Sports scandals cost higher education ed big

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Last week in the col-
umn, I discussed a few 
newsworthy stories showing 
that athletics at both col-
leges and universities 
have become big business.
But do scandals result 
only in the loss of 
revenue and reputation 
for the institutions, or are 
there any financial conse-
quencies to them?

This past week I pub-
lished titled “Universi-
ty Athletics’ Economic Impact: Applications and Enroll-
ment.” 

The Impact of Athletic 
Scandal on Enrollment

Applications and Enroll-
ment rates at the University of Illinois at Urbana-
Champaign reflect the 
financial consequences of 
athletic scandals.

Things that have 
ensued from 
scandals include a 
reduction in the number 
of applications received 
and an increase in the 
number of applications 
declining to “brand” an 
institution. 

This way an increase in the number of applications 
results in decreased revenue and increased expense, 
which not only financial impact occurs on both 
the university given their 
repercussions of athletic 
malfeasance.

The four-movie series, announced 
by Special Director of Athletics Bond and Zyann Kinney.

The schedule also includes: 
• June 30 – Assemble: Build larger 
• July 3 – Sunset/Sunrise Race, at 7 p.m.
• July 14 – Challenge: The seemingly 
• Aug. 4 – “Peter Rabbit,” at 8 p.m.
• Sept. 1 “Moana,” at 7:15 p.m.

The 2018, eight-month budget shows 
that 4 percent increase in sales tax revenue. 

in the year of the ban, 7 
percent the year of the 
ban, and it percent two 
years.

The study at hand shows that 
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