This article aims to determine whether or not a winning football program helps the admissions process of an institution. The model in this study uses an institution’s median test score from the SAT as the dependent variable. Independent variables include the percent of each school’s faculty holding a PhD degree, the student-faculty ratio for each university, and each football program’s winning percentage from 1990-2000. In addition, two binary variables are used, one for selective schools and one for private schools. These binary variables take on the value of one for schools that are selective and schools that are private. An OLS regression concludes that all variables are significant except for the binary variable for private schools, which was only marginally insignificant. Thus, the results of this study conclude that college football has a positive and significant impact on an institution’s admissions process.

Data/Model:

MedSAT = f (PHD, SF, Selective, Private, Football)

MedSAT: each institution’s median test score from the common SAT range reported.
PHD: the percent of each school’s faculty holding a PhD degree
SF: the student-faculty ratio for each university
Selective: binary variable equal to one for schools in the most selective category in terms of the admissions process
Private: binary variable equal to one for private schools and zero otherwise
Football: equal to each football program’s winning percentage from 1990-2000

Data Sources: