

Guidelines

The university is committed to the creation and dissemination of fair and accurate advertising, marketing and editorial content. Please adhere to the following guidelines when communicating information about your college/school/programs and its students, faculty and alumni:

- **Rankings**
 - Do not reference a ranking unless you include the source and year in which the ranking was received.
 - Do not tout a ranking that is outdated by more than 24 months, especially if updated lists of that ranking have been published in the interim. Publishing an old ranking -- particularly without referencing the year in which the ranking was achieved -- is a form of misrepresentation.
 - Make sure the ranking is reflected accurately and put in context.
- **Claims**
 - Do not make a claim unless you can back it up with a credible source.
- **Sources**
 - If you have questions about the source of a claim or of the source's credibility, don't include the claim/ranking.
- **University Information**
 - The [Office of Planning and Institutional Research](#) should be your go-to source for university facts. If there is a fact you need that is not listed on their site, ask them if they will work with you to gather that information.
- **Student Testimonials**
 - If you quote students, make sure their claims are accurate. Do not knowingly perpetuate inaccuracies about your college/school/programs or the university, however well intended they may be. Enthusiasm is no substitute for accuracy!