

ADVOCATING FOR: COLLEGE TENNIS

Advocacy for tennis involves taking our knowledge and passion for tennis and connecting it to the needs of communities, schools, colleges, and local governments. Advocacy is the ability to demonstrate to decision-makers how tennis programs can benefit the community.

INTRODUCTION

Challenge

With many contributing economic factors, college varsity tennis programs are disappearing, which often means losing the college tennis venue, too.

Whether in a varsity tennis program or a USTA "Tennis on Campus" program, there are many opportunities for students to play college tennis. In addition, college and university tennis venues can play a larger role beyond the campus by becoming "community hubs" for tennis. Students, faculty, and staff can connect to the community at large and grow their presence locally.

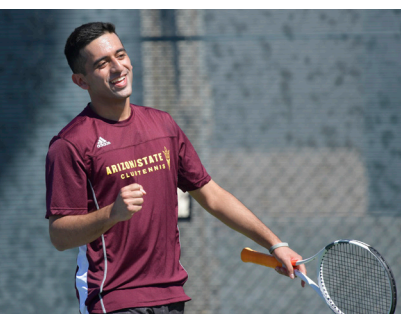
COLLEGIATE PLAY OPPORTUNITIES

Varsity Tennis

For many, a tennis scholarship can provide an opportunity for education that may not have been possible otherwise. It remains the connective tissue for American tennis, provides aspirational goals for U.S. junior tennis players, and a viable high-performance pathway to compete as a professional player or to make a career as a member of the professional tennis industry.

Tactics to Advocate for Varsity Tennis

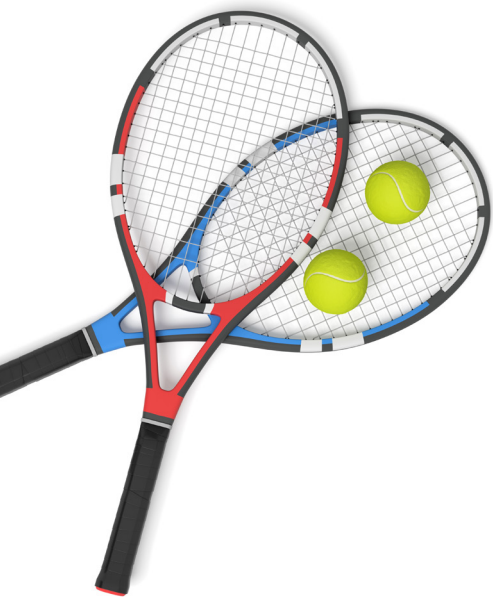
- To save these programs, strategies need to be developed, working with coaches and communities, to increase a tennis program's relevance to the college or university.
- The key is to advocate, educate and encourage coaches, athletic directors and college presidents to develop long-term, meaningful community outreach programs on their campuses.
- Emphasize the value of college tennis: It attracts new students, showcases top student-athletes, enriches student life, builds relationships, and generates revenue.
 - If a local college or university program is threatened, there are national resources available to help.



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For more information about collegiate tennis opportunities, please visit

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COLLEGE**

TENNIS ON CAMPUS

Playing tennis in college can act as an important bridge to continuing on in the sport as an adult. More than 15 years ago, the USTA created the Tennis On Campus program, which offers tennis players who do not play varsity tennis a structured opportunity to continue on in the sport.

COLLEGIATE COMMUNITY HUBS

The importance of college tennis facilities goes well beyond their use by students during the school year. Courts at colleges also are used by community members, and often these same courts host tennis camps during the summers. The USTA has developed a plan to assist universities in activating their tennis venues locally while adding a new revenue stream to an athletic department. The purpose of these “Collegiate Community Hubs” is to engage the community, faculty and staff by offering robust programming, lessons, tournaments and social leagues. College and university tennis venues can be excellent assets to connect to the community and become sources of additional revenue while not impacting university priorities.

The benefits of creating a Collegiate Community Hub include:

- Increased revenue
- Community engagement opportunities
- Support college coaches
- Increase college fan base
- Increase court occupancy
- Increase donor opportunities



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