# **Harvard University Cross Country and Track & Field**

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

# **TRS Messages**

To create a detailed recruiting message for Harvard University’s Cross Country and Track & Field program, let's use the specified structure and instructions. Here’s how it will be organized:

In January: We’ll focus on the history and vision for the Harvard Cross Country and Track & Field program, showcasing how our legacy of excellence and future goals align with your aspirations as a potential student-athlete.

In February: The spotlight will be on the coaching staff at Harvard, highlighting their expertise and commitment to developing athletes both on and off the track.

In March: Get to know the dorms and campus life at Harvard. Discover how living in Cambridge can enhance your college experience and support your athletic journey.

In April: We’ll explore the life after college for Harvard athletes, discussing the opportunities and networks available to you once you graduate.

# For January: History and Vision for the Program

# Talking Points

* What aspects of a college's history and vision are most important to you when choosing a program?
* How do you see yourself contributing to a program with a rich legacy like Harvard's?
* What are your goals for your college athletic career, and how do they align with Harvard’s vision for its athletes?
* How important is it for you to be part of a team that has a strong tradition of excellence?
* What do you hope to learn from being part of a program with a long-standing history?
* How does the history of a program influence your decision-making process?
* What does a program's vision for the future mean to you as an athlete?
* How do you think being part of a prestigious program can impact your future?

# Social Media Topic Ideas

* Instagram: Share a throwback post of Harvard’s greatest athletic moments with a caption about future goals.
* Snapchat: Create a story showing a day in the life of a Harvard athlete, focusing on the balance between academics and athletics.
* Twitter (X): Tweet a thread about the history of Harvard's Cross Country and Track & Field program, with quotes from past athletes.
* LinkedIn: Post an article about how being part of a prestigious program like Harvard can shape your career prospects.
* Reddit: Start a discussion on the benefits of joining a program with a strong tradition of excellence.
* YouTube: Create a video tour of Harvard’s athletic facilities, focusing on historical achievements.
* Facebook: Share a photo album of past Harvard meets, asking followers to comment on which event they’re most excited to see.
* Organize a team meeting to discuss Harvard's history and vision, sharing personal goals and how they align with the program.

# Text Messaging Talking Points

* What excites you most about the history and tradition of Harvard's Cross Country and Track & Field program?
* How do you think being part of a program with a strong legacy would impact your athletic performance?
* What part of Harvard's athletic history do you find most inspiring?
* How does a program's vision for the future influence your choice of college?
* What role do you see yourself playing in Harvard’s future athletic successes?
* How important is it for you to be part of a team with a strong historical foundation?
* What are your thoughts on Harvard's approach to balancing tradition with innovation in athletics?
* How do you envision contributing to Harvard's legacy during your time here?

# For February: Coaching

# Talking Points

* What qualities do you look for in a coach, and how do you believe Harvard’s coaching staff can meet those expectations?
* How important is a coach’s experience and track record in your decision to join a program?
* What type of coaching style helps you perform at your best?
* How do you see the role of a coach in your personal and athletic development?
* What do you hope to learn from Harvard’s coaching staff during your college years?
* How does a coach’s ability to develop athletes both on and off the track influence your decision?
* What role do you think a coach plays in creating a team atmosphere?
* How does the coaching staff’s vision align with your aspirations as an athlete?

# Social Media Topic Ideas

* Instagram: Feature a “Meet the Coaches” post with fun facts and their coaching philosophy.
* Snapchat: Share behind-the-scenes clips from a day in the life of Harvard’s coaching staff.
* Twitter (X): Start a Q&A session with Harvard’s coaches, using a dedicated hashtag.
* LinkedIn: Post an article on the impact of great coaching on student-athlete success.
* Reddit: Create a thread about what makes a coach inspiring and effective.
* YouTube: Upload a video interview series with the coaching staff, discussing their approach to athlete development.
* Facebook: Share testimonials from past athletes about their experiences with Harvard’s coaches.
* Host a virtual meet-and-greet with the coaching staff for prospective athletes.

# Text Messaging Talking Points

* What qualities do you value most in a coach?
* How do you think Harvard's coaches can help you achieve your athletic goals?
* What coaching style do you find most effective?
* How important is it for you to have a coach who supports both your athletic and academic pursuits?
* What do you hope to gain from your relationship with the coaching staff at Harvard?
* How does a coach's past success influence your interest in a program?
* What questions do you have for Harvard's coaching staff?
* How do you see the coaches' role in your journey to success at Harvard?

# For March: Dorms and Campus Life

# Talking Points

* What are you looking for in a college living experience?
* How important is it for you to live in a vibrant, engaging campus community?
* What aspects of campus life are most appealing to you?
* How do you see yourself balancing academics, athletics, and social life at Harvard?
* What role does the location of the campus play in your decision-making process?
* How important is it to you that a college offers a variety of extracurricular activities?
* What are your expectations for dorm life at Harvard?
* How do you envision your daily routine as a student-athlete at Harvard?

# Social Media Topic Ideas

* Instagram: Post a day-in-the-life photo series of a Harvard student-athlete, showcasing dorms and campus hotspots.
* Snapchat: Share quick clips of campus life, featuring popular student hangout spots.
* Twitter (X): Start a conversation about the best things about living in Cambridge.
* LinkedIn: Write about how campus life at Harvard prepares students for success in their careers.
* Reddit: Host an AMA with current Harvard student-athletes about their campus living experiences.
* YouTube: Create a vlog tour of the dorms and favorite campus spots.
* Facebook: Share a post about how student-athletes balance their time between sports, academics, and social activities.
* Arrange a virtual dorm tour and Q&A session for prospective athletes.

# Text Messaging Talking Points

* What are you most excited about when thinking about campus life at Harvard?
* How important is it for you to be part of a lively campus community?
* What aspects of dorm life do you find most important?
* How do you see yourself getting involved in campus activities?
* What are your must-haves in a college dorm experience?
* How do you plan to balance your time as a student-athlete at Harvard?
* What questions do you have about living in Cambridge?
* How important is it for you to live close to where you train and compete?

# For April: Life After College

# Talking Points

* What are your career aspirations post-college?
* How do you think being a student-athlete at Harvard will benefit your future career?
* What support systems do you value most in preparing for life after college?
* How important is a strong alumni network in your college decision?
* What skills do you hope to gain during your time at Harvard that can be applied to your future career?
* How do you envision Harvard helping you achieve your long-term goals?
* What are your thoughts on balancing athletics and academics to prepare for life beyond college?
* How important is it for you to have career development opportunities while in college?

# Social Media Topic Ideas

* Instagram: Share success stories of Harvard alumni who were student-athletes.
* Snapchat: Feature quick tips on career prep from Harvard’s career services.
* Twitter (X): Start a discussion about the skills gained from being a student-athlete that are transferable to a career.
* LinkedIn: Write a post about how Harvard's network can open doors after graduation.
* Reddit: Discuss how being a student-athlete has prepared alumni for professional success.
* YouTube: Create a video series interviewing alumni about their career paths after Harvard.
* Facebook: Share a post about career resources available to student-athletes at Harvard.
* Organize a virtual panel with alumni discussing life after Harvard.

# Text Messaging Talking Points

* What are your career plans after college?
* How do you think Harvard can help you achieve your career goals?
* What resources are you looking for in terms of career preparation?
* How important is a strong alumni network to you?
* What skills do you hope to develop at Harvard that will prepare you for your future?
* How do you see yourself balancing athletics and career prep during college?
* What are your biggest questions about life after college?
* How can Harvard’s network and resources support your post-college ambitions?

This format ensures that the content is engaging and relevant for teenage prospects, encouraging interaction and reflection on their potential future at Harvard.