

## Policy 4.0(g) Advertising and Recruiting Materials and Other Public Information

### Compliance Evidence

*CSU's advertising and recruiting materials as well as other public information releases provide fair and accurate information at all times in all communication media, including disclosure of affiliation status with HLC by use of the Mark of Affiliation.*

#### Public and Advertising Information

CSU, as a public institution dedicated to accountability, adheres to the very highest standards of honesty and integrity in its many forms of communication to its many constituents including advertising.

The Division of External Relations (DER), the lead communications group on campus, has the following section in its internal Policy and Procedures guide: "In line with the basic collaborative nature of communication, the units within the Division of External Relations strive to function as a team in which: We strive to ensure that all communications that originate at Colorado State University are truthful, accurate, and of the highest production quality possible."

In addition, DER employees are affiliated with and follow the ethical standards and guidelines of both the Public Relations Society of America (PRSA) and the American Marketing Association (AMA). The codes of ethics for these professional associations address honest and accurate communications and advertising.

Because DER works with our Division of Enrollment and Access as well as all of our colleges and key externally facing units, these standards apply to the many other communications efforts from other units, and we follow the guidelines, standards and ethics of the pertinent organizations that these units are affiliated with. This includes the National Association of College Admissions Counseling (NACAC). All "Members agree that they will:






1. accurately represent and promote their schools, institutions, organizations, and services;
2. not use disparaging comparisons of secondary or postsecondary institutions;
3. not offer or accept any reward or remuneration from a secondary school, college, university, agency, or organization for placement or recruitment of students;
4. be responsible for compliance with applicable laws and regulations with respect to the students' rights to privacy."

Additional evidence is provided in Component 2.B and Federal Compliance Policy 4.0(f).

#### Disclosure of HLC Affiliation Status

CSU maintains institutional accreditation only with HLC and prominently displays its accredited status by using the HLC Mark of Affiliation on websites, such as the Accreditation website found in the a-z index, and on the Division of Continuing Education website. In addition, our accreditation status with HLC is published in the *General Catalog* (section 1.1, p. 2) and includes complete HLC contact information (URL, postal address, and phone numbers).

### Sources

-  1. 1 - The University: Values, Mission, Goals (Page 2)
-  American Marketing Association
-  CSU Accreditation website
-  National Association of College Admissions Counseling
-  OnlinePlus Accreditation
-  Public Relations Society of America