I. PURPOSE & INTENT

In compliance with Federal requirement (Title 34, Code of Federal Regulations, Part 668, Subpart F) and Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Principles of Accreditation and Policy Statement on Advertising and Student Recruitment, the University of South Florida (USF) will not authorize any false, erroneous, or misleading statements in marketing, advertising, recruiting and any other materials made directly or indirectly to a student, prospective student or any member of the public, or to an accrediting agency, to a State agency, or the U.S. Secretary of Education that could reasonably be expected to rely, or has reasonably relied, to that person’s detriment.

The purpose and intent of this Policy is to ensure the specific and accurate representation of educational programs and related financial charges, and/or the employability of its graduates. The SACSCOC Accreditation Liaison should be consulted to ensure that all such recruitment materials and presentations are accurate.

Generally an initial concern should be brought to the supervisor of an individual’s local unit for review since it is that person who would best understand the issues and concerns and would be expected to be in the best position to resolve the issue. Concerns may also be reported further up administrative channels. Anonymous reports of misrepresentation may be made through the USF hotline EthicsPoint at 1-866-974-8411 or EthicsPoint website.
II. RELATED INFORMATION

- USF Policy 0-024 Fraud Prevention and Detection
- USF Policy 0-027 Florida Code of Ethics for Public Officers and Employees; Compliance and Disclosure
- USF Policy 0-206 Digital Communications
- Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)
- U.S. Department of Education

*Current Responsible Office: Academic Affairs

*Refer to the appropriate Responsible Office website for a current name of the Vice President or other Responsible Officer.

New: 6-23-15; Amended: 8-28-19 (technical)