

PLAY NOW. MAKE HISTORY.

ROYALS WOMEN'S LACROSSE NEWSLETTER

EMU ATHLETICS ADDS WOMEN'S LACROSSE

January 26, 2018

Eastern Mennonite University announces the addition of women's lacrosse to its athletic program. Director of Athletics Dave King says EMU will hire a head coach in the spring of 2018 to begin recruitment, with competition beginning for the Old Dominion Athletic Conference in the 2019-20 season.

"I'm thrilled that we will be able to provide more young people the opportunity to develop life skills through playing a collegiate sport," he said. "As we continue to understand what collegiate sports do for young people and the campus community, it's exciting to expand our sport offerings."

The search for EMU's first women's lacrosse coach will begin immediately, with a start date of June 1, he added. "I'm convinced there are high school student athletes who will be excited about being part of history by helping to start women's lacrosse at EMU."

Jim Smucker, vice president of enrollment and student life, points to the growth of the sport across the United States and the high academic success of female athletes as among the benefits of the new program.

According to the NCAA's 2015-16 participation report, women's lacrosse is the second- fastest growing collegiate sport in Division III, with 17 new programs added. This continues an overall growth trend with the sport through all three NCAA divisions.

Additionally, NCAA research highlights that women's lacrosse athletes in Division III are among the most successful student-athletes in terms of their academic success (graduation) rate.

The Royals will be the eleventh team of 13 ODAC schools that already compete in women's lacrosse. EMU currently sponsors eight Division III athletics teams for men and nine for women.



NEWS FROM 2018:

ANNOUNCEMENT OF
WOMEN'S LACROSSE
PROGRAM PLANS - 1

HIRING OF FIRST HEAD
COACH - 2

SUMMER RECRUITING - 3

FALL PROSPECT DAY - 4

ESPN RADIO INTERVIEW WITH
COACH RUSSO - 5

FALL RECRUITING - 6

EXCITING PLANS FOR 2019:

CAMPUS VISIT DATES - 7

SPRING RECRUITING - 8

CELEBRATORY SIGNING DAY - 9

ROYALS FAMILY INAUGURAL
WELCOME DAY - 10

SUMMER RECRUITING & ROYALS
CHALLENGE - 11

NEW GEAR - 12

HISTORIC FALL BALL - 13

WHAT'S NEXT? - 14



EMU SELECTS RUSSO AS FIRST WOMEN'S LACROSSE COACH

April 11, 2018

Eastern Mennonite University has announced the hiring of Katie Russo as the school's first Head Women's Lacrosse Coach. She started her duties with the Royals in early June.

Russo recently completed her second year at Frostburg State University as the graduate assistant coach. She was honored to be selected to start up EMU's program.

"I want to thank Athletic Director Dave King along with the search committee for giving me the opportunity to make history at the new program," said Russo. "I also want to thank Frostburg State University Head Coach Hayley Whear for giving me the experience and support these past two years that has prepared me to take on this new role. It is a privilege to be back in the ODAC as a head coach starting a program, and I look forward to becoming a part of the EMU community."

King said that Russo's personality, the quality programs she has been part of, and her familiarity with the ODAC made her stand out among the strong pool of candidates.

"Katie's enthusiasm for life and passion for lacrosse make her the ideal person to start our lacrosse program," explained King. "Her personality draws people to her and she will be able to attract quality young women to help her build our program, convincing them that they can be part of something very special and make history here at EMU."

She is not afraid to take on the challenge of starting a program. She embraces the opportunity to 'give back' to the sport and provide opportunities for others to have a quality athletic and academic experience. The search committee believes Katie is the perfect fit for EMU and for starting our lacrosse program."

Russo was a captain and All-ODAC player at Randolph-Macon College from 2012-16.

PLAY NOW.

MAKE HISTORY.



SUMMER RECRUITING

June-August, 2018

Coach Russo spent the summer traveling to various recruiting tournaments to inform prospective student-athletes about a new collegiate playing opportunity in Virginia. The tournaments ranged from as far north as Massachusetts to Georgia in the south.

Recruitment is crucial to a brand new program, since it is key to get the word out about EMU women's lacrosse. In addition to attending summer tournaments, Coach Russo sought out to work various camps along with clinics on the east coast.

In the photo below, Coach Russo was even featured on

the Intercollegiate Women's Lacrosse Coaches Association (IWLCA) website while recruiting at Champion's Cup in Richmond, Virginia.

We want to continue to get our name out across the country since we present a very unique opportunity unlike many other programs. Here at EMU, prospective student-athletes get the opportunity to PLAY at the collegiate level while making HISTORY for the sport along with our university.



PLAY NOW.

MAKE HISTORY.



FALL PROSPECT DAY

October 13, 2018

EMU women's lacrosse held the very first prospect day in program history. Prospective student-athletes who attended the event were able to get first-hand instruction by Coach Russo, followed by a campus visit.

Our program is truly thankful for all the prospective student-athletes who were able to attend the event, and we are excited to announce a 2019 prospect day next fall! The exciting part will be that next fall, we will have EMU women's lacrosse student-athletes on campus aiming to complete their first fall ball season.

Following the historic recruiting event on homecoming weekend, our sport was announced to the campus community at halftime of the men's soccer game. Fans were able to learn a little more about women's lacrosse, while our mascot Herm shot on a goal for a fun halftime show.



PLAY NOW. MAKE HISTORY.



WOMEN'S LACROSSE

EMU Women's Lacrosse Prospect Day

**SATURDAY,
OCTOBER 13, 2018**

Homecoming Weekend
9 a.m. - 3 p.m. • Free

- › clinic
- › campus tour
- › lunch
- › info session
- › student panel

Be the first to play on EMU's turf field for a brand new women's lacrosse program set to begin in 2020.

To register contact Coach Russo
katie.russo@emu.edu

emu.edu/w-lax



PLAY NOW.

MAKE HISTORY.



ESPN RADIO INTERVIEW

October 19, 2018

EMU women's lacrosse Coach Russo talks about building a program from the ground up on the Daily Sports Feed with Dave Thomas.

Coach Russo was able to sit down and talk with Coach Klaes-Bawcombe from James Madison University (JMU), the current defending Division I National Champions while at the interview! Click the image below to listen in on the interview.



PLAY NOW.

MAKE HISTORY.



FALL RECRUITING

October-November, 2018

As the fall season approached, recruiting continued for Coach Russo to build the new program. The tournaments ran on a weekly basis, and ended following the IWLCA annual meeting in Orlando, Florida.

The convention was a great way to meet fellow coaches across the country, and to work on professional development in the field. Recruiting also included visits to high schools, and attending indoor leagues.

IWLCA



Intercollegiate Women's Lacrosse Coaches Association



FALL 2018 RECRUITING TRAIL

- Oct. 14 - Carolina Showcase - Matthews, NC
- Oct. 21 - The Fall Round'Up - North East, MD
- Oct. 27 - Fall Premier Showcase - Bel Air, MD
- Oct. 28 - National Fal Lax Festival - Hagerstown, MD
- Nov. 3 - Prime Time - Jarrettsville, MD
- Nov. 4 - Fall Lax Clash - North East, MD
- Nov. 10-11 - Raleigh Laxfest - Rocky Mount, NC
- Nov. 16-18 - IWLCA President's Cup - Orlando, FL

PLAY NOW. MAKE HISTORY.
ARE YOU READY TO BE A PART OF A NEW PROGRAM?

PLAY NOW.

MAKE HISTORY.



AT-A-GLANCE VISIT
 January 21, 2019
 LEARN MORE AND
 REGISTER HERE

HONORS WEEKEND
 February 1-2, 2019

SCHOLARSHIP DAY
 February 2, 2019
 LEARN MORE AND
 REGISTER HERE

AT-A-GLANCE VISIT
 February 18, 2019
 LEARN MORE AND
 REGISTER HERE

PLAY NOW.

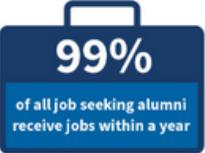
MAKE HISTORY.

CAMPUS VISIT IMPORTANT DATES

January-February, 2019
 AT-A-GLANCE VISITS & HONORS WEEKEND

To start the new year off, EMU will be having a number of opportunities for you to get to campus! Our at-a-glance visits feature a campus tour and information session that provide an overview of EMU along with the admissions/financial assistance process. In terms of scholarship day on honors weekend, this is a great

opportunity to earn various departmental scholarships towards your education. If you are more interested in our scholarship event, please click the attached links in the left panel to see if you may qualify. Coach Russo will be available on all visit dates, so don't forget to sign-up online before it is too late!

 <p>99% of students receive financial aid</p>	 <p>50+ programs of study</p>	 <p>Rated a Forbes Best ROI University (Grateful Grads Index 2018)</p>
 <p>\$30,000+ average financial aid package</p>	 <p>16 median class size</p>	<p>12:1 student-faculty ratio</p> 
 <p>99% of all job seeking alumni receive jobs within a year</p>	 <p>18 varsity sports (NCAA DIII)</p> 	 <p>#10 Named #10 by Best Choice Schools in 45 Top Colleges to Study Abroad.</p>



SPRING RECRUITING

March-May, 2019

If you are playing for your high school team this spring and want to be watched by Coach Russo, don't forget to send her your schedule! Coach is so excited to have the ability to watch as many games as she can this spring, and would love to add you to her calendar. At a high school game, you can also meet with her post-game and get feedback on your play first-hand. As a current Senior, EMU

women's lacrosse wants to congratulate you for getting to this point in your high school career. We are proud of your accomplishments, and we wish you a strong finish to your Senior year as you prepare for the future! By sending your schedule, you also give us the opportunity to watch you play the game you love, which is truly the best part about the game.

**DON'T FORGET TO
SEND COACH RUSSO
YOUR HIGH SCHOOL
SCHEDULES FOR THE
SPRING SEASON!**

katie.russo@emu.edu

(443) 844-8890



NCAA LACROSSE

PLAY NOW.

MAKE HISTORY.



CELEBRATORY SIGNING DAY

April-May, 2019

The form below gives prospects the ability to celebrate their admittance to a Division III institution while continuing their education and participation in collegiate athletics while at EMU. We

want you to be honored for making history for our university, and can't wait to post you signing the form on media day in May as we commemorate our inaugural class!




**NCAA DIVISION III STUDENT-ATHLETE
CELEBRATORY SIGNING FORM**

I, *ADD STUDENT Name*, have been accepted to *Eastern Mennonite University* an NCAA Division III institution. In addition to my academic responsibilities, I intend to participate in the sport of *Women's Lacrosse*.

Consistent with Division III's goal of fostering an environment where students can follow their passions and discover their potential, Division III student-athletes are encouraged to:

DISCOVER

Division III student-athletes are encouraged to pursue their interests and passions beyond the classroom and field of play...to discover themselves.

DEVELOP

Division III institutions provide an environment that encourages student-athletes to develop into well-rounded adults. Small class sizes, the ability to participate in more than one sport, and an emphasis on participating in activities outside of the classroom are all hallmarks of the Division III experience.

DEDICATE

Division III institutions expect student-athletes to dedicate themselves to achieving their potential. Student-athletes must manage their busy schedules, keep up with class work and face the same challenges as the rest of the student-body.

Athletics at EMU provides opportunities for each student athlete to strive for athletic excellence, academic achievement, personal growth and leadership development.

This form commemorates my choice to attend *Eastern Mennonite University*. By signing this form, I embrace the Division III philosophy. I also understand my signature neither obligates me to attend the institution, noted above, and participate in athletics nor does it guarantee me a roster position.

Prospective Student-Athlete: _____ Date: _____

Eastern Mennonite University 1200 Park Rd Harrisonburg, VA 22802 emuroyals.com

PLAY NOW.

MAKE HISTORY.



ROYALS FAMILY INAUGURAL WELCOME DAY

May, 2019

To keep the celebration going for our inaugural class, we plan to host the first annual Royals Family Welcome Day in 2019 to inaugurate the EMU class of 2023. We want all families of our first recruiting class to join us as

we celebrate and honor an amazing group of young women. As we continue to build the team for next year, the date will stay tentative aiming to be in mid- May. We hope to have everyone to campus to get together for the first time in EMU history.



PLAY NOW.

MAKE HISTORY.



SUMMER RECRUITING & ROYALS CHALLENGE

June-August, 2019

The summer of 2019 is going to be full of wonderful events that will continue to grow our program along with culture. Coach Russo will be on the road again to attend various recruiting tournaments over the east coast, while the student-athletes will be up to a fun challenge of their own. By becoming a member of our program joining the historic class of 2023, you will have the opportunity to join the first ever Royals Challenge. The summer Royals Challenge will be a simulated inter-squad

series of events between the Blue vs. Black team. Each student-athlete will be placed on a team for the summer, and we will have weekly contests that will be posted on social media to get to know our Royals in a fun way! The challenge will simulate the start to an annual tradition that will run through each academic year as we develop core team bonding and a strong team culture.



PLAY NOW.

MAKE HISTORY.



NEW GEAR

August, 2019

New program means NEW GEAR! We are very excited to announce that we have finalized our women's lacrosse logos, and we plan to use them towards all of our new gear such as the uniforms! We also plan to

design practice gear along with other items as we get closer to our first fall ball in 2019. We can't wait to see our Royals representing a brand new program all over campus!



PLAY NOW.

MAKE HISTORY.





HISTORIC FALL BALL

September-October, 2019

Our first historic fall ball season will occur next fall in 2019, how exciting! The fall season will be a great opportunity to grow our skills and learn about what it means to be an EMU women's lacrosse student-athlete. We will become educated on our purpose, and work together to achieve the goals we set together for our program. The fall will be educational-based with feedback; the plan is to learn skills together on a weekly rotation so that we are uniform. The feedback portion is most crucial since feedback values the voice of the student-athlete. We will constantly

evaluate each practice, and work towards our final play day for the fall. On the play day, we will get to play not 1, but 2 full collegiate games against Division III opponents. The play day will help us understand what we need to work on for our first season in the Old Dominion Athletic Conference (ODAC). The ODAC members are below, signifying we will work to get to the ODAC tournament come season.

"Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do." - Pelé

PLAY NOW.

MAKE HISTORY.





WHAT'S NEXT?

2019-2020

From this point on, we write our own script. Based on how exciting 2018 has been for EMU women's lacrosse, 2019 can only continue to build the excitement. Thank you for

your continued interest in our new program. We hope you join the EMU women's lacrosse program and become a historic Royal!



PLAY NOW.

MAKE HISTORY.

Thank you for all your continued support! Our program had a wonderful 2018, and we can't wait to see what 2019 brings us!