

Try Tennis Round Table – Notes and Ideas Generated in Session

Topic One: Updates from this Year

- Business Programs
 - Cone Health – program with the employer to give employees \$20 off! (Cone Health pays the other \$20)
 - Woodlawn Schools – program with school to give students free Try Tennis (the school pays \$40/player)
- Numbers Update:
 - Registrations are on track with last year (about 2K adults, 1K juniors by EOY in 2021)
 - Over 15K Try Tennis registrations since inception in 2017
 - Retention research indicated 8K registrations (as of 12/31/21) in league and tournaments were from past TT participants. No doubt that is higher now!

Topic Two: Efficiency by/with Hosts

- Engaging those who have inquired on the Try Tennis website or CTA websites when new programs are available
 - These people seem very interested and typically sign up! They are good leads.
 - Keep them in a list to notify as soon as programs are available
 - NCTA can research how many of these people did end up signing up (when time allows)
- Cancellations/Refunds - refund rule is on our website! Please follow it. Feel free to make Allison the bad guy.
- Storage areas/Getting Materials – If others want to store more, let me know as likely easier for several areas
 - Morning Star Storage has a deal for non-profits!

Topic Three: Improvements for 2023

- Thoughts on a price increase
 - Mixed feelings – some areas it may be okay, but others it would not keep it affordable (Ex: In Cary it would be okay to charge \$50 a session, in smaller more remote areas it may turn people away)
 - Prices on materials are going up
 - Some hosts feel we do not need to give out swag for Try Tennis – only give it out for Play and Match
 - Consider moving the towel to Try Play or Try Match
- How can NCTA make the hosts life easier...?
 - Have there been significant issues with Jotform/Paypal payments? Call me if so.
 - Have there been significant issues with Serve Tennis?
 - New Updates only send confirmation emails to coaches (not all admin) (yay!)
- Retention

- Areas that host follow up programs (Play, Match, their own) have higher retention
 - Try Match can just be a day tournament, does not need to be run like a league – there is a loose format on this event
- Juniors: NCTA working on figuring out best route after Try Tennis
 - LNTA has plugged a lot of junior TT players into JTT
 - JTT and TT coordinators may benefit from working together
 - Team Challenge is another option
- App or sheet to connect beginners from different sessions or the same session...?
 - SportsYou is an app Kim Roberts uses in ENO and may be handy for connecting people
- Play days to connect beginners
- Opening courses over a month in advance/some places putting in host apps sooner! Not a week before especially for slower growing areas

Topics that Came Up During the Session Organically:

- Racquets – how long are they used?
 - If there was a way to see how long people typically use their racquet it would be interesting to know – maybe in the follow up survey? May be too soon to know.
 - Let's keep these racquets in circulation – they are likely recommended a different racquet when they move on to other lessons/league, but what happens to the racquet.... Can it be used again for other beginners?
 - Asheboro RC offers a deal to their players – if they turn in their Try Tennis racquet, they get a % off a new racquet from the pro shop
 - Pro shop racquet sales have gone way up!
 - The old TT racquets are used for juniors/to have on hand
- Racquet grip sizes seem big – a smaller grip size on the racquets would allow for the grip to be built up
 - Allison has since checked with Dunlop and smaller sizes are not an option in our price range, unfortunately. But this is something she will keep in mind for the future price charts from Dunlop
- NextDoor and Reddit are social sites that Allison will look at and consider browsing and posting/replying to people as a way of marketing – may be handy for hosts as well if they are trying to get the word out about the program