

# Campus Intelligence Report

## University of Alabama

GTM Assessment	Tier 2 - Launch next quarter
Data Quality	100%
Diamond Targets	5
Contacts Found	1/3
Generated	August 08, 2025

## Quantitative Scorecard

Metric	Value	Source	Confidence
Housing %	45.5	Common Data Set 2024	high
Centricity Score	7	Unknown	high
NCAA Division	D1	Unknown	high
Greek Life %	36	Only 1 school in the US has be	high
Student:Faculty	19:1	The University of Alabama Over	high
Acceptance Rate %	76	Multiple Sources	high

## Diamond Target Organizations

### 1. Mallet Assembly (Performance/Music)

**Story:** UA's mallet percussion ensemble creates a family-like atmosphere while crafting unique musical experiences.

**Signal:** Crimson White article highlights their close-knit community.

### 2. Tuscaloosa Vintage Market (student organizers) (Fashion/Entrepreneurial)

**Story:** Students fuel a thriving vintage market, blending fashion passion with business acumen.

**Signal:** Crimson White article suggests student involvement.

### 3. The Machine (Politics/Secret Society)

**Story:** This secretive student organization wields considerable influence on campus, shrouded in mystery and tradition.

**Signal:** John Archibald article mentions their secretive nature and impact.

### 4. Emerging Innovation Scholars (BIG Ideas) (Entrepreneurship/Innovation)

**Story:** Student entrepreneurs pitch their innovative ideas for a chance at funding and mentorship.

**Signal:** Innovate Alabama and SEC Start Up programs highlight their activity.

### 5. TappedIn (Lars Griffin's project) (Entrepreneurship/Social Impact)

**Story:** A student-developed app aims to connect communities through shared experiences and resources.

**Signal:** Winning the SEC Student Pitch Competition demonstrates its potential.

## Contact Intelligence

Organization Type	Name	Contact	Leader
Student Newspaper	The Crimson White	No email found	Unknown
Student Government	Student Government Associ	sga.judicial@ua.edu	Unknown
Residence Hall	University of Alabama Res	No email found	Unknown

## Event Opportunities

No GTM event opportunities identified.

## Strategic Assessment

**GTM Tier:** Tier 2 - Launch next quarter

**Ready for Launch:** No

**First Contact:** Student Government Association (sga.judicial@ua.edu)

**Strategic Notes:**

While quantitative data is strong (high campus centrality, significant Greek life presence, large student body) and Diamond Organizations reveal promising entrepreneurial spirit, lack of relevant event opportunities and limited contact information hinder immediate GTM launch. Prioritize acquiring more comprehensive contact information, especially within relevant student organizations and residence life. Explore partnerships with identified Diamond Organizations as initial inroads to the student body. Investigate The Machine's influence and potential access for partnership. The high acceptance rate may indicate a less competitive housing market, requiring a tailored approach. The listed events are social and not relevant for a GTM launch focusing on off-campus housing.