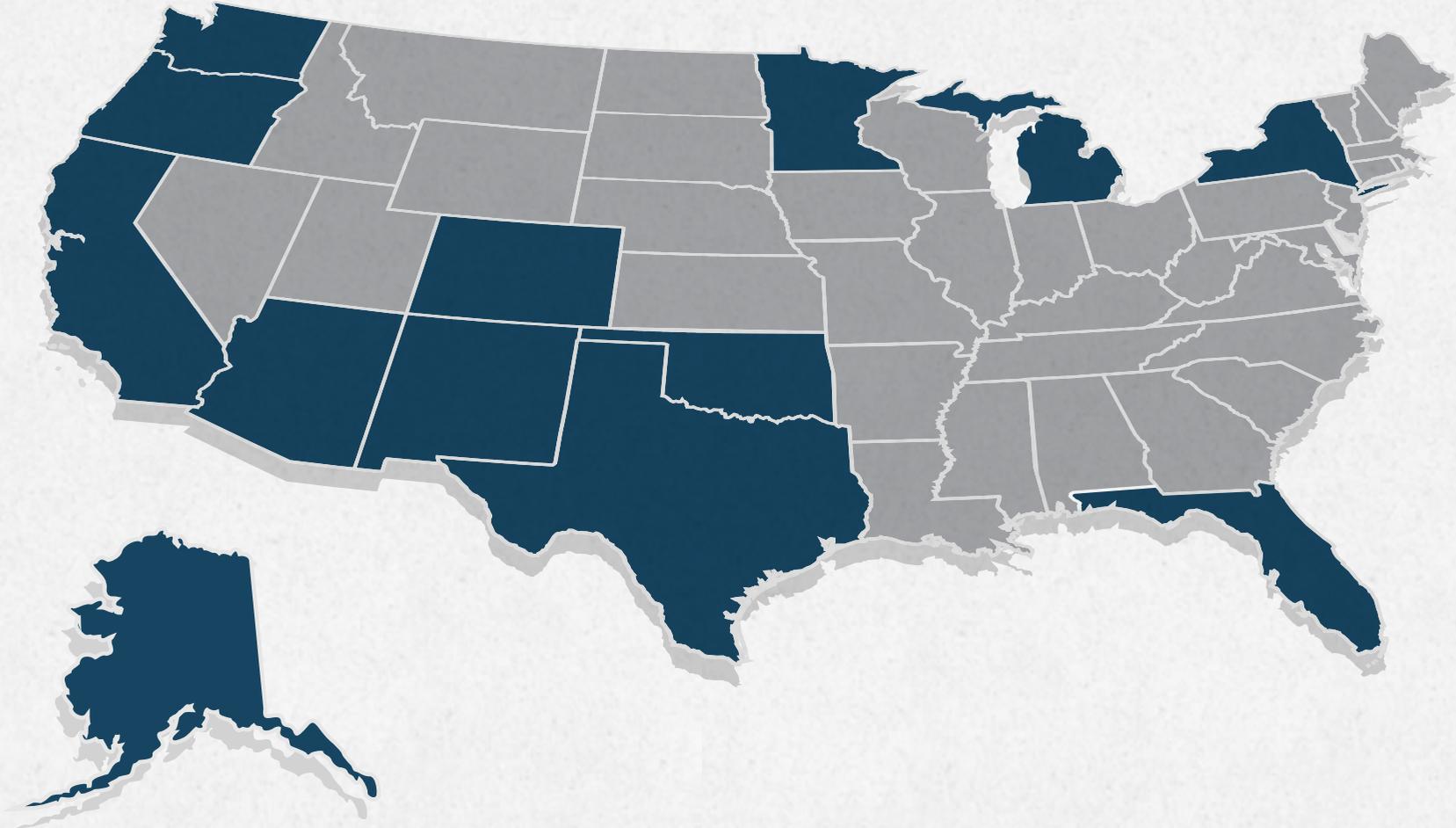
Increase in the U.S. American Indian and Alaska Native population between the 2000 Census and the 2010 Census.

27%

American Indians and Alaska Natives alone age 5 and older who spoke a language other than English at home.

TOP 14 STATES WITH HIGHEST NATIVE AMERICAN POPULATION

AS OF 2011



California, Oklahoma, Arizona, Texas, New Mexico, Washington, North Carolina, New York, Florida, Michigan, Alaska, Colorado, Oregon and Minnesota

COACHING

SUCCESS STORIES

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.



TEACHING THE TEACHERS

“Create a passion for the game by making it easy for them to make the choice to play tennis. We want them playing with their friends, their parents, people who have never played, by themselves. We want them thinking of the courts as a place where they can enjoy and excel at, and as an option in their lives. Take down the barriers: hand them a racquet, show them, let them hit and be there for them on court and off.”

— Wahlesah Rose, Serve It Up, Inc. Board

WHO:

USTA National

USTA Sections

Community Tennis Associations and Tennis Organizations

CHALLENGE:

Within the Santa Fe public schools the graduation rate is at 50% for Native Students. Families are dealing with moving away from tribal lands and support systems to urban areas and having to reestablish themselves. Health issues are a big concern including diabetes and childhood obesity, as is cost.

APPROACH:

They provide scholarships for educational classes including free weekly tennis clinics led by Native American Youth tennis players. Monthly low cost or free tennis Fiesta night with pizza. Encourages USTA membership through raffles and matching awards for tennis travel and equipment. Rewards active participation clinics with free equipment and tennis clothing.

RESULTS:

Over 100 Native youth have been impacted by Serve It Up's efforts. There is a core group of youth that enjoy the sport and the program is expanding its focus on supporting and developing players to compete in the New Mexico district tournaments, as well as to get the parents to play.

KEY LESSONS:

- Try. See what works. If something doesn't, refine it, but keep trying.
- If you only have one child come to your event, treat it as a success, it will grow.
- Ask Native youth what they would like to see and do. Let them hit, don't lose them by being too technical.
- Make them feel comfortable by getting to know them and the families tribal affiliations.
- Native youth have been Serve It Up's strongest advocates who help to announce its programs to the Youth Council participants.
- Board members attend meetings and Native events in the community to recruit more Native youth.
- Use social media, emails and texts to remind families of dates and programming.
- Native Americans are very community and family oriented. Generational involvement is also a key to success.



GETTING STARTED

Creating a bridge into the Native 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 Native Americans, you don't need to be an expert on their 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 Native 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 Native 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 Native 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 Native 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.

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

Step 4: Execute and have fun!

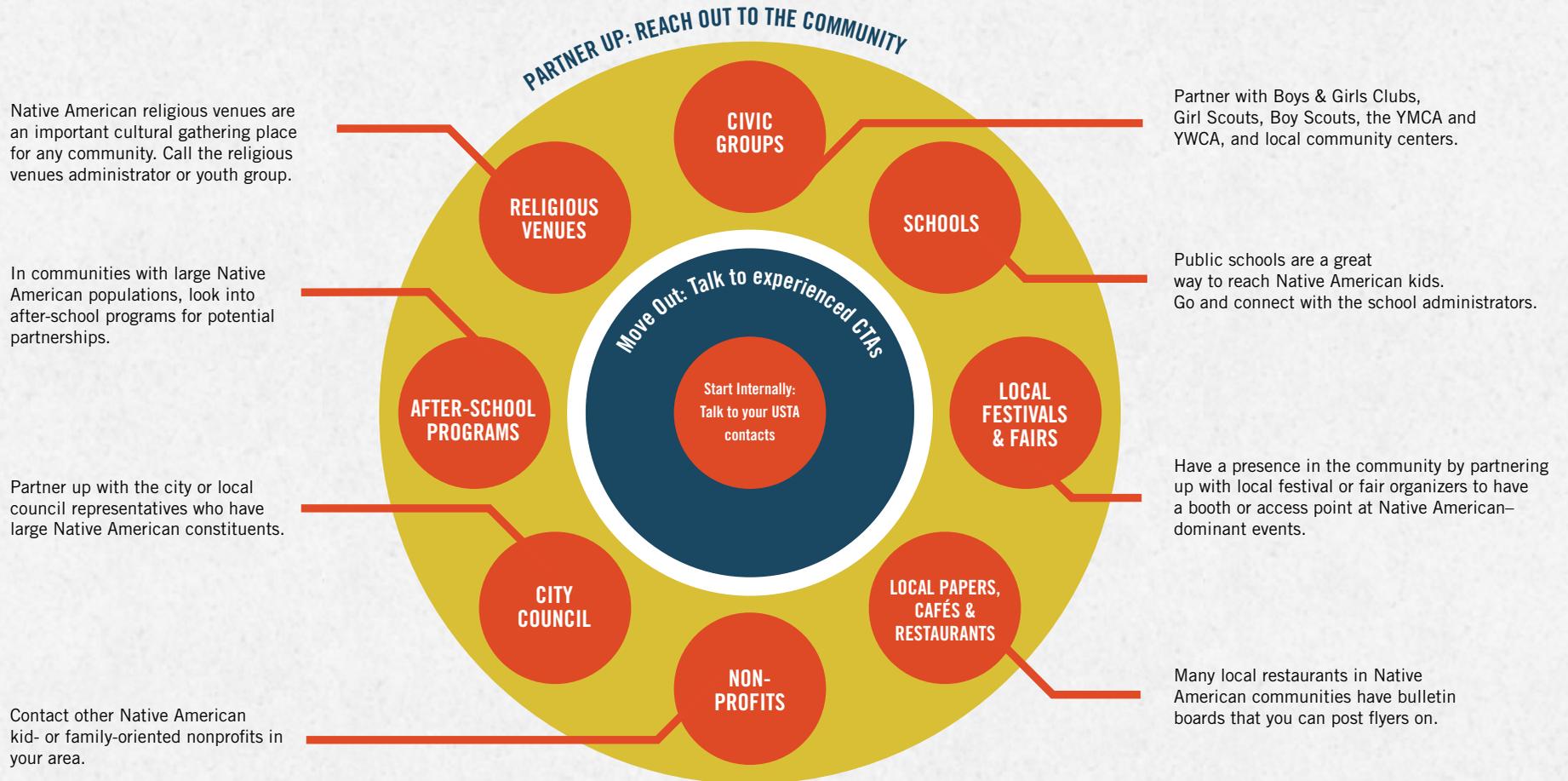
The main goal is to make it happen. Remember that there is trial and error. As long as you are playing tennis and having fun, that’s all that matters.

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.



CULTURAL CUES

As you move through the process, keep a few key cultural cues in mind.

“Open” doesn’t necessarily mean “inviting”

Make your invitation known. Many communities unfamiliar with tennis need a warm, direct invitation to play. Just being open to their joining your program if they find you on their own may not be enough.

Eye Contact

Eye contact is not always an important factor in conversations with Native Americans, thus you may not receive eye contact.

Listening

Native Americans are sometimes quiet. It does not mean they are not taking in what you are saying. There has been an importance placed on traditional teachings on listening to elders.

Your Word

Your word is important. If you say something is going to be done, ensure follow through happens. Native Americans have unfortunately seen words broken and it's critical to build trust with the community.

Meet the community where they are

Inviting folks to your courts is one approach, but going into their community is another great way to get people involved. Show them they can play tennis anywhere. It's a welcoming way to bring them into your tennis world.

Reflect the community

Having a diverse volunteer staff is always a powerful way to make diverse audiences feel welcome and a part of your organization. The more you get others involved (parents/tribal leaders), the more you can reflect diversity.

Schools today are diverse

Your easiest entry point may be your local school. Schools today reflect the multicultural diversity of tomorrow's players. It may just be as simple as that.

Don't forget social media

However also, understand not all families may have access to the internet or social media.

Parents want what's best for their kids. 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 with volunteering and playing in games. There's no better role model for future generations than parents who play.

It's OK to say, “I don't know”

Authenticity is the 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.

CONNECTING

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

COMMUNITY CONTACTS

- Local Media/Publications
- Schools (P.E. and After-school Programs)
- Civic Organizations (i.e., YMCA, Girl Scouts, Boy Scouts, Boys & Girls Clubs, Indian Clubs, Indian Centers, Other Non-Profit Native Organizations)
- Government (City Council)
- Community Events/ Health Fairs/ Tribal Festivals/ Feast Days/ Pow-Wow's
- Tribal Councils, Tribal Governments, Tribal Leaders
- Tribal Health Departments, Indian Health Centers
- Businesses that employ high Native American populations
- Indian Education Departments/ Native American Student Service Departments within public school systems
- Tribal Schools/ Immersion Schools/ BIA managed Schools/ Tribal Colleges

USTA CONTACTS

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



The future of tennis is in your hands.

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

Serve It Up, Inc.

National American Indian Tennis Association

Jim Thorpe Native American Games

Native Organizations: National Congress of American Indians, National Indian Education Association