# Colby College Lacrosse

# Jan./Feb./Mar./Apr 2024

# TRS Messages

In January: The residence halls and general everyday life on campus for students and athletes will be the focus, based on your team’s feedback at Colby and others nationwide. This is an important topic for this generation of recruits. Colby offers a vibrant community with a range of living options that cater to different lifestyles, ensuring students feel at home.

In February: The athletic atmosphere at Colby will be the focus, giving recruits an idea of what it’s like to compete and live as a student-athlete at Colby. Our supportive environment and spirited fans make every game an exciting event.

In March: The athletic facilities at Colby will be highlighted, emphasizing how your training philosophy prepares athletes to compete at the collegiate level. Our state-of-the-art facilities are designed to help you excel both on and off the field.

In April: We’ll focus on the lacrosse team at Colby, including insights into the team atmosphere, based on recent findings from your focus group survey. Our team culture fosters growth, both personally and athletically, making it a rewarding experience for every player.

# For January: Residence Halls and Campus Life

# Talking Points

* What do you look for in a dorm environment? How important is having a comfortable and supportive living space for your college experience?
* How do you feel about the balance between independence and community in college dorms?
* Are you interested in living with other athletes, or would you prefer a mix of different student backgrounds?
* How important is it for you to have access to campus facilities such as dining halls, libraries, and recreational areas?
* What kind of social activities do you hope to participate in on campus?
* How do you envision your daily routine in college, and how does campus life play into that?
* What are your thoughts on campus security and safety measures?
* How do you feel about the importance of having a space to relax and unwind after a busy day of classes and practices?

# Social Media Topic Ideas

* A day-in-the-life video series showcasing the typical routine of a Colby student-athlete living in the dorms.
* Instagram stories featuring student-athletes giving tours of their dorm rooms and common areas.
* A post highlighting the variety of on-campus events that bring students together.
* A Q&A session with current students about their dorm experiences and tips for incoming freshmen.
* Photos of dorm room decorations and creative ways students personalize their spaces.
* A spotlight on the dining hall options and student favorite meals.
* A feature on the different residence halls and the unique communities they foster.
* Behind-the-scenes look at move-in day and how students settle into their new home.

# Text Messaging Talking Points

* What’s your ideal living situation in college? Any must-haves for your dorm?
* How important is a sense of community in your living space?
* Would you like to live with other players, or have a mix of friends from different backgrounds?
* How do you feel about having quick access to campus facilities like the gym or dining hall?
* What kind of social activities are you hoping to find on campus?
* How do you plan to balance your daily routine with academics and athletics?
* Is campus safety a big concern for you when choosing a school?
* How important is it for you to have a place to relax after a busy day?

# For February: Athletic Atmosphere at Colby

# Talking Points

* How do you define a great athletic atmosphere?
* What role does fan support play in your performance and motivation?
* Are you looking for a school with a competitive athletic program?
* How important is it for you to have a close-knit team dynamic?
* What kind of support from coaches and staff do you expect?
* How do you feel about balancing academics with athletics?
* How important is it for you to have strong school spirit and traditions?
* What are your thoughts on the importance of sportsmanship and fair play?

# Social Media Topic Ideas

* A highlight reel of past games showcasing the energy and excitement of Colby’s athletic events.
* Interviews with players discussing what the athletic atmosphere means to them.
* Behind-the-scenes look at game day preparations and team rituals.
* A feature on the fans and their role in creating a lively atmosphere.
* A post celebrating team achievements and milestones.
* Instagram stories of athletes sharing their favorite moments from their sports careers.
* A video series exploring the history and traditions of Colby’s sports teams.
* A day-in-the-life of a Colby athlete, focusing on balancing academics and athletics.

# Text Messaging Talking Points

* How do you define the perfect athletic atmosphere for you?
* Do you think fan support makes a difference in your game performance?
* Are you aiming for a school with a strong competitive sports program?
* How important is a close team dynamic to you?
* What kind of support do you hope to receive from coaches and staff?
* How do you plan to manage your time between academics and sports?
* Is school spirit something you value in a college?
* What’s your take on sportsmanship and its role in athletics?

# For March: Athletic Facilities at Colby

# Talking Points

* What facilities are most important to you for your training and development?
* How do you feel about training in state-of-the-art facilities?
* Are you looking for a school with a variety of sports equipment and resources?
* How important is it for you to have access to specialized training staff?
* What role does technology play in your training routine?
* How do you envision your daily practice sessions in college?
* How important is the availability of recovery and wellness facilities?
* What are your thoughts on the importance of having a dedicated space for your sport?

# Social Media Topic Ideas

* Virtual tour of Colby’s athletic facilities, showcasing the available resources.
* Profiles of the training staff and their role in athlete development.
* A spotlight on the technology used in training and how it benefits athletes.
* A feature on the wellness and recovery facilities available to student-athletes.
* Testimonials from athletes about how the facilities have helped them improve.
* Instagram stories highlighting a day of training at Colby.
* A post celebrating upgrades and improvements to the athletic facilities.
* A video series showing the variety of sports equipment and how it’s used.

# Text Messaging Talking Points

* What kind of sports facilities are you hoping to find at your college?
* Are state-of-the-art facilities a deal-breaker for you?
* Do you value having a variety of sports equipment and resources?
* How important is access to specialized training staff for you?
* Does technology play a big role in your training routine?
* How do you picture your practice sessions at college?
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* Do you value having a dedicated space for your sport?

# For April: Our Lacrosse Team

# Talking Points

* What do you look for in a team environment?
* How important is team culture to your overall college experience?
* What role does leadership play in a team for you?
* How do you feel about balancing competitiveness with camaraderie?
* Are you looking for a team with a specific style of play?
* How important is it for you to have strong communication within the team?
* What are your expectations for personal growth as a player in college?
* How do you envision contributing to the team both on and off the field?

# Social Media Topic Ideas

* Player spotlight series featuring current team members and their experiences.
* Behind-the-scenes content from team meetings and bonding activities.
* A video series exploring the team’s playing style and strategies.
* Testimonials from players about the team culture and what it means to them.
* A post highlighting the leadership roles within the team.
* Photos and videos from team bonding events and activities.
* A feature on the team’s achievements and goals for the upcoming season.
* Instagram stories of game highlights and memorable team moments.

# Text Messaging Talking Points

* What’s your ideal team environment like?
* How does team culture influence your college decision?
* What kind of leadership do you look for in a team?
* How do you balance being competitive with being supportive?
* Do you have a preferred style of play you’re looking for?
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