

USTA COACHING

As of June 11, 2025

MISSION: To educate and serve coaches to create inspiring tennis experiences for players of all levels.

VISION: To be the premier global leader in tennis education, empowering a diverse and inclusive community of all coaches and facilities to inspire lifelong participation, well-being, and excellence in the sport.

COACHING PHILOSOPHY: Coach and Athlete-centered focus inspired by the American Development Model to create playful, inclusive learning environments where coaches and players can thrive, grow and achieve their fullest potential on and off the court.

USTA COACHING KEY TALKING POINTS:

USTA Coaching is Tennis Focused

USTA Coaching is an organization focused on improving the quality and quantity of tennis coaches across the United States.

USTA Coaching is for Everyone

USTA Coaching supports coaches at every level—from parents and volunteers to high-performance professionals—through role-specific education, benefits, and community connection.

Badges Help You Start, Certifications Help You Stand Out

Coaches can start with flexible, role-based badges and grow into nationally recognized certifications that enhance professional credibility and career advancement.

More Than Certifications—It's a Coaching Ecosystem

USTA Coaching isn't just about credentials. It's about building a connected, inclusive coaching community with mentorship, networking, and long-term career support.

Built for Real-World Coaching Environments

The USTA Coaching education system is practical and flexible, with online and in-person options tailored to who, where, and how you coach—making learning accessible for all.

Designed to Grow the Game by Growing Great Coaches

By supporting coaches with education, tools, and recognition, USTA Coaching aims to improve player experiences and drive participation across the entire tennis ecosystem.

KEY PRODUCT PILLARS OF USTA COACHING:

- Education Pathways & Curriculum:
 - Personalized education pathways aligned to your role, goals, and coaching environment.
 - Competency-based badges and certifications designed for flexible pacing, with clear milestones linked to coaching skills
 - Access video clips of drills, activities, and tools designed for real-time, on-the-go use.
- Education Delivery Network
 - In-person workshops and courses integrated into the badge and certification pathway.
 - Real-time Coach Developer access
- Coaching Hub & Digital Experience
 - Learning management system
 - Job Board
 - Discussion boards
 - Digital communities
- USTA Coaching Community
 - In-person and hybrid USTA Coaching events
 - Coach mentorship programs
 - Diverse Coach cohorts
 - USTA Coaching Fellowships, Scholarships, and Grants

● WHAT IS USTA COACHING?

- USTA Coaching is an organization focused on improving the quality and quantity of tennis coaches across the United States.
- We aim to build a stronger, more connected coaching community by providing education, support, and resources to coaches at all levels of experience.
- Our goal is simple: more great coaches = better play experiences = more people playing tennis.

● WHY IT MATTERS:

- If tennis starts with love, then coaches are the beating heart. Coaches shape the tennis experience, and USTA Coaching is here to support coaches on and off the court.
- Right now, there are gaps in access, training, and community for coaches—we're here to close that gap.
- By investing in the coach education pathway and the overall coaching community, we're investing in player growth, diversity, safety, and the future of the sport.

● OUR APPROACH:

- We are about much more than offering certifications - we are about supporting coaches of all levels throughout their chosen journey.

- We aim to make it easier for individuals to become, stay, and grow as coaches in every community.
- We're creating an inclusive, welcoming space for all coaches, including those from underrepresented backgrounds.
- **WHAT MAKES US DIFFERENT:**
 - We have invested in and are providing modern tools, clear pathways, and dedicated support.
 - USTA Coaching is about more than credentials—it's about community, mentorship, and growth. We're committed to quality education, equitable access, and long-term coach retention.

USTA Coaching Q&A – Staff Reference Guide

General Program

- **When is USTA Coaching going to launch?**
 - USTA Coaching will launch a significant range of benefits, opportunities, and educational offerings on August 13, 2025, and we will continue to expand these throughout 2025-2026.
- **What is USTA Coaching, and how is it different from other coaching organizations?**
 - USTA Coaching is a new organization designed to support coaches at every level—from parents and volunteers to high-performance professionals.
 - It offers tailored education, resources, and a community network to enhance coaching skills and career development.
 - USTA Coaching, Inc. is the USTA's national coach education and support initiative established to offer a holistic approach that enhances a coach's life on and off the court. USTA Coaching provides role-specific education, meaningful benefits, and professional services that support not just coaching skills, but personal growth, career development, and community connection.
- **How do I get started? Do I have to apply, or can anyone join?**
 - USTA Coaching resources and benefits are available to all. To get started, visit USTACoaching.com to create an account and take our short questionnaire to see which package and education pathway is right for you.
- **Do I need to be a USTA member to join the USTA Coaching program?**
 - Individuals who are USTA members will also need to join the USTA Coaching program. However, a USTA member can use their single sign-on account during the sign-up process.
- **Why is USTA getting into coach education and services at this time?**
 - The USTA is expanding its direct involvement in coach education and services to address the critical need for a robust and accessible coaching pathway in the United States, aligning with the practices of other national governing bodies such as Lawn Tennis Association of Great Britain and Tennis Australia.

- Recognizing the importance of supporting and retaining coaches to achieve its ["35 by 35"](#) goal, USTA Coaching aims to consolidate coaching resources, provide enhanced benefits, and develop future coaches.
- This initiative responds to industry feedback indicating a complex and challenging coaching landscape. It seeks to expand the reach of coaching education offerings and services to a much broader demographic (including parents, volunteers, etc.), not replacing the valuable work of existing organizations while establishing a direct line of communication with those who engage and support players.
- **What is the timeline of the launch of USTA Coaching and will all of the digital hub offerings be available at that time?**
 - USTA Coaching will launch on August 13, 2025. At that time, benefits packages will be available, with the learning management system and equivalency system anticipated being available in November 2025. Between August and November, there will be a series of online webinar opportunities, in-person events, direct-to-inbox newsletters containing drills, resources, and activities.
- **Can the USTA Coaching framework help me grow in the direction I choose—whether that's toward high-performance or recreational coaching—based on my role and needs?**
 - Yes, USTA Coaching will offer the education, workshops, training, and learning pathways that will support a coach's growth to achieve whatever coaching goals they have.
- **What is going to make USTA Coaching different from other coaching education and services already on the market?**
 - USTA Coaching will offer a holistic approach to tennis coach education, both in the benefits and services provided and in the diversity of levels of coaches we want to welcome into coaching. From parents to teachers, youth coaches, and full-time certified teaching professionals, USTA Coaching will be designed to provide benefits, services, and education to support them all. The education pathway will include a focus on topics that are important for what happens off the court, as well as an emphasis on where and with whom you are coaching. USTA Coaching was established as an organization to completely focus on the entire tennis ecosystem in the United States.
- **Are USTA Coaching's services and education aimed at pro coaches only?**
 - No, USTA Coaching is for coaches of all levels, abilities, and backgrounds. USTA Coaching will provide resources, education, benefits, and services for everyone. From parents introducing tennis to their child for the first time, high-school coaches, full-time professional coaches, and everyone in between.
- **What is happening with Serving Success and existing USTA coach education platforms?**
 - We will work to transition all existing coach education platforms to the USTA Coaching framework and platform to provide a centralized location for all coaching resources. As we continue to build out the USTA Coaching education platform, both platforms may coexist for a period after the launch of USTA Coaching.

- **Why is USTA Coaching targeting coaches of all levels?**
 - Coaches are integral to the health of our sport. To reach our goal of 35×35 it is essential to expand the definition of a coach to include all those in the tennis ecosystem that introduce anyone to tennis as they are the ones most responsible for ensuring that players enjoy a great experience—regardless of age or ability level.
 - A great coach is an invaluable asset—and a proven factor in keeping people in the sport. More coaches and better-supported coaches in the tennis ecosystem will help drive participation and help retain players.
 - Better playing experiences lead to long-term retention and are beneficial for the sport overall.
 - Another important opportunity is to build a pathway for coaches, starting from high school players, parents, and individuals who may already have employment and want to generate revenue outside their current roles. This opportunity also allows USTA Coaching to develop some of these coaches into full-time professionals.
- **Are either RSPA and/or PTR involved in the new program?**
 - We are working towards developing the criteria, benefits, application process, review, and maintenance of the USTA Coaching Education Program Recognition Manual. PTR, RSPA, and other third-party education providers may submit applications identifying education programs they would like considered for Program Recognition status.

Pricing & Membership

- **What is the cost to join or access USTA Coaching programs?**
 - Baseline = \$0
 - Rally = \$49
 - Pro = \$149
 - Pro Plus = \$249
 - Discount options are available for facilities that register multiple coaches.
 - In-person workshops will be an additional charge based on the level and type of workshop. More information will be available in Q3 of 2025.
- **Are there discounts or special rates for early adopters or existing USTA Coaching members?**
 - Yes. From August 13, 2025 - December 31, 2025, we are happy to offer a 20% discount as a Launch Offer.
- **What does a USTA Coaching benefits package include?**
 - Each of the four USTA Coaching packages offers access to educational resources, coaching tools, networking opportunities, and exclusive content tailored to your coaching level. Visit the benefits page on USTACoaching.com to learn more about the specific package details.
- **Which type of benefits package is right for each segment?**
 - USTA Coaching is designed to meet the needs of all individuals, regardless of their stage in the coaching journey.

- The Baseline package is best suited for parents, PE or school teachers, or emerging coaches who need basic education offerings and benefits.
- The Rally package is for those taking the first steps in their coaching journey and seeking the complete offering of educational content.
- The Pro and Pro Plus packages are designed for those who deliver tennis on a full-time basis, with Pro Plus offering liability insurance with unlimited additionally insured facilities at no cost.
- The Rally, Pro, and Pro Plus packages all require individuals to be Safe Play approved to access all of the education, benefits, and services offered.
- **Will USTA Coaching offer health insurance for coaches?**
 - USTA Coaching will offer access to a health insurance marketplace, which will help coaches aggregate options for health insurance based on their state and individual health insurance needs. The cost of health insurance is the responsibility of the coach.
- **I have an RSPA/PTR membership. Why would I join USTA Coaching?**
 - Even if you already have an RSPA or PTR membership, joining USTA Coaching gives you direct access to nationally recognized programs, business tools, and a pipeline to help you grow your coaching impact and income.
 - Joining USTA Coaching complements your existing credentials by connecting you with more players, offering scheduling and marketing support, and ensuring you're Safe Play approved, making you more valuable and visible to clubs looking to hire and retain top-tier coaches.
- **Does my participation in USTA Coaching get me discounts on lessons?**
 - At this time, participating in USTA Coaching does not provide discounts on lessons.
- **If I signed up for Net Generation, do I automatically roll over?**
 - If you have an account with the USTA, deliver tennis, and are Safe Play approved, you will have the opportunity to opt-into the USTA Coaching hub. An email invitation to follow in August.
- **Does the Free Package include access to online courses? Or what courses are included in the Free Package?**
 - The Baseline package includes limited access to the learning management system, which houses all of the online educational content and learning pathways. With this package, you'll gain access to all Parent resources (for both new and current tennis parents), the Tennis in Physical Education modules, and the first three online modules of the Intro to Coaching badge.
- **What are the age requirements to join USTA Coaching?**
 - Age requirements vary by membership package. The Baseline package is available to individuals 13 years and older. The Rally, Pro and Pro Plus packages require members to be at least 18 years old. When you go to purchase a package, the system will automatically show you only the packages you're eligible for based on your date of birth.

Certification & Badges

- **Is USTA Coaching certifying coaches?**
 - Yes, USTA Coaching will be certifying coaches.
 - USTA Coaching will include offering individuals who complete specific levels of the new Education Pathway (or completed the recognized equivalent level of education previously obtained outside of the USTA Coaching Education Pathway) with an ability to identify as having achieved a USTA Coaching certification level.
 - As part of the USTA Coaching's modern coach education framework, we will be delivering a Badges and Certification pathway to create a more accessible, relevant, and scalable education system that aligns with role-based development and professional standards.
 - Levels of USTA Coaching certification include:
 - USTA Coaching Professional: Solid foundation in coaching
 - USTA Coaching Specialist: Advanced focus on certain player groups, age levels, and career paths.
 - USTA Coaching Master: Top-level expertise, leadership, and mentorship
 - USTA Coaching is offering something new and exciting for coaches, players, and facilities to identify the various types of coaches (parents, volunteers, professionals) and their levels of education, creating meaningful recognition within the ecosystem for everyone.
 - USTA Coaching will utilize a badge system as part of a broader certification framework, offering progressive recognition for coaches at various stages of their development. This approach aims to create a unique and meaningful system that is distinctly different from traditional certifications.
- **Will a Coach be able to say, "I am certified USTA Coaching Professional?"**
 - Yes - an individual that either completes the required educational learning pathways or has earned equivalency due to previously attained recognitions from other certifying organizations will be able to promote themselves as a certified USTA Coaching Professional or USTA Coaching Specialist or USTA Coaching Master.
- **What's the difference between a Badge and a Certification?**
 - Badges = Getting Started, Focused Learning.
 - Think of badges as a great entry point—quick, practical, and role-specific.
 - They're designed for all kinds of coaches: parents, PE teachers, high school coaches, or those just starting.
 - You'll learn through short, flexible modules you can do at your own pace.
 - Badges help you learn what you need right now based on where and who you coach.
 - Certifications = Professional Recognition & Career Growth.
 - The word "Certification" indicates you've taken a deeper dive into coaching education. It is NOT used in the description of the level of education completed.
 - They reflect your experience, leadership, and commitment to high standards.

- They're nationally recognized and can help with hiring, promotions, and credibility.
- As an entry point into the USTA Coaching pathway, an individual can earn a USTA Coaching Development badge, which means he/she is trained to work with early-stage players across various environments, focusing on foundational skills, positive experiences, and long-term athlete development.
- Badges help you start strong. Certifications help you stand out.
- **Who is this for—does it apply to me if I already have certifications from another organization (e.g., PTR, RSPA)?**
 - Yes, it applies and is available to everyone, regardless of any other or additional professional recognitions from other organizations or entities. USTA Coaching is for anyone involved in coaching tennis or introducing tennis to a new player, including parents, PE teachers, community coaches, high school coaches, and professional coaches. USTA Coaching appreciates and values educated and certified professional coaches and will recognize previously attained recognitions from other certifying organizations.
- **Are Badges required to get Certified?**
 - Yes—that's what makes USTA Coaching unique: badges are both role-specific and foundational to the certification pathway. Badges offer accessible, practical education tailored to the coaching role you play, whether you're just getting started or building expertise. While you can begin coaching with just a few targeted badges, earning certification involves completing a designated series of badges that reflect both your knowledge and your experience. This flexible system enables you to build toward certification at your own pace, aligning with the skills most relevant to your coaching context.
- **How do I know which Badge is right for me?**
 - Individuals who participate in USTA Coaching will complete a short questionnaire that will help provide recommended courses and badges that fit with your current type of coaching, and the type of coach you want to become.
 - USTA Coaching also offers a completely self-guided learning platform so you are able to learn through short, flexible modules you can do at your own pace. Badges help you learn what you need right now based on where and who you coach.
- **How long does it take to complete a Certification?**
 - Contact us at coacheducation@usta.com so we can provide you with a personalized answer.
- **Will my badge or certification be visible to employers or searchable in a coach directory?**
 - All USTA Coaching earned badges and USTA Coaching certifications will be visible on a member's public coach profile should they wish to be listed on Find a Coach. Users will also have the ability to showcase badge(s) and certification(s) on their LinkedIn pages and social channels to promote learning.

Recognition & Equivalency

- **What happens if I've been coaching for years but don't have a Certification? Do I need to start from scratch?**
 - No, you do not need to start from scratch. USTA Coaching will offer an equivalency program within the USTA Coaching badge and certification system to recognize experience, certification and past education completion.
- **Is my previous experience or education considered in the certification process?**
 - USTA Coaching will offer a comprehensive equivalency structure to recognize experience, certification and past education completion within the USTA Coaching badge and certification system.
- **What if I've previously completed a USTA Coach Education workshop or program, such as Play Facilitator or Coaching Fundamentals?**
 - Prior participation in USTA Coaching workshops will be acknowledged and mapped to relevant USTA Coaching Badges. Coaches will receive credit for these experiences as part of their progress within the new USTA Coaching pathway.
- **How does my existing "Elite Professional, Level 1, Level 2, Master Pro, etc" status map over to USTA Coaching?**
 - USTA Coaching appreciates and values educated and certified professional coaches and will recognize previously attained recognitions from other certifying organizations.
 - USTA Coaching honors credentials such as Elite Professional, Level 1, Level 2, and Master Pro by mapping them into equivalent USTA Coaching Badges and Certifications, based on demonstrated rigor, relevance, and experience.
 - Coaches with prior certifications are not required to start over; instead, they can advance in the USTA Coaching pathway through a clear bridge process that acknowledges their educational history and practical expertise. This recognition empowers coaches to pursue their professional development within a contemporary, badge-based system that aligns with athlete-centered principles and evolving industry standards.
- **What is the status of the Accreditation Program, and how will it impact the accredited organizations?**
 - The USTA ended its accreditation program at the conclusion of the first quarter of 2025. Both PTR and RSPA were informed that the current USTA Accreditation Program will evolve into a robust USTA Coaching Education Program Recognition, accessible to a variety of qualified providers of coaching education, allowing them to participate in the program.
 - USTA Coaching Program Recognition is a comprehensive framework designed to elevate the quality and consistency of tennis coach education within the USTA Coaching Pathway. This program establishes clear standards and procedures for recognizing quality educational programs and onsite coach developers, aiming to create a highly qualified, diverse, and ethical coaching workforce.

- It encompasses various recognition types, including promoting qualified external Education Programs. Programs applying for recognition will be subject to stringent eligibility criteria, an application process, and ongoing maintenance requirements. The program emphasizes alignment with USTA Coaching learning outcomes and internal quality assurance and will include both USTA staff and subject matter experts. Ultimately, the program aims to assure stakeholders of the USTA Coaching's commitment to high standards in coach education. This new program will enable us to identify and offer the highest quality of education and life-related resources, embracing experts outside of USTA Coaching, while benefiting the participants in USTA Coaching.

Section & Facility Involvement

- **Is there any value proposition and/or education for me as a Facility owner and operator?**
 - Yes, USTA Coaching has a wide range of value propositions and education to fit the needs of the individual facilities. Facilities interested in learning more should **email ustacoaching@usta.com for more information**
- **How can our facility become a USTA Coaching Education Center?**
 - Facilities interested in becoming a USTA Coaching Education Center should reach out to ustacoaching@usta.com to express their interest. There is a criteria that potential facilities will be assessed against in order to become a USTA Coaching Education Center.
- **Does USTA Coaching provide insurance benefits that can be passed down to facility staff?**
 - Yes, through USTA Coaching partners, members can explore a range of insurance options that are not only available for the individual but also policies for groups of individuals. Facility coverage added onto members personal general liability insurance is complimentary to all members who qualify for insurance.
- **Are there any tailored packages available for clubs or facilities employing 10 or more coaches**
 - Yes, USTA Coaching will offer discounts to facilities that register 10 or more coaches.
- **How will USTA Sections play a role?**
 - Sections will have the opportunity to be involved and therefore play a critical role in the development and success of USTA Coaching.
 - A group of Section CEOs/EDs and Staff has self-selected to collaborate with USTA Coaching on developing a document that outlines a menu of deliverables.
 - Sections will choose between a number of different opportunities that revolve around the following:
 - Education and Delivery
 - Coaching Services
 - Events
 - Diverse Coach Recruitment

- The Sections will be able to choose from this menu based on their appetite for involvement in the delivery of USTA Coaching's Education Pathway, as well as how it aligns with their strategic initiatives.
- USTA Coaching recognizes that Sections are critical partners in delivering education and services to coaches at the local level. USTA Coaching provides the national strategy, curriculum, and tools, while Sections choose the areas they want to focus on based on local needs. This partnership allows for national consistency with local flexibility—a system that's both scalable and responsive.

Education

- **What are the continuing education requirements?**
 - USTA Coaching will provide a robust menu of continuing education opportunities through a modern continuing education system built to support the needs and interests of individual coaches. USTA Coaching will soon be launching a continuing education program that will encourage coaches to continue elevating their skills through in-person and virtual annual opportunities focused on the latest evolutions in the game and coaching.
- **Is all the learning online, or are there in-person options available as well?**
 - USTA Coaching will offer both an online learning management system that allows individuals to learn at their own pace, take courses and earn badges that fit their interests and coaching needs.
 - There is also a robust calendar of in-person workshops that will be held across the country, including at USTA Coaching Education Centers.
- **How will I be able to track my learning progress?**
 - USTA Coaching will offer a one-stop-shop digital hub where each individual user will have a dashboard to view your progress towards badges and certifications.
- **Who delivers in-person workshops across the country?**
 - USTA Coaching Licensed Coach Developers will deliver all in-person workshops at USTA Coaching Education Centers and other approved facilities throughout the country. After entities apply for Program Recognition through the USTA Coaching's Education Program Recognition process, we anticipate that there may also be additional opportunities for third party delivery of in-person workshops.

Platform Access & Features

- **How can someone sign up?**
 - Visit ustacoaching.com to stay up-to-date with the latest launch news from USTA Coaching. Additional information to follow in the coming weeks. As of August 13, 2025, individuals will be able to sign-up.
- **Can I access materials on my phone or only on a computer?**
 - [USTACoaching.com](https://ustacoaching.com) will be mobile-friendly so you'll be able to view, learn, and connect from your desktop, tablet, or phone.

Safe Play & Background Checks

- **Are SafePlay and background checks included or required?**
 - Safe Play is the USTA's comprehensive athlete safety program that promotes a positive environment for all participants. Core to the program is Safe Play Approval which requires adults to submit to a criminal background check, acknowledge the USTA Safe Play Policy, and complete training from the U.S. Center for SafeSport on how to recognize and respond to misconduct. Safe Play Approval is required for Rally, Pro, and Pro Plus packages.
 - While Safe Play Approval is encouraged for the Baseline package, it is not required. If your Safe Play Approval expires during your membership period, your membership will be temporarily suspended until you renew your Safe Play Approved status.

Networking & Jobs

- **Will there be job boards or networking opportunities?**
 - Yes, USTA Coaching will offer access to a job board for all USTA Coaching members. In addition, there will be both virtual and in-person networking events scheduled throughout the year.

Other

- **How do I find a coach to teach my kids or for myself?**
 - [USTACoaching.com](https://ustacoaching.com) offers a direct link to Find a Coach, which is a searchable directory that helps players and parents easily connect with SafePlay-approved, certified tennis coaches in their area."
- **How can I get involved in mentoring, giving feedback, or helping shape future programs?**
 - USTA Coaching is always actively seeking to collaborate and work with coaches who are interested in shaping a better future for coaches and USTA Coaching. Interested individuals should contact ustacoaching@usta.com

USTA Coaching Badges and Certifications Explained

USTA Coaching is on the verge of launching one of the most modernized coach education systems in the United States, serving all the key constituents from Parents to High Performance Coaches.

As part of the USTA Coaching's coach education framework, we will be delivering a Badges and Certification program to create a more accessible, relevant, and scalable education system that aligns with role-based development and professional standards.

The following summarizes the approach of the USTA Coaching Education framework;

Badges = Getting Started, Focused Learning

- Think of badges as a great entry point—quick, practical, and role-specific.
- They're designed for all kinds of coaches: parents, PE teachers, high school coaches, or those just starting out.
- You'll learn through short, flexible modules you can do at your own pace.
- Badges help you learn what you need right now based on where and who you coach.

✔ Simple. Practical. A great place to begin and develop your skills

Certifications = Professional Recognition & Career Growth

- The word "Certification" indicates you've taken a deeper dive into coaching education. It is NOT used in the description of the level of education completed.
- They reflect your experience, leadership, and commitment to high standards.
- They're nationally recognized and can help with hiring, promotions, and credibility.

Levels of USTA Certification:

- USTA Coaching Professional: Solid foundation in coaching
- USTA Coaching Specialist: Advanced focus on certain player groups or age levels eg. USTA Coaching Specialist Performance Coach
- USTA Coaching Master: Top-level expertise, leadership, and mentorship eg. USTA Master Performance Coach

✔ Rigorous. Respected. Career-advancing.

Your Journey, Your Pace

- Start with a badge, build your confidence, and grow from there.
- Move toward certification when you're ready for more depth and professional recognition.
- The pathway is flexible—but everything connects and supports your growth.

🎯 Bottom line:

- Badges help you start strong.
- Certifications help you stand out.