

College Policy on Commercial References in Baruch's Websites and Printed Material

Whenever the College permits the use of its name by a commercial organization, it is an implicit albeit passive endorsement of the operations of that business. Similarly, whenever the College refers faculty, staff, students, or the public to a business, the audience can easily and understandably interpret any such referral as the College's validation of the goods or services of that business. It has been the case, for example, that links have occasionally appeared on College Web pages leading Internet visitors to the Web sites of commercial enterprises. Other examples have appeared in College brochures, flyers, ads, and written material.

As a general rule, the College will not permit such endorsement by association. The websites and printed material of all campus departments, offices, and programs must be free of all reference to commercial entities when the intent is to guide an individual to that entity. The College Web site and all department and unit websites must not have any link to a for-profit business corporation. The College has vital interests to protect in such circumstances, starting with the commercial advantage being given to the company in question and the potential liability faced by the College due to the activities of the preferred company.

If there are any questions about this policy please consult with John Dugan, Counsel to the President. Exceptions to the policy can only be made with approval of the Counsel to the President.

May 10, 2007