

Albany Tennis Association 2011-2012
Strategic Plan

The purpose of the Albany Tennis Association is to promote all phases of amateur tennis in the Albany area.

Strategies	Key Actions	1-Year Goals	Resources /Leaders
1. Increase 10 and under participation	<ol style="list-style-type: none"> 1. 2 Community 10 and under play days 2. Apply for grant for Youth Court Lines 3. Offer PE Training for elementary teachers and support staff 	<ul style="list-style-type: none"> - Increase Jr. Team participation - Improve facilities for 10 and under programs 	<ul style="list-style-type: none"> - John Scanling- USPTA Pro - Suzy Davis- Recreation and Parks
2. Expand Adult league participants	<ol style="list-style-type: none"> 1. Publicize leagues on social media outlets 2. Implement city wide tournament 3. Offer free league fee to new players (new to USTA) 4. Link USTA video to ATA Website 	<ul style="list-style-type: none"> - Increase participation by 15 players - Increase city wide participation to include juniors 	<ul style="list-style-type: none"> - John Scanling- USPTA Pro - ATA Committee/Web Master – Mark Dukes - Facebook Master – John Scanling
3. Expand Jr. Team Tennis	<ol style="list-style-type: none"> 1. Implement 4 play days to attract new players 2. Pay tournament fees for state 3. Pay for tennis balls and occasional snacks 	<ul style="list-style-type: none"> - Increase by 2 teams - Increase participation at the state level - Provide nutritious snacks 	<ul style="list-style-type: none"> -Rhonda Palmer and Sheila Boone -Jr. Team Tennis Coordinators
4. Strengthen Community Connections	<ol style="list-style-type: none"> 1. Assist local government with development of tennis center and multi-purpose recreation center funded by SPLOST 3 and 6 2. Increase relationships with business community 3. Increase media relations 4. Include tennis as part of community play day with assistance from Albany State tennis players 	<ul style="list-style-type: none"> - Find sponsor for city tournament - Highlight tennis opportunities through media - Increase involvement with diverse populations 	<ul style="list-style-type: none"> - Suzy Davis-Recreation and Parks - ATA Committee - WALB, Cumulus, Albany Herald, Albany Journal, Fox, Clear Channel