# Colby College Lacrosse

# Sept./Oct./Nov./Dec. 2024

# TRS Messages

* The residence halls and general everyday life on campus for students and athletes are September’s topics, and we know from our research with your team at Colby - and others around the country - that this is a big area of interest for this generation of recruits.
* In October, you’ll focus on the overall athletic climate at Colby. Your messages will give your prospects a solid idea of what it’ll be like to compete for your program and be a part of the Colby campus community as an athlete and a student.
* In November, you’ll be focusing on the athletic facilities at Colby. We’ll combine that conversation with your training philosophy to show your recruits how you’ll get them ready to compete at the college level.
* In December, you’ll focus on your lacrosse team at Colby and you’ll be doing things like exploring the team atmosphere based on the findings in your focus group survey in these messages.

# For September:

\*\*Main Topic\*\*: Life at Colby College and Residence Halls

# Talking Points

* What are the residence halls like at Colby?
* How do students balance academics and athletics?
* What’s a typical day like for a Colby student-athlete?
* How does the campus environment support student-athletes?
* What are some fun activities to do in Waterville?
* How do first-year students adjust to college life at Colby?
* What resources are available for academic support?
* How does Colby foster a sense of community among students?

# Social Media Topic Ideas

* A day in the life of a Colby student-athlete.
* Tour of the residence halls.
* Student-athlete testimonials about campus life.
* Highlighting Waterville’s local attractions.
* Study tips from Colby students.
* Behind-the-scenes look at student-athlete schedules.
* Campus events and traditions.
* Interviews with first-year students about their transition.

# Text Messaging Talking Points

* What excites you most about living on campus?
* How do you see yourself fitting into the Colby community?
* What questions do you have about student life at Colby?
* Are there any specific campus resources you’re interested in?
* How important is campus culture to you when choosing a college?
* What do you want to know about living in Waterville?
* How do you balance school and sports now?
* What are you looking forward to most about college life?

# For October:

\*\*Main Topic\*\*: Athletic Climate at Colby

# Talking Points

* What’s the team culture like at Colby?
* How do Colby athletes support each other?
* What’s the coaching philosophy for the lacrosse team?
* How does Colby integrate athletics with academics?
* What’s the game day atmosphere like?
* How do athletes engage with the broader campus community?
* What leadership opportunities are available for athletes?
* How does Colby prepare athletes for life after college?

# Social Media Topic Ideas

* Team bonding activities.
* Coach’s corner: insights into coaching philosophy.
* Athlete spotlights and achievements.
* Game day highlights and traditions.
* Community service projects by athletes.
* Alumni success stories.
* Training sessions and practice routines.
* Athlete-led campus tours.

# Text Messaging Talking Points

* What do you value most in a team culture?
* How do you see yourself contributing to our team?
* What questions do you have about our coaching style?
* How important is academic support for athletes to you?
* What are you looking for in a college athletic experience?
* How do you handle pressure during games?
* What leadership roles have you taken on in sports?
* How do you balance team commitments with other activities?

# For November:

\*\*Main Topic\*\*: Athletic Facilities and Training Philosophy

# Talking Points

* What facilities are available for lacrosse players at Colby?
* How does the training program support athlete development?
* What’s the role of technology in training at Colby?
* How do athletes access strength and conditioning resources?
* What’s the recovery and wellness support like?
* How does Colby ensure athletes are ready for competition?
* What’s the importance of nutrition in the training program?
* How do facilities enhance the overall athletic experience?

# Social Media Topic Ideas

* Virtual tour of athletic facilities.
* Behind-the-scenes of a training session.
* Athlete testimonials on training programs.
* Highlighting new technology in sports training.
* Nutrition tips for student-athletes.
* Recovery and wellness routines.
* Strength and conditioning coach interviews.
* Facility upgrades and improvements.

# Text Messaging Talking Points

* What facilities are most important to you in a college?
* How do you currently train for lacrosse?
* What questions do you have about our training program?
* How do you prioritize recovery and wellness?
* What role does nutrition play in your training?
* How do you stay motivated during off-season?
* What’s your favorite part of training?
* How do you incorporate technology into your training?

# For December:

\*\*Main Topic\*\*: Colby Lacrosse Team and Atmosphere

# Talking Points

* What’s the team dynamic like on the lacrosse team?
* How do players support each other on and off the field?
* What’s the role of captains and leaders on the team?
* How does the team engage with the community?
* What are the team’s goals for the upcoming season?
* How do players balance competition and camaraderie?
* What’s the importance of team traditions and rituals?
* How does the team celebrate successes?

# Social Media Topic Ideas

* Team introductions and player profiles.
* Captains’ insights on leadership.
* Community service projects by the team.
* Pre-game rituals and traditions.
* Season goals and aspirations.
* Team-building activities.
* Celebrating team victories and milestones.
* Player interviews and stories.

# Text Messaging Talking Points

* What do you look for in a team atmosphere?
* How do you contribute to team spirit?
* What questions do you have about our team culture?
* How do you handle competition within the team?
* What are your personal goals for the season?
* How do you celebrate team achievements?
* What’s your favorite team tradition?
* How do you see yourself fitting into our team?
* --

This message is designed to engage prospective student-athletes by providing a comprehensive overview of life at Colby College, the athletic climate, facilities, and the lacrosse team atmosphere.