\*\*Colby College Lacrosse\*\*

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

\*\*TRS Messages\*\*

In January: Dorms and Campus Life will be our focus, giving you a feel for what it’s like to live and thrive in Waterville as a student-athlete at Colby. This is an important topic for recruits who value their living environment.

In February: The Freshman Experience will take center stage, sharing insights into what your first year at Colby can look like, from academics to athletics to making new friends.

In March: Our Team at Colby will be highlighted, emphasizing how our team atmosphere fosters both competitive success and close friendships. You'll get a sense of what it's like to be part of the Mules family.

In April: History and Vision for the Program will be discussed, where we’ll dive into what makes Colby lacrosse unique and our goals for the future.

\*\*For January: Dorms and Campus Life\*\*

\*\*Talking Points\*\*

1. What kind of living environment are you hoping for when you think about college?

2. How important is it for you to have a close-knit community in your dorm life?

3. Have you thought about what kind of roommate you'd like to have?

4. What are your must-haves for a comfortable living space at college?

5. How do you feel about getting involved in campus activities outside of lacrosse?

6. What's your idea of a perfect weekend on campus?

7. How does the location of a college impact your decision to attend?

8. Are you looking forward to decorating your dorm room? If so, any ideas?

\*\*Social Media Topic Ideas\*\*

1. A day in the life of a Colby student-athlete—highlighting dorms and campus spots.

2. Instagram stories featuring virtual dorm tours.

3. Reels showcasing favorite hangout spots on campus.

4. TikTok challenges about dorm decorating tips.

5. Interviews with current students about their campus life experiences.

6. Spotlight on weekend activities around Waterville.

7. Posts about how students balance academics and athletics.

8. Alumni sharing their favorite memories from campus life.

\*\*Text Messaging Talking Points\*\*

1. What’s one thing you’re excited about when thinking about living on campus?

2. How do you imagine your dorm room will look at Colby?

3. What's something you would love to have in your dorm?

4. Are you interested in joining any clubs or activities on campus?

5. How important is it for you to be near or on campus for classes and sports?

6. What do you think about the idea of living in Waterville?

7. Do you have any questions about what living at Colby is like?

8. How do you feel about the freshman orientation experience?

\*\*For February: The Freshman Experience\*\*

\*\*Talking Points\*\*

1. What are you most excited about for your freshman year?

2. How important is it to you to have a supportive community in your first year?

3. What are your goals for your first year academically and athletically?

4. How do you plan to manage your time between sports and studies?

5. What are you looking forward to most about being a part of a new team?

6. How do you feel about making new friends in a new environment?

7. What’s one thing you’re nervous about for your first year, and how can we help?

8. How can Colby support you during your freshman year?

\*\*Social Media Topic Ideas\*\*

1. Highlighting a freshman’s first week at Colby.

2. Instagram takeovers by first-year students.

3. Reels of freshmen sharing their daily routines.

4. Photo series: "A Day in the Life of a First-Year Mule."

5. TikToks about the first home game experience.

6. Posts about balancing classes and sports.

7. Freshmen sharing their favorite study spots.

8. Stories featuring advice from upperclassmen.

\*\*Text Messaging Talking Points\*\*

1. What are you most looking forward to in your first year at Colby?

2. How can we make your transition to college smoother?

3. What’s one thing you’re hoping to achieve in your freshman year?

4. Are there any clubs or activities you’re interested in joining?

5. How do you feel about balancing academics and athletics?

6. What excites you about starting college?

7. How can we support you academically?

8. What questions do you have about your first year on the lacrosse team?

\*\*For March: Our Team\*\*

\*\*Talking Points\*\*

1. What’s important to you when it comes to team dynamics?

2. How do you envision contributing to our team culture?

3. What do you think makes a team successful both on and off the field?

4. How important is it for you to have strong relationships with your teammates?

5. What values do you think are important for a lacrosse team to have?

6. How do you handle challenges within a team setting?

7. What are you hoping to gain from being part of our team?

8. How can we help you integrate into our team culture?

\*\*Social Media Topic Ideas\*\*

1. Player spotlights featuring current team members.

2. Behind-the-scenes videos of team practices.

3. Instagram stories of team bonding activities.

4. Reels highlighting the camaraderie among teammates.

5. Posts about team traditions and rituals.

6. Stories featuring game day preparations.

7. Content showing how players support each other academically.

8. Alumni sharing their experiences on the team.

\*\*Text Messaging Talking Points\*\*

1. What’s one thing you’re looking forward to about joining our team?

2. How do you see yourself fitting into our team culture?

3. What’s important to you in a team environment?

4. How can we support you as a new team member?

5. What values do you bring to a team?

6. How do you deal with challenges or setbacks in sports?

7. What’s your favorite part of being on a team?

8. How do you envision your role on our lacrosse team?

\*\*For April: History and Vision for the Program\*\*

\*\*Talking Points\*\*

1. How important is a program's history in your college decision?

2. What do you look for in a lacrosse program’s vision for the future?

3. How do you think a program's past successes impact its future?

4. What are your thoughts on being part of a program with a strong legacy?

5. How do you see yourself contributing to the future of our team?

6. What excites you about the future of Colby lacrosse?

7. How do you value a program’s growth and development over time?

8. What role does a program’s vision play in your decision-making process?

\*\*Social Media Topic Ideas\*\*

1. Posts celebrating the history of Colby lacrosse.

2. Infographics showcasing past accomplishments and future goals.

3. Instagram stories with coaches discussing the program's vision.

4. Profiles of alumni who have shaped the program’s legacy.

5. Reels showing the evolution of the team over the years.

6. Videos of current players sharing their vision for the team.

7. Posts comparing past and present team highlights.

8. Stories featuring the impact of the program on the community.

\*\*Text Messaging Talking Points\*\*

1. How do you feel about joining a program with a strong history?

2. What’s something you’d like to know about the history of Colby lacrosse?

3. How do you see yourself fitting into our future plans?

4. What’s important to you about a program’s vision?

5. How do you think you can contribute to our team’s future success?

6. How does our program’s history influence your decision?

7. What excites you about being part of our lacrosse legacy?

8. How can we help you understand our program’s goals?