AGENDA

● OPENING REMARKS
  Rob Howland, Director of Programs & Services - USTA Foundation

● SAFE PLAY - DIGITAL UPDATE
  Lauren Tracy, USTA Director, Strategic Initiatives

● USTA Foundation Online Resources
  Stephen Duncan, Educational Resources Consultant, USTA Foundation

● CHAPTER PROGRAMMING
  *Capital Region Youth Tennis Foundation (15 Love) - Amber Marino, Executive Director
  *New Haven Youth Tennis & Education - Mavi Sanchez Skakle, Executive Director
  *Gainesville Area Community Tennis Association - Addison Staples, Executive Director

● Q&A - Via Chat Box
Safe Play in the Digital Space
Lauren Tracy, USTA Director, Safe Play

● **USTA Safe Play Policy still applies**
  ○ One-on-one interactions between adults and minors must be observable and interruptible
  ○ Obtain written parental consent

● **Remain professional and vigilant**
  ○ School and sports may have been the only safe places for some kids - look for warning signs of violence and abuse.
  ○ Ask open-ended questions and hold video calls in a public area in your home whenever possible.

● **Additional resources**
  ○ The U.S. Center for SafeSport - [Virtual Safety Guide HERE](#).
  ○ The National Center for Missing and Exploited Children - [State Resources HERE](#).
ONLINE EDUCATIONAL RESOURCES
Steve Duncan, USTA Foundation Consultant

● SOCIAL EMOTIONAL LEARNING (SEL)
  ○ Todd Parr’s Fun (Children’s Book Author)

● LITERACY
  ○ Read To Me International’s Resources Library
  ○ https://www.readtomeintl.org/resources/

● MATHEMATICS
  ○ Cool Math’s Games
Capital Region Youth Tennis Foundation (15-Love)
Amber Marino, Executive Director

ORG OVERVIEW
15-LOVE was founded in 1990, with the help of Arthur Ashe through the Ashe-Bolletieri-Cities Program. We run in 3 counties around NY’s capital of Albany (about 3 hours north of NYC).

- 2,800 students in summer of 2019
- 5,000+ students year-round, including school-day programs

COVID STEPS / IMMEDIATE IMPACTS & PIVOTS

- We were shut down March 13 because an employee was possibly exposed
- Schools programs ended abruptly; All tennis & education programs ended
- Purchased a paid Zoom account & began twice daily Zoom calls with kids
- Postponed major fundraiser from June 1 to August 25; loss of ½ of sponsors; still uncertain

PROGRAMMING/STAFF MANAGEMENT GOALS

- Salaried staff still working / being paid; minimal hourly staff not working now
- Determined to have summer program / pay staff (graduates) who need the money for school
Capital Region Youth Tennis Foundation (15-Love)
Amber Marino, Executive Director

PROGRAM DELIVERY & PLANNING

- Currently Zoom M-F, 2x/day & delivering school supplies
- Summer: Staff works in 2 groups: 9am-2:30pm; 2-8:30pm, M-F; planning for in-person
- Shifting some classes from age-level to “family;” limit of 8-10 kids per court
- Education Programs: via Zoom w/ a weekly supply drop-off, or smaller in-person classes

TECHNOLOGY PLATFORM, USE OF INCENTIVES

- Zoom; Sawyer (registration / scheduling)
- No incentives, but at least weekly calls to each family

CHALLENGES

- Technology / connectivity for our families
- Shift in culture - from drop-in program to scheduled classes; serve about ½ as many kids
- Disinfecting rackets, etc...

UNEXPECTED BENEFITS

- Older kids are presenting / creating activities for younger kids now
- Alums are presenting to kids now via Zoom
- Estimated savings of $8,000 in payroll
New HYTEs
Mavi Sanchez Skakle, Executive Director

ORG OVERVIEW

● In 2008 Yale University Varsity coaches created New HYTEs flagship year-round enrichment program
  ○ TEaM = Tennis, Education, and Mentoring
● TEaM provides scholarships to 40 scholars ages 7-14 from New Haven Public Schools
  ○ two-thirds from low-income families
  ○ one-third from bilingual families
  ○ summer scholarship to TEaM Summer Academy a 4 week program equal parts tennis & education
● Annual youth impact 200+
● Facilities: Yale Athletics Tennis & the Tennis Foundation of Connecticut
● 2020 Budget $280,000

COVID-19 New HYTEs Timeline:

● Wednesday March 11th - New HYTEs protocols in place anticipating New Haven Public Schools (NHPS) closings
● Thursday March 12th - NHPS close / New HYTEs staff assess technology gap, essential needs
● Saturday March 14th - Priority: addressing food insecurities & health information for TEaM families

PROGRAMMING/STAFF MANAGEMENT GOALS

● 2 full time staff - 2 part-time
● 1 on 1 communication with TEaM scholars and parents
● Addressing technology needs - connecting families to local community resources
● Maximizing digital educational enrichment
● Creation of weekly calendar for TEaM
New HYTEs
Mavi Sanchez Skakle, Executive Director

PROGRAM DELIVERY Timeline:

● Week 1 - lacks structure, scholars & staff learning to navigate ZOOM sessions
● Week 2 - New HYTEs YouTube channel / Academic Director produces 10 minute fitness videos
● Week 3 - Virtual Academic Enrichment begins on ZOOM:
  ○ ½ hr. blocks Monday, Tuesday, Wednesday
  ○ Breakout sessions:
    ■ Tennis content - USTA Net Generation & Rhabit
    ■ Educational enrichment - TEaM book club/READ TO THEM, Newsela, Origami, NJTL Essay drafts
    ■ Homework help & completion

TECHNOLOGY PLATFORM:

● Challenge: delivery of laptops, chromebooks, and iPads
● Gains: TEaM scholars are learning skills navigating virtual meetings and digital platforms
  ○ USTA New England provides bi-weekly meetings to support NJTL chapters
  ○ New HYTEs joins weekly meetings with local advocacy youth organizations, key to local resources

Positive outcomes:

● NJTL chapters are leveraging digital platforms and community resources to address education and essential needs.
GAINESVILLE AREA CTA (ACES IN MOTION)
Addison Staples, Executive Director

ORG OVERVIEW
10 yr old org, 7 years old as an NJTL. Main program is our 5 day/week after school program with 55 middle & high school students with a pre-collegiate focus. Operate on University of Florida campus with 1 to 1 tutoring, enrichment, and tennis. Budget $300k.

COVID STEPS / IMMEDIATE IMPACTS & PIVOTS
- March 20 was our last day of in person programming, mandated by the City and County
- Made the immediate decision to offer our After School program online
- Started a laptop lending program and coordinated with our local internet provider to get internet into homes at a discounted rate and offered payment for up to 3 months
- Started a needs assessment with our families and coordinated with local partners to meet the needs such as rent, utilities, and food

PROGRAMMING/STAFF MANAGEMENT GOALS
- Salaried staff still working (4 full-time); minimal hourly staff not working now
- Had to let go 2 part time staff so they could make more from potential unemployment
- Readjusting to remote working has been a challenge
GAINESVILLE AREA CTA (ACES IN MOTION)
Addison Staples, Executive Director

PROGRAM DELIVERY & PLANNING

- M-F on Zoom
- 2-4pm (1 to 1 tutoring) 4-5pm Group session (enrichment, speakers, SEL) 5-7 Social/Emotional
- Food Delivery: partnering with orgs for groceries and cooked meals
- Social Service Support: partnering with United Way & Catholic Charities (rent & utilities)
- Summer Plans: as scheduled with potential for smaller class sizes and training on hygiene

TECHNOLOGY PLATFORM, USE OF INCENTIVES

- Zoom for Programming; Instagram for messaging to students; Mass text app
- Raffle for food delivery for 4 or more sessions during the week (PR); $10 for NJTL Essay

CHALLENGES

- Technology / participation (older students watching younger siblings)
- Motivating students virtually is tough

UNEXPECTED BENEFITS

- We are uniquely positioned to be a resource for families for institutions such as United Way, etc
- Certain donors have been generous during time of need/crisis
- We might keep some aspect of a virtual program even after COVID19
QUESTIONS & ANSWERS

*PLEASE SUBMIT QUESTIONS USING THE CHAT BOX

*PLEASE INDICATE WHO THE QUESTION IS FOR

*A RECORDING OF THIS WEBINAR AND ASSOCIATED MATERIALS WILL BE PROVIDED.

*IF YOU HAVE ANY ADDITIONAL QUESTIONS PLEASE EMAIL NJTL@USTA.COM and the appropriate individual will respond.