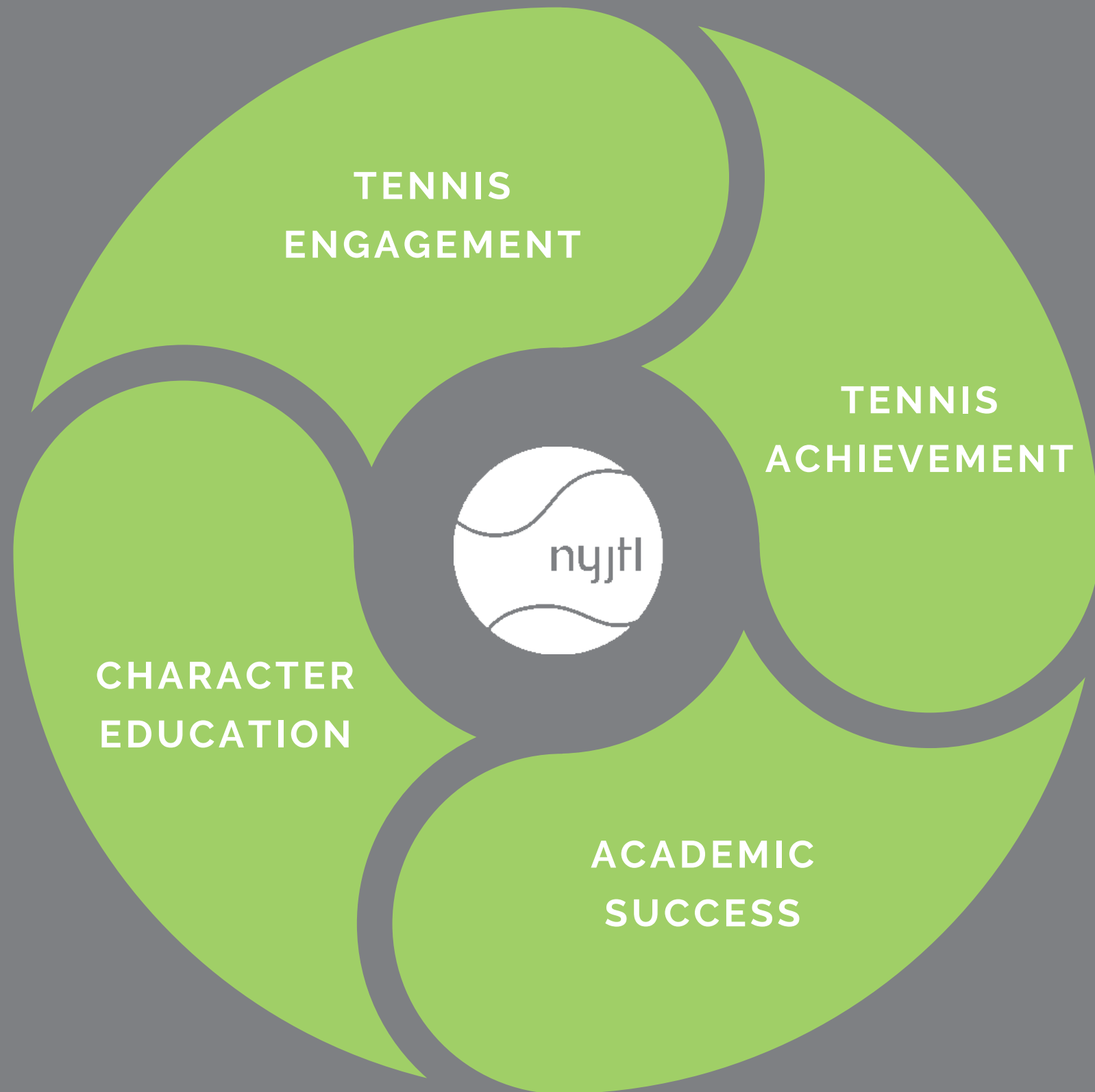


Our Mission



The mission of New York Junior Tennis & Learning is to develop the character of young people through tennis and education for a lifetime of success on and off the court.

NYJTL values guide our organization and our work

- **Healthy Living**
 - **Commitment to physical exercise, nutrition and mental wellness.**
- **Teamwork**
 - **Commitment to fair play and good sportsmanship.**
- **Learning**
 - **Commitment to embrace learning and personal growth.**
- **Community**
 - **Commitment to service, and diversity and inclusion.**
- **Character**
 - **Commitment to honesty, integrity and grit.**

NYJTL will achieve our mission through our strategic objectives

Tennis Engagement

- Objective: Introduce more children and families to the sport of tennis.
- Strategy: Deepen school partnerships, maximize the community tennis footprint, and fulfill the vision of the Cary Leeds Center for Tennis & Learning.

Tennis Achievement

- Objective: Create a clear pathway for tennis participants to reach their fullest potential.
- Strategy: Strengthen the NYJTL pathway to provide programs to fully connect beginner, intermediate, and advanced play opportunities.

Academic Success

- Objective: Improve academic attitudes and behaviors leading to student achievement.
- Strategy: Integrate NYJTL best practices through all programming and tracking its impact.

Character Education

- Objective: Cultivate qualities inherent in tennis - resilience, positive attitude, competitive spirit, and sportsmanship - for application in life on and off the court.
- Strategy: Incorporate character education throughout all youth programming and professional development.

NYJTL life skills are central to building character in the children of New York City

- **Critical Thinking**
 - To solve different kinds of non-familiar problems in both conventional and innovative ways.
- **Self-Direction**
 - Setting goals and expending the energy and effort to achieve them.
- **Positive Attitude**
 - Conduct themselves in a positive and respectful manner.
- **Competitive Spirit**
 - Demonstrating the drive to win, desire to be the best, while demonstrating on court self-control.
- **Resilience**
 - To persist despite setbacks or challenges.

NYJTL programs reflect a unique blend of tennis and education at all levels

- **ACES Afterschool Program**
 - Comprehensive afterschool and full-day summer camp.
- **CTP: Community Tennis Program**
 - Free year-round, after-school tennis instruction in all five boroughs.
- **STP: School Time Tennis Program**
 - Free tennis instruction for NYC children through physical education class.
- **Serve & Connect**
 - Free community engagement program connecting police officers with children.
- **ITP: Intensive Tennis Program**
 - Higher intensity training to improve the skills and tournament play of its participants.
- **TT: Tournament Team**
 - Commercial and scholarship program for advanced players.
- **SAT Prep**
 - SAT preparatory classes for high school juniors at the Cary Leeds Center for Tennis & Learning.

NYJTL programs are a reflection of our strategic objectives

Tennis Engagement

- CTP
- ACES
- STP
- Serve & Connect

Academic Success

- ACES
- SAT Prep

Character Education

- CTP
- ACES
- STP
- ITP (acceptance required)
- Serve & Connect

Tennis Achievement

- ITP (acceptance required)
- TT (acceptance required)

NYJTL events support our life skills training and mission

Tennis Engagement

- Chase Return the Serve
- NYJTL Mayor's Cup
- NYJTL Fall Festival
- NYJTL Hartman Cup
- NYJTL Jamboree
- End of Season Tournaments

Academic Success

- Youth Leadership Summit
- NYJTL STEAM Expo
- AAKD & National Essay Contest
- NYJTL Book Distribution

Character Education

- Youth Leadership Summit
- AAKD & National Essay Contest
- Chase Return the Serve
- NYJTL Visual Arts Showcase
- NYJTL Mayor's Cup
- NYJTL Fall Festival

Tennis Achievement

- NYJTL Mayor's Cup
- NYJTL Hartman Cup
- End of Season Tournaments

NYJTL will measure our impact on youth development



NYJTL will partner with Panorama Education and use the framework outlined by the Collaborative for Academic, Social, and Emotional Learning (CASEL), to measure and improve students' social-emotional learning (SEL).

CASEL is the world's leading collaborative on high-quality, evidence-based SEL.

NYJTL will use a questionnaire to measure development of life skills

Sample Questions

Example Question: During the past 30 days...how often did you come to class prepared? (**Self Direction**)

- A) Almost Never
- B) Once in a While
- C) Sometimes
- D) Frequently
- E) Almost Always

Example Question: How often do you stay focused on the same goal for several months at a time? (**Competitive Spirit**)

- A) Almost Never
- B) Once in a While
- C) Sometimes
- D) Frequently
- E) Almost Always

Sample Output

Participant X

Date: September 1

Self-Direction: 3.9/5

Competitive Spirit: 2.7/5

Nine
Months



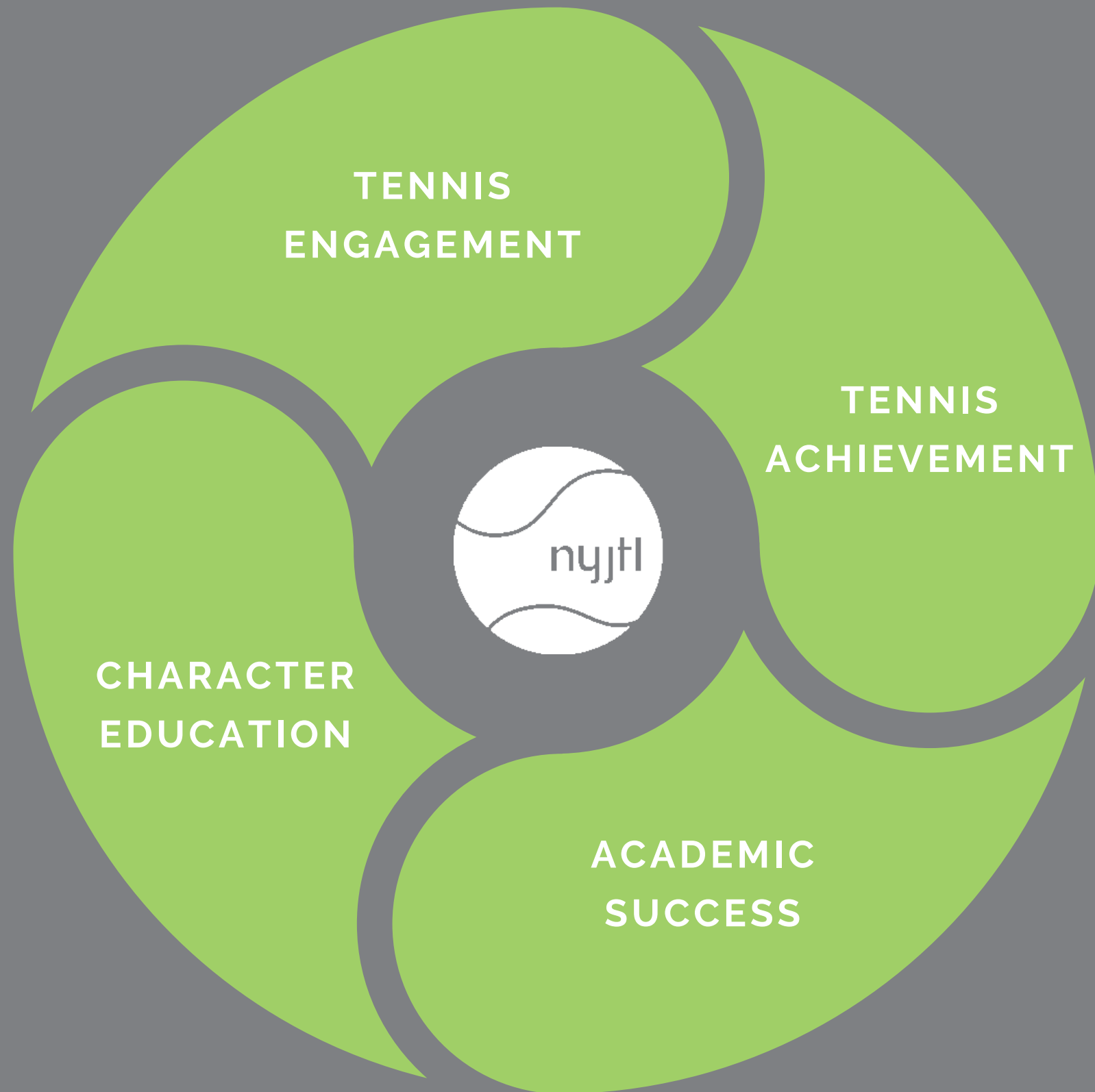
Participant X

Date: June 1

Self-Direction: 4.3/5

Competitive Spirit: 3.9/5

Our Impact



NYJTL believes that tennis and education are a catalyst for long term achievement.