

Dear Club Leader:

I am writing this letter to update you on the new Club Professional 2 Certification Course and seek your assistance to help ensure that \_\_\_\_\_`s attendance and learning experience in the new course is practical and productive.

Tennis Canada has recently introduced the new "Club Professional Stream" of certification for teaching pros interested in developing various skills necessary to be successful in a tennis club environment – an important component for the long-term health and well being for tennis to grow and prosper at the club level.

This new stream complements the existing coaching stream, which is geared towards high performance coaching, and has been lengthened to provide the participants with a more extensive training program.

(See attached for further information on the Certification Program.)

As mentioned, your cooperation, leadership and involvement is important to ensure that \_\_\_\_\_ becomes accountable and has access to club information necessary to complete specific tasks and evaluations. The candidate is required to complete the following:

1. **Workbook:** Completed throughout the course and covers all topics, both on and off court. It requires candidates to take specific action related to their work at the club (i.e. calling participants following a round robin, assessing holes in present programming, self evaluation of a private lesson, etc.).

*\*\* Please make specific information available to the candidate as he/she will be requesting information in order to complete parts of the workbook (i.e. copy of court sheets for a week which includes all club programming).*

2. **Final take home project:** There are 2 distinct projects:

- a. Organize and Execute a Special Event (not presently occurring at the club): Upon completion, provide post event marketing and an event report (full planning, design, etc.)
- b. Maintenance and Safety Log: Create a maintenance and safety log and fill in the log for 1 week

*\*\* The candidates are required to hand in these assignments, however, please "sign off" on the written material to verify that the project was actually completed.*

3. ***“Call to Action” Assessment:*** This self-assessment must be completed throughout the course and/or following the course and be handed in with the take home project.

*\*\* The assessment must be signed by you to confirm that all action steps have/have not been completed.*

We would like to thank you in advance for assisting with making this learning experience a very practical one and one in which we believe will help lead to better trained pros, who can contribute in a greater way to making your club more successful.

Your contribution is greatly appreciated.

Sincerely,

Ari Novick  
Director, Coaching Development  
Tennis Canada

# **New Club Pro 2 Course: Focus and Topics**

## *Focus*

The Club Pro 2 Course focuses on improving club programming, professional service and ultimately ensures the long term success of the club.

Club Pro 2 will build on the skills learned in Club Pro 1 (formerly Coach 1) by developing skills to be an effective on and off court pro. The pro will develop an understanding of various roles and how he/she contributes to the overall success of the club. These roles include:

1. Administrator
2. Animator
3. Teacher
4. Coach
5. Driller

## *Course Topics*

### *1. Understanding The Club Business*

- What makes a club successful
- Importance of customer service
- Understanding club operations

### *2. Club Programming*

- Planning
- Types of Programs
- How to attract and market

### *3. Contributing to Club Image*

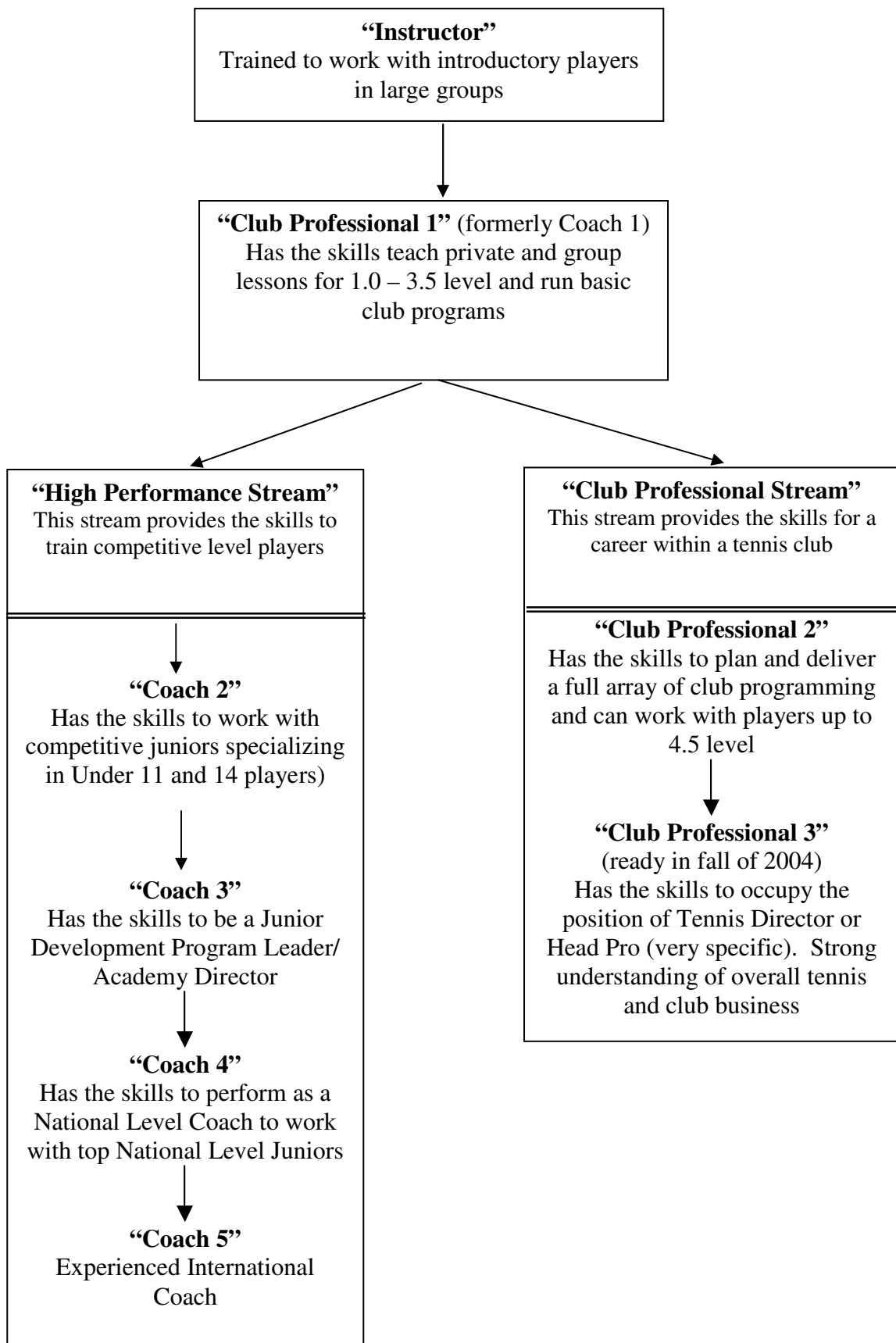
- Introduction to public relations, community programs and involvement, club maintenance and safety

### *4. Image of the Club Pro*

- The importance and development of a club pro's dress and presentation, personal qualities, values & ethics, customer service mentality, business supervisory skills, and of course, career management

# Certification Chart

## Tennis Canada's 2 "Stream" Certification Approach



## Certification Overview

The following table summarizes the skills obtained by an individual at each level of certification.

<b>Certification Level</b>	<b>What type of position are they trained for</b>	<b>What are they certified to do</b>	<b>What are they <u>not</u> certified to do</b>	<b>What are requirements to be trained/certified</b>
Instructor	<ul style="list-style-type: none"> <li>◆ Park / Recreation Dept. or seasonal club pro for group lessons from 1.0 – 2.5</li> </ul>	<ul style="list-style-type: none"> <li>◆ Implement preplanned content for the 1.0 – 2.5 level player</li> <li>◆ Run cooperative drills on 1-3 courts</li> <li>◆ Note: This individual has basic info on rules, equipment, strategy &amp; tactics, health &amp; psychological considerations, how people learn, wheelchair tennis and info pertaining to the profession of tennis.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Administer private lessons</li> <li>◆ Provide group training that involves basket feeding</li> <li>◆ Work with players stronger than a 2.5 level</li> </ul>	<p><b>Trained:</b></p> <ul style="list-style-type: none"> <li>◆ Attend a certification course</li> </ul> <p><b>Certified:</b></p> <ul style="list-style-type: none"> <li>◆ Successfully complete Evaluation requirements</li> </ul>
Club Professional 1 (Coach 1)	<ul style="list-style-type: none"> <li>◆ Entry level Assistant Pro at a large club</li> <li>◆ Assistant Pro at a summer camp or club</li> </ul>	<ul style="list-style-type: none"> <li>◆ Provide private &amp; group lessons from 1.0-3.5</li> <li>◆ Design basic lesson content</li> <li>◆ Run introductory club programming</li> </ul>	<ul style="list-style-type: none"> <li>◆ Train or develop high performance juniors</li> <li>◆ Plan and run a full slate of club programming</li> <li>◆ Work with players up to a 4.0 level</li> <li>◆ Design/plan yearly training plans</li> </ul>	<p><b>Trained:</b></p> <ul style="list-style-type: none"> <li>◆ Attend a certification course</li> </ul> <p><b>Certified:</b></p> <ul style="list-style-type: none"> <li>◆ Successfully complete Evaluation requirements</li> </ul>
Club Professional 2	<ul style="list-style-type: none"> <li>◆ Club Pro at a seasonal or year round club</li> <li>◆ Camp coordinator or camp supervisor</li> </ul>	<ul style="list-style-type: none"> <li>◆ Plan, market, promote and run full slate of club programming, including:                             <ul style="list-style-type: none"> <li>- Round robins</li> <li>- Leagues</li> <li>- Social events</li> <li>- Tournaments</li> <li>- Ladders</li> <li>- New member activities</li> <li>- Instructional programs</li> </ul> </li> <li>◆ Teach and train technique and tactics in private, semi private, small group and large group situations for players of all ages and levels (up to 4.5)</li> <li>◆ Organize &amp; run team practices with doubles tactics and strategies</li> <li>◆ Prepare budgets for club programs &amp; events</li> <li>◆ Note: This individual has a clear understanding of the business of clubs, including customer service both on and off court</li> </ul>	<ul style="list-style-type: none"> <li>◆ Train or develop high performance juniors</li> <li>◆ Work with players stronger than a 5.0 level</li> <li>◆ Oversee large indoor tennis club or multi-sport club tennis department</li> </ul>	<p><b>Trained:</b></p> <ul style="list-style-type: none"> <li>◆ Attend a certification course</li> </ul> <p><b>Certified:</b></p> <ul style="list-style-type: none"> <li>◆ Successfully complete Evaluation requirements</li> </ul>

Club Professional 3	<ul style="list-style-type: none"> <li>◆ Director of Tennis or Head Professional at a large yearly club</li> <li>◆ Camp Director overseeing a staff of Pro's</li> </ul>	<ul style="list-style-type: none"> <li>◆ Oversee all administrative duties</li> <li>◆ Supervise a staff of assistants</li> <li>◆ Oversee all pro-run programs</li> <li>◆ Design club programs &amp; events for profit</li> <li>◆ Create, oversee &amp; implement a complete club "Marketing &amp; Promotion" program</li> <li>◆ Provide on court training for club pros</li> <li>◆ Design/plan and manage a large summer camp program</li> <li>◆ Manage &amp; operate a pro shop</li> <li>◆ Note: This individual is highly proficient at organizing &amp; running any type of lesson or program</li> </ul>	<ul style="list-style-type: none"> <li>◆ Train or develop high performance juniors</li> <li>◆ Work with players stronger than a 5.5 level</li> <li>◆ Design/plan yearly training plans for high performance players</li> </ul>	<p><b>Trained:</b></p> <ul style="list-style-type: none"> <li>◆ Attend a certification course</li> </ul> <p><b>Certified:</b></p> <ul style="list-style-type: none"> <li>◆ Successfully complete Evaluation requirements</li> </ul>
Coach 2	<ul style="list-style-type: none"> <li>◆ Coach working with High Performance Juniors (specializing in Under 11 and Under 14 players) and or adults (up to 5.5)</li> </ul>	<ul style="list-style-type: none"> <li>◆ Plan a practice</li> <li>◆ Coach during practice</li> <li>◆ Coach during competition</li> <li>◆ Analyze performance</li> <li>◆ Design a training program</li> <li>◆ Manage a junior development program</li> <li>◆ Coach in a manner consistent with the Code of Ethics</li> </ul>	<ul style="list-style-type: none"> <li>◆ Plan, organize and run non-competitive club programming</li> </ul>	<p><b>Trained:</b></p> <ul style="list-style-type: none"> <li>◆ Attend a certification course</li> </ul> <p><b>Certified:</b></p> <ul style="list-style-type: none"> <li>◆ Successfully complete Evaluation requirements</li> </ul>
Coach 3	<ul style="list-style-type: none"> <li>◆ Academy director or Head Coach responsible for overall operation of High Performance Junior Development Program</li> <li>◆ Coach working with High Performance Juniors Under 18 years of age and/or adults up to 5.5</li> </ul>	<ul style="list-style-type: none"> <li>◆ Design, organize and manage a year round High Performance Junior Program</li> <li>◆ Develop the Player Development Competencies and Guidelines for the Under 18 Players (Perfecting a Gamestyle)</li> <li>◆ Note: This individual is a strong leader and role model who can perform the most common responsibilities of a coach for players at this stage of development</li> </ul>	<ul style="list-style-type: none"> <li>◆ Oversee member-based operations at a tennis club</li> </ul>	<p><b>Trained:</b></p> <ul style="list-style-type: none"> <li>◆ Attend a certification course</li> </ul> <p><b>Certified:</b></p> <ul style="list-style-type: none"> <li>◆ Successfully complete Evaluation requirements</li> </ul>
Coach 4	<ul style="list-style-type: none"> <li>◆ National Level Coach working with top National Level Juniors</li> </ul>	<ul style="list-style-type: none"> <li>◆ Train National Level junior and senior athletes</li> </ul>		
Coach 5	<ul style="list-style-type: none"> <li>◆ Experienced International Coaches</li> </ul>	<ul style="list-style-type: none"> <li>◆ Train and manage internationally competitive athletes</li> </ul>		