



Five Year Strategic Plan – January 2025

Updated/January 13, 2026

Initiative

1. GROW TENNIS
2. COMMUNICATION
3. FACILITIES
4. DIVERSITY/INCLUSION
5. PROCESS DEVELOPMENT

1. Grow Tennis

- Implement new adult participation options into local league play as they are offered by USTA and requested by local USTA members
- Continue to evaluate current league offerings, times, number of matches, utilizing the Adult League Committee.
- Continue to fund the New Player Coordinator position to continue to grow the Tennis Apprentice Program. The NPC is responsible for new team formation, Rookie League and/or Play Days after the program, new player league tracking and new player retention. The NPC and LLC will focus on TA player tracking, and player retention and establishing teams for new players.
- Investigate the addition of Adult Recreation leagues and/or play days and men's daytime leagues (if interest)
- Continue with First Friday Round Robins to increase growth in social tennis
- Increase and implement recognition strategies
 - Reward team captains and championship teams
 - Evaluate options for The Special Awards at the Annual Membership meeting
- Increase the number of financial sponsors, in-kind sponsors, and paying supporters
- Recruit and train team captains
 - Encourage people to become team Captains to increase the number of teams
 - Continue to develop Resources for New Captains and Players, maintain the Player and Captain database on web site, maintain the Captains and Player Guidelines and New Player Guide
 - Continue regular Captain's meeting and New Captain's meetings seasonally
 - Establish and develop a new and existing Captains support system using experienced local Captains
 - Mentor new Captains through the first year and assist with recruitment of new players
 - Continue to involve members with the development of the local league calendar and play options through the Adult League Committee
- Utilize the Marketing and Communication Coordinator position to support the efforts of all coordinators to market all CSRATA program and events
 - In addition, work toward establishing additional committees chaired by board directors:
 - Marketing
 - Recreational Tennis
 - Player Events

- Schools Program
- Social Media

- Increase Junior Team Tennis Participation
 - Create brochures, banners, business cards, post cards for children and parents
 - Reach out to all area elementary, middle and high schools
 - Reach out to private, low income, home schooled, and church schools
 - Reach out to children who have participate in the school program at area elementary schools and integrate them into the JTT program
 - Continue to develop a junior players data base
 - Continue to develop the JTT Tennis Apprentice Program that was started in 2022

- Increase league play options for juniors
 - Continued development of JTT Play Day and JTT Championship Season
 - Continued encouragement & support to develop Parent JTT Captains
 - Explore the development of JTT program play in area neighborhoods/subdivisions with tennis courts

2. Communication

- Increase communication between CSRATA and the community
 - Use of the internet, website, social media, mass E-mail distribution through Constant Contact
 - Communicate budget required to fund Strategic Plan Initiatives.
- Use partners and advertising to drive awareness of programs
- Post to maintain and constantly update CSRATA web site with current league and program information
- Utilize and continue to update the job responsibilities of the Marketing and Communications Coordinator
- Apply for and utilize grant funds to post and boost social media posts
- Drive awareness related to fitness aspects of tennis involvement in marketing campaign
- Advertise and market all related activities, tournaments, JTT Program, Tennis Apprentice Programs, First Friday Play Dates, Red Ball Events and Rookie League/Play days to members and potential tennis players
 - Print (business cards and post cards), television, other local advertising media
 - Use facility posters and banners (bulletin boards)
 - Utilize the purchased Booth in A Bag by attending area sporting events to promote tennis programs
 - Develop a program of regular posts to social media accounts and boosting those posts
 - Update program banners at area facilities as needed

- Encourage qualified players/members to run for CSRATA Board positions.
- Encourage players to participate in the Board of Directors selection process.
- Offer committee involvement and volunteer activities to all members and the community
- Share the strategic priorities and goals of the CSRATA with members and the community
- Survey the tennis community to discover their needs and ideas

- Use survey information to drive decisions ensuring future growth of the CSRATA.

3. Facilities

- Grow the number and quality of tennis facilities
 - Identify current and future needs
 - Identify needed improvements and expansion
 - Monitor local government decisions and provide input when appropriate
- Drive awareness concerning availability and locations of tennis facilities
 - Consider public court availability- hours of operation, lighting and other restrictions
 - Determine availability of qualified instructors
- Bring tennis facility needs to the attention of the sports councils, schools, county governments, recreation departments, city governments, council of clubs, neighborhood associations, and other stakeholders

4. Diversity/ Inclusion

- Drive diversity and inclusion by offering tennis to a wide range of non-traditional populations
 - Age – promote tennis as an activity for all ages
 - Ethnicity – expose a wide variety of ethnicities to tennis
 - Disabilities – increase awareness of tennis to a variety of disabled persons
 - Consider expanding wheelchair tennis, including up/down tennis
 - Gender – Increase tennis awareness to both genders
 - Support school tennis and expand to non-traditional communities
 - Continued expansion of our elementary school program into additional schools and evaluate possible expansion into area middle schools
 - Emphasize the fitness aspects of with weight loss clinics and other facilities; becoming a recommended method of exercise
 - Continue to support the Ann Taylor Scholarship program and the fund-raising efforts of the scholarship committee

5. Process Development

- Maintain volunteer procedure per bylaws
- Complete yearly review of CSRATA Policies and By Laws
- Complete a yearly review of the process for new board member acquisition and orientation
- Review yearly all coordinators job descriptions, responsibilities and requirements
- Continued development/review of team captain training/support program consistent with the GROW TENNIS vision
- Continue to support/provide funding for the CSRATA tennis scholarship program
- Continue to explore opportunities to use additional end of year funds to support our local tennis community
- Continued review of adult leagues opportunities and possible additions based upon area players needs
- Establish and review need for addition of Other Committees to achieve Strategic Plan goals



- Implement S.M.A.R.T.* component to effectively measure goals in selective area(s) each year
 - Establish Strategic Planning Committee
- *SMART S=Specific, M=Measurable, A=Achievable, R=Realistic, T=Timely.