



# Strategic Plan

**Mission:** Growing tennis to inspire healthier people and communities everywhere.

**Vision:** For everyone to have access to inclusive tennis programming and the opportunity to enjoy the social, physical, and health benefits provided by the lifetime sport of tennis.



## Community & Delivery

Create a world class tennis delivery system through community engagement.



## Diverse Players & Programming

Attract, engage, and retain new and diverse players through quality and innovative tennis programming.



## Infrastructure & Accessibility

Lead with a commitment to maintain and improve facilities, education, and advocacy to support tennis growth and access.



## Organizational Excellence & Collaboration

Prioritize our commitment to foster strong relationships within our tennis family and throughout the broader community.

## USTA Southern Diversity Statement

Leveraging diversity and creating an inclusive environment are essential to achieving the USTA Southern mission. We are committed to ensuring that people of all backgrounds have access to and feel authentically welcome in the game and business of tennis.

## Community & Delivery

**Create a world class tennis delivery system through community engagement**

- ☞ Work with USTA, States, CTAs, NJTLs, and tennis providers to achieve best in class delivery.
- ☞ Recruit, train, educate, and support tennis professionals along with community coaches and providers.
- ☞ Provide customer education and engagement to enhance player experience.
- ☞ Build partnerships and programs in the school ecosystem, from elementary through high school and college.
- ☞ Advocate at the community level on the benefits of tennis.



## Diverse Players & Programming

**Attract, engage, and retain new and diverse tennis players through quality and innovative tennis programming**

- ☞ Attract new and diverse players through learn to play pathways and innovative programming.
- ☞ Grow adult participation in USTA leagues, tournaments, and social play.
- ☞ Expand junior recreational, league and competitive pathway opportunities.
- ☞ Enhance player retention and re-engage with former players.
- ☞ Innovate and leverage technology and data analysis to enable strong customer service experience and user-friendly management systems.



## Infrastructure & Accessibility

**Lead with a commitment to maintain and improve facilities, education, and advocacy to support tennis growth and access**

- ☞ Support construction, reconstruction and refurbishment of new and existing tennis courts and facilities.
- ☞ Advocate with community parks and recreation leaders while supporting parks, public facilities, and tennis clubs with resources, programming, and partnerships.
- ☞ Develop and maintain excellence in digital infrastructure and platforms to improve program management, marketing, and customer access to tennis.



## Organizational Excellence & Collaboration

**Prioritize our commitment to foster strong relationships within the tennis family and throughout the broader community**

- ☞ Enhance external communications including positive, open, and responsive lines to public, players, volunteers, staff, and partners.
- ☞ Facilitate open and active internal USTA family communication and systems.
- ☞ Partner with allied organizations and businesses in the tennis ecosystem to grow the game.
- ☞ Expand outside our USTA family to engage influential people and organizations to develop new growth opportunities.
- ☞ Recruit and train diverse staff, volunteers, and leadership including ongoing professional development.

