# 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 College. 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 College?
* How do students balance academics and athletics at Colby?
* What’s a typical day like for a student-athlete here?
* How does the campus community support student-athletes?
* What are some fun activities to do in Waterville?
* How do the residence halls foster a sense of community?
* What’s the dining experience like on campus?
* How do students get involved in campus life outside of sports?

# 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 fun spots in Waterville
* Dining hall favorites and meal plans
* Balancing academics and athletics
* Campus events and traditions
* Community support for athletes

# Text Messaging Talking Points

* What’s your favorite thing about your current school’s community?
* How important is campus life to you when choosing a college?
* Do you have any questions about living in Waterville?
* What are you looking for in a college residence hall?
* How do you like to spend your free time outside of sports?
* What’s one thing you’re excited to experience in college?
* How do you balance school and sports right now?
* What’s your favorite meal to have on campus?

# For October:

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

# Talking Points

* What’s the team culture like at Colby lacrosse?
* How do coaches support athletes both on and off the field?
* What’s the level of competition like in your conference?
* How does Colby prepare athletes for success after college?
* What are the expectations for student-athletes at Colby?
* How does the team stay connected during the off-season?
* What’s the role of leadership within the team?
* How do athletes balance travel and academics?

# Social Media Topic Ideas

* Meet the Colby lacrosse coaching staff
* Behind-the-scenes of a team practice
* Athlete spotlights and interviews
* Game day traditions and rituals
* Alumni success stories
* Team bonding activities
* Highlighting conference rivals
* Academic support for athletes

# Text Messaging Talking Points

* What’s your current team culture like?
* How do you see yourself contributing to a college team?
* What’s important to you in a coach-athlete relationship?
* How do you handle competition and pressure?
* What are your goals for playing lacrosse in college?
* How do you stay connected with your team during the off-season?
* What leadership roles have you taken on in sports?
* How do you manage your time during the season?

# For November:

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

# Talking Points

* What are the key features of Colby’s athletic facilities?
* How does the training program support athlete development?
* What’s the philosophy behind the team’s training regimen?
* How do facilities enhance the athlete experience?
* What technology is used in training and performance analysis?
* How do athletes access support services like physical therapy?
* What’s the role of nutrition in the training program?
* How do facilities accommodate different sports and activities?

# Social Media Topic Ideas

* Virtual tour of the athletic facilities
* Training session highlights
* Athlete testimonials on training programs
* Nutrition tips for athletes
* Technology in sports performance
* Facility upgrades and new features
* Behind-the-scenes of a workout
* Support services for athletes

# Text Messaging Talking Points

* What’s your favorite part of your current training routine?
* How important are facilities in your college decision?
* What kind of support do you look for in a training program?
* How do you incorporate nutrition into your training?
* What technology do you use to track your performance?
* How do you recover after intense training sessions?
* What’s one facility feature you can’t live without?
* How do you stay motivated during training?

# For December:

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

# Talking Points

* What makes the Colby lacrosse team unique?
* How does the team build camaraderie and trust?
* What are the team’s goals for the upcoming season?
* How do players support each other on and off the field?
* What’s the role of alumni in the team’s culture?
* How does the team celebrate successes and milestones?
* What’s the recruitment process like for new players?
* How does the team engage with the local community?

# Social Media Topic Ideas

* Team bonding activities and events
* Player spotlights and stories
* Season goals and highlights
* Alumni involvement and support
* Community service projects
* Celebrating team achievements
* Recruitment tips and advice
* Game day experiences

# Text Messaging Talking Points

* What do you value most in a team environment?
* How do you build trust with your teammates?
* What are your personal goals for playing lacrosse in college?
* How do you celebrate wins with your team?
* What’s your favorite team tradition?
* How do you stay connected with alumni from your current team?
* What community service projects have you been involved in?
* How do you see yourself fitting into a new team?