

Maximizing Players and Profit with Quick Start and Little Tennis
2011 USPTA Pacific Northwest Conference
Craig S. Jones

I. Introduction

Focus on the Product - 10 and Under Tennis

II. Creating a Complete 10 and Under Program

Play Opportunities

- Club Based
- Area
- State/Region
- Sectional

Clear Pathway

- Seamless and Transparent
- Published Requirements
- Competition/Play Opportunities
- Re-entering the Program (other sports)

Quality Instruction

- Caring Staff
- Women Rule!
- Find Young Talent
- Balance of Fun and Skill
- Change in Methodology
 - _ Culture of Control
 - _ 3-Dimensional Coaching
- Maximizing use of Instructors

PEP - Parent Education Program

- Parents are your Ally!!
- Orientation Packet and Session
- Meetings - Why Should I Keep Coming?
- Utilize Play Days
- Assistant Pros - Homework
- Engagement - Making the QS Connection

High Performance Track

- Private Lessons
- Commitment
- Appropriate volume
- Play other Sports
- Increased Competition
- Athletic Development
- Involvement of HP Pro

III. Taking it to the Court

Types of Instructors and Roles

- Youth Volunteers
- Adult volunteers
- High School instructors
- Non certified adult instructors
- Certified pros

Layering Programs

- Overlapping Clinics
- Simultaneous Clinics
- Extra Privates
- Member Play

Student:Teacher Ratios

- Age and level of kids
- Experience of instructor
- Subject area
- Proximity - 36' vs 60' courts

Leverage Space

- 36'
- 60'
- Mixed Courts/Clinics
- Appropriate Lesson Plans