# 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. 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:

# Talking Points

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

# Social Media Topic Ideas

* A day in the life of a Harvard athlete
* Tour of Harvard’s residence halls
* Balancing academics and athletics at Harvard
* Fun facts about living in Cambridge
* Meet our student-athlete support team
* Harvard’s best study spots
* Weekend activities for Harvard students
* How athletes stay connected with the community

# Text Messaging Talking Points

* What’s your favorite thing about living on campus?
* How do you manage your time between classes and training?
* What’s the best part about being a student-athlete at Harvard?
* How do you find the balance between sports and social life?
* What’s one thing you love about Cambridge?
* How does Harvard help you succeed academically?
* What’s a must-do activity for new students?
* How do you stay connected with your teammates?

# For October:

# Talking Points

* What’s the athletic culture like at Harvard?
* How do athletes support each other on and off the track?
* What’s it like to compete for the Crimson?
* How does the coaching staff help you improve?
* What’s the team dynamic like?
* How do athletes engage with the Harvard community?
* What’s the most exciting part of being on the team?
* How does Harvard celebrate athletic achievements?

# Social Media Topic Ideas

* Behind-the-scenes with the Harvard track team
* Meet our coaching staff
* Team bonding activities
* Highlights from recent meets
* Athlete spotlights
* How we prepare for competition
* Celebrating our wins
* Engaging with the Harvard community

# Text Messaging Talking Points

* How would you describe the team atmosphere?
* What’s your favorite memory from competing at Harvard?
* How do you stay motivated during the season?
* What’s the best advice you’ve received from a coach?
* How do you and your teammates support each other?
* What’s the most rewarding part of being on the team?
* How do you prepare for a big meet?
* What’s your favorite part about competing for Harvard?

# For November:

# Talking Points

* What facilities are available for track athletes at Harvard?
* How do the facilities enhance your training?
* What’s your favorite training spot on campus?
* How does the team use technology in training?
* What’s the importance of having top-notch facilities?
* How do the facilities support recovery and wellness?
* What’s the role of the coaching staff in utilizing the facilities?
* How do the facilities compare to other schools?

# Social Media Topic Ideas

* Tour of Harvard’s athletic facilities
* How we use technology in training
* Favorite training spots on campus
* Recovery and wellness at Harvard
* Facility upgrades and improvements
* How our facilities support athlete success
* Comparing facilities with other schools
* Behind-the-scenes of a training session

# Text Messaging Talking Points

* What’s your favorite facility to train in?
* How do the facilities help you improve?
* What’s one thing you love about Harvard’s athletic facilities?
* How do you use technology in your training?
* How do the facilities support your recovery?
* What’s the most important facility for your training?
* How do the facilities compare to other places you’ve trained?
* How do the coaches help you make the most of the facilities?

# For December:

# Talking Points

* What’s the team atmosphere like at Harvard?
* How do athletes build camaraderie on the team?
* What’s the role of leadership within the team?
* How does the team celebrate successes?
* What’s the importance of team traditions?
* How do new athletes integrate into the team?
* What’s the team’s approach to competition?
* How does the team support each other academically?

# Social Media Topic Ideas

* Team traditions and rituals
* Celebrating team successes
* Leadership roles within the team
* How we build team camaraderie
* Integrating new athletes into the team
* Our approach to competition
* Academic support for athletes
* Team bonding activities

# Text Messaging Talking Points

* How would you describe the team’s atmosphere?
* What’s your favorite team tradition?
* How do you and your teammates support each other?
* What’s the role of team leaders?
* How do new athletes become part of the team?
* What’s the team’s approach to competition?
* How do you celebrate team successes?
* How does the team support academic goals?