

Milwaukee Tennis & Education Foundation

2008-2009

Program  
Journal

Summer: 4,300 kids • 5 sites • 8 weeks • 5 days/week • 7 hours/day

After School: 250 students • 26 weeks • 2-3 days/week • 3 hours/day



Senator Spencer Coggs  
and Alderman Willie Wade


# Summer Snap Shots



Backpacks filled  
with school supplies

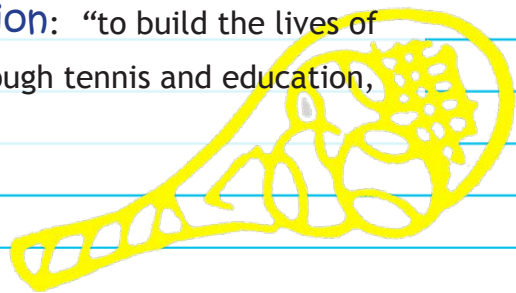


# Our Mission



As Milwaukee's official National Junior Tennis League (NJTL) Chapter, MTEF is continuing the mission of **Arthur Ashe** by providing tennis, education, and life skills development to underserved children. Ashe demonstrated that tennis can be a **powerful** and **cost-effective** tool to change the lives of central city kids by using tennis as a way to gain and hold their attention in order to teach them about matters more important than tennis. Ashe believed that **"through tennis, lives can be changed, spirits reclaimed."** The goal of MTEF is to continue the work and **legacy** of Arthur Ashe right here in Milwaukee.

Since MTEF's founding in 2002, the program's offerings have been refined and expanded to serve our fundamental **mission**: "to build the lives of Milwaukee's youth through tennis and education, one child at a time."



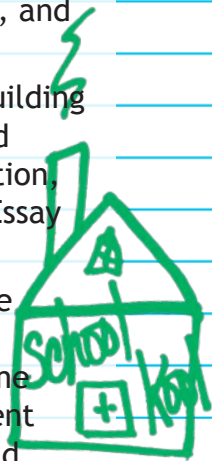
# Core Programs

MTEF offers two free core youth programs:

## After-School TEAM Program

Tennis, Education, and Mentoring (TEAM) is an intensive school-year tennis, education, and life skills development program:

- TEAM is organized as a partnership among students, parents, schools, and youth-serving organizations.
- Students attend two to three times per week for 26 weeks and are required to participate in the MTEF Summer Tennis & Reading Program with a participation agreement form signed by both parent and student during September orientation meetings and December home visits.
- TEAM provides equal amounts of academic support, tennis instruction, and life skills development through nine hours of formal after-school programming each week for every student. MTEF serves Milwaukee children through partnerships with Milwaukee schools, youth-serving organizations, Elite Tennis Clubs, and Marquette University.
- The major focus of our academic work is on building reading and writing skills through a customized literacy curriculum designed by MTEF. In addition, tutors work with students on the Arthur Ashe Essay Contest, a requirement of the program.
- During formal programming hours, students are engaged in equal amounts of academics and tennis with a 3:1 student to teacher ratio. Time spent outside of program hours, including parent communication and meetings with teachers and students, provide a forum for students and staff to get to know each other on a more personal and individual basis.



Summer

## Summer Tennis & Reading Program

- Delivered in close partnership with the Milwaukee Public School Department of Recreation & Community Services and the Milwaukee County Parks, MTEF delivers a citywide neighborhood-based program for all levels of reading and tennis.
- Serving over 4,300 students per summer, the program operates for eight weeks at five neighborhood sites, seven hours a day, across Milwaukee. All students are encouraged to participate in the youth tennis league, NJTL Rally, as well as the end-of-summer Mayor's Cup Tournament, sponsored by Milwaukee Mayor Tom Barrett.
- MTEF delivers a daily reading program requiring all children to spend one hour in the morning and one hour in the afternoon engaged in highly structured reading activities to help promote academic achievement.



We ♥ tennis!

# Special Program Initiatives

Using our various TEAM programs along with the Summer Tennis & Reading Program as delivery vehicles, MTEF is responding to meet the needs of the community with initiatives.

## Activities for Girls

MTEF is sensitive to the needs of girls, especially the reality that girls often feel uncomfortable or unwelcome in more traditional sports-based programs such as little league, touch football, and other physical activity programs that enroll mostly boys.

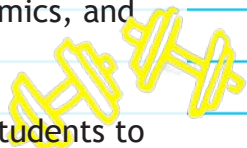
Since 2004, MTEF has maintained a 56% participation rate of girls in its programs, regardless of ability level or previous experience in tennis. Our approach, since

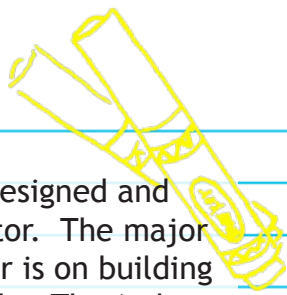
inception, has been focused on empowering girls to be equal participants in all activities and to internalize the belief that they can succeed in sports, academics, and ultimately, in life.

## Health and Fitness

Recognizing the growing need to encourage students to eat well and be physically active, MTEF has developed and incorporated a healthy education component at each program site.

Tennis is the ideal context for developing skills linked to a health lifestyle and positive values. Tennis facilities are safe, structured, and accessible environments that include fair rules, guided competition, positive adult role models, and many opportunities to develop both physical and emotional skills.





## Academic Curriculum

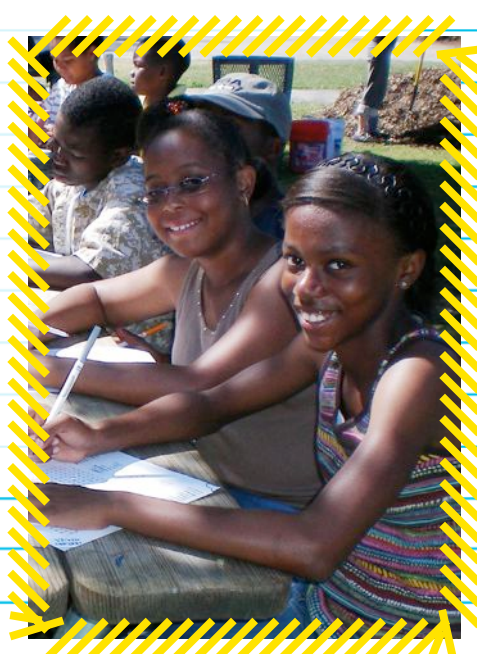
The academic curriculum is specifically designed and customized by the MTEF Education Director. The major focus of academic work in the school year is on building reading, writing, and communication skills. The Arthur Ashe Essay Contest is a mandatory component for children six years and older.

## Arthur Ashe Essay Contest

A highlight of MTEF's academic curriculum is participation in the national USTA Arthur Ashe Essay Contest (AAEC). Tutors work with children at each location to help them learn about Ashe's accomplishments, both on and off the court. In 2008, MTEF submitted the second highest number of essays of the 550 NJTL chapters in the U.S.

## Measurement of Success

With increased focus on performance measurement, MTEF has adopted a comprehensive performance measurement and evaluation tool to track student and organizational outcomes. This system measures the academic, life skills development, and on-court progress of our students over a three-year period. Parent meetings, student report cards, and attendance are part of the measurement system.



Reading  
is fun!

# Complimentary Program Offerings

## TEAM Lite

- Team Lite offers children from select organizations and schools a less intensive version of our TEAM After-School TEAM Program. Students meet once or twice per week in this introductory TEAM program.
  - Parental commitment is encouraged, although not mandatory.
  - A year-round after school commitment is not required from partnering organizations. Programs may run for only one after school session of at least eight weeks.
- This program serves an important role in the student
- recruitment process for both the TEAM After-School Program and MTEF's Summer Tennis & Reading Program.



## TEAM In-School Tennis Program

- This tennis-only in-school program, primarily offered between January and June, helps generate interest and awareness for the Summer Tennis & Reading Program.
- TEAM instructors offer an introductory tennis program during gym class to select schools within walking distance of Summer Tennis & Reading sites.

## School In-Services

- MTEF staff provides workshops and in-service trainings to physical education teachers so they can offer tennis units during the school year to their kids.
- These workshops and trainings help recruit children for our summer program by increasing awareness and visibility.
- School in-services help recruit summer tennis instructors. Past experience has shown that the best tennis instructors and academic tutors are school teachers.

## First Serve: Life Skills Development

MTEF strives to create an environment where students can develop life skills needed to succeed in every aspect of life. This is done through our affiliation with First Serve, an international youth development network. As a First Serve Chapter, MTEF is one of eighteen national First Serve organizations that utilize a comprehensive life skills curriculum with three progressive levels - Game, Set and Match - which kids of all ages and backgrounds complete as they master basic concepts.

In addition to benefiting from First Serve's award-winning, comprehensive \$1 million curriculum, MTEF receives free training and on-going support for educators and tennis instructors on an annual basis.



# Community Tennis

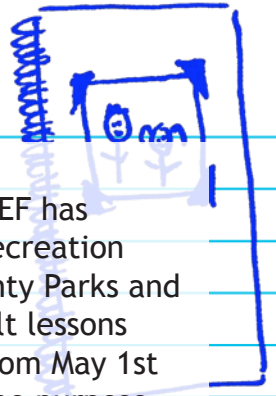
As Milwaukee's official community tennis association, MTEF assists in the delivery, support and integration of tennis programs in the community. In addition to our award-winning TEAM youth program, MTEF provides additional opportunities for adults and families.

## Community Building Through Tennis

MTEF is one of only four NJTL Chapters in the U.S. selected to participate in the Ford Foundation's "Community Building Through Tennis" initiative. This project seeks to use the sport of tennis and recreation facilities to build community in changing neighborhoods, promoting the roles of education and recreation as key community building strategies across race, class, gender, and age. MTEF supplements its focus on education by concentrating on financial literacy, workforce development, and entrepreneurship training.

A successful first year has led to year two funding for the 2008-2009 academic school year. MTEF has partnered with the Center for Teaching Entrepreneurship to design a series of sessions that introduce students to entrepreneurship as well as outline the steps to starting and running a successful business. In addition, a select group of students will start their own business and sell their products in the winter and spring of 2009.





## Adult Programming

Due to increased community interest, MTEF has partnered with the MPS Department of Recreation and Community Services, Milwaukee County Parks and the USTA - Wisconsin District to offer adult lessons and leagues at eight citywide locations from May 1st

through October 10th. The purpose of the program is to utilize city

- courts and provide playing
- opportunities for people who
- otherwise would not be able to participate.

## Instructional Workshops

- As Milwaukee's largest
- provider of youth and adult tennis instruction,
- MTEF provides quality
- instructors and coaches to make our year-round programs more attractive to Milwaukee area residents.

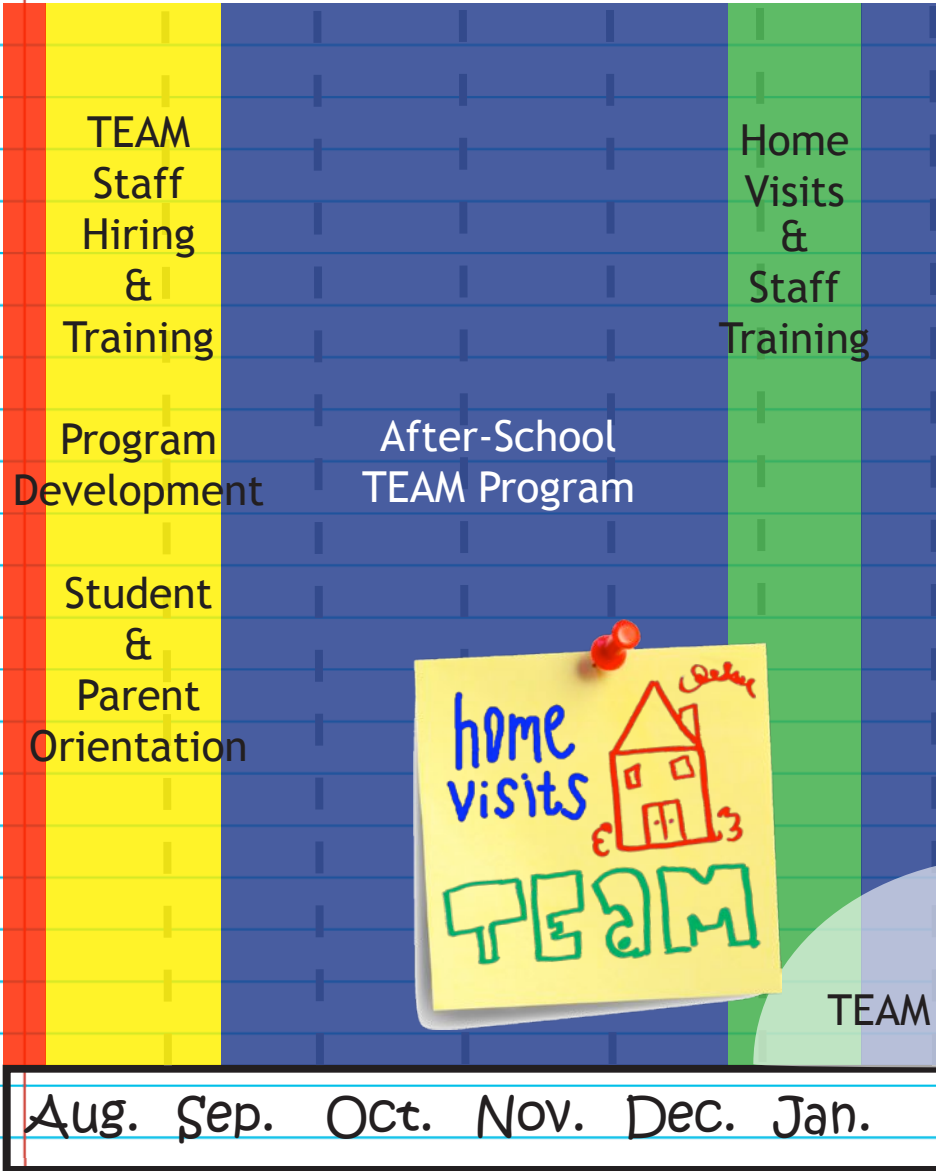
- Throughout the year, MTEF conducts developmental tennis coach workshops that are open to the public.

These interactive, on-court training sessions are designed for instructors working with players at the recreational level. Taught by specifically trained and certified teaching professionals, these workshops are an excellent primer for new coaches, as well as a refresher course for those with teaching experience.

The success of MTEF depends on quality tennis instructors and our ability to seek out role models for the children.



# 2008-2009 Program Calendar



2008



At the NJTL Regional Rally, held in July!

After-School  
TEAM Program

Summer  
Tennis &  
Reading  
Program

Staff  
Hiring  
&  
Training

Summer  
Program  
Development

In-School  
Tennis Program

Feb. Mar. Apr. May Jun. Jul.

2009

# Special Events

## NJTL Regional Rally

Arthur Ashe, along with Charlie Pasarell and Sheridan Snyder, founded the National Junior Tennis League (NJTL) in 1969. Ashe envisioned the NJTL “as a way to gain and hold the attention of young people in the inner cities and other poor environments so that we can teach them about matters more important than tennis.”

Since then, the NJTL Network has grown to include over 550 Chapters, serving more than 210,000 youth each year, making it one of the USTA’s largest community-based offerings.

The NJTL Rally serves as a way to honor and remember Ashe. It allows our summer participants, and neighborhood children, the opportunity to enjoy an afternoon of tennis instruction, games, prizes, lunch and fun! For the second consecutive year, former No. 4 world ranked player Gene Mayer headlined the Rally.



## Mayor’s Cup and End-of-Summer Picnic

During the last week of the Summer Tennis & Reading Program, MTEF partners with the MPS Recreation Department and Milwaukee Mayor Tom Barrett to offer a summer-ending junior tennis tournament. The Mayor’s Cup serves as a way for participants to experience match play against area competitors and players from other MTEF sites. On the last day of the tournament, MTEF also sponsors a congratulatory picnic for all MTEF Summer Tennis & Reading Program participants. The picnic features tennis, games, lunch, prizes, and the opportunity to watch the Mayor’s Cup finals.



## Volunteer and Employment Opportunities

MTEF's programs offer two great ways for you to help Milwaukee's youth in a tangible and rewarding way.

### Tutor/Mentor Positions:

Volunteer or employment opportunities are available to work in the academic component of MTEF. Tutors use the academic curriculum to facilitate reading and writing activities, such as the Arthur Ashe Essay Contest. Significant training and support provided.

### Tennis Instructors:

Share the love of tennis with a child! Instructors help students with basic skills and match play by following MTEF's Tennis & Life Skills Curriculum.

Significant training and support provided.



For more information on how to get involved, please contact the MTEF office at (414) 442-8195 or at [mtef4tennis@sbcglobal.net](mailto:mtef4tennis@sbcglobal.net).

## Register for our Programs **Summer Sites:**

Registering for MTEF's programs is easy. For more information, please contact the office at (414) 442-8195 or [mtef4tennis@sbcglobal.net](mailto:mtef4tennis@sbcglobal.net).

## Support our Programs

To financially support MTEF's program offerings, please contact Jay Massart, Executive Director, at (414) 442-8195 or at [jmassart@execpc.com](mailto:jmassart@execpc.com).

## Program Partners

MTEF is pleased to be in partnership with MPS Department of Recreation & Community Services, Milwaukee County Parks, Greater Milwaukee Boys & Girls Clubs, and Helfaer Tennis Center.

## Administrative Staff

Jay Massart, Executive Director  
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Erin Jex, Booklet Editor



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Burnham Field  
35th and Mitchell Streets  
Milwaukee, WI 53215

Custer High School  
5075 N. Sherman Boulevard  
Milwaukee, WI 53210

Kosciuszko Park  
2201 S. 7th Street  
Milwaukee, WI 53204

Merrill Park  
461 N. 35th Street  
Milwaukee, WI 53213

Sherman Park  
3000 N. Sherman Boulevard  
Milwaukee, WI 53210

## After School Sites:

Helfaer Tennis Center  
Marquette University  
525 N. 16th Street  
Milwaukee, WI 53210

Horace Mann Elementary School  
6213 W. Lapham Street  
West Allis, WI 53214

Kosciuszko Community Center  
2201 S. 7th Street  
Milwaukee, WI 53204

Mary Ryan Boys & Girls Club  
3000 N. Sherman Boulevard  
Milwaukee, WI 53210