# Harvard University Cross Country and Track & Field

# 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 Harvard - 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 Harvard University. 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 Harvard campus community as an athlete and a student.
* In November, you’ll be focusing on the athletic facilities at Harvard. 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 cross country and track & field team at Harvard 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 Harvard: Residence Halls and Campus Life

# Talking Points:

* What are the residence halls like at Harvard?
* How do athletes balance academics and athletics on campus?
* What’s a typical day like for a student-athlete at Harvard?
* How does living in Cambridge enhance the college experience?
* What support systems are in place for athletes at Harvard?
* How do athletes engage with the broader Harvard community?
* What are some fun activities to do around campus?

# Social Media Topic Ideas:

* A day in the life of a Harvard athlete
* Virtual tour of Harvard’s residence halls
* Student-athlete testimonials about campus life
* Highlighting Cambridge’s best spots for students
* Tips for balancing academics and athletics
* Behind-the-scenes look at team bonding activities
* Q&A session with current athletes about campus life
* Fun facts about Harvard’s history and traditions

# Text Messaging Talking Points:

* What excites you most about living in Cambridge?
* How do you see yourself fitting into the Harvard community?
* What questions do you have about campus life?
* Are there specific activities you’re interested in at Harvard?
* How important is campus culture to you in choosing a college?
* What do you want to know about living in the residence halls?
* How do you plan to balance sports and academics?

# For October:

# Main Topic:

Athletic Climate at Harvard

# Talking Points:

* What’s the team culture like for cross country and track & field?
* How does Harvard support its athletes academically?
* What are the expectations for athletes in terms of training and competition?
* How do athletes at Harvard stay motivated?
* What’s the relationship like between coaches and athletes?
* How does the team celebrate successes and handle challenges?
* What opportunities are there for leadership within the team?

# Social Media Topic Ideas:

* Meet the Harvard cross country and track & field coaches
* Athlete spotlights: Stories of success and perseverance
* Training tips from Harvard coaches
* Highlights from recent meets and competitions
* Team-building activities and events
* Inspirational quotes from Harvard athletes
* Behind-the-scenes of a training session
* Celebrating team achievements and milestones

# Text Messaging Talking Points:

* What do you value most in a team environment?
* How do you stay motivated during tough training periods?
* What are your goals for competing at the college level?
* How important is academic support to you as an athlete?
* What questions do you have about our training program?
* How do you handle competition pressure?
* What leadership roles have you taken on in the past?

# For November:

# Main Topic:

Athletic Facilities and Training Philosophy

# Talking Points:

* What facilities are available for cross country and track & field athletes?
* How does Harvard’s training philosophy prepare athletes for success?
* What technology and resources are used in training?
* How do athletes track their progress and performance?
* What’s the role of nutrition and wellness in the training program?
* How do coaches tailor training to individual athlete needs?
* What’s the importance of recovery and injury prevention?

# Social Media Topic Ideas:

* Virtual tour of Harvard’s athletic facilities
* Athlete testimonials on training and facilities
* Highlighting new technology in training
* Nutrition tips for peak performance
* Recovery techniques used by Harvard athletes
* Success stories from athletes who’ve thrived in the program
* Coach insights on training philosophy
* Day in the life of a training session

# Text Messaging Talking Points:

* What facilities are most important to you in a training program?
* How do you approach your own training and development?
* What questions do you have about our training methods?
* How do you incorporate nutrition into your training routine?
* What’s your strategy for recovery and injury prevention?
* How do you track your athletic progress?
* What role does technology play in your training?

# For December:

# Main Topic:

Team Atmosphere and Community

# Talking Points:

* How does the team foster a sense of community and belonging?
* What traditions or rituals are unique to the team?
* How do athletes support each other on and off the track?
* What’s the role of alumni in the team’s culture?
* How does the team engage with the broader Harvard community?
* What are some memorable team experiences or events?
* How does the team celebrate diversity and inclusion?

# Social Media Topic Ideas:

* Team traditions and rituals
* Alumni stories and contributions
* Celebrating diversity within the team
* Team events and community service projects
* Athlete testimonials on team culture
* Highlighting team achievements and awards
* Behind-the-scenes of team bonding activities
* Stories of support and camaraderie among athletes

# Text Messaging Talking Points:

* What do you look for in a team’s culture and atmosphere?
* How do you contribute to a positive team environment?
* What questions do you have about our team traditions?
* How important is community involvement to you?
* What’s your favorite team memory or experience?
* How do you celebrate diversity within your current team?
* What role do you see alumni playing in a team’s culture?
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This message is designed to engage prospective athletes by providing a comprehensive overview of life and athletics at Harvard, while encouraging interaction and questions.