

## ABSTRACT

### Just a Game? The Impact of Collegiate Athletic Programs on the Undergraduate Admissions Process

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Approximately 19.5 million people watched the NCAA Men's Basketball Division I National Championship in 2008. Beyond the financial gains through ticket and merchandise sales, what type of impact, if any, does this widely publicized event have on the winning university's applications and admissions process? Universities that won Men's Basketball Division I National Championships between the years of 1999-2008 were examined in the study. Sample variables included: the number of applications received by a university, the number of freshman who enrolled, whether a waiting list was used, and the percent of applicants in the top ten percent of their class for the year preceding the championship and the two years following the championship. These variables were selected to reveal the positive correlation between winning a national championship and the number of undergraduate applications received by the university.

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JUST A GAME? THE IMPACT OF COLLEGIATE ATHLETIC PROGRAMS ON THE  
UNDERGRADUATE ADMISSIONS PROCESS

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Baylor University

In Partial Fulfillment of the Requirements for the

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By

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## CHAPTER ONE

### An Introduction to the National Collegiate Athletic Association (NCAA) Basketball Tournament and Literature Review of Previous Research

The purpose of this research is to attempt to measure the positive relationship between winning a national championship in NCAA Division I men's basketball and the total number of undergraduate applications to a university. In doing so, it is important to understand the structure of the NCAA Division I men's basketball tournament, which is how a champion is selected, as well as the amount of media coverage the tournament receives. Previous studies of this topic have been conducted in the past and a review of their results will also be presented.

#### *A History and Brief Explanation of the NCAA Tournament*

The first NCAA tournament was won by the University of Oregon in Evanston, Illinois, in 1939. Harold Olsen, the coach for The Ohio State University at the time, came up with idea for the tournament. There were just eight teams in the first tournament. Traditionally, it is held in the month of March which gives it its nickname, "March Madness." It is also sometimes referred to as "The Big Dance." The tournament was first televised in 1969. The field of teams competing has been expanded several times throughout the years. Most recently, in 2011, the NCAA decided to expand the tournament to its largest total yet to include sixty-eight teams. Thirty-one out of sixty-two conference champions are automatically extended a bid to the tournament. The Division I Men's Basketball Committee selects the thirty-seven best at-large teams. The teams are then ranked and put into four different regions. The committee attempts to

assign teams to their areas of geographic interest to ensure high viewing rates among games. The final four at-large teams compete in games the Tuesday and Wednesday following the announcement in order to play in to the tournament. The field is then narrowed from 64 to 32 to 16 to 8 to 4. The Final Four semifinals are played back to back on Saturday. The championship game is played on a Monday night. Figure 1 is a sample bracket from the 2011 tournament.





### *The NCAA and the Media*

In 2010, the NCAA signed a \$10.8 billion, fourteen year contract with CBS and Turner networks (Sugiura). The contract guarantees every game of the tournament will be televised nationally in its entirety, dramatically increasing air time and tournament awareness. Televising every game of the tournament works specifically to the advantage of universities that do not make it as far in the tournament. Through televising all of the games, the teams who do not make it to the final rounds of the tournament are still able to access the television markets and thus reach more potential applicants. It greatly benefits the championship teams as well by guaranteeing that all of their games can be seen by viewers. Prior to the NCAA's partnership with CBS and Turner networks, NBC had the rights to televise the tournament and championship game. Before the most recent deal with CBS and Turner networks, all games were not shown in their entirety so the networks were often forced to switch back and forth between games with close scores. From 1999-2008, an average of twenty-one million people watched the championship game on television. The media plays a large role in the tournament and has brought the tournament to the forefront of popular culture in recent years. Table 1 shows the number of championship game television viewers from 1999-2008.

Table 1: The number of championship game television viewers

Year	Number of Viewers (in millions)	Teams in Finals
1999	26.3	CONNECTICUT vs. DUKE
2000	20.59	MICHIGAN ST vs. FLORIDA
2001	23.87	DUKE vs. ARIZONA
2002	23.69	MARYLAND vs. INDIANA
2003	18.57	SYRACUSE vs. KANSAS
2004	17.09	CONNECTICUT vs. GEORGIA TECH
2005	23.9	NORTH CAROLINA vs. ILLINOIS
2006	17.54	FLORIDA vs. UCLA
2007	19.56	FLORIDA vs. OHIO STATE
2008	19.5	KANSAS vs. MEMPHIS

Source: Gorham, Bill. 4/15 2008. Web.

<<http://tvbythenumbers.zap2it.com/2008/04/15/ncaa-mens-basketball-tv-ratings-1975-2007/2844/>>.

### *Championship Game Attendance*

In addition to being viewed by millions on television, the championship game also draws a sizable live crowd often selling out the stadium or arena in which it is being played. From 1999-2008, an average of just over 47,000 people attended the game.

Table 2 shows the number of people in attendance at the championship game from 1999-2008.

Table 2: Championship Game Attendance

Year	Total Attendance	School Champion
1999	41,340	University of Connecticut
2000	43,116	Michigan State University
2001	45,994	Duke University
2002	52,647	University of Maryland
2003	54,524	Syracuse University
2004	44,468	University of Connecticut
2005	47,262	University of North Carolina
2006	43,168	University of Florida
2007	51,458	University of Florida
2008	43, 257	University of Kansas

Source: *Sports Business Journal Daily*.134 (2007): 11/11/2011.

Web.<<http://www.ncaa.org/wps/wcm/connect/public/ncaa/resources/stats/m+basketball/attendance/index.html>>.

### *Literature Review*

The primary work which influenced the direction of this research was J. Douglas Toma and Michael Cross's study of national football and basketball championships and their impact on the number and quality of undergraduate applications received. In their article, "Intercollegiate Athletics and Student College Choice: Understanding the Impact of Championship Seasons on the Quantity and Quality of Undergraduate Applications", Toma and Cross collected admissions data from the three years before and three years

after the championship season for teams winning either a national championship in football or in men's basketball for the years 1979-1992. The authors also used peer institutions identified by the admissions staff at each of the winning universities for comparison. The results of their work were very positive in establishing a relationship between college football championships and the number college applications,

Our findings suggest that the significant success in intercollegiate athletics and the positive attention it produces has an influence in college student choice, particularly at the search stage when students submit college applications. Increases appear to occur when the championship season represents a compelling story and may tend to happen more often at schools with competitive admissions and be more pronounced for football championships than for basketball. (Toma and Cross 657)

Unfortunately, the results for the universities winning national championships in basketball were not as significant. Toma and Cross suggest that this is because "... the fact that even with the increasing popularity of college basketball, college football remains more significant (with the exception of the NCAA basketball tournament) in the hearts and mind of those who follow sports" (Toma and Cross 665).

In "The Relation Between a University's Football Record and the Size of Its Applicant Pool," Robert Murphy and Gregory Trandel argue that there is a positive correlation between the winning record of a university's football team and the total number of applications. Murphy and Trandel used an equation to estimate the measure different variables play into a student's decision to apply to a school. Some variables that Murphy and Trandel studied, other than a winning conference football record, are the number of public high school graduates in the state in which the university is located, the real per capita income of the state in which the university is located, the university's in-state tuition plus room and board, the selectivity of the university, and the average

salary paid to the university's full-time professors. The results of their statistical analysis suggest that number of public high schools and per capita income has a positive impact on total number of applications. Increases in faculty salary and the total cost to attend also had positive impacts. The selectivity of the university had a positive influence on undergraduate applications as well. More importantly, their study confirmed previous studies that a university's success on the athletic field had an encouraging impact on the number of applications received by that university:

In all, our results indicate that a university's athletic success can have at least one positive effect on its academic responsibilities... an improvement in a school's football winning record appears to boost a school's "advertising" in a way that produces an increase in the number of applicants. (Murphy Trandel 268)

While the results of Murphy and Trandel's research are measures of the success of a university's football team, the underlying concept can be generalized to schools with championship basketball teams. By having a winning record and winning a national championship, the university gains free publicity and is able to reach student markets that it might not have without winning the championship through the televising of games.

The paper will proceed as follows. The next chapter describes the data collected and the procedures with a brief description of each championship university. The following chapter will review the statistical analysis of the results. The final chapter of the paper will go over further opportunities of research and the limitations of the study.

## CHAPTER TWO

### Materials and Methods

#### *Research Model Overview*

This paper will look at the universities which won the NCAA Division I National Championship in men's basketball each year from 1999-2008 and compare them to similar universities that did not win the national championship during the years studied. The variables used for the comparison were the number of applicants to the university, the number enrolled in the university's freshmen class, whether or not a waiting list was used, and the percent of applicants in the top ten percent of their graduating high school class for the year preceding their tournament win, the year of the championship, and two years after the championship. Both the total applicants and the total number of enrolled students figures were also broken down by gender. After preliminary research into these results, further research was done in an attempt to account for external forces that might have affected the number of applicants or the number enrolled in the university. The format of the application, whether it was available online or in hard copy, and the application fee were both studied since either of these could have affected the number of applications. The total number of applications was selected as a variable since it is an indicator of the general interest from potential students in the school. The total enrolled in the university's freshmen class reveals how many of the applicants actually were accepted and chose to enroll in the university. Whether or not a waiting list was used provides some background into the volume of applicants and the admissions selection

process that year. The percent of applicants in the top ten percent of their graduating high school class suggests the quality of the applicants to the university.

### *Comparison Universities*

Similar peer universities were selected for each school and studied in order to provide a baseline for comparison. The same statistics were gathered for these comparison schools using the identical four year time frame. The comparison groups were determined using the conference the university played in the year they won the national championship and US News Report rankings. The conferences universities compete in are largely determined by geographic location. However, they tend to be similar in academic reputation and thus they largely compete for the same pool of applicants. The US News Report allows students to search for different universities. It provides basic information on the university and offers a list of similar schools to which previous students also applied.

### *The Championship Universities*

The following universities, shown in Table 3, won NCAA Division I Men's Basketball Championships, thus they will be the primary focus of the research presented.



Table 3: National Championship Winners 1999-2008

Year of Championship	Location of Championship Game	School
1999	St. Petersburg, FL	University of Connecticut
2000	Indianapolis, IN	Michigan State University
2001	Minneapolis, MN	Duke University
2002	Atlanta, GA	University of Maryland
2003	New Orleans, LA	Syracuse University
2004	San Antonio, TX	University of Connecticut
2005	St. Louis, MO	University of North Carolina
2006	Indianapolis, IN	University of Florida
2007	Atlanta, GA	University of Florida
2008	San Antonio, TX	University of Kansas

Source: NCAA website, <http://www.ncaa.com/history/basketball-men/d1>

## *Description of Winning Universities*

### *The University of Connecticut*

The University of Connecticut is a public research university that has its main campus in Storrs, CT, along with five regional campuses throughout the state. For the purposes of this research, only the Storrs campus is included in the statistics. There were approximately 17,345 undergraduate students in the fall of 2010 at the Storrs campus. The University of Connecticut competes with twenty-two NCAA Division I teams in the Big East conference. As of 2011, the university has won the national championship in men's basketball three times: 1999, 2004, and 2011. All three times the team was coached by Jim Calhoun who has been with the team for the past twenty-five years. (University of Connecticut. <[http://www.uconnhuskies.com/sports/m-baskbl/mtt/calhoun\\_jim00.html](http://www.uconnhuskies.com/sports/m-baskbl/mtt/calhoun_jim00.html)>)

In the years following both national championships, the University of Connecticut experienced an increase in male and female applicants and the number of students enrolled in the freshmen class. This confirms the theory that by winning a national championship universities are able to access a wider applicant pool. The percent of students in the top ten percent of their graduating high school class increased during the time they won their second championship each year. From 1998-2001, the application fee remained constant at \$50. During the time period when they won their second championship in 2004, the application fee was \$70. Since there were no changes in application fees and no major changes to the application during the two different cycles, it can be assumed that this did not have a significant impact on student's decision to apply to the university from one year to the next year.

The comparison group of universities for the University of Connecticut includes Northeastern University, University of Delaware, and Boston College. Tables 4 and 5 show the admissions statistics for the University of Connecticut.

Table 4: University of Connecticut Admissions Statistics 1998-2001

<b>Year</b>	<b>Total Applicants</b>	<b>Total Male Applicants</b>	<b>Total Female Applicants</b>	<b>Total Enrolled</b>	<b>Total Male Enrolled</b>	<b>Total Female Enrolled</b>	<b>Waiting List Used</b>	<b>Percent in top tenth of high school graduating class</b>
1998	10,405	4,878	5,527	2,560	1,190	1,370	No	22%
1999	11,781	5,525	6,256	2,956	1,354	1,602	Yes	20%
2000	12,120	5,644	6,476	2,836	1,271	1,565	Yes	23%
2001	12,843	6,066	6,777	3,149	1,486	1,663	Yes	23%

Source: <http://www.oir.uconn.edu/CDS.html>

Table 5: University of Connecticut Admissions Statistics 2003-2006

Year	Total Applicants	Total Male Applicants	Total Female Applicants	Total Enrolled	Total Male Enrolled	Total Female Enrolled	Waiting List Used	Percent in top tenth of high school graduating class
2003	17,666	7,958	9,708	3,208	1,463	1,745	Yes	30%
2004	18,466	8,573	9,893	3,247	1,450	1,797	Yes	35%
2005	18,608	8,587	10,021	3,260	1,462	1,798	Yes	37%
2006	19,778	9,194	10,584	3,241	1,603	1,638	Yes	38%

Source: <http://www.oir.uconn.edu/CDS.html>

#### *Michigan State University*

Michigan State University is a public research university located in East Lansing, Michigan. In the fall of 2010, there were 36,058 undergraduate students. Michigan State has approximately 442,000 living alumni. On campus, there are twenty-five varsity sports and they compete in the Big Ten conference. The men's basketball team has appeared in six Final Fours in the last twelve years. However, they have only actually won the championship in 1979 and in 2000. Their head coach, Tom Izzo, has been with the program for seventeen years. (<http://www.msu.edu/about/thisismsu/facts.html>)

Michigan State University received an increase in applications from both males and females after winning their national championship. There was an increase in enrolled freshmen the year immediately following their national championship. The percent of students in the top ten percent of their graduating high school class increased each year. The application fee was \$30 from 1999-2001 and then increased to \$35 in 2002.

The comparison group for Michigan State University consisted of the University of Michigan, Northwestern University, and University of Wisconsin-Madison.

Table 6: Michigan State University Admission Statistics 1999-2002

<b>Year</b>	<b>Total Applicants</b>	<b>Total Male Applicants</b>	<b>Total Female Applicants</b>	<b>Total Enrolled</b>	<b>Total Male Enrolled</b>	<b>Total Female Enrolled</b>	<b>Waiting List Used</b>	<b>Percent in top tenth of high school graduating class</b>
1999	22,623	10,305	12,318	6,245	2,654	3,591	No	23%
2000	22,709	10,374	12,335	6,614	2,903	3,711	No	24%
2001	24,246	11,026	13,220	6,585	2,825	3,760	Yes	26%
2002	25,210	11,356	13,854	6,833	2,967	3,866	Yes	26%

Source: Michigan State University <<http://dev.opb.msu.edu/institution/CommonDataSet>>

### *Duke University*

Duke University is a private research university located in Durham, North Carolina. Duke University competes in the Atlantic Coast Conference (ACC). Unfortunately, Duke has chosen not to participate in this research and provide admissions statistics. Thus, they will not be included in any of the analysis conducted.

### *University of Maryland*

The University of Maryland is a public research institution located in College Park, Maryland. They had approximately 37,000 students in 2010 with twenty-seven Division 1 athletic teams. The University of Maryland won the national championship in 2002 under head coach Gary Williams. They were a founding member of the ACC in 1951 and continue to play in that conference. (University of Maryland. <http://www.umterps.com/sports/m-baskbl/md-m-baskbl-body.html>)

The number of male and female applications received by University of Maryland increased in the year immediately following their national championship. However, the number of total applications and the number of freshmen enrolled both decreased slightly two years after the championship. The number of male applicants continued to increase in the second year after the championship, but the number of females decreased. The percentage of students in the top ten percent of their graduating class increased by 3% in the year immediately following the national championship. The application fee was \$45 the year before they won their championship and then increased to \$50 the year they won the championship. It did not increase over the rest of the time period studied.

The comparison group for the University of Maryland includes Towson University, Temple University, and the University of Delaware.

Table 7: University of Maryland Admission Statistics from 2001-2004

Year	Total Applicants	Total Male Applicants	Total Female Applicants	Total Enrolled	Total Male Enrolled	Total Female Enrolled	Waiting List Used	Percent in top tenth of high school graduating class
2001	5,286	2,478	2,808	1,333	730	603	Yes	31%
2002	5,211	2,455	2,756	1,356	784	572	Yes	30%
2003	5,501	2,601	2,900	1,489	831	658	Yes	33%
2004	5,446	2,642	2,804	1,403	843	560	Yes	30%

Source: University of Maryland. <<https://www.irpa.umd.edu/Profiles2/Main/index.cfm>>

### *Syracuse University*

Syracuse University is a private institution with its main campus in Syracuse, New York. In 2010, the school had an undergraduate enrollment of 13,504 students. Syracuse competes with twenty NCAA Division I teams in the Big East conference. It was announced that they would be moving to the ACC in September 2011, however, since they played in the Big East when they won their national championship, the Big East schools were used as a comparative group. Syracuse made it to the NCAA championship game in 1987, 1996, and 2003; however, they were only able to win the championship in 2003. Coach Jim Boenheim has led the team the last thirty-three years. (University of Syracuse. <[http://suathletics.syr.edu/sports/2009/2/3/sidebar\\_132.aspx?path=mbasket](http://suathletics.syr.edu/sports/2009/2/3/sidebar_132.aspx?path=mbasket)>).

There was an increase in the number of male and female applications and the number of males and females enrolled at Syracuse University for the year after they won the national championship. The total number of applications was almost constant from

the year immediately following the championship to two years after, varying by only one application. Similar to what occurred when the University of Maryland won the championship the number of male applications increased, but the number of female applications decreased in the second year after the championship. There was an increase in the percentage of students in the top ten percent of their graduating class in the year following the national championship.

The comparison group for Syracuse University consists of New York University, Northeastern University, and Boston College.

Table 8: Syracuse University Admission Statistics from 2002-2005

<b>Year</b>	<b>Total Applicants</b>	<b>Total Male Applicants</b>	<b>Total Female Applicants</b>	<b>Total Enrolled</b>	<b>Total Male Enrolled</b>	<b>Total Female Enrolled</b>	<b>Waiting List Used</b>	<b>Percent in top tenth of high school graduating class</b>
2002	11,676	5,154	6,522	2,916	1,223	1,693	No	34%
2003	12,735	5,498	7,237	2,650	1,139	1,511	No	36%
2004	14,292	6,280	8,012	2,671	1,163	1,508	Yes	37%
2005	14,293	6,385	7,908	3,248	1,400	1,848	No	36%

Source: Syracuse University <[www.syr.edu/about/facts.html](http://www.syr.edu/about/facts.html)>.



### *University of North Carolina*

The University of North Carolina is a public research institution located in Chapel Hill, North Carolina. The University of North Carolina had approximately 18,500 students in 2010. They compete with twenty-eight NCAA Division I teams in the ACC. The University of North Carolina has won the men's basketball championship five times. Two of these wins were under current head coach Roy Williams who has been with the team since 2003. (University of North Carolina Chapel Hill. <<http://www.unc.edu.athletics/index.htm>>).

The University of North Carolina experienced a decrease in applications the year they won the championship, but an increase in the number of freshmen enrolled. For the two years after their championship, the university experienced an increase in male and female applications and freshmen enrollment. There was an increase in the percentage of students in the top ten percent of their graduating class in the year following the national championship. The application fee was \$60 in 2004 and then it increased to \$70 in 2005 which might account for the small decrease in applications between the two years.

The comparison group for the University of North Carolina includes North Carolina State University, Wake Forest University, and University of Virginia.

Table 9: University of North Carolina Admission Statistics from 2004 - 2007

Year	Total Applicants	Total Male Applicants	Total Female Applicants	Total Enrolled	Total Male Enrolled	Total Female Enrolled	Waiting List Used	Percent in top tenth of high school graduating class
2004	18,850	7,770	11,080	3,589	1,490	2,099	Yes	74%
2005	18,414	7,569	10,845	3,749	1,479	2,270	Yes	74%
2006	19,728	7,907	11,821	3,800	1,522	2,278	Yes	76%
2007	20,090	8,099	11,991	3,880	1,542	2,338	Yes	76%

Source: University of North Carolina <<http://oira.unc.edu/facts-and-figures/data-summaries-and-publications/common-data-set.html>>

### *University of Florida*

The University of Florida is a public research institution located in Gainesville, Florida. Their undergraduate enrollment in 2010 was 32,064 students. The university competes in the Southeastern Conference, referred to as the SEC, with seventeen NCAA Division I teams. The men's basketball team won their first national championship in 2006 under the direction of head coach Billy Donovan. They were then able to repeat their championship the next year in 2007. (University Athletic Assoc., Inc., Sun Sports & IMG College. <<http://www.gatorzone.com/basketball/men/history.php>>.)

There were large increases in the number of applications received by the University of Florida in the year of its second championship and the year following its second championship. In the second year after the university's second championship, the school experienced a decrease in applications. The University of Florida decreased their number of enrolled freshmen over the time period studied. This could be attributed to

other external factors, such as the university was attempting to control the size of its student population. In the year of the second national championship, the percentage of students in the top ten percent of their graduating high school class increased by 4%. The \$30 application fee remained constant over the time period studied, thus it should not have had an impact on the number of applications received by the university.

The comparison group for University of Florida includes Florida State University, Florida International University, and University of Central Florida

Table 10: University of Florida Admission Statistics from 2005 – 2009 (Note: Florida won in 2006 and 2007)

<b>Year</b>	<b>Total Applicants</b>	<b>Total Male Applicants</b>	<b>Total Female Applicants</b>	<b>Total Enrolled</b>	<b>Total Male Enrolled</b>	<b>Total Female Enrolled</b>	<b>Waiting List Used</b>	<b>Percent in top tenth of high school graduating class</b>
2005	21,151	9,481	11,670	7,192	3,120	4,072	No	73%
2006	22,093	9,868	12,225	6,641	2,874	3,767	No	72%
2007	24,126	10,956	13,170	6,390	2,631	3,759	No	76%
2008	27,639	12,098	15,541	6,364	2,596	3,768	No	75%
2009	25,798	11,214	14,584	6,229	2,514	3,715	No	77%

Source: University of Florida. <<http://www.ir.ufl.edu/OIRAPPS/CDS/data.asp>>

### *University of Kansas*

The University of Kansas is a public research university located in Lawrence, Kansas. There were 19,852 undergraduate students in 2010. The men's basketball team has won three NCAA national championships in 1952, 1988, and 2008. Currently, they are ranked second in all time wins in college basketball history. This statistic is aided by the fact that they have fielded a team each year since 1898 and Dr. James Naismith, the inventor of basketball, was actually a coach at the university. (University of Kansas <<http://www.ku.edu/about/facts/>>)

There was an increase in the number of applications received by the University of Kansas in the year they won their championship, however, the number of applications and the number of freshmen enrolled decreased in the years following their championship. The percentage of students in the top ten percent of their high school graduating class decreased the year of the championship and then remained constant. These decreases could be attributed to several external factors even though the \$30 application fee remained constant over the time period studied.

The University of Kansas comparison group consists of Kansas State University, Texas Tech University, and Texas A&M University.

Table 11: University of Kansas Admissions Statistics from 2007-2010

<b>Year</b>	<b>Total Applicants</b>	<b>Total Male Applicants</b>	<b>Total Female Applicants</b>	<b>Total Enrolled</b>	<b>Total Male Enrolled</b>	<b>Total Female Enrolled</b>	<b>Waiting List Used</b>	<b>Percent in top tenth of high school graduating class</b>
2007	10,367	4,882	5,485	4,034	1,948	2,086	No	28%
2008	10,902	5,216	5,686	4,441	2,181	2,260	No	27%
2009	10,653	5,143	5,510	3,897	1,912	1,985	No	27%
2010	10,157	4,936	5,221	3,671	1,866	1,805	No	27%

Source: University of Kansas. <http://www2.ku.edu/~oirp/Common/index.shtml>

A statistical analysis of these findings will be discussed in detail in the next section.

## CHAPTER THREE

### Results

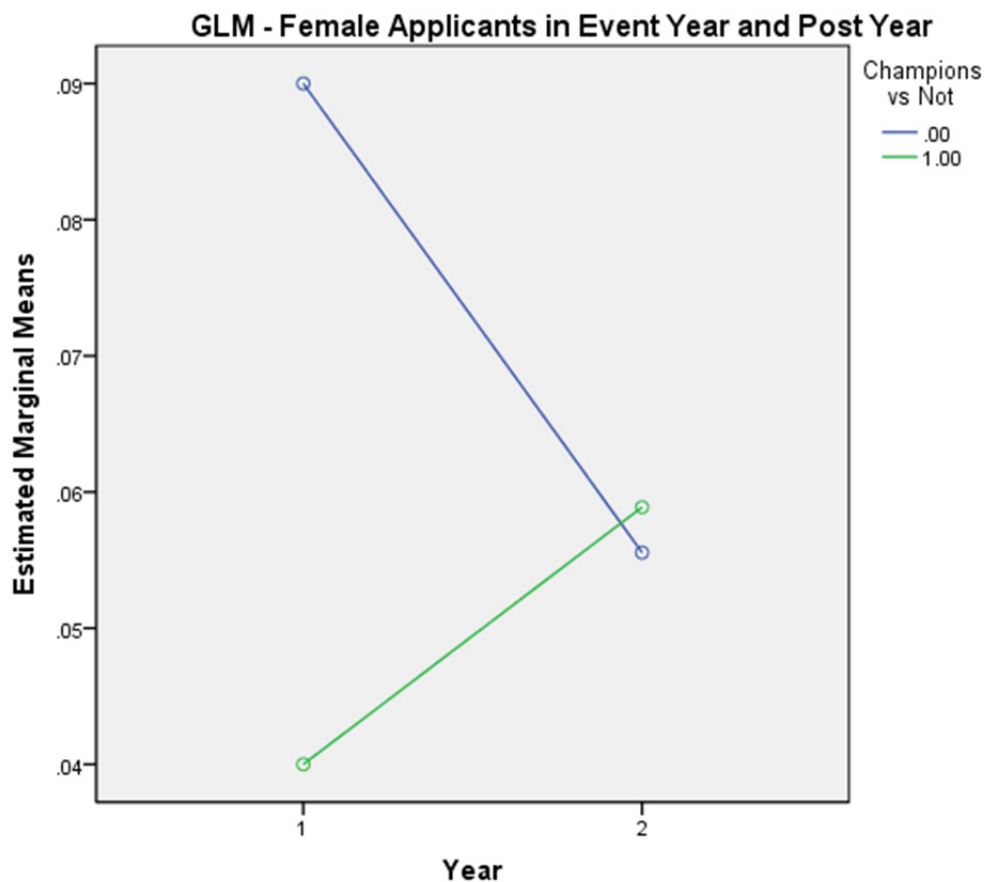
#### *Overview of Analysis*

A series of analysis were run on the data, specifically a general linear model with repeated measures. This design was selected because the repeated measure model accounts for the dependence of the events, while a basic general linear model is reliant on the assumption that the measurements are independent of each other. In the model, the data is separated into two groupings, the universities that won championships and the universities which did not win championships. The repeated measure factor was the years of the study. The model was expected to indicate a significant interaction between winning a national championship and an increase in admissions statistics. Unfortunately, with the sample size collected, the results of the analysis were not statistically significant. All model F-values were less than or equal to 1.85 and all model p-values were greater than 0.193. However, there does appear to be a positive correlation between the number of applications received and winning a national championship. With a larger sample size covering a longer time period of championships, the results of the analysis would probably reveal a significant relationship between winning a national championship and the admissions statistics for one year after the championship. The study and analysis should be run again utilizing more universities, perhaps over the span of twenty years as opposed to just ten years.

### *Detailed Results*

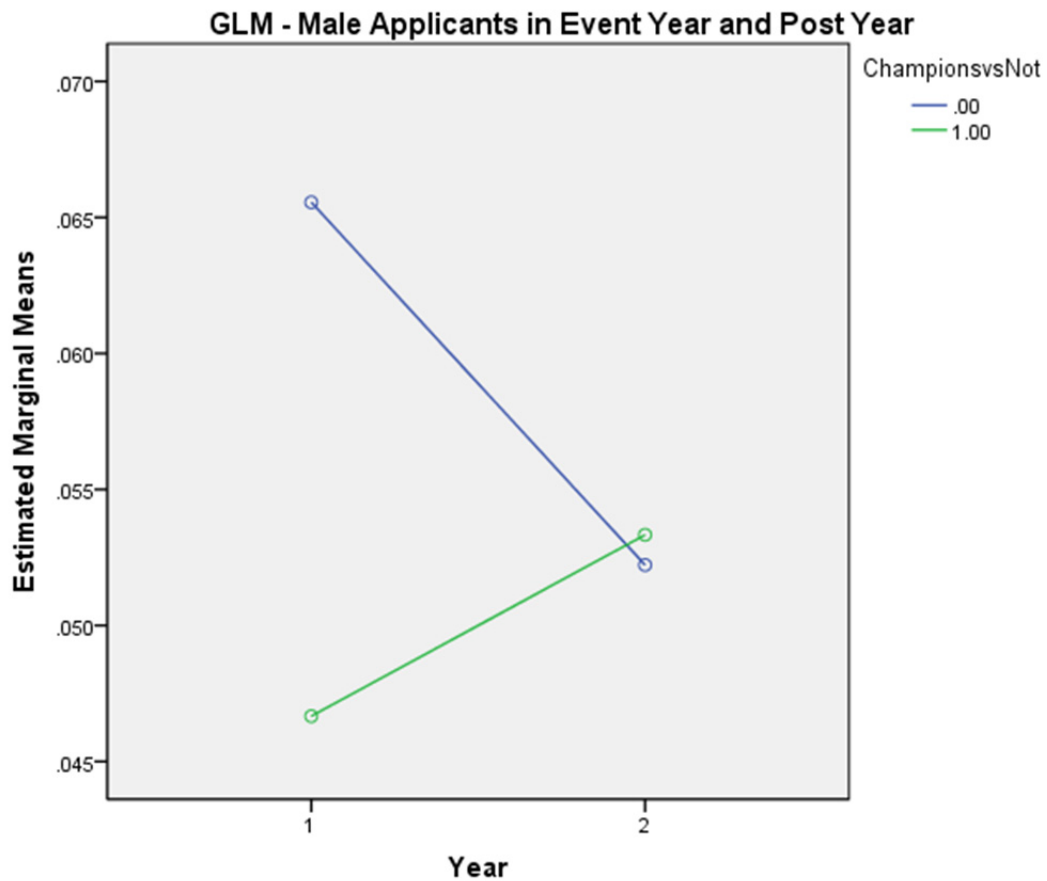
From the current sample, it appears that winning a national championship might have a considerable effect on female admissions statistics. In particular, there appears to be a noteworthy impact when the number of female applications is examined from the event year, or year the championship was won, to the year following the championship. This is a very interesting result, particularly because these sports are often viewed by what many people assume is a male dominated audience. Figure 2 below shows this relationship.

Figure 2



The model also indicated that the number of male applications to championship winning universities trend upward in comparison to the number of applications to universities that did not win championships. While the results are not significant statistically, they point towards a positive impact on winning universities in the year following a championship. The relationship is depicted in Figure 3 below.

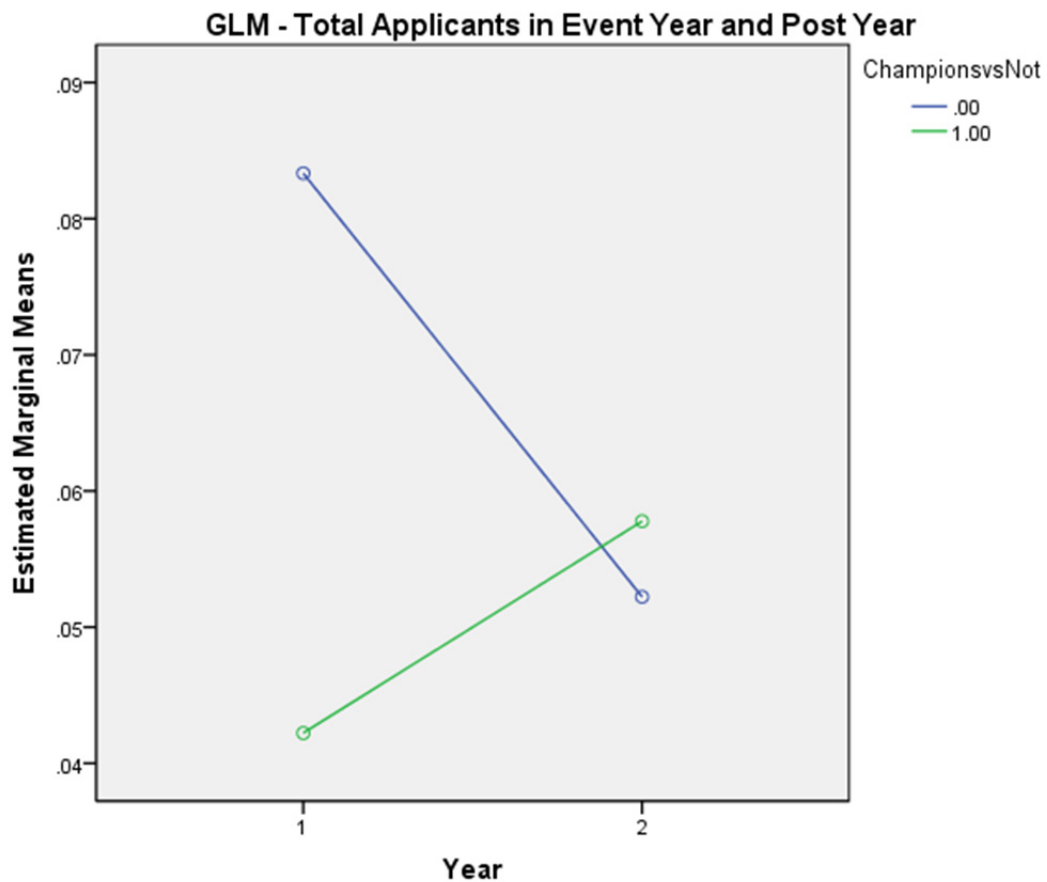
Figure 3





The model produced promising results that suggest a significant interaction between winning a championship and the total number of applications in the following year. Figure 4 represents the total applications to a university during the year of the championship and the year following the championship.

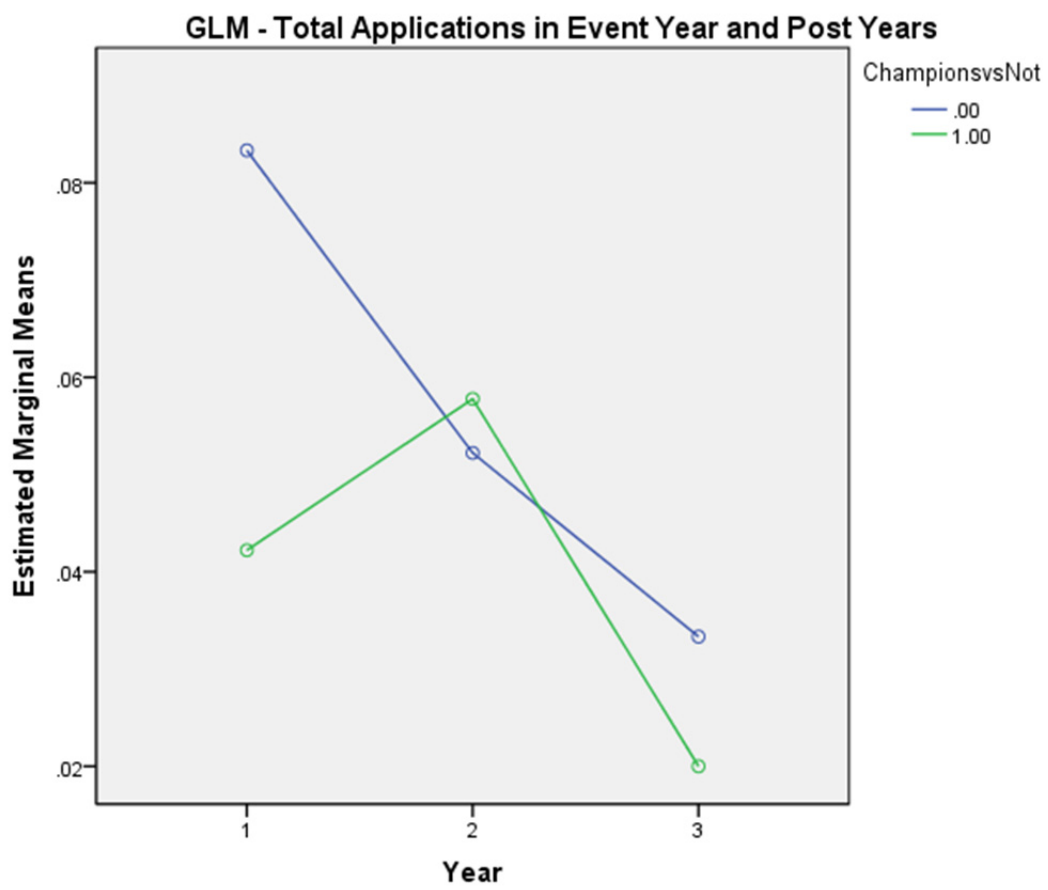
Figure 4



The general linear model was also run using total applications for the event year, the post year, and two years after the event year. The relationship between the variables is not as clearly defined as when just the event year and the post year were examined.

Figure 5 below displays the results of this general linear model.

Figure 5



The results of the general linear model testing the interaction of freshmen enrollment at the university and winning a national championship was also not as discernible. The model was run several times with total enrollment, male enrollment, and female enrollment over the three year time period and then with only the event year and post year measure. However, none of these tests appeared to reveal a clear trend in enrollment. Figures 6 and 7 below illustrate the relationship between females enrolled in championship universities and universities that did not win championships from the event year to the year following the championship and the relationship between males enrolled in championship universities and universities that did not win championships from the event year to the year following the championship, respectively.

Figure 6

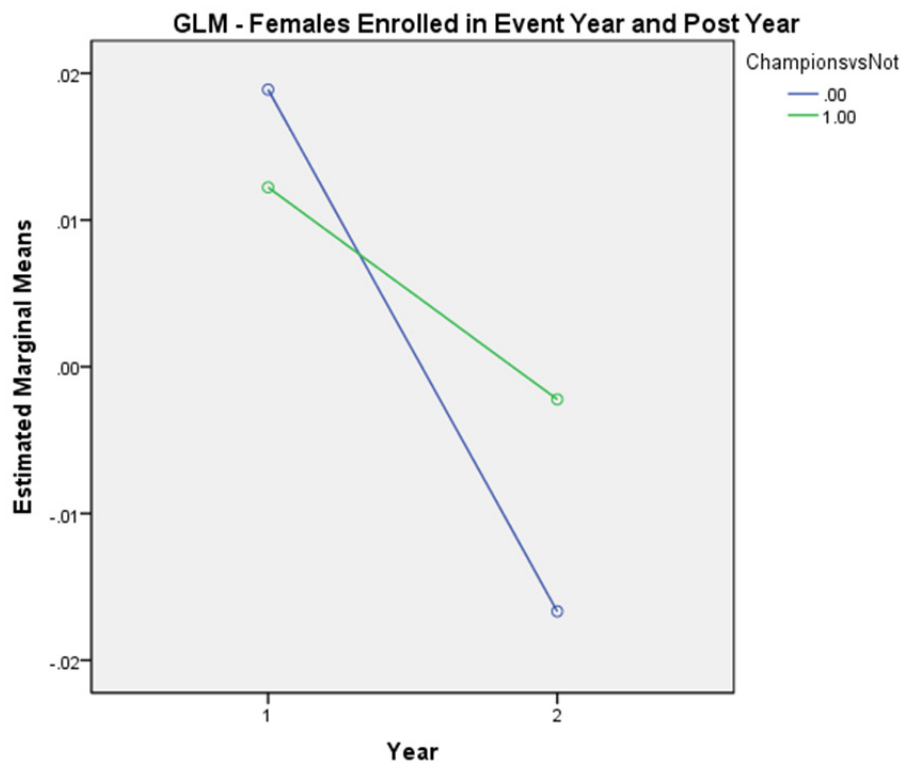
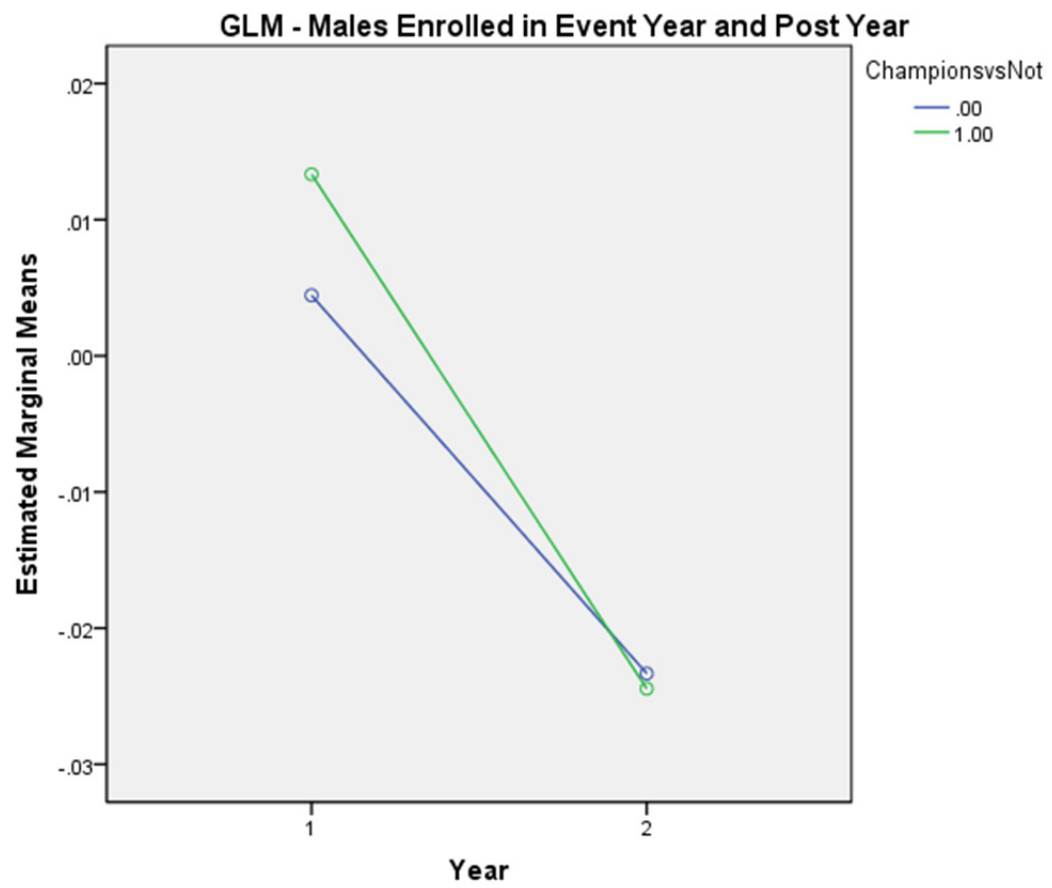


Figure 7



## CHAPTER FOUR

### Discussion and Conclusion

#### *Study Limitations*

The sample size conducted was not large enough to produce statistically significant results. The central issue is many universities are hesitant to provide any information regarding their admissions process for security purposes. Many universities claimed to either not have kept track of admissions statistics previously or they did not have electronic copies of the information available. A larger sample of universities over a longer time period would provide more reliable findings. As previously stated, the data collected does seem to trend toward a positive impact that would be expected to be statistically significant with a larger sample.

It is extremely difficult to ensure that superior athletic performance is the sole or primary cause of the increase in total applications. Isolating the impact of this variable from the numerous other components that play a role in a student's decision to apply and enroll in a university is nearly impossible. Externalities were attempted to be controlled by researching whether universities used a common application, if the application was online, and if the university made any drastic changes to their application process. For example, the application fees were tracked over the duration of the study. The data collected was also self-reported by the universities.

### *Opportunities for Further Research*

In addition to expanding the scope of championship schools studied, research could also be conducted on other universities that have been successful, but did not win a national championship in basketball. For example, St. Joseph's University's basketball team went undefeated in the regular season in 2001, but did not make it to the Final Four. They would be an interesting school to see if there was any impact due to the considerable media coverage the team received during their winning season into the NCAA tournament. Butler University and Virginia Commonwealth University have also had recent success on the basketball court both making it to the Final Four, and could be included in a study.

Previous studies have focused on the influence of successful football programs. Those studies could be repeated with the latest national championship winners. It would be interesting to compile admissions statistics for football and basketball championship teams and compare the impact of winning a championship in football with winning a championship in basketball.

The impact of scandalous athletic programs could also be researched. Universities that might be included could be the Pennsylvania State University due to their recent football coaching scandal, Baylor University as a result of their men's basketball program in the early 2000s, or Southern Methodist University when they were not allowed to have a football season in 1987. Beyond the most visible sports of college football and men's basketball, the Duke lacrosse scandal of 2006 could be reviewed to see if sports that are not necessarily as popular as football or men's basketball have any impact on the number of applications the university received.

### *Conclusion*

While it is unfortunate that the results of the study were not statistically significant, the data does trend toward confirming that winning a national championship has a positive impact on the number of applications a university receives. The findings should be taken into consideration and a more advanced, long-term study should be conducted in order to fully reveal the impact successful collegiate athletics have on the university.

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