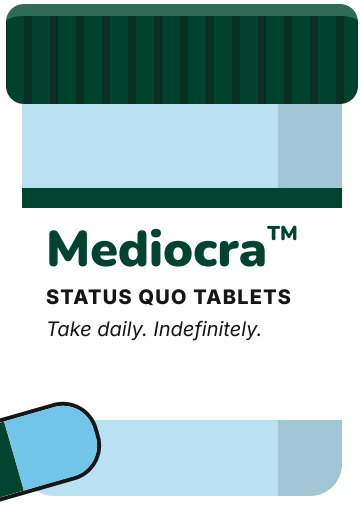
A PUBLIC SERVICE ANNOUNCEMENT FOR TULANE UNIVERSITY

Is your athletic program feeling... **fine?**

INTRODUCING

Mediocra™



Status quo tablets, for athletic departments happy being good enough.

Program Facts

Active ingredient
Status quo (100%)

Purpose
Comfort

Warnings · Side effects may include:

- **empty seats:** 1,077 fans for a home basketball loss to Jackson State
- no conference baseball tournament, for the first time in a dozen years
- no men's basketball NCAA Tournament since 1995
- a College Football Playoff run that didn't last
- chronic Group of 5 membership

Do not use if you are allergic to losing.

Directions take daily. Indefinitely. Do not mix with ambition.

Inactive ingredients ambition, urgency, investment

℞ **New leadership. Real resources. A path to Power 4.**
Ask your athletic director if Mediocra is right for your program. (It isn't.)

#CureMediocra

Tulane deserves better.

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Satire. Mediocra is not a real medication; the records are real (as of Nov. 2026). Not affiliated with Tulane University or Tulane Athletics.

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.

One more scholarship doesn't cost $98,710.

It costs a meal plan, a bed that may have been empty anyway, and a seat in a class already being taught.

STICKER PRICE	
Tuition	$70,622
Housing & fees	$16,272
Meals	$8,780
Books & other	$3,036
TOTAL	**$98,710**

REAL ADDED COST	
Tuition	≈ $0
Housing	$0–$11,638
Meals	$8,780
Books & other	$3,036
TOTAL	**$11.8K–$23.5K**

About 12% to 24% of the sticker price.

Economists who study college athletics have long made this point: for a school with room in its classes, **the added cost of educating one more student is close to zero.**

The NCAA now lets schools fund every roster spot. Baseball went from **11.7** scholarships to **34**, softball from **12** to **25**, football from **85** to **105**.

Fund every scholarship the rules allow.

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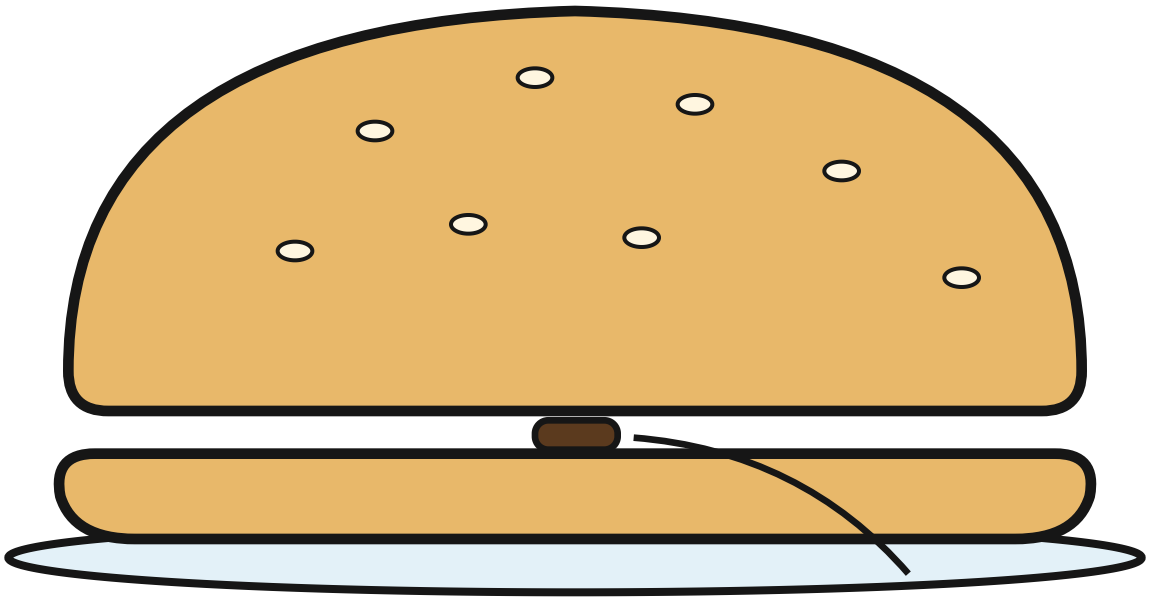
Estimates assume one student added to a full class, in courses with open seats. Costs: Tulane Office of Financial Aid, 2026–27. Sources: Matheson & O'Connor; Yahoo Sports. Not affiliated with Tulane University or Tulane Athletics.

Where's the Wins?



↑ **The wins (shown actual size)**

PLENTY OF BUN

After a home loss to Jackson State, the official recap celebrated back-to-back 85-point games.

After a loss at Louisiana Tech, it praised a late 11–0 run.

THE BEEF

2–3 start, through Nov. 19
1995: last NCAA Tournament
8–10 in conference last season
1,077 fans at the Jackson State loss

Fans can't eat press releases.

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Satire. Figures from Tulane Athletics game recaps, as of Nov. 19, 2026. Not affiliated with any restaurant. Not affiliated with Tulane University or Tulane Athletics.

Elite academics. Elite athletics.

America's great private research universities never chose between the classroom and the scoreboard.

Vanderbilt

Admitted under-investment, launched a $300 million plan, and in 2025 won 10 football games for the first time ever.

Northwestern

Donors privately funded an $862 million football stadium, opened in 2026.

Duke

Five men's basketball national titles at one of America's most selective universities.

Stanford

25 straight Directors' Cups (1995–2019) for the nation's best athletics program.

What they share with Tulane: private, highly selective, research-driven, nationally known. **What Tulane is missing:** a public commitment to athletics, and the investment to match.

Tulane belongs in this company.

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Sources: Front Office Sports; Vanderbilt Athletics; ABC7 Chicago; NCAA and NACDA records. Not affiliated with any university named. Not affiliated with Tulane University or Tulane Athletics.

Six questions for Tulane's Board.

We ask because we care about Tulane. Its community deserves clear answers.

1. How many of the scholarships the NCAA now allows does Tulane fund, sport by sport?
2. How much of the revenue-sharing cap will Tulane use?
3. What is the plan to earn a Power 4 invitation, and who owns it?
4. How was the $8.1 million Playoff payout used?
5. What does success look like in 2030, and how will we know?
6. Will Tulane publish an annual athletics report?

Ask them too.

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CFP payout: Forbes, Dec. 2025. Roster limits: House v. NCAA settlement. Not affiliated with Tulane University or Tulane Athletics.

To Tulane, from the people who love it.

To President Fitts and the Board of Tulane University:

We are alumni, students, parents, donors and season ticket holders, proud of Tulane's research, its teaching, its renewal after Katrina, and its place among America's great universities.

Athletic success draws applicants, unites alumni, inspires donors and puts Tulane's name in front of millions. Our College Football Playoff appearance showed what is possible. Without sustained commitment, that success fades quickly.

We ask Tulane to treat athletics as a partner to academics: fund every scholarship the rules allow, invest competitively, set public goals, and pursue a place in a Power 4 conference.

We are ready to help. We ask only for a plan worth supporting.

Respectfully, the undersigned

Add your name.

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We're ready to give. Show us the plan.

1

Pledge

Commit what you can. Nothing is charged today.

2

Tulane publishes a plan

A public commitment to competitive athletics, with goals and dates.

3

Pledges are released

Every dollar goes to Tulane Athletics to carry it out.

A PLAN WORTH FUNDING

Fund every scholarship the NCAA allows · share revenue with athletes competitively · invest in facilities · a strategy and an owner for a Power 4 invitation · public goals and an annual report

Donors fund vision. Vanderbilt's supporters have given more than $370 million to its athletics plan. Northwestern's funded an $862 million stadium privately.

Make your pledge.

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Pledge program details to be announced. Sources: Front Office Sports; ABC7 Chicago. Not affiliated with Tulane University or Tulane Athletics.

Give once. Give forever.

An endowed athletic scholarship funds a student-athlete every year, permanently. No annual asks.

1 · Your gift
is invested and never spent.

2 · Each year
about 4% to 5% of it is paid out.

3 · That payout
funds a scholarship, every year.

ENDOW THE STICKER PRICE
$2.0M–$2.5M

ENDOW THE REAL ADDED COST
$240K–$590K

Endowed scholarships at Tulane start at **$100,000**, and gifts of any size can join existing funds. Tulane Athletics already has an endowment; its last public goal, set two decades ago, was **$20 million**.

Endow a scholarship. Make it permanent.

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Assumes a 4% to 5% annual payout, typical for university endowments. Sources: Tulane Office of Gift Planning; Tulane Athletics. Not affiliated with Tulane University or Tulane Athletics.

The Tulane Athletics Scorecard

Results, investment and commitment, measured in public.

MEASURE	LAST YEAR	THE GOAL
Football	11–3, CFP	Title, Playoff
Men's basketball	18–15, no NCAA bid	NCAA Tournament
Baseball	25–31, no conf. tourney	NCAA regional
Scholarships funded	Not disclosed	Every roster spot
Athletics revenue	About $66M	Closer to ACC (~$160M)
Conference	American	Power 4 invitation

Nothing would make us happier than filling it with wins.

Progress you can measure.

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Records from Tulane Athletics. Revenue figures approximate. Not affiliated with Tulane University or Tulane Athletics.