

COLLEGE TENNIS ADVOCACY PLAYBOOK

CAMPUS LEADERSHIP
PERSONNEL



IN PARTERSHIP WITH



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SECTION 1.1: THE BENEFITS OF COLLEGE TENNIS ON CAMPUS

Dear University or Athletic Department Administrator,

This advocacy playbook has been designed as a resource for university leadership and athletic department administrators. We hope you find the information useful; please reach out with any questions you may have.

THE IMPORTANCE OF TENNIS IN INTERCOLLEGIATE ATHLETICS

1

Tennis is a safe sport for a lifetime

2

Tennis is a connective tissue to faculty, staff, student-body and the community

3

Tennis is a globally diverse sport, and one of the top seven participation sports in the World

4

Tennis attracts exceptional student-athletes and citizens

High GPA's and campus leaders who transition to roles as professional leaders, artists, teachers, and scholars

5

Tennis produces engaged alumni with a very strong potential for giving

6

USTA (NGB) support of college tennis is very unique in collegiate athletics

7

Tennis venues can be profit centers for an institution

8

Tennis venues are shared facilities on campus with PE (with instruction), student body and the community

9

Streaming of ITA Championship and Year-Round College Tennis Story Telling through the ITA

10

Tennis is a sport with small rosters and is cost efficient



INTRODUCTION/SUMMARY

Tennis is widely recognized as the most popular individual sport in the world. According to the International Tennis Federation (ITF) there were approximately 87 million tennis players globally in 2021. *USA Today* reported a surge in tennis participation during the COVID-19 pandemic citing statistics from the Physical Activity Council (PAC) with the sport growing by 22.4%. Tennis is a sport of a lifetime that contributes to a [healthy lifestyle](#).

College tennis is one of the most diverse intercollegiate sports with players from all over the world making up approximately 50% of college tennis rosters. Not only does this deliver a level of diversity to an athletic department and university but it also brings name recognition of the university to every corner of the planet.

The two key organizations responsible for the promotion and development of college tennis include the [Intercollegiate Tennis Association](#) ("ITA") and the [United States Tennis Association](#) ("USTA").

The ITA was founded in 1956 and serves as the governing body of college tennis as well as the college tennis coaches association, as both an advocate and an authority for the sport and its members. The ITA oversees NCAA Divisions I, II, and III, NAIA and Junior/Community College. The mission of the ITA is

to "serve all of college tennis within the world of higher education, advance the sport, and return the leaders of tomorrow". The ITA administers rules and rankings; hosts national championship events; sanctions tournaments; manages a robust awards program; oversees the Mens & Womens Collegiate Tennis Halls of Fame; facilitates coach governance; recruits, trains, certifies, evaluates, and retains college tennis officials; conducts an annual coaches convention; a classified page service; offer partner discounts, operates a year-of-service program for college tennis players named [Tennis For America](#); and manages a number of Coach Education initiatives.

The USTA is the governing body of tennis in the United States, and is responsible for the growth and development of tennis in America. The USTA Collegiate Tennis Department provides facility grants and services; offers coach certification grants to HBCU's; regularly hosts the NCAA Championships at the USTA Headquarters in Lake Nona, FL; and invests in TV and streaming coverage for specific college matches, known as College Matchday.

The ITA and USTA entered into a five-year strategic alliance in 2021 to help elevate college tennis further. You can read more about this alliance [HERE](#).



ITA - PERSONNEL, INFORMATION, ASSISTANCE

The ITA Staff Directory can be found [HERE](#).

The ITA has created a robust governance structure unlike any other coaches association, with Operating Committees (members elected by their peers every three years) for each of the five divisions and a [Board of Directors](#). The governance structure of the ITA includes several other committees, including a Rules Committee. Coaches are sent a survey on an annual basis to suggest amendments to the rules and/or new rules to be adopted. Coaches annually receive an updated Scorebook, which includes the amended rules, which can also be found in the Coaches Resources section of the ITA's website.

It is important for people to understand that many decisions made on behalf of college tennis are actually made by these coach governance committees and not necessarily by the ITA staff. The ITA Board of Directors helps set the strategic priorities for the organization, while the coaches committees make decisions regarding rules, tournament selection processes, awards, rankings, tournament scheduling, etc. The ITA staff works to execute these decisions while ensuring a fiscally sound, highly functioning organization to represent college tennis and its coaches.

Here is the [ITA Governance Tree](#).



COACHING RESOURCES - COACH EXPECTATIONS/ MEASUREMENTS/TEMPLATES, RECRUITING TOOLS, TEACHING RESOURCES

College Tennis Health Index Links

Sports Supervisors cannot be expected to have a high level understanding of college tennis when they first get started. In 2015 the Intercollegiate Tennis Association developed a Health Index to assist coaches and their administrators to evaluate their tennis programs performance in several areas and to help track progress towards set goals. In 2020 the ITA developed one Health Index for each division and two for Division I.

- [D I P 5 Health Index](#)
- [D I MM Health Index](#)
- [D II Health Index](#)
- [D III Health Index](#)
- [NAIA Health Index](#)
- [JUCO Health Index](#)

Coaches and administrators should consider the ITA Health Index an example of how their programs could be evaluated on an annual or biannual basis. If a coach is concerned about their Health Index score, they should contact the ITA Director of Coach Education at coachservices@itatennis.com, to develop a plan to increase their score the following year. This Health Index is simply a starting point for coaches and administrators to consider; they should adapt the Health Index to match their goals and vision for their own program.

Recruiting Tools

There are several free and paid tennis-specific recruiting services available to college coaches. Some popular free services include the [ITF players](#) and results pages to search for international players. They can also find a full list of active domestic players broken down by their high school class at [TennisRecruiting.net](#).

The ITF [World Tennis Number](#) provides a rating for players all around the world for coaches to compare with their current team members and future prospective student-athletes.

There are several recruiting agencies around the world that will send coaches bios of players and their contact details. Here are a few to help coaches get started; you can find many more with a simple Google search:

- [USA - USP](#)
- [UK - TennisSmart](#)
- [Global - CollegeScholarshipsUSA](#)
- [Europe - Keystone Sports](#)

Teaching Resources

The ITA provides coach education materials under the [COACH EDUCATION](#) tab in the Coaches Resources of the ITA website. There are 25 chapters of a college tennis coach masterclass covering topics such as *Recruiting, Community Engagement, Player Development, Strength and Conditioning, and DEI*, to name just a few. Each chapter includes interviews with coaches or experts, webinars, podcasts and other resources related to the topic. These materials are specific to the college coaching profession.

Coaches should also apply to join the ITA credentialing program, [CoachUP](#), and the ITA/USTA Mentorship program, when they meet the necessary requirements. An ITA membership also includes a free membership to the ITF Academy, which houses articles, scientific research papers and high quality videos from world tennis conferences.

Many coaches also teach other levels of the game on or off their campus. In order for coaches to provide the most up-to-date information and instruction to clients, they may consider pursuing their teaching certification with either the [United States Professional Tennis Association \(USPTA\)](#) or the [Professional Tennis Registry \(PTR\)](#) or both.

Some other resources coaches report using for their professional development include:

- [USTA Player Development](#) - FREE
- [Brain Game Tennis](#) - PAID
- [GreatBase Tennis](#) - FREE

TENNIS CONSTITUENTS

Coaches

- Collegiate Tennis Committees
 - NCAA Division I
 - NCAA Division II
 - NCAA Division III
 - NAIA (Men's)
 - NAIA (Women's)
 - NJCAA (Men's)
 - NJCAA (Women's)
 - California Community College Athletic Association (CCCAA-Men's)
 - California Community College Athletic Association (CCCAA-Women's)
- NCAA Competition Committees
 - Division I Competition Oversight Committee
 - Division II Championships Committee
 - Division III Championships Committee

Administration

- ITA Operating Committees
 - Division I
 - Division II
 - Division III
 - NAIA
 - JUCO
- Additional ITA Committees
- ITA Staff
- USTA Play College Tennis
- Contact the USTA Collegiate Team Staff

Additional Resources

- [GroundRule](#) - facility design, upgrades & project management
- [California Sports Surfaces](#) - tennis court resurfacing services
- [Mark Kovacs](#) - coach/player advisory, player performance, facilities
- [SP Athletics](#) - tennis industry consulting, collegiate athletics consulting, coaching searches

List of ITA partners - <https://www.wearecollegetennis.com/ita/sponsors/>

USTA Community Hub:

- [Community Hub Playbook](#)
- [Collegiate Community Hub video](#)
- [FAQ - Collegiate Community Hub](#)

Please contact Scott Treibly - scott.treibly@contractor.usta.com at the USTA if you would like to learn more about Collegiate Community Hub Grants.

Fundraising - Resources

The ITA has partnered with [CoachRaise](#) to provide on-going fundraising education to college tennis coaches. CoachRaise provides two one-hour presentations and a 2.5-hour workshop at the ITA Annual College Tennis Coaches Convention. They also conduct a free three-day (90 minutes per day) remote fundraising workshop. Administrators should encourage their coaches to participate in these important learning opportunities through the ITA. All ITA member coaches receive email updates regarding these opportunities throughout the year.



VISION & GOALS OF COLLEGE TENNIS

In 2021 the ITA and USTA contracted the services of SP Athletics to conduct a study regarding the state of Division I tennis and to provide recommendations on how Division I tennis might be reimagined. A snapshot of the results of this study can be found [HERE](#). The top two recommendations are as follows:

- Implement more clearly defined seasons for Division I Men's and Women's Tennis (e.g., Fall = Individual Play, Spring = Team Play), reorganizing the fall to be more efficient (including the NCAA Individual Championships being conducted in the fall). The NCAA DI Council has approved a two year pilot of this concept in November 2024 and 2025.
- Develop a College Coach Credentialing program to look forward and ensure the highest standards across the profession. This program, CoachUp, was launched in June 2020. Due to the overwhelming demand the ITA expanded the number of coaches in the first cohort from a limit of 50 to 70. This is an asynchronous offering with coaches starting with a DISC assessment to better understand themselves as a person and a coach. To learn more click [HERE](#). Sports Supervisors should encourage their tennis

coaches to apply to CoachUp and additional coach education offerings by the ITA.

Additional goals include:

- Develop an Advocacy Playbook for College Tennis
- Develop a National Invitational postseason type team tournament in May for the top teams that do not qualify for the NCAA tournament. This concept is currently awaiting legislative approval from the NCAA.
- Elevate the elite College Tennis tournaments (ITA National Indoor Championships, All-American Championships, NCAA Tournaments) to a broader audience via best-in-class broadcasting and streaming opportunities
- Increase the number of college tennis programs nationally

The focus of the study was centered around Division I tennis but many of the findings are being applied to all five divisions of college tennis such as the coach credentialing program.



College tennis is one of the most diverse intercollegiate sports with players from all over the world making up approximately 50% of college tennis rosters. Not only does this deliver a level of diversity to an athletic department and university but it also brings name recognition of the university to every corner of the planet.



SECTION 1.2: THE SITUATION - DATA POINTS



INTRODUCTION/SUMMARY

As with most sports, different playing formats and scoring systems are used at the various levels of the game. College tennis is relatively unique in the world of tennis, as it is an individual sport played as a team. Furthermore, collegiate tennis allows on-court coaching and uses a combination of doubles and singles play to determine the winner of a team dual match.

Tennis, much like golf, is a year-round sport with little to no off-season at all of the higher levels of the game. The majority of individual college tennis play occurs in the fall (September-November), with the team dual-match season occurring during the spring season (January-May). The ITA has developed the [ITA Summer Circuit](#) to provide college players the opportunity to compete against other college players, rising college players and former college players on college campuses throughout the country during the summer months. This also allows coaches to showcase their facilities and earn some additional funds for their program through entry fees.

The USTA has developed a [college tennis glossary of terms](#) and list of [general tennis definitions](#) to help those new to the sport familiarize themselves with the relevant terminology.

The scoring format for college tennis has evolved through the years, and the ITA is proud of how it has

stayed at the forefront of facilitating change for the betterment of the sport. Tennis was invented in 1873 and has many longstanding traditions, including the scoring format. Over the last several decades college tennis has moved from the traditional two-out-of-three set scoring system to one set of doubles play (6 or 8 games) and two-out-of-three singles matches with No-Ad scoring (NCAA DI, NCAA DII, NAIA), meaning the deuce point (40-40) is a sudden-death point. Additionally, the players no longer warm up for the traditional five (5) minutes with each other before the match, as they have already warmed up with their teammates before the match begins (as in other team sports). Many coaches and student-athletes report that these format changes as well as others (no-lets, 10-point super breakers in lieu of third sets) have aided in shortening the length of matches, increasing fan engagement and improving the welfare of student-athletes.

Click on the links below for some short videos created by the ITA explaining the college tennis formats:

[NCAA DI, DII, NAIA Format College Tennis Format Explained](#)

[NCAA DIII, Junior College Tennis Format Explained](#)



COLLEGE TENNIS LEADERSHIP (E.G., ASSOCIATIONS, COMMITTEES, PARTNERS)



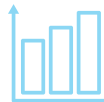
The ITA is governed by a set of By-Laws that include a [Board of Directors](#), comprised of 19 members (six of whom must be head coaches), a set of five divisional Operating Committees, as well as a series of Regional Committees, in addition to other miscellaneous committees (e.g., rules, officials, awards, etc.). You can find a list of these committees [HERE](#). The NCAA utilizes the [ITA Rankings](#) for selections and seeding purposes for their annual NCAA DI Tennis Championships (Team & Individual). The ITA also works closely with the NCAA on any sport specific legislation and trusts in the ITA's leadership and vision for the sport of college tennis.

The United States Tennis Association (USTA), as stated previously, is the National Governing Body ("NGB") for tennis in the U.S.A. and is a member of the [International Tennis Federation](#). The USTA

has established a Collegiate Pathway committee composed of current and retired college tennis coaches at all divisions, USTA section administrators, college athletic administrators, and industry leaders. The purpose of this committee is to help connect junior players with college tennis and find ways to help elevate college tennis.

Annually, several of the top collegiate tennis players will transition to the [ATP tour](#) (men) or the [WTA tour](#) (women) with former and current college players enjoying tremendous success at the highest levels of the game throughout the years.

[Tennis Industry United](#) (TIU) was established in 2020 to help grow the game of tennis by bringing together many of the industry leaders on a regular basis to discuss initiatives to benefit the sport.



EXPECTATIONS/OUTLOOK

Throughout the covid pandemic some nearly 60 college tennis programs were dropped. As of this writing 51 college tennis programs have been reinstated or established for the first time.

There are currently 2,019 college tennis programs across all 5 divisions. Here is a breakdown per division:

NCAA Division I	554
NCAA Division II	342
NCAA Division III	682
NAIA	225
Junior College	216

Compared to many college sports, tennis is very affordable, with small rosters made up of diverse players with strong academic backgrounds. Several tennis programs that do not have tennis courts on their

campus for practice or competition have developed relationships with local clubs and municipalities that allow the teams to use their courts for practice and competition. This also facilitates strong connections with local businesses and tennis fans. Many programs that have invested in tennis facilities use them to generate revenue (court rental fees, programming, tournament fees, racket restringing services, etc.) to offset the costs of running the tennis programs and facilities. You can find more details about business plans and grants under the Community Hub Section within the ITA website: [Community Hub Information](#)

Due to the recent boom in tennis, the safety of the sport, the investment of the United States Tennis Association, and their financial commitment to college tennis, the ITA, USTA, and TIU believe that the future of college tennis is extremely bright. The USTA and the ITA are ready and committed to assist any and all universities interested in reinstating or introducing college tennis to their campus.

Please contact ITA COO David Mullins at dmullins@itatennis.com if you are considering the addition of tennis to your Athletic Department.



ITA/USTA STRATEGY

As referenced in the introduction, the ITA and the USTA entered a five-year strategic alliance. What follows is a brief description of each of the strategic objectives:

1. Technology: The ITA, with the assistance of the USTA, and the development work of [Clubspark](#), are now offering its member coaches a suite of technology tools to help them become more efficient in their jobs and to better promote their programs to a larger audience. Some of these tools include the following:

- A tournament platform to accept entries, build and publish draws
- An app to exchange dual match lineups; provide live scoring updates; capture analytics for their players development and submit their scores to the ITA's data repository
- A data repository that links players and teams results to their profile pages and shares the results with the UT (Universal Tennis Rating) and WTN (World Tennis Number) worldwide rating systems.
- A website to help promote camps, clinics, and community engagement projects which also includes a payment option for customers
- A Coaches Resources section of the website that provides coach education materials, a match-search option, rules, discussions boards and everything else a coach might need to operate their program at the highest levels.

2. Credential, Coaching Education, & Careers in Tennis:

The ITA has invested heavily in its coach education offerings in recent years and in 2022 created a new Director of Coach Education position. As mentioned, the ITA now offers its first in a series of College Tennis Coaching credential programs. The first program targets first-year head coaches early in their tenure to help provide them with the foundational tools they will need to succeed in the profession. The next credentialing program will target assistant coaches. Other complimentary coach education offerings include; the [ITA/USTA Mentorship program](#); the [ITA College Tennis Coaches Podcast](#); the ITA College Tennis Coaches Masterclass (25 Chapters); a monthly Coach Education Newsletter; a New Coach Support Group; monthly virtual Coach Circles;

an annual [Coaches Convention](#); a Coaches Drill Space and free access to the [ITF Coaches Academy](#) and [TopCourt](#).

3. College Community Hub (USTA)

USTA Infrastructure Services for College Tennis

The USTA Tennis and Venue Services Department is a multidisciplinary team dedicated to growing tennis by providing best-in-class business development, technical and design resources for college tennis constituents. The goal is to tailor tennis court, facility and infrastructure solutions to the needs of each college or university.

- Facility eMag [HERE](#)
- Facility grants [HERE](#)
- [Facility Assistance Form](#)

Collegiate Community Hub - USTA Infrastructure Services

Colleges can use their existing facilities and resources to engage the local community, university students, faculty and staff by offering robust tennis programming, lessons, tournaments and social leagues. The USTA and ITA have developed a plan to assist universities in activating their tennis venues for the local community while adding new revenue streams to tennis programs and the athletics department.

- [Community Hub Playbook](#)
- [Collegiate Community Hub video](#)
- [FAQ - Collegiate Community Hub](#)

Please contact Scott Treibly - scott.treibly@contractor.usta.com at the USTA if you would like to learn more about Collegiate Community Hub Grants.

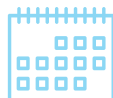
4. Advocacy & Multimedia: The USTA and the ITA are committed to raising the profile of college tennis through several different pathways. The ITA currently employs three marketing and communication staff members to tell the stories of college tennis, setting the ITA apart from most other Coaches Associations. Current streaming partners include [PlaySight](#) and [TrackTennis](#). In 2021, 2022 and 2023 the ITA partnered with [Cracked Racquets](#) to provide live commentary and red zone coverage of the ITA DI Indoor National Championships.

The current total ITA Social Media Followers as of Spring, 2023:
Twitter: 23,581
Instagram: 17,036
Facebook: 10,000+, (10,399 Follows)
LinkedIn - 3,019 Followers
Tik Tok - 170 Followers

The USTA has run a series of College Match Days which have been broadcast live on the [Tennis Channel](#). They have also invested heavily in broadcasting the NCAA Championships when hosting the event at the USTA Lake Nona Tennis Facility in Orlando.

Both the ITA and USTA are committed to finding the best avenues to help promote, support and advocate for college tennis by staying connected to current trends and seeking investment for additional coverage of top college tennis tournaments.

5. DEI: The ITA Board of Directors established a DEI Mission Statement which can be found on the [ITA DEI webpage](#). This page also includes several of the ITA's DEI initiatives.



CALENDAR OF EVENTS (TOURNAMENTS, EVENTS, MEETINGS, ETC.)

The ITA is possibly the only Coaches Association running many of the major events for their sport outside of the NCAA Championships (May).

The more prestigious events in the fall individual season include the ITA All-American Championships (DI), the ITA Cup (DI, DII, DIII, NAIA, JUCO), the (DI) ITA Fall National Championships with one place reserved for the top player from the other four divisions, plus the ITA Regional Championships across all divisions.

The spring dual match season starts at the Division I level with the ITA Kick-Off Weekend with the winners of 15 regional tournaments (4 teams per region)

qualifying for the ITA National Indoor Championships. The ITA also runs National Indoor Championships for Division II, Division III and will commence an NAIA National Indoor Championship in 2023.

Other important dates on the calendar include the ITA Summer Circuit (events hosted on college campuses for current, future and past college tennis players), an annual Coaches Convention and year round coach governance meetings.

A most recent list of events and dates can be found [HERE](#).



Due to the recent boom in tennis, the safety of the sport, the investment of the United States Tennis Association, and their financial commitment to college tennis, the ITA, USTA, and TIU believe that the future of college tennis is extremely bright.



SECTION 1.3: INTRODUCING COLLEGE TENNIS TO CAMPUSES

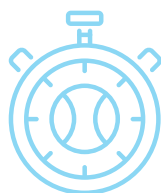
About the Intercollegiate Tennis Association

(ITA): As the governing body of college tennis, the Intercollegiate Tennis Association is a 501(c) (3) that promotes both the athletic and academic achievements of the collegiate tennis community. The ITA, which was founded in 1956, is comprised of nearly 3,000 men's and women's coaches representing over 1,250 institutions. It administers numerous regional and national championships and the Oracle/ITA College Tennis Rankings for over 20,000 collegiate student-athletes at NCAA Divisions I, II and III, NAIA and Junior College levels. The ITA also has a comprehensive awards program for players and coaches to honor excellence in academics, leadership and sportsmanship. The official ITA web site is www.wearecollegatennis.com.

About the United States Tennis Association

(USTA): The USTA is the national governing body (NGB) for the sport of tennis in the United States and is the leader for promoting and developing the growth of tennis at every level, from local communities to the highest level of the professional game. A not-for-profit organization with over 620,000 members, the USTA invests 100 percent of its proceeds into growing the game. It owns and operates the USTA National Campus at Lake Nona, Florida, and the US Open, one of the highest-attended annual sporting events in the world, held at the USTA Billie Jean King National Tennis Center in Flushing Meadows, New York.

These two governing bodies along with the NCAA and the NAIA play an important and critical role when it comes to college tennis.



BUILDING THE CASE FOR COLLEGE TENNIS ON CAMPUS

Advocacy for the sport of college tennis involves taking knowledge and passion for the sport and connecting it to the needs of universities and colleges, their athletic departments, communities and USTA Sections in which the university or college is located, and all of those who support the university or college and its athletic department. Advocacy is the ability to demonstrate to decision makers (e.g., University/College Presidents/Chancellors, Athletic Directors, USTA Section Leadership [President, Executive Director, Delegate, etc.]) how college tennis programs can benefit the university/college, their communities

and the USTA Sections in which they reside.

Tennis is the "sport of a lifetime". Tennis can be an important part of improving communities, the health of individuals, and the quality of life for all. College tennis is the aspirational goal for the vast majority of junior tennis players and the connective tissue to providing not only opportunity in sport, but also, more importantly, from an academic standpoint.

There are many reasons why students play college tennis, whether in a varsity program or in a USTA Tennis on Campus program. For many junior players coming out of high school, a tennis scholarship can

provide an opportunity for a college education that may not have been possible otherwise, and as previously mentioned, is the aspirational goal for the vast majority of junior tennis players.

Unlike many other varsity athletic facilities on campus that normally are not available to the campus

community and general public (e.g., football stadium, basketball arena, etc.), courts at universities and colleges can become “community hubs,” used by the campus and local communities for programming, e.g., various age-group tournaments, summer camps, etc., when not in use by the varsity program.



GAINING SUPPORT - CAMPUS, CONFERENCE, NATIONAL, COMMUNITY

Identification of issues/projects that will resonate with the local community and USTA Section:

Campus/Athletic Department:

- How the campus community and the local community will benefit from the tennis facility on campus that houses the varsity tennis teams.
- How the tennis facility can be a revenue generator for the athletic department and/or university/college through the USTA’s “Community Hub” Program.
- How many donors/potential donors are tennis players or would like to play tennis.

Local Community:

- As mentioned above, being a “Community Hub”.
- After-school and/or National Junior Tennis and Learning Programs (NJTL).
- “Open” tournaments that attract the local

community to the campus and expose them to the university/college and its athletic programs.

- What does the community need most?
- Is there a need for youth activities?

USTA Sections:

- An on-campus facility that can host USTA Section tournaments, clinics, and coach-education sessions.
- USTA Sections can provide the campus/athletic department with an active partner invested in promoting the growth of tennis and can help promote a university/college’s facility and men’s and women’s programs (the “demonstration effect” for young players, whose aspirational goal is to play college tennis).



ALUMNI/SUPPORTERS - INVOLVEMENT, COMMUNICATION, NEEDS

It is important to develop a clear, concise message or “elevator pitch” regarding tennis on your campus – why it is important and who it benefits (participating student-athletes, Tennis on Campus participants, staff/faculty, and the local community, to name a few).

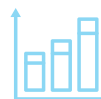
Identify your allies and supporters. This could include, but is not limited to, former players, athletic department donors, supporters, and those affiliated with the local USTA Section (Community Tennis Associations [CTAs], National Junior Tennis and Learning Programs [NJTLs], Tennis Service Representatives [TSRs]), as well as area tennis clubs and facilities, local parks and recreation programs,

tennis retailers, and tennis professionals/players.

It is also important to identify detractors as individuals or groups that may, for whatever reason, lobby against collegiate athletics or collegiate tennis. Understanding or uncovering any opposition can help you to prepare additional arguments and support for your pro-collegiate tennis positioning.

Having already identified collegiate tennis allies and supporters, communicate regularly with these groups and ask for their assistance to help achieve your goals. By joining with others who support tennis you can establish a broader group to help garner support.

SECTION 1.4: RAISING THE BAR OF A CURRENT COLLEGE TENNIS PROGRAM



BUILDING THE CASE/NEED FOR IMPROVEMENT COACHING - QUALITY, QUANTITY, EXPECTATIONS - HIRING A NEW COACH, SOME THINGS TO LOOK FOR, INDUSTRY NORMS

There are two tennis teaching certifying organizations in the U.S.A.; the [United States Professional Tennis Association \(USPTA\)](#) and the [Professional Tennis Registry \(PTR\)](#). Approximately 60% of current college coaches hold either one or both of these certifications. These certifications are particularly helpful for coaches who run additional junior and adult programming along with their duties as a college coach. These organizations also provide an additional layer of liability insurance for their members.

As mentioned previously, the ITA has recently launched a credentialing program designed specifically for college tennis coaches. The first year of this program will help educate college tennis coaches in areas such as recruiting, fundraising, building a team culture, developing a coaching philosophy, to name just a few.

There has been a tendency in the past to equate playing success with great coaching abilities. This is not always the case, and some of the most successful college tennis coaches were not the most decorated players. What they may lack in playing experience they make up with a drive to learn and the ability to work towards a clear vision.

When hiring coaches, Athletic Administrators could consider the following:

- Demonstrated commitment to learning through certification courses specific to tennis coaching
- Experience coaching different levels of the games
- Ability to engage with the larger tennis

community and understands the importance of community engagement as a key role of a college tennis coach

- Positive recommendations from their coaching peers especially in the area of sportsmanship and student-athlete interactions
- Familiar with the resources available to them through the ITA and USTA to help assist with their day-to-day operations - coach education, technology, awards program, sponsor discounts, grants

If Administrators are not sure where to start when hiring a new college tennis coach, they should contact the ITA to post the position on the [ITA Classifieds Page](#) and they can also view [this list of current and former mentees](#) in the ITA/USTA Mentorship program to find the names of a diverse group of up-and-coming coaches

Sample Interview Questions (more tennis specific):

- Can you tell us about your coaching philosophy and vision for the program (with tennis being an individual sport but also with a team element)?
- Can you share how you have engaged campus groups, local communities and USTA Section(s) in any previous positions?
- What rankings/ratings and other resources will you use for recruiting both domestically and/or internationally?
- Can you provide a couple of examples where you have conveyed or demonstrated the highest ideals of good sportsmanship with you team or individual players?

- Can you explain how you might balance tactical, technical, physical, and mental aspects of the game within your program?
- How might you manage your time between responsibilities with current team, recruiting for future teams and building a program that emphasizes the importance of community engagement?
- Experience working and communicating with diverse groups of people
- Leadership and Supervisory skills
- Familiarity with higher education/university setting
- Problem-solving skills
- Creativity
- Knowledge of budgets, budgeting

Head Coach Job Description Sample

Position Summary

The Head (Gender) Tennis Coach will direct all phases of the day-to-day operations of the (University Name) women's tennis program, including but not limited to: recruitment, instruction, development and competitive coaching of student-athletes. Also to include scheduling, coordination of travel, fundraising and camps, and to represent and promote the (Gender) tennis program within the established guidelines of (University Name), the (Conference Name) and the (Division). The head coach must also have a commitment to the academic success of student-athletes, community engagement, positive public relations and the fiscal management of the program.

Essential Duties, Tasks and Responsibilities

- Coaching and instruction for both practices and competitions, including off-season workouts.
- Recruiting and communication with potential student-athletes and parents
- Fundraising and maintaining relationships with Alumni.
- Hiring and evaluation of assistant coaches.
- Promoting the program to the campus and community through public speaking and various community activities.
- Development and maintenance of the program's annual budget (operations, recruiting, travel).
- Arranging team travel, including team practices and scheduling of opponents.
- Administering camps and clinics.

Knowledge, Skills or Abilities

- Very strong interpersonal skills.
- Excellent communication skills, both oral and written
- Organizational and managerial skills
- Knowledge of ((Division - NCAA, NAIA, Junior College) rules/regulations

Minimum Qualifications

Bachelor's degree required. Degree must be conferred at the time of application. Must have and maintain a valid driver's license and comply with the university's vehicle-use policy.

The following experience is required:

- 3 years of collegiate tennis coaching experience at the NCAA Division I, II, III or at an NAIA-affiliated institution and/or Tennis Club Instructor experience.
- Pass the NCAA coaches test required annually.

Salary

Full-time, Administrative staff position available. Salary is commensurate with education and experience. Full benefits package available

Deadline to apply: (Date)

Benefits

(University Name) provides a comprehensive benefit program as part of a total compensation package. This includes medical, prescription, dental, vision, health accounts (medical & dependent), life & disability insurance, retirement plans, employee assistance program and tuition fee waivers for employees and their eligible dependents as well as paid time off, flexible work options, holidays and parental leave.

To Apply

For a complete job description & to apply for this position visit (Website) or contact the Office of Human Resources at (xxx) 555-5555. If you have a disability and would like to request an accommodation in order to apply for a position with (University Name), please call (xxx) 555-5555

SECTION 1.5: RESOURCES AVAILABLE TO CAMPUSES



ITA - PERSONNEL, INFORMATION, ASSISTANCE

The ITA is the coach's association for approximately 1800 college tennis programs at all five divisions. The member coaches and their staff are served by a dedicated staff of approximately 13 individuals. A full list of the staff directory can be found [HERE](#). The ITA is always willing to assist with any questions you may have concerning college tennis. Please contact COO, David Mullins - dmullins@itatennis.com - should you require any assistance. A list of ITA membership benefits can be found [HERE](#).

Marketing/Promotional Material

For new coaching hires looking to generate ideas around community engagement please point them towards the ITA Coaches Guidebook to Community Engagement which has captured many successful initiatives coaches have implemented across all five divisions of college tennis over the last several years: [ITA Coaches Guidebook to Community Engagement](#)



CONCLUSION

Thank you for taking the time to read through this playbook. We hope you found it helpful in your on-going understanding of the sport of college tennis. If you have any questions or require further assistance about any topics listed in this playbook please do not hesitate to contact the ITA COO, David Mullins.

dmullins@itatennis.com
(602) 341-8517



