

WELCOME!

USTA's American
Development Model (ADM):
A Generation of Innovation

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Dr. Paul Lubbers

DISCOVER. DEVELOP. PLAY.



USTA





Agenda:

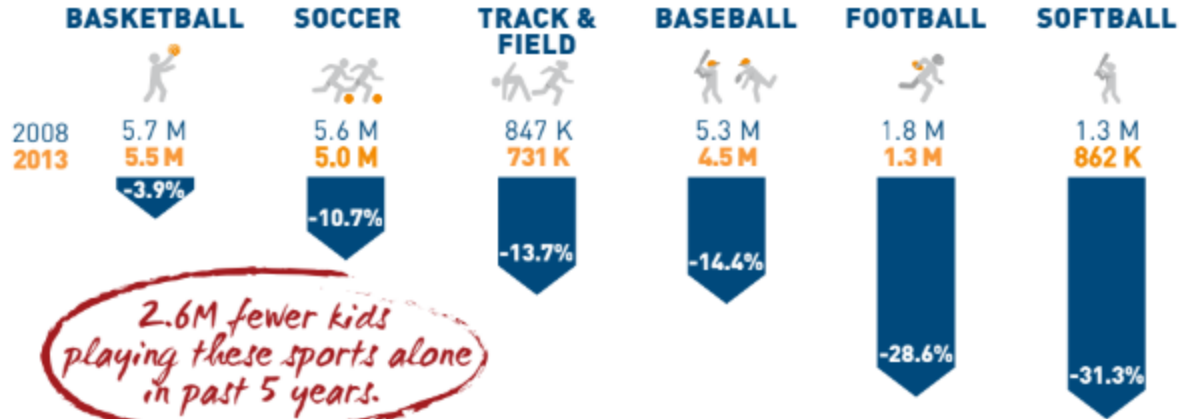
- The Why
- Community
- Player Development
- Player Health and Wellness
- The What
- What Does Success Look Like



YOUTH EPIDEMIC >>>

- LOWER PHYSICAL ACTIVITY RATES
- OBESITY HAS TRIPLED
- EARLY SPECIALIZATION
- LIFE EXPECTANCY < FIVE YEARS
- LESS IN PE IN SCHOOL

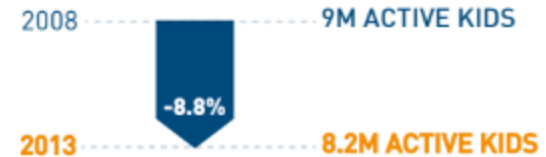
KIDS ARE LEAVING SPORTS SIGNIFICANT DECLINE IN PARTICIPATION AMONG 6-12 YEAR OLDS



2.6M fewer kids playing these sports alone in past 5 years.

With less participation, there's less movement. Fewer kids are active through sports. In 2013, less than one in three children ages 6 to 12 engaged in high-calorie-burning sport or fitness activities three times a week, according to SFIA.⁶

...AND ARE LESS PHYSICALLY ACTIVE THROUGH SPORTS



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COMPETITIVE ENVIRONMENT

USTA BY THE NUMBERS >>>



4.5 YOUTH PLAYING TENNIS ... 4% PLAY USTA



36% PLAY IN THREE+ TOURNAMENTS A YEAR



41% RETENTION RATE IN JUNIOR TEAM TENNIS

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#DONTRETIREKID >>>



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USTA BY THE NUMBERS

#DONTRETIREKID

THEY SAID IT >>>



“I went yesterday to the Kids’ Zone. It was really cool. I think it’s important for kids to play multiple sports, just to find what they love, to see what it is they like instead of just being put into one sport.”

SLOANE STEPHENS
WORLD NO. 11

#TEAMUSATENNIS

#NETGENERATION



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“

For the kids the most important thing is to have fun...they have to enjoy life and play different sports.

”

RAFAEL NADAL
2019 US OPEN MEDIA DAY

#USOPEN

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NET GENERATION >>>





SLOANE STEPHENS



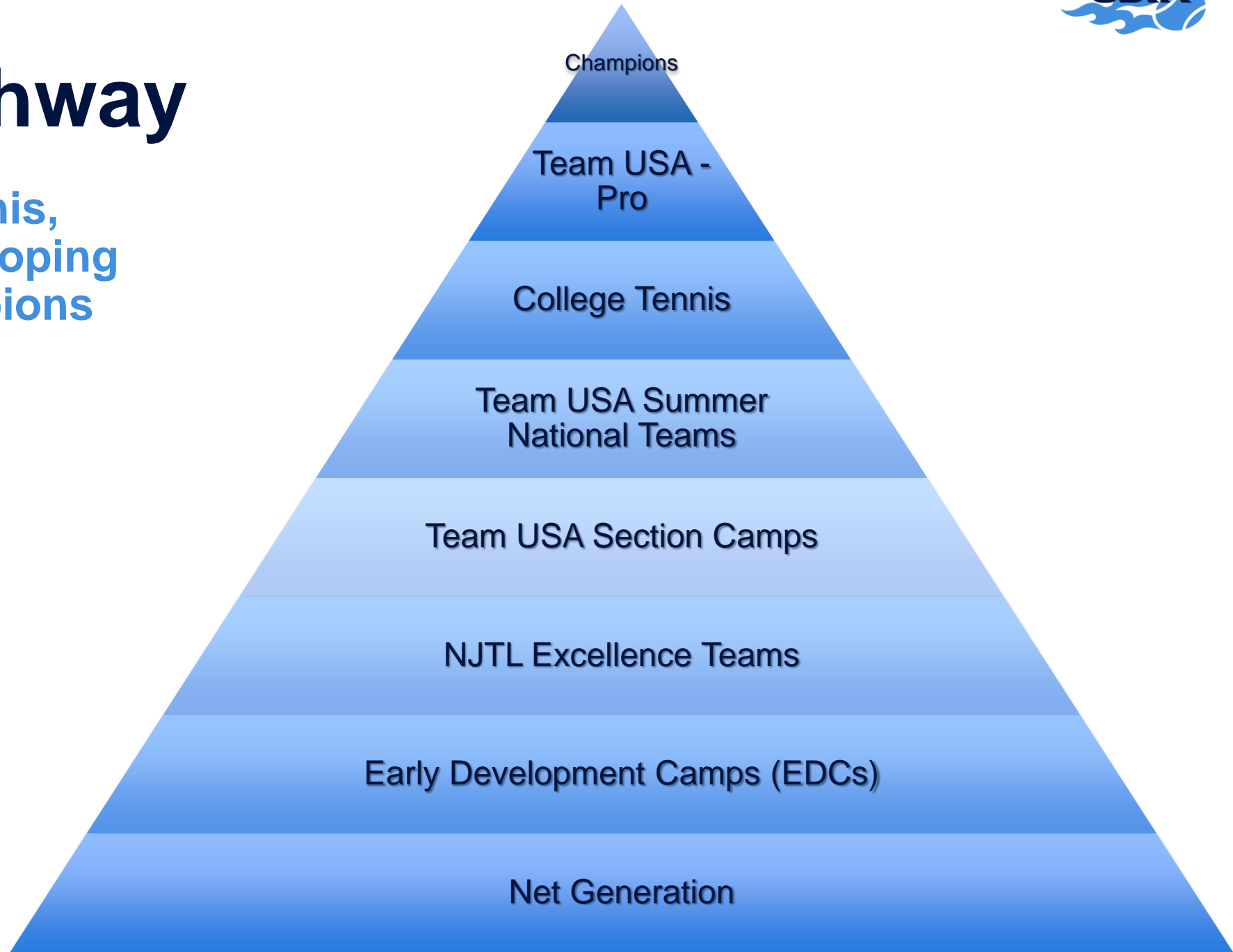
American Development Model (ADM)


*USTA Player Development
in partnership with
Youth Tennis*



Player Pathway

Growing youth tennis,
retention and developing
elite players/champions



A photograph of two female tennis players shaking hands on a tennis court. The player on the left is seen from the back, wearing a white tennis dress with a crisscross back and a white visor. The player on the right is in profile, wearing a white tennis dress with a gold logo on the chest and a white headband. They are both wearing white wristbands. The background is a blurred crowd of spectators.

**Tennis provides
an opportunity
to develop
character and to
share integrity
with society**



One of the most important aspects of sport development and in tennis is the development of athleticism



ADM and USTA Player Development Teaching and Coaching Philosophy



Age & Stage

The role of Parents

Character Development



Mental and Emotional Development

Athletic Development



Technical and Tactical Development

Competition and Programming



Health and Wellness



Drs. Lubbers and Jayanthi

Emory Sports Medicine Center

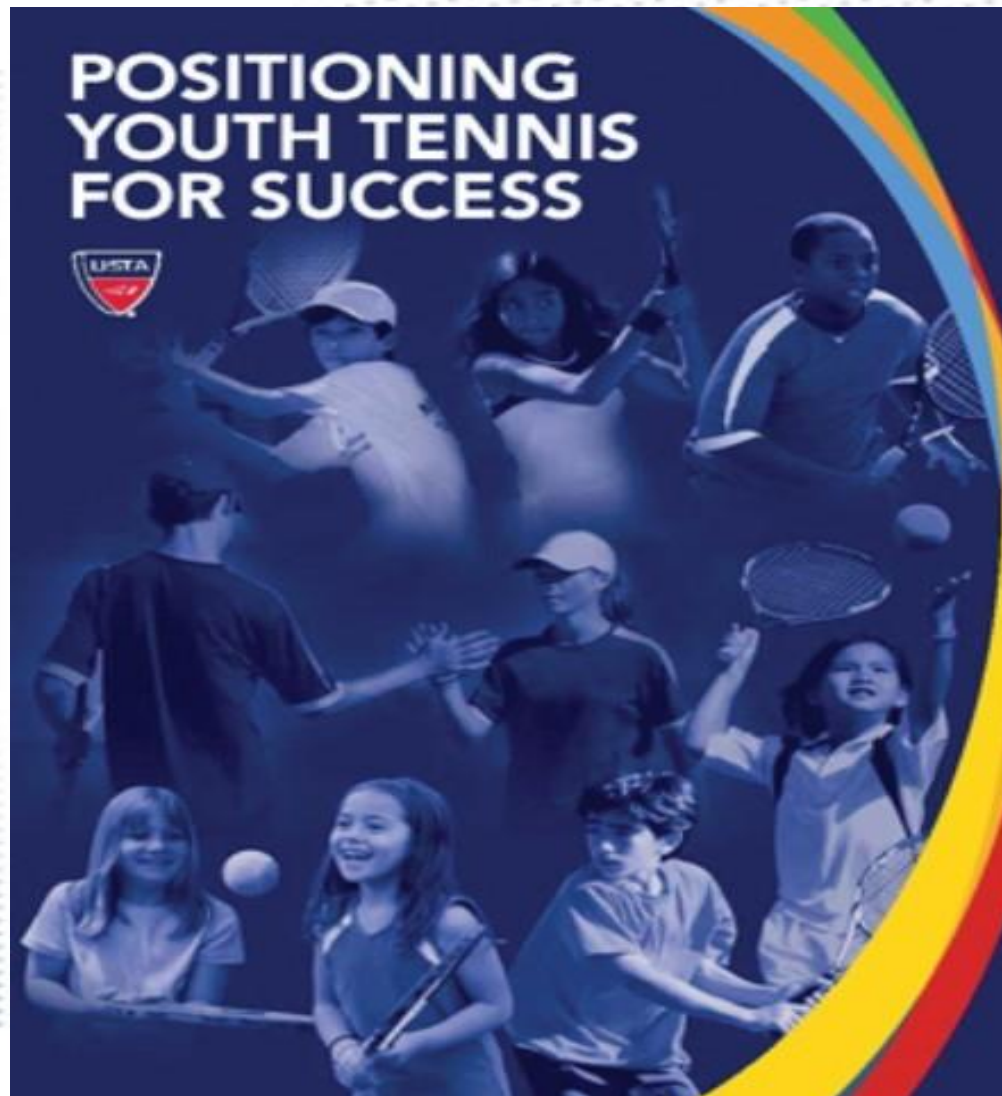
Associate Professor Orthopedics and Family Medicine

Director Emory Sports Medicine Research and Education



Positioning Youth Tennis For Success

Brian Hainline, M.D.



American Develop Model Health and Wellness Implications

How should we use the Principles of
ADM to guide decisions related to:

- Training
- Practice
- Competition



USTA American Development Model

- **How can the Principles of ADM serve as a guide to support and enhance Player Health and Wellness?**





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UNITED STATES TENNIS ASSOCIATION'S AMERICAN DEVELOPMENT MODEL



UNITED STATES TENNIS ASSOCIATION'S AMERICAN DEVELOPMENT MODEL

netgeneration.usta.com



1 What is ADM?

2

3

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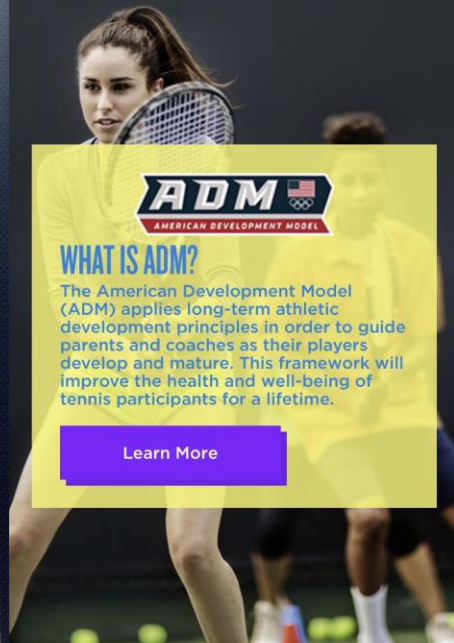


WHAT IS ADM?

The American Development Model (ADM) applies long-term athletic development principles in order to guide parents and coaches as their players develop and mature. This framework will improve the health and well-being of tennis participants for a lifetime.

Learn More

https://netgeneration.usta.com/adm#:



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Learn More



1

2 Key Principles

3

4

KEY PRINCIPLES

By committing to seven key principles of the ADM, tailored specific to tennis, we can create a positive early experience for all athletes, keep more kids and teens engaged in youth sports, and maximize their full potential.

[View Principles](#)



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KEY PRINCIPLES

For over a decade, the USTA has been applying the principles of long-term athlete development within **Player Development** as well as in its delivery of youth programming. Now with Net Generation - Official Youth Tennis of the USTA - common objectives of curtailing early specialization, developing multi-sport athletes, and increasing youth physical activity are key priorities.

The ADM brings to life how the USTA embraces core athlete development principles. By maximizing these principles, the USTA is committed to giving the opportunity for American youth to utilize sport as a path toward an active and healthy lifestyle and to create opportunities to realize their full potential.

These seven key principles, tailored specific to tennis in the United States, include:

DEVELOPMENTALLY APPROPRIATE TEACHING AND COACHING METHODS

Emphasize motor and foundational skills through developmentally appropriate training and coaching.

A clear understanding of an athlete's developmental level (as opposed to his or her age) will help coaches, parents, and administrators appropriately tailor the training, skills, and tactics taught to maximize an individual's full potential while helping avoid burnout. In order to succeed, participants must first learn foundational motor skills and technique. Coaches, parents, and administrators who jump directly into competition tactics and strategy without emphasizing fundamentals may put their athletes at a disadvantage. To ensure long-term success, participants must be given adequate time and knowledge to develop these essential building blocks for success.



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TRAIN ALL COACHES

Ensure coaches at all age levels are qualified and trained.

Quality coaches are critical to an athlete's development; therefore, quality coaching education is imperative for athlete success at all levels. Quality coaching not only requires a coach to be qualified and highly knowledgeable about their sport, but also to understand effective communication, practice planning, and athlete development. It is essential to have a strong understanding of growth and development as well as an understanding of the process of how people learn. The very best coaches view themselves as lifelong learners and are always working toward improving themselves.

A CLEAR DEVELOPMENT PATHWAY

Integrate tennis into physical education programs in schools and recreational community programs. From there, kids and teens can then advance into age- and skill-based programs and competitions.

No matter the age of the player, no matter the stage of development of the player, and no matter the desired goal of the player, the USTA has a place and a way for you to play tennis. In a concerted effort with the United States Olympic & Paralympic Committee, the USTA with the ADM is committed to allowing American youth to utilize sports as a path toward an active and healthy lifestyle and to create opportunities to maximize their full potential.



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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.

The USTA's American Development Model mission is to attract and retain more athletes and keep them playing tennis for a lifetime. An area of concern recently has been the occurrence of coaches and parents wanting their athletes to specialize in one sport at a young age. A proven solution to this for young athletes is to strategize with sport sampling. Sport diversification at younger ages translates into a longer sports career, a lifetime of physical activity, and better overall health and wellness.

Top 10 Benefits of Multi-Sport Participation

- Greater overall athleticism
- Improved foundational motor skills and transferable skills
- Lower chance of drop out of sport
- Increased fun and enjoyment
- A wider circle of social relationships
- Reduced chance of overuse injuries
- Longer sports career and involvement
- Promotion of lifelong physical activity skills
- Greater intrinsic motivation
- Opportunity to learn new sports



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FUN AND ATHLETE CENTERED



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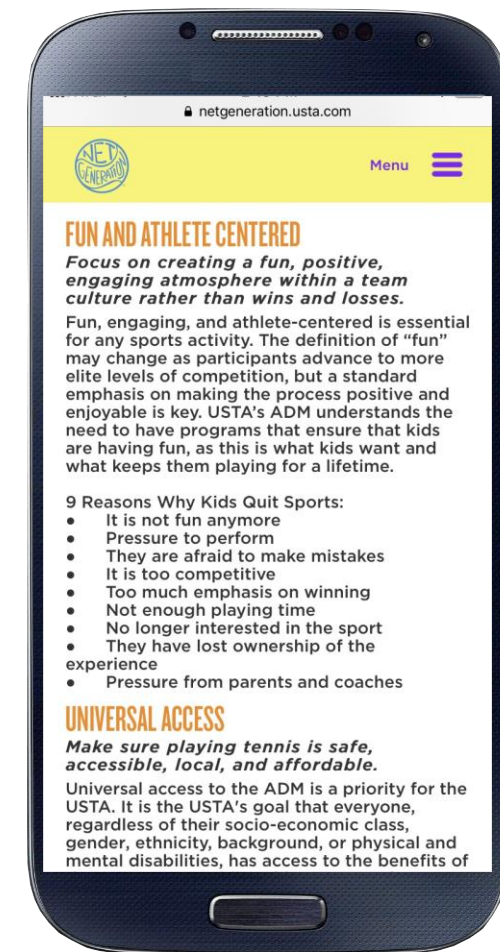
FUN AND ATHLETE CENTERED

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

Fun, engaging, and athlete-centered is essential for any sports activity. The definition of “fun” may change as participants advance to more elite levels of competition, but a standard emphasis on making the process positive and enjoyable is key. USTA’s ADM understands the need to have programs that ensure that kids are having fun, as this is what kids want and what keeps them playing for a lifetime.

9 Reasons Why Kids Quit Sports:

- It is not fun anymore
- Pressure to perform
- They are afraid to make mistakes
- It is too competitive
- Too much emphasis on winning
- Not enough playing time
- No longer interested in the sport
- They have lost ownership of the experience
- Pressure from parents and coaches



Menu

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UNIVERSAL ACCESS

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

Universal access to the ADM is a priority for the USTA. It is the USTA’s goal that everyone, regardless of their socio-economic class, gender, ethnicity, background, or physical and mental disabilities, has access to the benefits of



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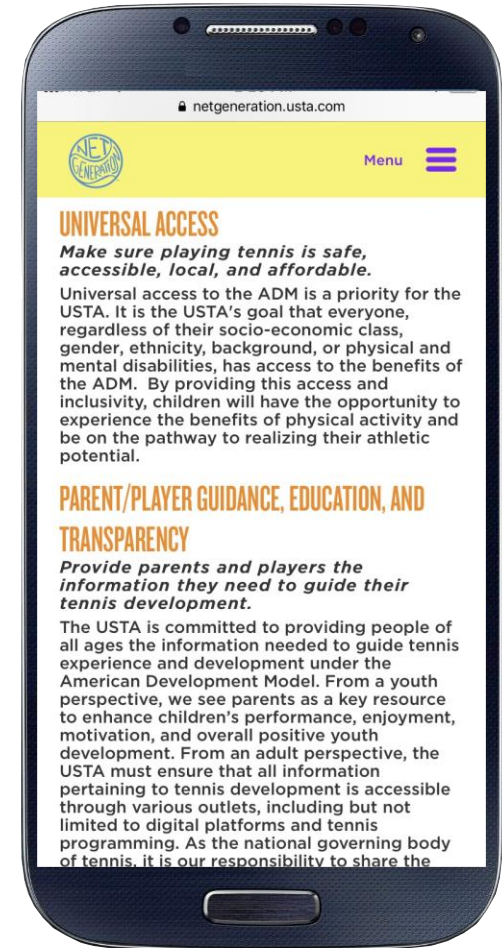
PARENT/PLAYER GUIDANCE, EDUCATION, AND TRANSPARENCY

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

The USTA is committed to providing people of all ages the information needed to guide tennis experience and development under the American Development Model. From a youth perspective, we see parents as a key resource to enhance children's performance, enjoyment, motivation, and overall positive youth development. From an adult perspective, the USTA must ensure that all information pertaining to tennis development is accessible through various outlets, including but not limited to digital platforms and tennis programming. As the national governing body of tennis, it is our responsibility to share the proper information, insights, and tools needed in order to grow the sport of tennis and keep people playing for a lifetime.

Designed to establish fun and positive experiences for tennis players, the USTA's ADM offers a comprehensive framework for providers, coaches, athletes, and parents. By growing friendships, improving skill, and maximizing the potential of players at all levels, this framework will improve the health and well-being of tennis participants and our sport for a lifetime.

The ultimate goal of the ADM is to create positive experiences for American athletes at every level. By using ADM clubs, coaches, and



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KEY DEFINITIONS

- 1
- 2
- 3
- 4

Under the ADM, players develop their athletic abilities across the 5 C's that are majorly influenced by the sports sciences and youth development practices.

3 Key Definitions COMPETENCE

Technical, tactical and performance skills

CONFIDENCE

Self-belief, resilience, mental fortitude and a sense of positive self-worth

CHARACTER

Respect for the sport and others, integrity, self-discipline, and ethical and moral well-being

CONNECTION

Interpersonal skills and the ability to build and sustain meaningful and positive relationships



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CREATIVITY

Providing a unique and imaginative environment that promotes engagement and a positive athlete experience



DEVELOPMENT STAGES

- 1
 - 2
 - 3
 - 4 Development Stages
- Designed to create a healthy tennis experience these development stages support learning and advancement based on physical, social, emotional levels of the athlete.

STAGES	ATHLETE	ATHLETE WITH DISABILITY
DISCOVER & LEARN	Age: Entry-11	0-3 years of athletic experience*
DEVELOP & CHALLENGE	Age: 12-18	3-6 years of athletic experience*
PLAY FOR LIFE	Age: 18+	6+ years of athletic experience*

https://netgeneration.usta.com/adm#|



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FREE RESOURCES

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USTA's ADM Whitepaper



Net Generation - A Generation of Innovation Report



USTA's ADM Brochure



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Net Generation - A Generation of Innovation Report



Healthier Tennis Communities

Developmentally appropriate

Competition

Clear Development Pathway

Business Model

Fun & athlete centered

Parent/player information