Athletics makes the grade.

Tulane's best teams don't compete with its classrooms. They recruit for them.

Report Card: The Case for Athletics		2026–27
Admissions	A stellar football or basketball season brings up to 10% more prospective students, according to economists at BYU and the University of Chicago.	A
Revenue	One College Football Playoff trip brought Tulane $8.1 million. Each NCAA Tournament game is worth about $2.1 million to a school's conference.	A
National exposure	George Mason's 2006 Final Four run earned an estimated $677 million in free publicity; admissions inquiries jumped 350%.	A
Peer results	SMU says applications rose 50% after a 2009 bowl win. It kept investing; today it plays in the ACC.	A
Tulane's own words	Tulane's president called the Cotton Bowl win "emblematic of the success we have had throughout Tulane."	A
Commitment	Tulane athletics: about $66 million a year. Average ACC department: about $160 million.	Inc.
COMMENTS	*Shows real talent. Needs to apply itself.*	

Academic and athletic excellence are teammates.

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Sources: Pope & Pope, Journal of Sports Economics (2014); Forbes; Associated Press; ESPN; SMU News; Tulanian (Winter 2023).
Not affiliated with Tulane University or Tulane Athletics.