



JUNIOR CIRCUIT PROGRAM GUIDE

THANK YOU!

ON BEHALF OF THE UNITED STATES TENNIS ASSOCIATION, THANK YOU FOR HOSTING A USTA JUNIOR CIRCUIT EVENT!

By supporting this program, you are aligning your goals of shaping the future of the kids you teach every day with the goals of the USTA.

The USTA Junior Circuit is a program that utilizes a non-elimination, round-robin draw format for players of all ages to gain match-play experience in a tournament setting with a focus on individual results. This experience will encourage players of all ages to develop their skills through level-based play and demonstrate good sportsmanship.

This guide will help you deliver a fantastic experience to continue fostering a lifelong love of the game by supporting appropriate play opportunities.

Thank you for being a USTA Junior Circuit provider!



A handwritten signature in black ink that reads "Matt Barnhart". The signature is written in a cursive, flowing style.

Matt Barnhart
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ABOUT THE AMERICAN DEVELOPMENT MODEL

In 2014, the United States Olympic & Paralympic Committee (USOPC), in partnership with the national governing bodies of sports, created the American Development Model (ADM) to help Americans realize their full athletic potential and utilize sport as a path toward an active and healthy lifestyle. The model uses long-term athlete development and quality coaching concepts to promote sustained physical activity, athlete safety, and age-appropriate development with the aim of creating a positive experience for American athletes across all levels of the sport. An ADM provides a foundational framework on which to build sports experiences for children and puts into practice the best research and applications from leading experts around the world.



DISCOVER, DEVELOP, PLAY

The foundational elements of the USTA's ADM are three-fold, discovering tennis playing skills while having fun, developing your tennis playing skills, and playing tennis your way. The need for youth to discover fun while playing sports has been well documented. Researchers have proven that kids want to have fun while playing a sport, to the point that is the main reason why they play.

Another foundational element is developing playing skills through physical literacy, which is the ability to move with competence and confidence in various physical activities that benefit the whole person's healthy development. Children need varied and expansive physical activity opportunities to help develop physical literacy, including exposure and appropriate instruction.

The third and last foundational element of the USTA's ADM is player centering. The pathways that tennis players take can vary tremendously. We at the USTA through the lens of the ADM challenge all athletes irrespective of their age or ability to find and develop their own journey, a philosophical approach of playing tennis while having fun, developing play skills, and playing your way.

HOW THE USTA USES THE AMERICAN DEVELOPMENT MODEL

The guiding principles of the USTA conform to an American Development Model (ADM) that is positioned as the aligning tool for all of USTA's stakeholders. From skill development to competition perspective, the ADM aims to achieve its objectives of stemming early specialization, developing multi-sport athletes, and increasing physical activity in youth. As the USTA refines its Long-Term Athlete Development plan, the ADM will form a critical component in how the USTA embraces core athlete development principles. The long-term goal is to allow American youth to utilize sport as a path toward an active and healthy lifestyle and to create opportunities to maximize their full potential. These key principles, tailored to the sport of tennis, include:

THE KEY PRINCIPLES



Universal Access

Make sure playing tennis is safe, accessible, local and affordable.



Developmentally Appropriate Coaching and Play

Emphasize movement skills through developmentally appropriate coaching and play.



Support Multi-Sport or Multi-Activity Participation

Build athletes through a multi-sport approach within tennis programming and cross-promotion with other sports and activities.



Fun and Player-Centered

Focus on creating a fun, positive, engaging atmosphere within an inclusive team culture rather than wins and losses.



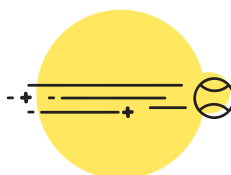
Educate Coaches and Officials

Ensure diverse coaches and officials engaged with all ages and abilities are appropriately trained.



Parent/Player Guidance, Education, Health, and Transparency

Provide parents and players the information needed to guide their tennis development.



Clear Development Pathway

Integrate tennis into physical education programs in schools, recreational community programs, and advance into age- and skill-based programs and competitions.

WHAT IS THE USTA JUNIOR CIRCUIT?

The USTA Junior Circuit is a program that utilizes a non-elimination, round-robin draw format for players of all ages to gain match play experience in a tournament setting with a focus on individual results. This experience will encourage players of all ages to develop their skills through level-based play and demonstrate good sportsmanship.

It is designed to be delivered as a single event, up to 2-4 hours per flight, with the objective of providing a competitive environment guaranteeing individual match play. A USTA Junior Circuit event can be played with orange, green, or yellow tennis balls. Player ratings can be used in green and yellow ball to help group players into flights and facilitate level-based play. An eye test can be used during the group warm-up to flight players in the orange ball division.

A USTA Junior Circuit event can be delivered by Safe Play approved providers as a fantastic way to help foster a lifelong love of the game by supporting appropriate play opportunities! As we continue to develop the USTA Junior Circuit program, additional draw types and formats of play may be included to ensure a fun and developmentally appropriate environment.



RESOURCES TO GET STARTED

This program guide will give you all the information needed to deliver a Junior Circuit event for your players. With these tools at your disposal, you will be up and running in no time!

SERVE TENNIS

Explore Serve Tennis, powerful digital tools brought to you by the USTA and made for tennis.

Here you can list your Junior Circuit programs, take online payments, register players, and more.

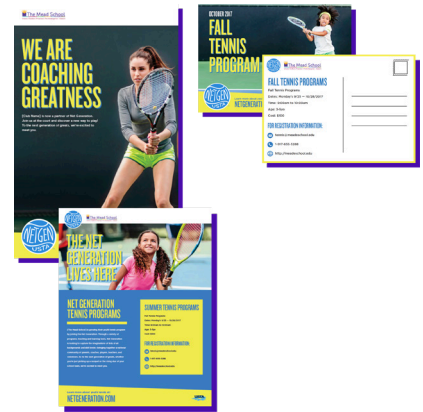
Access everything you need to get started at usta.com/servetennis



MARKETING GENERATOR

Start creating and customizing your own professionally designed marketing materials and promoting your events. Use your logo and create posters, flyers, postcards, and more.

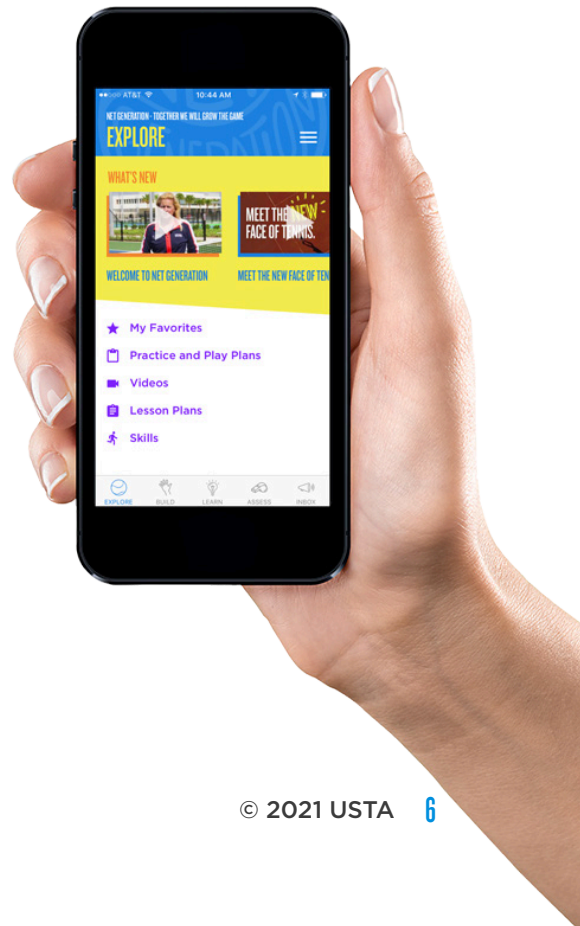
[Click here to start creating.](#)



MOBILE APP

This free tool will give you access to world-class curricula and instructional teaching videos, as well as pre-built Net Generation lesson plans with the option to build your own.

Download the app today!



PROVIDERS WILL RECEIVE:



ONE CASE OF ORANGE, GREEN OR
YELLOW BALLS



TOWEL GIVEAWAYS*



GIFTS FOR YOU



CUSTOMIZABLE MARKETING FLYER

*Giveaways are subject to change.

PROGRAM ROLES

Understand the different program roles and responsibilities to run a USTA Junior Circuit event.

USTA JUNIOR CIRCUIT PROVIDER

- Account created on usta.com and Safe Play approved
- Plan, organize, and manage the overall USTA Junior Circuit event
- Track individual results, calculate flight totals, determine winners and post results
- Basic knowledge of Serve Tennis
- Tennis experience required

USTA JUNIOR CIRCUIT COURT CAPTAIN

- Recruited by the USTA Junior Circuit Provider/Assistant
- Assist with court assignments and match rotations
- Assist with tracking of individual results
- Tennis knowledge recommended
- More information on the next page



PROGRAM ROLES

USTA JUNIOR CIRCUIT COURT CAPTAIN

The **Court Captain** has the opportunity to help the program provider create a fun and encouraging environment that can make a positive difference in a child's life.

The role of the Court Captain is to support and assist the program provider with a format that specifically reinforces level-based play, match-play experience, and good sportsmanship. This provides players the opportunity to enjoy tennis based on their skill level and developmental readiness. This approach allows providers the flexibility to better meet the needs of the players and facilitate development, making play more fun.

The goal of the Junior Circuit is to provide a competitive environment guaranteeing individual match play. If play is not continuous or safe, Court Captains may provide the following assistance to participants:

- **Guidance through all aspects of point and match play, as defined by the provider**
 - o Safety - ensuring participants are aware of their spacing
 - o Scoring - helping participants understand and keep track of the score
 - o Integrity - ensuring participants are calling lines and scores properly
- **Grouping and match play activities**
 - o Structure - Reinforcing the organization and length of each match
 - o Transitions - Movement from one match to another

Please feel free to discuss this more in-depth with your Court Captain(s) in order for them to develop additional knowledge about the role as well as explore educational references to enhance their skills.

The most successful programs and events include a Court Captain

By including the Court Captain role, you will contribute to the success of the program by guiding and supporting play while promoting a safe and enjoyable experience for players. Through these efforts, you are setting the stage for players to continue to include tennis as part of an active lifestyle.

Thank you for your commitment to the growth and development of all children participating in this program!

PROGRAM SETUP

Understand the different components to set up a USTA Junior Circuit event.

PARTICIPANT LEVEL

- This experience will help facilitate level-based competition for players of all ages
- This product allows players with varying skill types to play through their development
- Players in a Junior Circuit event should already have had some match play experience and the ability to serve, rally and score

DETERMINE AUDIENCE

- In-House - target audience is players from a host facility
- Open - target audience is players from local community

SET THE DATE AND TIME

- Check the calendar for available dates
- Determine how it can boost upcoming or existing programming
- Look for potential conflicts (e.g. other tennis events, sports, activities)
- Confirm facility and court availability
- Players should expect to be at the facility for 2-4 hours

DETERMINE BUDGET

- Potential expenses (e.g. court fees, meal/snack)
- Expenses will help determine the participation fee
- Look to bundle costs into existing programming

RECRUIT VOLUNTEERS

- Community Tennis Associations (CTAs), teaching professionals, parents, high school players, and Tennis on Campus (TOC) players are some examples of volunteer options
- Assign their roles

GET THE WORD OUT

- Set up online registration on usta.com/ServeTennis
- Post flyers around the community
- Contact local community providers, programs, and organizations
- Work with your local Community Tennis Association (CTA)
- Leverage earlier events in your community to market your event

EVENT SETUP

FLIGHT SIZE

- Players will be grouped into flights of 3, 4, or 5
- Flight size will depend on the total number of players and their level

PUTTING PLAYERS INTO FLIGHTS

For green and yellow ball divisions:

- Use Serve Tennis to group players by:
 - Age
 - Flights may be co-ed
 - Ball Preference (Orange, Green, Yellow)
 - World Tennis Number (WTN) - See page 13 for more information
 - Other - Additional options included in “Appendix A”
- Post draws/flights after all draws/flights are created
- “Appendix B” includes a grouping example

For orange ball divisions:

- Host a 15-minute warm-up prior to matches commencing
 - During this warm-up, use the eye test to group players into appropriate flights
 - Announce flights following the warm-up
 - Age groups are at the discretion of the provider, but co-ed 10U and co-ed 12U are recommended for registration purposes
 - Multiple staff members can be used for the eye test based upon participant numbers

WELCOME

- Greet players and parents upon arrival
- Check-in players and send them to the courts for free play
- Once everyone has arrived, conduct a parent/player meeting
 - Talking points can be found on the following page

GROUP WARM-UP

- After court assignments have been made, all players to warm up for 10 minutes
- Alleviates the need to have the players warm up before each match
- This method is more efficient from a time-management perspective

CHARACTER DEVELOPMENT

- When players enjoy active play, they look forward to sports and exercise as a chance to make new friends and develop new skills
- Emphasize that the players show good sportsmanship using a “word of the day”
 - Examples include: listening, respect, effort, teamwork, and responsibility

EVENT SETUP

MATCH PLAY

- Each player will play singles against all the other players in their flight
 - Optional: Add doubles in flights of four (4) players
- Pre-determine the scoring format, options below:
 - Flights of 5
 - Short Set to 4 Games (no Tiebreak at 3-3)
 - 6 Game Set (no Tiebreak at 5-5)
 - 20-minute timed match (orange only)
 - Flights of 4
 - 6 Game Set (no Tiebreak at 5-5)
 - 2 out of 3 Short Sets (in lieu of a 3rd set, play a 7-point Tiebreak, win by 2)
 - 20-minute timed match (orange only)
 - Flights of 3
 - 2 out of 3 Short Sets (in lieu of a 3rd set, play a 7-point Tiebreak, win by 2)
 - 20-minute timed match (orange only)
 - Assign each flight to the same courts
- Give players the scorecard for their flight
- Players start their matches (no need for individual match warm-ups)
- Players track their scores
- Players submit their flight scorecard to tournament desk

WRAP-UP

- Thank the players for attending and the parents for supporting them
- Reemphasize the character development (word of the day)
- Recognize winners of each flight and players for good sportsmanship
- Hand out awards based on performance and sportsmanship (optional)
- Leverage the opportunity to promote upcoming events and programs
- Hand out player giveaways (if applicable)

POST EVENT

- Post draws and flights in Serve Tennis
- Enter results into Serve Tennis within 48 hours of the USTA Junior Circuit event

WORLD TENNIS NUMBER (WTN)

COMING SOON

The USTA is piloting the use of the ITF's new global tennis rating system, the World Tennis Number (WTN). This pilot includes our USTA Junior Circuit events. The WTN rates all players on a 40-to-1 scale, where 40 is beginner and 1 is the best player in the world. The WTN is calculated by the ITF algorithm on USTA data. Soon, data from over 100 other federations will be included in U.S. player WTNs.

A player's WTN publishes weekly and is published to the hundredth decimal place. At this time, players are unable to see their WTN rating, as it is still in the pilot phase. If a player does not have a WTN, it means that not enough data on them has been transmitted to the ITF for calculation. With more play, the player will begin to generate a WTN.

Use of the WTN in USTA Junior Circuit events will allow the USTA to evaluate how the WTN responds to match play, the effectiveness of the WTN in providing groupings for competitive play, and how the WTN scale is perceived. Provider feedback is critical, and very much appreciated, as this will help measure success and drive change.



PARENT/PLAYER MEETING TALKING POINTS

INTRODUCTIONS

- Briefly introduce yourself and other key people helping with the event
- Explain the USTA Junior Circuit format: A non-elimination tournament draw format for players to gain match-play experience with a focus on individual results; this experience will encourage players of all ages to develop their skills through level-based play, and demonstrate good sportsmanship
- Demonstrate how players will fill out their flight scorecards
- Mention how the players are grouped into flights to support level-based play:
 - Pre-event combination of gender, age, and/or rating
- Mention the importance of character development and parent education

CHARACTER DEVELOPMENT

- Playing as part of a flight will strengthen your player's social and emotional skills, help develop communication skills, and improve confidence
- Additional value can also be derived from conversations with your player
- As a parent, give positive comments when you see your player, a sibling, or a friend promoting cooperating well or working well as part of a flight
- Explain to your player how their actions contributed to the overall success of the event
- As you watch the event, talk about what you see and ask questions about what your player is experiencing

BENEFITS OF TENNIS

- Tennis now is player-friendly, similar to other youth sports
- Your child will develop skills faster, build more confidence, and **HAVE MORE FUN**
- Tennis is a lifetime sport
- Talking points specific to orange and green ball:
 - Orange and green balls are lighter, softer, and move slower through the air
 - Orange-ball court is smaller, allowing for better court coverage and giving kids the opportunity to learn an all-court game
 - Orange- and green-ball racquets are shorter and lighter, enabling kids to swing and maneuver the racquet more easily
 - Each child's development should be looked at as a process instead of a race to the 78-foot court and the yellow ball

PROMOTE OTHER PLAY OPPORTUNITIES

- Leverage the opportunity to promote your upcoming events and programs

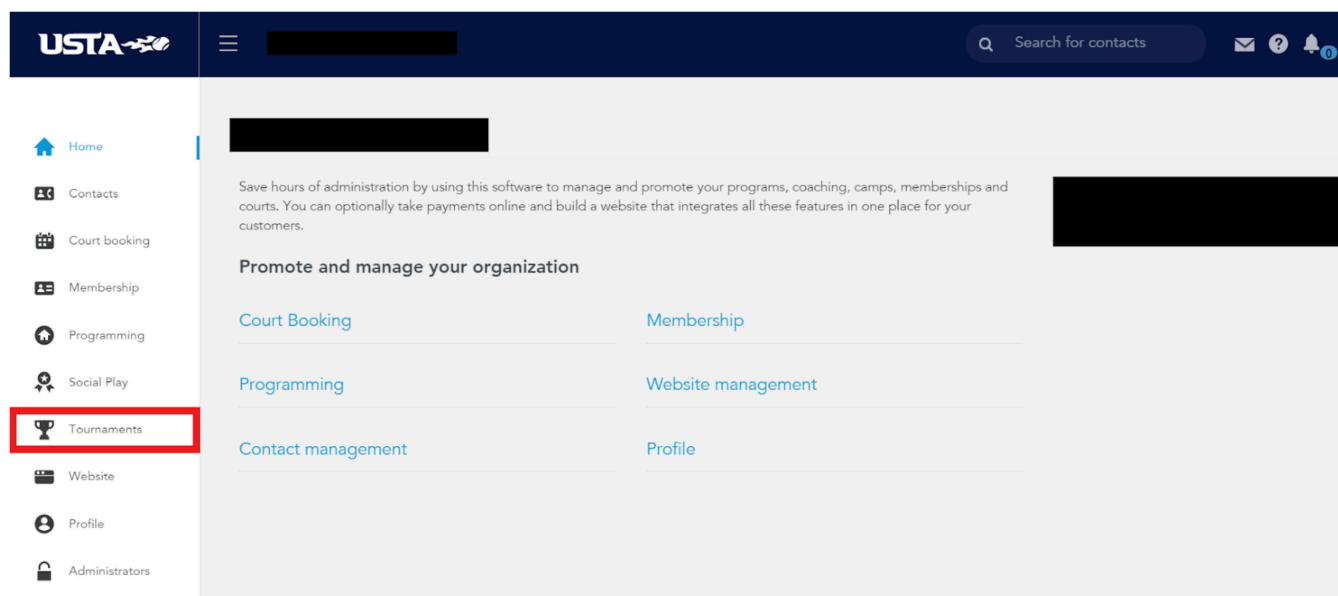
SERVE TENNIS SUPPORT

Providers can use Serve Tennis to promote their USTA Junior Circuit events and take online registrations, manage participants, and check-in players. This guide assumes the provider has already created their account in Serve Tennis.

If intending to collect online payments for the USTA Junior Circuit, the provider must be registered with Stripe. This can be done from the tab at the top of the page if it is not already set up.

CREATING A NEW USTA JUNIOR CIRCUIT EVENT

In the Admin area of Serve Tennis, USTA Junior Circuit events can be accessed via the Tournaments tab on the left of the page.



After selecting the tournaments tab:

- Click on "+ Add Tournament"
- Select "Junior"
- At the bottom of the page, click on "USTA Junior Circuit"
- Enter event details

Basic Details: Input tournament name, primary location, event start & end date/times

Home
Contacts
Court booking
Membership
Programming
Social Play
Tournaments
Website
Profile
Administrators

Tournaments

Add tournaments

Add tournament

Junior USTA Junior Circuit [Change](#)

1 Basic details

Tournament name*

Maximum 100 characters

Primary location*

Search by location name, address, state or zip code

By selecting this facility you are acknowledging that you have permission to run tournaments at this facility and failure to get permission will result in you losing your sanction approval.

[Add additional facility](#)

Start date and time*

 Add a time?

End date and time*

 Add a time?

Time zone*

Please select a primary location

[Help](#)

Registration Date/Time: Input registration open date and time, select whether to automatically open registrations when published, input registration closed date and time

2 Registration Date/Time

Registration open date and time

 (EST)

Automatically open registrations when published?

 NO

Registration closed date and time

 (EST)

Add Staff: Search for tournament director

3 Add staff

Tournament director

[Find USTA approved tournament director](#)

Referee

[Find Referees](#)

[Find one later](#)

Payments: Choose the account you would like to use to receive the payments

4 Payments


Which account would you like to use to receive the payments?

After filling in all required fields:

- Click on “Create Tournament”

On the following page, select “+ Add Events”

Events (0) [+ Add events](#)



No events created yet

Add your first event

[Add events](#)

Select Divisions: Select gender, age ranges, and singles/doubles

Add individual events

1. USTA Junior Circuit: Junior Divisions

Boys Girls Mixed Coed Singles Doubles

Boys' divisions	Girls' divisions	Mixed divisions	Coed divisions
<div style="border: 1px solid #ccc; height: 80px;"></div>	<div style="border: 1px solid #ccc; height: 80px;"></div>	<div style="border: 1px solid #ccc; height: 80px;"></div>	<div style="border: 1px solid #ccc; height: 80px;"></div>

[x Clear all selected](#)

Default Details: input start and end date/time, surface, location, indoor/outdoor, and cost of event

2. Default details

Start date and time*
 Add a time? (EST)

End date and time*
 Add a time? (EST)

Surface

Location

By selecting this facility you are acknowledging that you have permission to run tournaments at this facility and failure to get permission will result in you losing your sanction approval.

Indoor/Outdoor

Make event free?
 No

Price*

You can apply discounts and adjust fees per event later
Entry fees are subject to 3.5%+.50c transaction fees and applicable section or district head tax fees.

Default Draws: determine draw type (round robin or round robin with playoff), score format, ball color, number of players, and player selection

3. Default draws

Set the default settings for any Singles events you create. You can change these individually or later.

Singles

Draw type

Round robin ▼


Score format

One standard tiebreak set to 6, 7-point tie... ▼

Number of players selected in the draw

32

No limit

 A maximum of 32 players will be selected through the selection process

Player selection

Bottom up by ranking

Bottom up by NTRP

First come first served

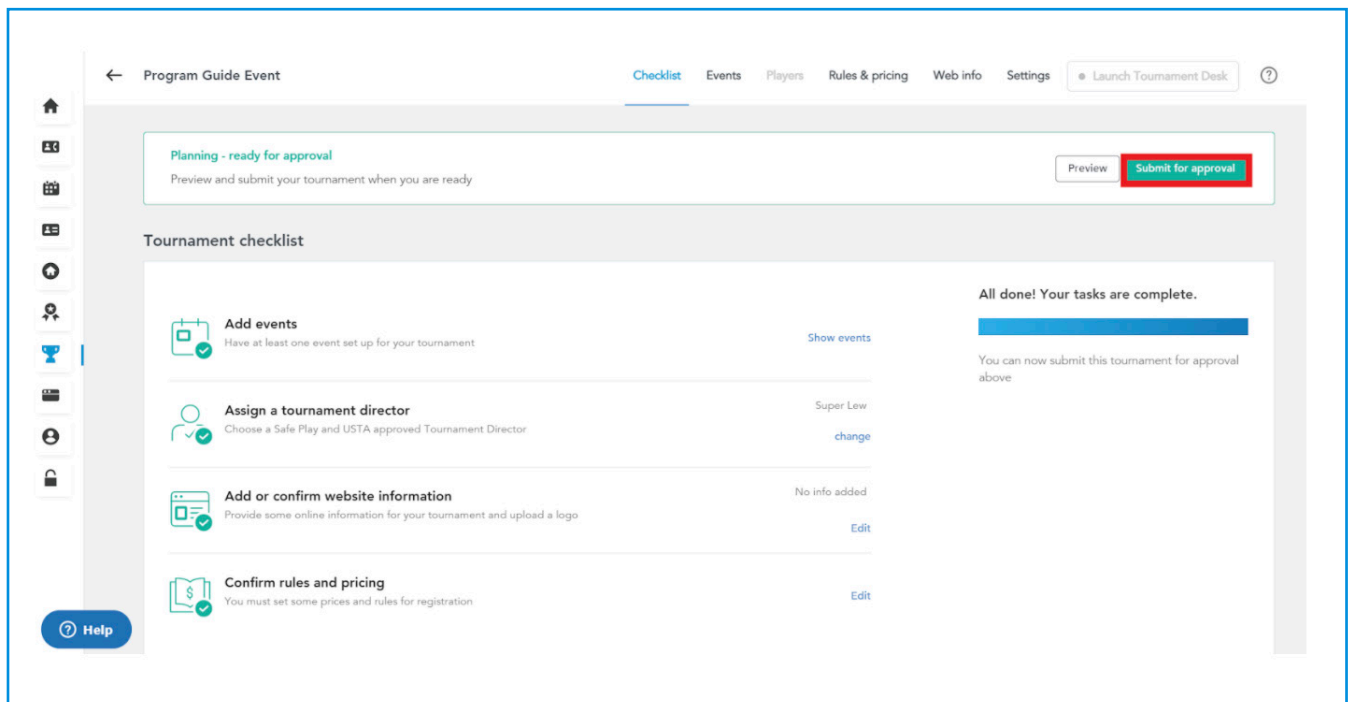
Manual

Top down by ranking

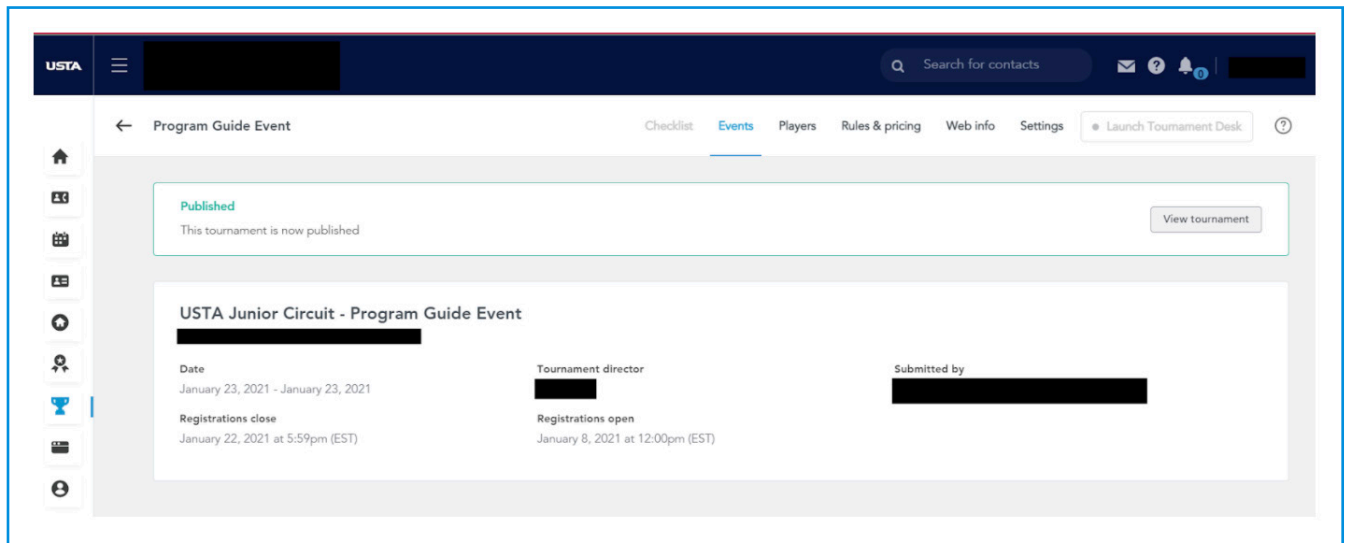
Top down by NTRP

Click Save and then Submit.

Utilize the “Tournament Checklist” to complete the Junior Circuit event setup and then submit for approval.



Once your section approves the event, you can then go in and publish the event for it to be displayed and to allow for registrations.




You can then view the consumer-facing page of the tournament. Once players are registered and registration is closed, you can then select players and create the round-robin draws and schedule.

SUPPORT AVAILABLE FROM THE USTA CUSTOMER CARE TEAM:

For more support, click the “?” icon to access help articles. If more assistance is needed, please visit the USTA Customer Care Help Center, which contains several Serve Tennis specific resources as well as an option to submit any help requests. In addition to Serve Tennis related assistance, the USTA Customer Care team is there to support all of your USTA needs all in one place.

SCORECARDS

Scorecards can be printed from the Serve Tennis Tournament Desk once the event is set up. Please see example below.

USTA USTA NE BG 12-18 Yellow #4 [REDACTED] 

tournament

Match schedule info report

Dates: Mar 13, 2021 - Mar 13, 2021

No date set at No venue set

Time #	Match Info	Players	Court	Balls	Score
- R1	Boys' 18 & under singles W: - L: -	[REDACTED] vs [REDACTED]			4-3
- R1	Boys' 18 & under singles W: - L: -	[REDACTED] vs [REDACTED]			4-0
- R2	Boys' 18 & under singles W: - L: -	[REDACTED] vs [REDACTED]			4-2
- R2	Boys' 18 & under singles W: - L: -	[REDACTED] vs [REDACTED]			4-0
- R3	Boys' 18 & under singles W: - L: -	[REDACTED] vs [REDACTED]			4-3
- R3	Boys' 18 & under singles W: - L: -	[REDACTED] vs [REDACTED]			4-2
- R4	Boys' 18 & under singles W: - L: -	[REDACTED] vs [REDACTED]			4-1

ADDITIONAL GUIDELINES

The following are some additional guidelines for green and yellow ball divisions:

- Ideal groupings would be 4 players with identical gender, age, and rating value within each flight
- When WTN is used to group players, flights may become co-ed with mixed ages
- To use just gender and WTN, all participants can register as 18-and-under
- **Age divisions can include the following:**
 - Co-ed 18U / 16U / 14U / 12U (yellow ball)
 - Co-ed 14U (green ball)
 - Co-ed 12U (green ball)
 - Coed 10U (green ball)
 - Coed 10U (orange ball)
- Notes on the Tournament Homepage should include the following:
 - Description of the event
 - How level-based play will be achieved
 - Grouping methodology (age, gender, and/or WTN)
 - Scoring format
- Post match scores within 48 hours of event

GROUPING EXAMPLE

For green and yellow ball divisions, a USTA Junior Circuit provider has 28 total registrations. 7 players entered in green ball and 21 players entered in yellow ball with 13 girls and 15 boys. Ages range from 9 to 17, and WTN from 38.39 to 28.54 — with nine participants not having a WTN.

Sam (F/13/32.87)	Dave (M/15/31.45)	Jackson (M/12/35.68)	Sheila (F/13/30.94)
Jimmy (M/14/34.99)	Dan (M/10/NR)	Geoff (M/15/36.85)	JoAnna (F/12/34.04)
John (M/17/29.55)	Jordan (F/11/NR)	Sally (F/16/31.14)	Jerry (M/14/35.11)
Catherine (F/15/NR)	Timmy (M/13/28.54)	Josh (M/13/NR)	Isabel (F/17/33.45)
Mary (F/11/38.39)	Kristen (F/15/NR)	Megan (F/17/30.68)	Shameka (F/14/33.54)
Billy (M/12/37.65)	Angela (F/9/NR)	Ben (M/11/35.39)	Lewis (M/9/NR)
Lauren (F/16/32.42)	Meika (M/14/36.00)	Seth (M/13/NR)	Roger (M/14/0)

The following flights would be put together based on gender, age, and WTN — with some flights having mixed gender, mixed age groups, and wider WTN ranges:

Flight A (Yellow Girls):

JoAnna (F/12/34.04)
Isabel (F/17/33.54)
Shameka (F/14/33.54)
Sam (F/13/32.87)

Flight B (Yellow Girls):

Lauren (F/16/32.42)
Sally (F/16/31.14)
Sheila (F/13/30.94)
Megan (F/17/30.68)

Flight C (Yellow Boys):

Billy (M/12/37.65)
Geoff (M/15/36.85)
Roger (M/14/0)
Josh (M/13/0)
Seth (M/13/0)

Flight D (Yellow Boys):

Meika (M/14/36.00)
Jackson (M/12/35.68)
Ben (M/11/35.39)
Jerry (M/14/35.11)

Flight E (Yellow Boys):

Jimmy (M/14/34.99)
Dave (M/15/31.45)
John (M/17/29.55)
Timmy (M/14/28.54)

Flight F (Green Girls):

Mary (F/11/38.39)
Catherine (F/11/0)
Kristen (F/12/0)
Jordan (F/13/0)

Flight G (Green Coed):

Dan (M/10/0)
Lewis (M/9/0)
Angela (F/9/0)

**THE
FUTURE
OF TENNIS
IS HERE**



TOGETHER WE WILL

GROW THE GAME

USTA 