

Academic Affairs Manual (ACD)

ACD 204–03: Use of the University’s Name

Effective: 10/21/1976

Revised: 7/1/2011

Purpose

To provide for personal endorsements and private expressions

Source

President of the University

Applicability

Faculty

Academic professionals

Postdoctoral scholars

Policy

No [faculty member](#), [academic professional](#) or [postdoctoral scholar](#) will endorse commercial products or processes, candidates for political office, etc., in a manner that indicates a connection with ASU, or in any other way implies that such endorsement represents the university.

When a faculty member, academic professional, or postdoctoral scholar writes a letter to the editor or a column for a newspaper, to an electronically distributed news source, to public officials, to others, or a blog about a matter that does not relate to that individual’s responsibility in the university, the faculty member or academic professional must write as a private citizen. The faculty member, academic professional, or postdoctoral scholar should use his or her own time and writing materials, and should state that the views expressed are personal and do not represent the position of Arizona State University or the Arizona Board of Regents. It is permissible to mention university affiliation for identification purposes. However, such aforementioned correspondence must not utilize ASU letterhead, ASU resources, or be transmitted through ASU e-mail accounts.

Cross-References

For related information, see [ACD 205–01](#), “Political Activity and Lobbying.”