GTM-Ready Campus Dossier

Georgetown University

Generated: August 09, 2025

Executive Summary

Quantitative Scorecard

Verified metrics for data-driven decision making.

Metric	Value	Confidence	Source
University Housing %	45.5%	high	Common Data Set
Campus Centricity Score	3/10	high	N/A
NCAA Division	D1	high	N/A
Greek Life %	10.0%	high	About 10 percent of Georgetown
Student:Faculty Ratio	11:1	high	Multiple sources
Acceptance Rate %	13.2%	high	2024-2025 Undergraduate Bullet
Out-of-State %	65.0%	low	Common Data Set
Endowment per Student	$181,250	high	https://finaid.georgetown.edu/
Freshman Retention %	94%	high	Georgetown Retention Rate webp

Key Community Clusters

1. The Hilltop High Achievers
2. The Socially Conscious Activists
3. The Georgetown Socialites
4. The Arts & Culture Crew

Top 15 Most Influential Orgs & Individuals

1. Georgetown University Student Association (GUSA) (Government)

Represents the entire student body, controls budgets, and influences university policy.

2. The Hoya (Media)

Primary news source for campus, shapes public opinion and discourse.

3. Residence Hall Association (RHA) (Social)

Direct access to on-campus residents, organizes social events and programs.

4. Ryan Ritter (GUSA President) (Government)

Key decision-maker and representative of student interests.

5. Caleb Richmond (The Hoya Editor-in-Chief) (Media)

Controls editorial direction of campus news, sets the agenda for campus discussions.

6. Georgetown Program Board (Social)

Organizes major campus-wide events, concerts, and entertainment.

7. Georgetown University Grilling Society (GUGS) (Social)

Highly visible and popular social organization, large membership and event attendance.

8. Georgetown Esports (Social/Academic)

Growing interest in esports provides access to a dedicated and engaged student community.

9. The Corp (Social/Business)

Student-run businesses on campus provide valuable networking and entrepreneurial experience.

10. Performing Arts Clubs (Mask & Bauble, Georgetown Players, etc.) (Arts & Culture)

Reach a significant audience through performances and events.

11. GUASFCU (Academic/Financial)

Student-run credit union provides financial literacy and services to the campus community.

12. Various Academic Clubs (e.g., International Relations Club, Finance Club) (Academic)

Cater to specific academic interests and connect students with professionals in their fields.

13. Club Sports Teams (Athletic)

Offer a competitive and social outlet for students passionate about specific sports.

14. Greek Life Organizations (Social)

Significant social influence, though only 10% involvement, reaches a specific demographic.

15. Campus Ministry (Social/Spiritual)

Provides support and community for students seeking spiritual guidance and engagement.

Social Heatmap Analysis

Georgetown's social scene revolves around key third places like Saxby's Coffee for casual study and socializing, and Chaia for group meals. The Tombs serves as a central hub for social gatherings and nightlife. Weekday activity concentrates around academic buildings and cafes, transitioning to bars and restaurants in the evenings and on weekends. Leveraging these locations and peak times is critical for effective GTM strategies.

Actionable Contacts

Verified Student Contacts

1. Ryan Ritter - President
Organization: GUSA
■ gusaexec@georgetown.edu

2. Caleb Richmond - Editor-in-Chief
Organization: The Hoya
■ editor@thehoya.com

3. Unknown - President
Organization: Residence Hall Association (RHA)
■ rha@georgetown.edu

4. Unknown - Director or Coordinator
Organization: Student Activities
■ studentengagement@georgetown.edu

5. Vacant/Unknown - Managing Editor
Organization: The Hoya
■ managingeditor@thehoya.com

Total Email Contacts Found: 5

Priority Targets

Recommended first contacts for outreach:
1. Ryan Ritter
2. Caleb Richmond
3. RHA President
4. Student Activities Director/Coordinator

Methodology

This dossier was generated using the GTM-Ready Intelligence Engine, which combines: • Quantitative Analysis: 9 core metrics from verified sources • Community Intelligence: Reddit analysis and targeted web searches • Contact Discovery: Strategic searches for student leaders and event planners • AI Synthesis: Advanced natural language processing for insights All data points are verified and sources are provided for transparency.