



## USTA Eastern Massachusetts Strategic Priorities for 2021-2026 (5 years)

USTA Eastern Massachusetts (USTA EMA) is a 501(c)4 non-profit organization and is one of the seven state associations within USTA New England.

The organization is governed by a dedicated Board of Directors that includes representation from across Eastern Massachusetts.

The mission of USTA EMA is: To promote and develop the growth of tennis in Eastern Massachusetts.

USTA EMA has identified the following strategic directions for the next five years. The priorities have been established to help focus our efforts on what is most important for continued growth of tennis in Eastern Massachusetts and to help USTA New England in meeting their mission.

### **Attract, re-engage and retain tennis participants of all ages, inclusive of diverse populations.**

A top priority remains reaching new and diverse participants in the junior, young adult, adult and senior populations. By working with our volunteers and in partnership with USTA New England, we will continue to review, create, refresh and deliver a portfolio of programs and experiences - social through competitive - that are accessible, satisfying and relevant to the lifestyles and stages of intended consumers.

### **Cultivate a collaborative and aligned team of volunteers**

USTA EMA will continue to expand and diversify the organization's volunteer base who work effectively together at all levels across our state association. A diverse volunteer base will make it easier to help expand outreach and play within all demographics.

## Expand partnerships with park and recreation departments

Another important priority for USTA EMA will be to grow our partnerships with local park and recreation departments primarily through our Social Tennis Leagues and Tennis in the Parks programs.

The Tennis in the Parks program, initially piloted in 2018, has grown from two participating park and recreation departments to over thirty across New England. The program offers learn to play programs for youth and starting in 2021 for adults. We will continue to expand the program within EMA by targeting the Worcester and greater Boston area with the intent to add at least four additional sites.

Social Tennis leagues offer the opportunity for young adults, ages 18-40, to meet new people through tennis. USTA EMA will look to add new Social League sites in Worcester, at least one additional in the Boston area as well as one site elsewhere in EMA.

With the addition of adult learn to play as part of the Tennis in the Parks program, we have created a pathway from entry level to league participation through our Social League programs.

Additionally, we will work with our park and recreation department partners to offer multiple play opportunities in each community and to connect program participants to other USTA and non-USTA play opportunities in their area.

## Continued growth of USTA League participation

USTA Leagues continue to be a USTA EMA flagship program. Players can compete in adult and mixed divisions in four different age groups. USTA EMA will look to further increase league participation by growing our entry level, 18-39, and senior league offerings and by introducing non-advancing league opportunities.

## Increased Junior Team Tennis Emphasis

Junior Team Tennis (JTT) continues to be a strategic priority for USTA New England and USTA EMA. The program provides local co-ed team competition in a fun, level-based environment with the opportunity to advance to district, sectional, and national championships. USTA EMA will work with our providers to expand team participation and 3 on 3 play opportunities.

## Increase tennis marketing opportunities for diverse populations

USTA EMA will look to promote current tennis opportunities for diverse populations including Adaptive, African American, Asian-American, Hispanic, LGBT, Millennial, Native American, Socio-economic, and/or Wheelchair tennis players.