



Racquet Sports Management Apprenticeship

Detailed Overview

The USTA Racquet Sports Management Apprenticeship (RSMA) is a comprehensive program designed for tennis coaches aspiring to excel in the field of Racquet Sports Management. With the aim of cultivating industry-leading experts capable of overseeing racquet sports facilities and all facets of the tennis industry, the RSMA prepares participants to stand out as exceptional racquet sports leaders.

At the core of the program's mission is the commitment to nurturing a new generation of tennis industry leaders. The RSMA sets the bar high for its directors, ensuring they are equipped with a well-rounded skill set encompassing various aspects of the tennis industry. Through an intensive two-year curriculum, apprentices are immersed in both tennis-specific and leadership training, enabling them to emerge as top-tier professionals who not only possess technical expertise but also visionary leadership qualities.

Upon successful completion of the program, graduates are poised to shine among their peers as emerging racquet sports leaders. The RSMA empowers apprentices with the skills and knowledge required to foster the growth of racquet sports and sustain the industry's economic vibrancy. This includes project-based learning, which will allow candidates to complete assignments that lead to the creation of a business plan for a new facility.

The program's outcomes underscore its commitment to producing exceptional leaders. The RSMA's unique approach includes a series of steps designed to ensure the success of its graduates. This includes a "Showcase" initiative, where eight

potential racquet sports leaders are presented to partner facilities and clubs. In the first quarter of the second year, a virtual presentation of the facilities takes place, followed by in-person interviews in the second quarter. The culmination of the program is job placement in the third and fourth quarters of the second year, solidifying the apprentices' transition into impactful leadership roles.

The RSMA not only benefits the immediate cohort but also contributes to the industry's future leadership pipeline. By successfully placing apprentices in key positions throughout the racquet sports landscape, the program effectively develops future leaders who continue to elevate industry standards.

In summary, the USTA Racquet Sports Management Apprenticeship is a transformative journey that empowers tennis coaches to evolve into influential racquet sports leaders. Through its rigorous curriculum and strategic placement process, the RSMA positions its graduates as distinguished experts and leaders, driving the growth, innovation, and excellence of the racquet sports industry.

Completion Requirement

REQUIRED COURSES: 60 TOTAL CREDITS

Introduction to the Program

Candidates will spend an intensive and energizing three months at the USTA National Campus. Under the direction of the National Campus Director of Racquet Sports, 20 hours each week will be dedicated to on-court coaching. Additional hours during the week will comprise various themes to prepare candidates for the rigors of the academic courses. A few topics covered are:

- Introduction to all National Campus programming
- Personality and Leadership Assessment
- USTA National Campus Teaching Methodology
- One-on-one meetings with senior leaders and members of the coaching education department

Core classes

RACQUET SPORTS INDUSTRY

- Introduction to Racquet Sports Management (3)
- The Racquet Sports Landscape (3)
- Legal and Ethical Issues (3)
- Mainstream Racquet Sports (3)

RACQUET SPORTS BUSINESS

- Technology Tools (3)
- Financial Management (3)
- Branding, Marketing & Sales Promotion (3)
- Compensation & Benefits (3)

RACQUET SPORTS LEADERSHIP

- Leadership and Culture Studies (3)
- People Management (3)
- Coach Development and Evaluation (3)
- The Customer Journey (3)

Core projects

- Mission, philosophy, core values, and developmental pathways (3)
- Prepare a three-year business plan for your assigned facility (3)
- Formalize the leadership and review mechanisms that foster support and individual growth (3)

Elective Projects

CHOOSE A MINIMUM OF THREE FROM THE FOLLOWING LIST (12)

- Prepare a business plan and developmental pathway for Padel.
- Schedule an entire year of sessional programming for your facility.
- Demonstrate how to build a robust and successful teams program.
- Practice budget variance reporting by using three different budgets across distinct facilities
- Demonstrate a plan to effectively communicate with parents, or similar stakeholders, at your facility.
- Illustrate a high-performance plan for your facility to include programming, periodization, nutrition, strength and conditioning, and mental skills.
- Develop an annual staff professional development plan to include a plan to evaluate coaches and include a self reflection system
- Prepare a 12 month annual special event calendar to compliment your programming schedule.
- Prepare standard operating procedures for year-round court maintenance to include clay courts, hard-court, and indoor facilities.
- Show a meticulous plan to onboard new staff members at your facility.
- Prepare a plan to retain participants from session to session and show how retention is tracked.
- Write your own personal coaching philosophy. It should be based on current research and include the tenants of the ADM.

Capstone

PORTFOLIO (6)

Generate a digital, evidence-based portfolio, to share with a prospective employer.