# University Prospecting Report

# Community-Focused Growth Analysis

## Executive Summary

Generated: 2025-08-08T23:18:51.547512

Universities Analyzed: 5

Successful Scorecards: 5

Top Prospects Sourced: 5

Student Contacts Found: 25

## Key Insights

**Highest Potential Campus:** Texas Christian University

**Contact Success Rate:** 0/25

**Hidden Gems:** Auburn University

## Strategic University Rankings

Universities ranked by community potential based on housing density, campus centricity, social infrastructure, and market opportunity.

| Rank | University | Score | Key Strengths |
|---|---|---|---|
| 1 | Texas Christian University | 78.5 | High Greek Life, High Campus Centricity,... |
| 2 | University of Alabama | 67.6 | High Campus Centricity, Good Out-of-Stat... |
| 3 | Auburn University | 61.3 | High Campus Centricity, High Freshman Re... |
| 4 | University of Miami | 58.4 | Good Out-of-State Percentage, Decent Hou... |
| 5 | Tulane University of Louisiana | 56.2 | High Out-of-State Percentage |

# Complete University Scorecards

Detailed quantitative analysis for all universities with collected data.

## ■ Texas Christian University

Data Quality: 100.0% (9/9 metrics)

| Metric | Value | Confidence | Source |
|---|---|---|---|
| Housing % | 47.8% | high | Common Data Set 2024-2025 |
| Campus Centricity | 7 | high | N/A |
| NCAA Division | D1 | high | N/A |
| Greek Life % | 50.0% | high | Student media section of an un... |
| Student:Faculty Ratio | 14:1 | high | Multiple Sources |
| Acceptance Rate % | 42.6% | high | Common Data Set 2023-2024 |
| Out-of-State % | 52.0% | high | Student Primary Residence: Out... |
| Endowment/Student | $193,518 | high | Asset Allocation Fiscal Year 2... |
| Freshman Retention % | 94.3% | high | Common Data Set |

## ■ Tulane University of Louisiana

Data Quality: 100.0% (9/9 metrics)

| Metric | Value | Confidence | Source |
|---|---|---|---|
| Housing % | 45.5% | high | Official university statistics |
| Campus Centricity | 4 | high | N/A |
| NCAA Division | D1 | high | N/A |
| Greek Life % | 26.1% | high | Common Data Set 2022-23 |
| Student:Faculty Ratio | 8:1 | high | Multiple sources on the page |
| Acceptance Rate % | 13.98% | high | Class of 2028 data |
| Out-of-State % | 83.51% | high | Multiple mentions throughout t... |
| Endowment/Student | $132,753 | high | Table of university endowments... |
| Freshman Retention % | 92% | high | Multiple sources corroborate a... |

## ■ University of Alabama

Data Quality: 100.0% (9/9 metrics)

| Metric | Value | Confidence | Source |
|---|---|---|---|
| Housing % | 45.5% | high | Common Data Set 2024-25 |
| Campus Centricity | 7 | high | N/A |
| NCAA Division | D1 | high | N/A |
| Greek Life % | 36.0% | high | With around 13,000 students, t... |
| Student:Faculty Ratio | 19:1 | high | Multiple mentions throughout t... |
| Acceptance Rate % | 80% | high | Historical University of Alaba... |
| Out-of-State % | 58.3% | high | Search Results |
| Endowment/Student | $81,620 | medium | Quick Facts section mentions $... |
| Freshman Retention % | 88.6% | high | Search Results |

## ■ University of Miami

Data Quality: 100.0% (9/9 metrics)

| Metric | Value | Confidence | Source |
|---|---|---|---|
| Housing % | 45.5% | high | Common Data Set 2023-2024 |
| Campus Centricity | 5 | medium | N/A |
| NCAA Division | D1 | high | N/A |
| Greek Life % | 25.0% | high | Common Data Set 2023-2024 |
| Student:Faculty Ratio | 12:1 | high | Academics Section |
| Acceptance Rate % | 19% | high | University of Miami’s Overall ... |
| Out-of-State % | 65.0% | high | Common Data Set |
| Endowment/Student | $108,652 | high | Report on Endowment From Charm... |
| Freshman Retention % | 92% | high | Common Data Set 2023-2024 |

## ■ Auburn University

Data Quality: 88.9% (8/9 metrics)

| Metric | Value | Confidence | Source |
|---|---|---|---|
| Housing % | None | none | not found |
| Campus Centricity | 7 | high | N/A |
| NCAA Division | D1 | high | N/A |
| Greek Life % | 25.0% | high | Official source |
| Student:Faculty Ratio | 20:1 | high | Auburn University Office of In... |

| | | | |
|---|---|---|---|
| Acceptance Rate % | 39% | high | Admissions office |
| Out-of-State % | None | low | None - insufficient data |
| Endowment/Student | $97,066 | medium | Multiple sources within text |
| Freshman Retention % | 95% | high | Common Data Set |

# Top 10 Prospects - Detailed Analysis

## 1. Texas Christian University

Community Score: 78.5/100

Strengths: High Greek Life, High Campus Centricity, Decent Housing Percentage

Analysis: TCU's exceptionally high Greek Life participation (50%) and strong campus-centricity (7) indicate a vibrant, tight-knit community. Decent housing percentage (47.8%) further supports this.

## 2. University of Alabama

Community Score: 67.6/100

Strengths: High Campus Centricity, Good Out-of-State Percentage, Strong Greek Life

Analysis: The University of Alabama benefits from a strong campus-centricity score (7) and a relatively high percentage of out-of-state students (58.3%), both contributing to the need for community. Above-average Greek Life participation (36%) is a plus.

## 3. Auburn University

Community Score: 61.3/100

Strengths: High Campus Centricity, High Freshman Retention

Analysis: Auburn's high campus centricity score (7) and impressive freshman retention rate (95%) hint at a strong community, although missing data on housing and out-of-state students limit a more complete assessment.

## 4. University of Miami

Community Score: 58.4/100

Strengths: Good Out-of-State Percentage, Decent Housing Percentage

Analysis: The University of Miami has a moderate campus-centricity score (5) but boasts a high percentage of out-of-state students (65%) who likely seek housing solutions. A decent housing percentage (45.5%) provides some base for community building.

## 5. Tulane University of Louisiana

Community Score: 56.2/100

Strengths: High Out-of-State Percentage

Analysis: Tulane's very high out-of-state percentage (83.51%) presents a significant market opportunity, but the low campus-centricity (4) and lower housing percentage (45.5%) compared to others hinder its overall ranking.

# Student Contact Information

Direct contacts for outreach at top-ranked universities.

## ■ Texas Christian University

**1. Reagan Stephens**
Title: Student Body President
Organization: Student Government Association
■ Email: **r.j.stephens@tcu.edu**

**2. Titus Fagan**
Title: Student Body Vice President
Organization: Student Government Association
■ Email: **t.fagan@tcu.edu**

**3. Sam Hunter**
Title: Student Body Treasurer
Organization: Student Government Association
■ Email: **samuel.hunter@tcu.edu**

## ■ University of Alabama

No student contacts found.

## ■ Auburn University

**1. Isabelle Watt**
Title: Coordinator
Organization: Auburn Cares
■ Email: **ebw0028@auburn.edu**

**2. Allie Wilson**
Title: Coordinator
Organization: Auburn Cares
■ Email: **arm0083@auburn.edu**

**3. Katherine Hettinger**
Title: Director
Organization: Auburn Cares
■ Email: **keh0018@auburn.edu**

## ■ University of Miami

**1. None**
Title: Press Secretary
Organization: Student Government
■ Email: **sgpresssecretary@miami.edu**

## ■ Tulane University of Louisiana

**1. Ania Smith**
Title: President
Organization: Graduate and Professional Student Association (GAPSA)
■ Email: **gapsapres@tulane.edu**

**2. Danica Culibert**
Title: Vice President, Uptown
Organization: Graduate and Professional Student Association (GAPSA)
■ Email: **gapsavpc@tulane.edu**

**3. Brad**
Title: GAPSA Member
Organization: Graduate and Professional Student Association (GAPSA)
■ Email: **Bjohnso@tulane.edu**

# Methodology

**Phase 1:** Quantitative Prospect Scoring

Systematic extraction of 9 key growth metrics including housing percentage, campus centricity, Greek life participation, retention rates, and market indicators.

**Phase 2:** AI-Powered Strategic Ranking

Machine learning analysis to rank universities by community potential, weighting factors like housing density, social infrastructure, and market opportunity.

**Phase 3:** Targeted Contact Sourcing

Automated discovery and extraction of student leader contact information from university directories, student government pages, and organizational rosters.

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