


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## Abstract

National accolades and successful collegiate sports programs. Coaches and administrators benefit from the achievements of the student quality, and alumni donations. However, a university's sports team is accused of engaging in impropriety. Our findings suggest that the negative attention given to the National Collegiate Athletic Association postseason tournament ban of a men's basketball program could serve as a signal to prospective students regarding the quality of the institution. This perception ultimately leads to a decrease in the infracting university's enrollment the year before the ban that then rebounds the year after the ban. However, the ban reduces the percentage of high-achieving students who choose to attend the university after the ban has been implemented.



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