

**COACHES GUIDE
TO
PROTECTING VARSITY TENNIS
THROUGH
COMMUNITY OUTREACH**

A Work in Progress
(As of January 1, 2006)

Prepared by

The Intercollegiate Tennis Association Staff



CHAPTER 1

Why Engage in Community Outreach?

- It is a rewarding and fulfilling experience for you and your team while making a valuable contribution to your community.
- Grants are available to cover costs and to use as stipends for a program coordinator. You do not have to spend money or put in enormous amounts of time.
- Your players will appreciate the opportunity to use their tennis and their team identity to contribute to a community service project.
- Your fans will recognize your efforts to give back to the community, and be more supportive of your program
- You will attract more fans and more diverse fans with your community engagement.
- You, your players and program will receive positive recognition from diverse parts of campus reaching beyond the athletic department. Your program will gain influential allies on campus, in your administration and in town making it difficult for the university to withdraw any support for your program.
- Your job security is greater
- As a college coach and steward of the game, you have the resources and you have the facilities to make an impact. You can grow the game and bring support back to your team.

A Sample Profile of a Community Outreach Program

In brief You provide the courts and instruction and the community provides the participants (children or adults). There are many variations on how the pieces are put together.

Template for a sample community outreach program

A community organization is selected with 10 to 20 children. Examples of groups include: Girl Scouts, YMCA, an after school program, a school class, the USTA's NJTL and the USTA's Special Population program. The community organization provides the transportation to bring the kids to campus, once a week, for about 6 weeks. The sessions are about an hour long with tennis instruction, fitness training and a 10 -15 minute educational component. The program is free to the children. The instructors are members of the men's and women's tennis teams who each volunteer for one or two sessions. The university court time is donated. Team balls are used and old team rackets are used as loaners. Any grant dollars can be put towards a coordinator's stipend, purchasing rackets, balls, court rental, transportation, promotion, advertising or food.

A few variations on the theme

- Participation is open to the public and the number of participants is larger.

- The time slot is two hours with one hour dedicated to tutoring/mentoring by the university's Community Outreach Center, while the tennis team runs the one hour tennis portion.
- One time clinics for larger groups with information on how to continue with instruction, leagues and tournaments

CHAPTER 2

Getting Started with an Inventory

1. Inventory what you can provide.
2. Inventory what a community group can provide before a group is selected
3. Know your USTA resources
4. Check your list for a good “match”

I. What you can provide

Instructors

note

Instructors can be your assistant coach, team members, or volunteers from outside the team.

When would your team members be available as volunteers? Choose your dates, day of the week and times wisely.

Court time

When can you secure the number of courts needed?

When can you get the courts cost free, or at a reduced rate?

Tennis instruction / exercise

The participants receive the benefits of an extensive exercise program while learning a lifetime sport. They are directed to follow up programs for opportunities to continued play in the summer.

Educational piece

The ITA and the USTA are compiling an educational piece “menu.” This includes educational messages related to health, sportsmanship, teamwork, values, character, etc...

College campus / college students

Bringing kids on a college campus and meeting student-athlete role models is a valuable piece to any outreach program.

Transportation

Research very carefully if you can offer transportation or not. Securing vehicles, finding certified drivers and working out insurance issues are among the difficult hurdles.

Food

If you can, provide a snack before or a pizza meal afterwards. This may be a welcome and very important addition to the group outing.

Supervision

Supervision is a critical issue for many after school programs. Your instructors are also serving as supervisors for the group.

II. What a community group can provide

The participants

Do they have kids who would benefit from a program such as this?

The transportation

Can they provide transportation?

The organizational support

Do they have a reliable contact person or administrator who will make a wise selection of participants. Will the contact person organize and follow up with the children and parents so that the children attend each week?

III. What the USTA can Provide

- Lists of Organizations for participation: Junior Programs (NJTL) & Programs serving the Disabled (Special Populations)
- Sectional and District contacts for support
- Financial (Grants) and networking assistance
- Promotional items & free or discounted equipment for registered programs. Registering your program is free
- Media and marketing resources

IV. Check your list for a good match

- Can you match your time slot options (for court time and instructor availability) with the availability of your community group?
- Will the group provide a strong contact person or administrator who will support the program and who will keep attendance strong?
- Can you match the number of instructors and courts with the number of kids participating?
- Can you solve the transportation question?
- Are food and snacks an issue?
- Is the program a good fit for the community group?
- Can the group cover any university insurance requirements?

CHAPTER 3

The Details: Best Practices and Advice

The following has been compiled from coaches who have successfully run community outreach programs. For the most part, the notes are based on an outreach program as described on page one: a once a week program on campus for children. These notes however, will be helpful for all outreach programs. Chapter four offers examples of successful programs which have used variations on this theme

Keep in mind that what works for one university and that unique situation, may not work for others. What is a problem for one campus may not be an issue for another campus. There is much variation in what each university can provide (in terms of court time, staff, transportation, etc...) and in what needs and support exist within their local community.

Who are your Participants?

Participants can be adults, or children. They can come from disadvantaged or low economic areas or not.

Do you Charge a Fee?

Participants can be charged a nominal fee to help with costs or not charged.

Finding the Kids

One of the first steps, and perhaps the most critical, is finding the kids who will participate. There is a great advantage to working with a well organized, established community organization that can provide a strong contact person. In an ideal situation, the organization can provide the following:

- 1) A good selection of kids: The group will select those who will best benefit from the program. With a good selection, the kids will be both more interested and better behaved knowing there is further accountability for their behavior.
- 2) The organization will have a strong contact that can be responsible in assuring that the same kids attend each week.
- 3) The organization will provide the transportation.

These are three crucial areas to a successful program. If these three factors go well, your program is very likely to have a good first year. If, on the other hand, there are problems here, a program can be jeopardized.

For these reasons it can be easier to target a community organization (see NCAA rule on page one) than to try to get kids independently through flyers or advertising. Some coaches found that flyers and advertising resulted in 1) fewer participants than anticipated and 2) poor retention as the kids were less likely to attend all the sessions.

Targeting a Community Group or Organization:

Contacting a key administrator for their support is critical.

Examples of community groups:

- Local USTA/USA Tennis NJTL Organizations
- Local USTA/USA Tennis Special Populations Programs
- Local USA Schools Tennis Programs
- YMCA, YWCA
- Girl Scouts / Boy Scouts
- Boys and Girls Club
- Local Recreation Center
- County Recreational Center or Recreation Association
- Local Community Center
- Local Elementary or Middle School

There is a formal process to go through in order to get into a school. Most school programs must be approved well in advance by the school board. It is not permissible to hand out flyers in PE classes without permission. In some cases flyers must be in Spanish and English.

- Local CTA, Community Tennis Association
- Through your university Community Outreach Center and community connections/partners
- School for the Deaf
- Native Indian School
- An inner city or after school program
- Upward Bound, an existing federal program on many college campuses
- Home School Associations: Home schooled children are available during off hours. They have associations and can be reached through the public school system which is responsible for monitoring them.
- Mothers and their pre-schoolers are a group which can participate during off hours
- National Youth Sports Corporation's NYSP's

Advertising for Participants: Adults or Children

Coaches have been successful in attracting participants (adults or kids) through:

- Local newspaper advertising
- Personal contacts through private lessons and summer camps
- Email participant lists from summer tournaments hosted
- Email lists from the athletic department: the Athletic Department's "Kids Club," or other school lists such as their National Youth Sports Program which is an NCAA program run in the summer months
- Flyers around town
- Campus wide email list: faculty, staff, students and their families
- The Local or County Recreation Center or Community Center can sometimes advertise for you or the program can be run through them
- USTA Sectional publications
- Web site links

Selecting the Best Time Slot (for securing court time and instructors)

A critical factor for a successful program is cost free or low cost court time and reliable volunteer instructors. To get both, select your time slot wisely!

Begin with court time. When can you secure the courts at no cost – or a very limited cost?

Second, but equally important, when can you reasonably expect your team members to be willing and able to volunteer as instructors (keeping in mind that you only need to ask each player to volunteer once or twice)

- One solution is to run your community program on a light practice day. Perhaps Mondays in the fall season are light days following tournaments, or Tuesdays are individual practice days.
- November / early December has been a successful slot during late fall or early off season.
- If your practices end by mid afternoon, a just-after-practice time slot means no player has a class conflict and it is usually a good time for your community after school group. Also, it is not yet prime time for court reservations. You may also be able to reserve courts at that hour as “varsity team courts” at no fee
- For later ending practices, a successful technique has been to bring the group in during the last part of practice. You can continue practicing on some courts while a few players are volunteering as instructors on two or three other courts. You can choose to rotate players in and out as instructors. In this case you are using your team court time, not rental time, so there is no court costs.

Securing Courts

Work with the tennis Facility Director to find the least disruptive time slot.

Most outreach programs have been able to use their university courts at no cost. In some cases the courts are officially donated by the Athletic Department, the Facility Director or by the Recreation Department. In most situations, coaches have simply secured courts as part of their team practice time.

Some programs must buy court time and it is a significant budget expense. It is worth pursuing a conversation with your Athletic Department or Recreation Department or Community Outreach Department – or even the Office of Community Affairs department (see below) about donating the courts as a community service initiative.

Another option is securing open gym or floor space for portable nets. The Wilson portable net set-ups work well for this. Your USTA section may also be able to help with equipment.

Securing your Team as Volunteer Instructors

Most programs get their volunteer instructors from both the men’s and women’s teams. For programs that are run over several weeks, team members sign up to volunteer for only one or two sessions each, depending on what is needed. Players sign up in advance and are responsible for finding a substitute if they can’t make it.

It is important for the team to understand that this is a team project and commit to it. In most cases it is a joint men’s and women’s team project. Take the time to have a discussion about the value of community service and the positive impact the team can make in their visible role as student-athletes when reaching out to the community.

As mentioned above, you need to find a time slot that does not interfere with your team practices, and a time slot that is reasonable for your players to be able to volunteer. See the section on NCAA rules to understand your restrictions. Very generally, if an activity is “voluntary,” it is permissible and a player does not need to count it towards any NCAA hours either in season or out of season.

Securing Other Volunteer Instructors and Coordinators

Coaches have been successful in finding instructors as follows:

- Booster Group: Even non tennis playing volunteers can be assigned to oversee a program. Helping to get out balls and equipment and general supervising is helpful.
- Club Tennis program: your Club Tennis Team will likely produce at least one good instructor who may commit to a full session
- Local Community Tennis Association
- Exercise and Sport Department or Physical Education Department: Students have the opportunity to get experience, and/or graduate students can officially get assigned to participate as a project and receive credit.
- Work Study Students: If your program is approved, work study students can be assigned to help or to serve as coordinators
- Mandatory Community Service Requirement: If your program is officially recognized, hours can count towards any mandatory community service requirement for your team members and other students.
- School Wide Email: Including graduate students
- Summer Camp List
- Barter: Exchange volunteer time for court time

The Role of your Assistant Coach

- Coaches have allowed their assistants earn extra dollars by serving as a paid coordinator.
- Coaches have written into their assistant coach's contract that one of their responsibilities is to oversee community service projects. This prevents the head coach from having to ask his/her assistant to volunteer each week.

Your Budget

The budget for an outreach program can be \$0.00 to several hundred dollars. It all depends on what is donated and what is taken care of by volunteers and the community group. Budget items can include any of the following: court time/facility charge, instructors, program director, rackets, tennis shoes, balls, transportation, advertising, food.

Applying for Grants

University Grant Office

Your institution may have a Grant Office. If so, you must contact them to fill out the paperwork needed to apply for any grant. If you receive a grant you will need to open an account through this office. The office will expect a program outline with a detailed budget before giving you permission to receive a grant.

USTA Grants (see Chapter 8)

At www.usta.com and www.itatennis.com there is a link to 2005 USTA Grant/Funding Opportunities.

- USTA Section Diversity Grants
- USTA Tennis & Education Foundation Grants
- USA Schools Tennis Racquets
- USTA Community Tennis Funding
- USTA Outreach Grants: Special Assistance, Regional Rally, Workshop
- Pro Circuits Community Involvement Grant

Where to Get Equipment

Rackets:

- Your Recreation Department may be able to supply you with racquets
- Use old team racquets that you have collected as loaners or as give-a-ways for kids to keep.
- Ask local tennis club managers to collect and donate frames. It is a charitable write off for them if you write a note documenting the donation to the university (which has non profit status).
- Most tennis companies have a racket program (Dunlop, Wilson....) where you can purchase rackets at a special price. You can buy rackets and keep them as loaners rather than giving them away
- You can purchase rackets, then allow your participants the option to buy them at the end of the year at a discounted price

Shoes: Programs have indicated that the kids need proper tennis shoes. Shoe companies or tennis companies may be able to offer discounts or donations.

Clothes: it is unlikely that kids will accept any used clothing. It is not recommended to offer any.

Help from the Campus Community

Facilities Director: The Facility Director is often the one who controls the court rentals and the one who can donate time. Consult with the director about finding a time that is the least disruptive and ask for the courts to be donated.

The Recreation Department: The Rec. Department often has rackets and other equipment you can use. Often it is the Recreation Department that can donate court time.

Your Booster Club: Let your Booster Club know what you are doing and what your needs are. It is a great way to get another volunteer instructor or a coordinator. It can also result in private donations to support the program.

Club Tennis: Your campus has an organized and enthusiastic pool of tennis players, many of who would love to volunteer in a tennis based outreach program.

Graduate Students: Grad students are often overlooked as a source for volunteers.

Health Center: Your outreach program's educational piece includes health education. Your Health Center can provide handout material and may offer a creative way to be more involved. The very broad area of "health and well being" outside the classroom is a current and growing issue on college campuses.

Campus Community Outreach Center can help in several ways:

1. When searching for a group to participate, your student or university Community Outreach Center can find a community group that would work well with your program. They already have the contacts and know the local organizations and local school community well.
2. If you are running a program with both tutoring and tennis, your Community Outreach Center is often the one who finds, organizes and sometimes pays for the tutors.
3. In some cases, if a program is officially approved, the tutors can get academic credit or get paid.
4. The Community Outreach Center can find a room for tutoring which is often a very difficult task.
5. Look into other ways this department or center can contribute. If your program is approved or is officially run through them they may be able to provide any of the

following: funding, transportation, tutors, educational materials, volunteers, a classroom, food, etc...

Social Work Department: Your program can offer experience to students or be used as a project,

The Athletic Department Development Office: The companies that your school works with can be approached by the Development Office for sponsorship. Note that there are usually restrictions on who is permitted to contact these companies for sponsorship.

The International office:

Dean of Campus Life: The Athletic Department or more likely the Recreation Department may fall under the Office of Campus Life. The areas that make up “Campus Life” may vary campus to campus, but it usually includes Athletics, the Center for Community Service, the Campus Center, Health Services, Religious Life, and the Office of the Dean Undergraduate Students. This office cares about life outside the classroom and may be helpful in some way if you share your needs.

The Office of Community and State Affairs: This office or a similar office is typically part of the Presidents Office. It serves to create a link between the University and the town or the communities that surround the campus. It is the liaison to state and local government officials, as well as to residents living in the region. The office sponsors campus wide community outreach activities and programs that respond to the general public. Part of their mission is to make visible the many ways that the university invites the local community on campus and the many ways that the university contributes to the local community. University programs might include offering adult classes or organizing a clothing drive. Often, the role of any athletic department community outreach is overlooked. By bringing your program to their attention, you will likely receive a nice article that reaches a much larger audience including university alumni. Your Athletic Department and your program will receive recognition from “up campus” where greater support is possible.

The Athletic Department Communications Office / Sports Information Director: Although most Sports Information do not put a priority on community service projects, it is important to let them know what you are doing and ask for their help in getting an article about your program in the newspaper. They can also put your program on your web site and in your annual team brochure.

Athletic Director: Athletic Directors are aware of the positive attention they can receive through their community outreach programs. Your Athletic Director will be very appreciative when you get a positive article in the paper that reflects well on the Athletic Department and the athletes and coaches, and when you get the attention of the Presidents Office.

Faculty: Faculty have a great deal of influence and power on campuses. Tennis playing faculty can be very supportive. If you involve faculty in your program and cultivate their support, you have more influence. Some coaches have started a tennis advisory committee that includes important faculty members.

The Photography School: Invite students to practice action shots and capture the essence of your program.

Help from off campus organizations

USTA: Contact your college coordinator ([online-link to college coordinator list](#)) to share your ideas or plan for a community outreach program. Some sections may be able to help with rackets, prizes, instruction manuals and grants for equipment or coordinators. Some Sections can email you the USA 1 2 3 manual through the USA Tennis Coordinator. Regarding media exposure, you can get a media contact for any sectional or regional USTA newsletter.

Community Tennis Association: your local CTA may be able to help with participants, advertising, volunteers, rackets, lesson plans and media recognition.

Local Stores

As your university allows, you can approach local stores for sponsorship.

Many large chain stores such as Wal-Mart, Win Dixie and Food World, have a monthly budget to donate food locally.

Local and State Government

Your program may qualify for state assistance. There may be government initiatives to support youth health and education programs.

To Charge or Not to Charge / To Pay or Be Paid

- It is up to you to determine if you need to charge to have a successful program.
- Some programs charge a small registration fee to participants; some are completely free; others are a combination with a number of “scholarships” given out on a need-based basis.
- Many programs use a coordinator stipend to attract a reliable person who will give the program stability and put in the time that the coach can not. A stipend to your assistant coach as coordinator is a nice perk for him or her. A stipend to yourself as coordinator is incentive to continue with the program
- Some programs are purely volunteer with the coach putting in the hours as coordinator at no cost.
- Paid instructors are more reliable than volunteers, so some programs have used grant money to secure reliable instructors. Team members are allowed to receive money for teaching as long as everything conforms to NCAA rules for student-athlete employment. It must be a legitimate job and the student-athlete must be paid for actual work performed.

If you have dollars it is up to you how best to use them. Do you need a reliable coordinator? Do you need to pay for court time, racquets, balls, transportation or food, etc..?

Media: Visibility and Support

Most coaches don't want to sound their own horn so they don't seek out exposure or recognition. Media exposure will only help your program! Media recognition gives your program credibility and visibility and reaches a larger audience which *leads to support and financial assistance* from additional people and groups.

Package your program with a name, a digital photo or two, and a brief description. Share this information – on campus and off! Once you get an article or two, you can more easily go to other groups and ask for their help. You have shown you are credible, established and well organized.

You are bringing positive attention to your team, and your athletic department, it is not for you. Your Booster group will grow and your athletic director will recognize that what you are doing is important and does matter. It can bring very welcome and positive attention to his department from not only the media but from “up campus” areas such as the Office of Campus Life and perhaps the Presidents Office or the Office of State and Community Affairs.

Media Opportunities

- Local newspaper article – as a feature article or as a human interest article
- Student newspaper
- Local TV community event listings
- Local radio station

- Through the University Office of Community Affairs publications (see below)
- University Alumni magazine
- Athletic Communications Office / SID Office
- Community Tennis Associations newsletters and web sites
- Your tennis team media guide
- Your team web site
- Postings on your tennis facility bulletin board
- USTA regional, sectional newsletters
- USTA/USA Tennis NJTL newsletter & website
- USTA/USA Tennis Special Populations newsletter & website
- USTA Section Websites
- USTA Tennis Teachers Conference
- USTA Community Tennis Development Workshop
- USTA Arthur Ashe Kids Day
- U. S. Open

Transportation

Transportation is a key issue. It is the most common problem because it is difficult and expensive to secure vans and drivers and deal with insurance. Reliability is always an issue and it is transportation that diminishes many programs because the kids are not consistently present or a session is cancelled.

- If your community group can provide it, great!
- If you can count on parents and kids arriving on campus on their own, great!
- If you need to secure transportation:
 - 1) You may be able to use your athletic department van at no cost or you may be able to use it for the mileage fee. If your program is “in partnership with” or “sponsored by” the athletic department, their part can be absorbing the cost of the vans.
 - 2) Ask the Community Outreach Center. They often provide vans (and van drivers) at no cost.
 - 3) Go to the Presidents Office and ask. One program had the support of the Vice President and he assigned a bus and covered the cost.
 - 4) For schools programs, if your program is an officially recognized school program, the school may be able to assign a bus and a driver at no cost to the program. There are restrictions on the hours available however.

Remember, if you are providing the transportation, you need to provide reliable drivers.

Insurance

University and Athletic Department insurance policies are changing quickly. In all cases you need to be sure you, your program and the University are covered. Insurance is rarely a deterrent, but coaches have it covered in various ways:

- Most established community programs have the insurance to meet the university’s requirements. The university may have an “insurance requirement form” that the organization must fill out before it can participate in a program on campus
- Coaches are often covered through their USPTA and PTR insurance or have a policy from their summer camps.
- Other coaches use the USTA insurance policy if the school is registered as an organizational member and are a CTA or NJTL.

- Through the USTA, as a one time event, you can get coverage at \$3.25 per person.
- At some universities, if you are running a “clinic” no insurance is required. If, however, you are running a “camp” insurance is required.

Offer Opportunities for Continued Instruction and Competition

It is critical to provide the participants with opportunities to continue play, instruction and competition. Be sure to hand out an information sheet and talk to them about USTA Welcome Centers, NJTL programs, local CTA programs, local tennis club programming, etc. Let them know where they can find court time and programming.

General Recommendations

- 1) Package your program with a name, a digital photo and a description.
- 2) Share what you are doing. Use media opportunities to give credibility to your program and to ask for more funding
- 3) Decide if your program is a joint Athletic Department and/or Community Outreach Center project considering your best options for additional resources and sources for funding.
- 4) Be aware of the difference between a mentoring program and a one time project. In community outreach organizations, a program that offers consistency and mentoring is valued much more highly than a one time event.

CHAPTER 4

NCAA Rules and Restrictions

Generally, with deregulation, the NCAA puts “participation in voluntary activities” in the hands of the institution and the conference. It is up to the institution or conference to decide how lenient it can be or how strict it needs to be to prevent abuses in recruiting or playing time.

You must check with your compliance officer for any conference specific limitations and to review NCAA rules

- Clinics: “Clinics” are usually during the school year while “camps” are usually during the summer months. Most “clinics” are one day events, but it is permissible to have a series of clinics over several weeks. If a coach sets up an instructional program, it is a “clinic” and therefore:
 - 1) Enrollment must be “open to the public.” For instance, if someone outside the targeted Girl Scouts hears about a clinic, they need to have had the opportunity to enroll.

And
 - 2) Enrollment can only be limited by age and numbers. For instance, a coach can advertise for ages 12 to 14 and limit the participants to 20 people.
- A coach can not visibly target a **specific** group, or school for a clinic. However, another organization on campus (the Community Outreach Center or the USTA) can select a group, and arrange for the tennis team to work with that group as part of their project.
- High school age participants are permissible if they are part of a clinic that is limited only by age and number of participants (see above). If high schoolers are present, there can not be any activity that could be considered recruiting per NCAA rules.
- Team members are allowed to receive money for teaching as long as the job adheres to NCAA rules for student-athlete employment. It must be a legitimate job and the student-athlete must be paid for work performed.
- NCAA student-athlete hours: As long as an activity is “volunteer,” the student-athlete does not count any hours towards in season or out of season accountable NCAA hours. In some cases the NCAA compliance officer has to determine if the volunteer activity is “athletically related”.
- For Division III, if an “athletically related” activity takes place during the *off season and with a coach present*, the team members are not allowed to participate as volunteers. However, the players are permitted to participate if they are paid per NCAA student-athlete employment regulations.

Chapter 5

Variations of Community Outreach Programs

Examples of other programs types

One Hour Tutoring and One Hour of Tennis Instruction

A group is tutored up campus by university students for one hour, then brought to the courts for one hour of tennis instruction. This is a 6 to 10 week tutor/mentoring/tennis program. Providing the tutoring and securing the tutors and the classroom space is all done by the university Community Outreach Center. The tennis team organizes the tennis instruction with educational message.

One Time Events

In advance of a hosted tournament or event, or as a spring season kick off, coaches invite various community groups on campus for a few hours of tennis instruction and games adding an educational component and leaving players with options for continue play, instruction and competition.

Home Match Day Activities

The coach can arrange for a team member to greet and speak to a community group.

It is permissible to use a 15 minutes time slot between the doubles and singles matches to run a mini clinic for young kids, a fast serve contest for adults and/or a hit for prizes court. The official and visiting coach must be notified in advance.

Off Campus Visits

Coaches and players travel off campus to visit a community tennis programs. They run the participants through a typical team practice session including conditioning drills. The session ends with a “team meeting” and discussions related to time management, teamwork, sportsmanship, mental toughness, etc...

See Chapter 7 for detailed examples of successful programs

CHAPTER 6

Educational Component

Adding an educational component to your tennis instruction gives more meaning to your program and will help garner support.

As college coaches we know we are teaching more than tennis. College tennis is about teamwork, sportsmanship, working hard, interpersonal skills, health, dedication, character, mental toughness, time management, and so much more. Universities and schools recognize competitive sport as an important part of the broader educational mission. There are many creative ways to use your outreach program and your student-athletes to deliver a meaningful and valuable lesson. An educational message coming from a university coach or a student-athlete role model can have a greater impact on the lives of youngsters.

Menu of Educational Opportunities

Health Center Handouts

Get nutritional information materials from your health center to hand out. Discuss the importance of nutrition and physical fitness for varsity athletes. The internet is a good source to find more health and well being material that is geared towards children.

Sports Quotes

Take time at the end of each session to discuss a sports quote. Some coaches laminate quotes on colorful paper as handouts. Discuss the meaning of the quote on the tennis court and the meaning for life. What is the message you are delivering? Why are these quotes meaningful to your team – important to you as coach?

Sportsmanship

Grantland Rice: “When the one great scorer comes to mark against your name, he cares not that you won or lost but how you played the game”

Discipline

Jim Rohn “Discipline is the bridge between goals and accomplishment.”

Competition

Nancy Lopez, Professional Golfer “A competitor finds a way to win. Competitors take bad breaks and use them to drive themselves just that much harder. Quitters take bad breaks and use them as reasons to give up. It is all a matter of pride”

Dedication

Mike Ditka, Football coach: “You never really lose until you stop trying.”

Determination

Vince Lombardi, Football Coach: “It’s not whether you get knocked down; it’s whether you get up”

Achievement

“Achievement is difficult. It requires enormous effort. Those who can work through the struggle are the ones who are going to be successful.” Jackie Joyner Kersee, Olympic Gold Medalist

Excellence

Sir Arthur Lewis: “Excellence is achieved not only by intellect; it derives even more from character. As the old saying goes, ‘genius is an infinite capacity for taking pains.’ To achieve excellence, one must have self-discipline; to practice the same thing over and over again, while others are enjoying themselves; to push oneself from the easy part to the hard part; to listen to criticism and use it; to reject one’s own work and try again. Only the humble achieve excellence, since only the humble can learn...In the university we build character no less than rain, since brain without character achieves nothing.”

“Team Meeting” with Handouts

Sit in a circle and have a team meeting discussing things you talk about with your team such as time management skills, making wise choices regarding drinking and drugs, mental toughness, goal setting, physical fitness, leadership, behavior in matches, etc...

Player Talk / Speech

Your players are your best resource. Ask your players to give a 2 minute or 5 minute speech on teamwork, dedication, sportsmanship etc... Ask them to talk about why they chose college; what have they learned by being a member of an athletic team; what it means to be a student-athlete; why they participate in community service.

Paper and Pencil Exercises / Games

Use paper and pencil exercises for leadership and communication skills

On Court Physical Exercises / Games

Use on court games for teamwork, leadership and communication

Use the Newspaper

Find a feature story about a national sports figure or a local player. Have a discussion about their character strengths and how they contribute to their team.

CHAPTER 7

Successful Programs

1. *Smith College, Coach Christine Davis, 413-585-2716*

Members of the Smith Tennis team and coaching staff have had some special guests join them on the court. Members of Girl Scout Troupe 51, based in Holyoke, MA, are being introduced to the fundamentals of tennis through beginning skill-development. The girls are receiving both individualized and group instruction in footwork and general rules of the court, as well as various skill sets focusing on shot selection to include the forehand, backhand, and volley. “With tennis being more of an individual sport, participants are able to develop at their own pace. This program is not about being a competitive tennis player. Rather, it’s about learning. The student-athletes are teaching the skills once taught to them, and the children are learning a new sport and developing self-esteem through physical activity. It’s a win-win situation,” says Smith College Tennis Coach Chris Davis.

Smith Tennis always tries to incorporate community service into their playing seasons by offering a number of clinics for varying age groups throughout the year. In particular, this clinic will culminate Saturday, November 6th when the Girl Scouts return to campus, along with other participants, for a morning of instruction and other activities revolving around the sport of tennis. Members of the 2004 Smith Tennis team participating will include Whitney Browne, Elizabeth Crawford, Andrea Dreskin, Seiko Fujii, Macailagh Herman, Shelly Kattan, Lauren Kemp, Ruth Linz, Michelle Montepara, Jane Nylund, Long Chau-Van and Talia Williams, along with Assistant Coaches, Maddie McRae and Chuck Johnson. For additional information on Smith Tennis and programming please visit <http://www.wtennis.org/>.

2. *Princeton University, Tutoring, Mentoring and Tennis Program, Taking Kids Out (TKO), Louise Gengler, 609-258-8393*

The program

15 children ages 12 to 17 visited campus once a week for 8 weeks. The youths were tutored in a classroom on campus for one hour, and then brought to the tennis courts for one hour of instruction. Pizza and light snacks were provided.

The Youths Selected for Participation

The TKO program partnered closely with the university’s Pace Center for Community Service. It was the Pace Center that selected the nearby Eggerts Crossing Village housing development for participation. The development had a well organized and active youth center and Village Association. The Village Association carefully selected the youths who would best benefit from the program. They remained closely involved. At the end of the session the Village Association held a dinner for the children, the tutors, tennis instructors and parents. One by one the children were asked to stand and speak about their experience and what they learned. Clearly tennis was the most popular activity. Not only did tennis provide a healthy activity but it served as a “hook” to get the youths on campus and for a valuable academic and learning experience.

The Key Parties

A student served as Program Director. He initiated the partnership with the Pace Center and put the program under their programming. It was the Pace Center who advertised and found 10 reliable volunteers to commit to 8 weeks serving as mentors and tutors. The Pace Center found and provided a classroom. As a Pace Center program, TKO received funding for food and academic supplies and the Program Director qualified for a stipend. For transportation, the Athletic Department supplied a van and the Program Director served as a certified driver. Eggerts Crossing Village could not provide transportation. The men's and women's team players each volunteered once or twice to serve as instructors. The head coaches were present each session.

The Schedule

The youths arrived on campus at 4:00 for tutoring with their mentors until 4:45. At 4:45 they walked down to the tennis courts with their tutors for tennis lessons 5:00 -5:45. Old team rackets were used as loaners. Team balls and hoppers were the only other equipment. The courts were free. The tutors joined in the lesson as they chose to, many enjoying the additional playful interaction with their mentee – as well as the free tennis instruction they received.

The afternoons ended with pizza and soda and a chance to relax and chat.

3. Millsaps College, Coach Scott Pennington, 601-974-1347

Program Recap and Evaluation:

- We found our students at the Mississippi School for Deaf (MSD)
- We met every Thursday from 3:30-4:30 and taught 20 High School students ages 14-19 the game of tennis.
- Roger Tullos, Athletic Director/Housing Director for the MSD, arranged for a meeting with all the high school students after dinner one evening. We talked about bringing the game of tennis to those that were interested. LifeShare Foundation, provided transportation to the lessons and helped with rackets and balls.
- We will continue through April 14th to instruct the MSD children
- The LifeShare Foundation gave us some financial support
- We will add sportsmanship, character, and health components in March with April as our raindates
- Transportation was handled through the MSD, and on court with USPTA.
 - A teacher at the MSD came to the tennis courts and helped with the instructions, the tennis team helped with the ratio, the student body helped with the instruction too, Millsaps College donated its courts, and I donated a lot of time for the cause
 - We didn't pay any instructors, since the money to do so was not available.
- My involving the LifeShare Foundation enabled a court to be donated for MSD campus, the tennis team helped keep the ratio as close to 1:1 as possible, the attitudes of our volunteers and the students was very positive and rewarding
- We need more people to sign or a person to sign on each court, possibly another vehicle for transportation, have an earlier start in the fall if financial help can be secured
- Get a corporate donor to secure the program, have a person who can sign for each court
- Chuck Poole, LifeShare Foundation, area minister, drove the bus that brought the MSD children to Millsaps College.

CHAPTER 8

USTA GRANTS

Go to www.usta.com or www.itatennis.com for links to complete 2005 USTA and ITA Grant/Funding Opportunities. (In 2006 all applications for USTA funding will be found on the USTA website and administered through GIFTS.)

Multicultural Community Outreach Grant

Provide funding to programs that are providing individuals with good tennis and life skills development opportunities. Must be a year-round program. Must have a history of conducting effective tennis programs in the multicultural community. Must conduct USA Tennis Pathway Programs.

Contact Karlyn Lothery, Chief Diversity Officer (914) 696-7048

Grant Amount \$2,500 to \$20,000

Number Available 17; 1 per USTA Section

Date Applications Available: October

Date Applications Due Section: End of December

Date Applications Due USTA: January

Date Grant Awarded: February

USTA Section Diversity Grants

As a result of the USTA Diversity Plan: Multicultural Focus, the USTA Sections are offered one grant for use to expand diversity efforts both internally in their staff and volunteer base, and externally in their efforts to grow the game of tennis.

Contact Karlyn Lothery, Chief Diversity Officer (914) 696-7048

Grant Amount \$5,000 to \$15,000

Number Available 17; 1 per USTA Section

Date Applications Available: End of January

Date Applications Due Section: N/A

Date Applications Due USTA: End of February

Date Grant Awarded: Mid-March

USA School Tennis Racquets

Assistance in obtaining tennis racquets to assist schools with meeting equipment needs; Requires USTA Organization Membership to be eligible.

Contact Jason Jamison, Youth Product Manager, (623) 374-4905

Grant Amount: Racquets

Number Available: Section Allotment

Date Applications Available: Throughout Calendar Year

Date Applications Due Section: Throughout Calendar Year

Date Applications Due USTA: Throughout Calendar Year

Date Grant Awarded: As Ordered

USTA Tennis & Education Foundation Grants

Awarded to nonprofit organizations for projects that support efforts in tennis and education that help disadvantaged, at-risk youth and people with disabilities.

Contact Karen Martin-Eliezer, Executive Director, USTA T&EF, (914) 606-7133

Grant Amount: Applicants may request specific amounts in their proposals

Number Available: Varies

Date Applications Available: end of October

Date Applications Due Section: N/A

Date Applications Due USTA: March 15 & October 15

Date Grant Awarded: Mid-April

USA Team Tennis Stipends - College

Campus Coordinators are eligible for stipends to increase the number of teams in existing leagues or to start a new league.

Contact Marikate Murren, Youth Product Manager (914) 696-7234

Grant Amount: \$250 to \$750

Number Available: \$1,800

Date Applications Available: January

Date Applications Due Section: N/A

Date Applications Due USTA: November

Date Grant Awarded: Mid-November

USA Team Tennis Stipends - Youth/Adult

Area Coordinators are eligible for stipends to increase the number of teams in existing leagues or to start a new league.

Contact Marikate Murren, Youth Product Manager (914) 696-7234

Grant Amount: \$250 to \$750

Number Available: \$3,600

Date Applications Available: January

Date Applications Due Section: N/A

Date Applications Due USTA: November

Date Grant Awarded: Mid-November

USTA Tennis & Education Player Incentive Awards

To encourage the development of USTA youth tennis program participants (18 years or younger) with great potential and a commitment to higher education.

Contact Karen Martin-Eliezer, Executive Director, USTA T&EF, (914) 606-7133

Grant Amount: \$500;

nonrenewable, to be applied towards tournament fees, lessons, programs, etc.

Number Available: Varies

Date Applications Available: end of October

Date Applications Due Section: N/A

Date Applications Due USTA March 15 & October 15

Date Grant Awarded: Mid-April