

As we begin the 2015 Full-Time and Part-Time MBA Rankings cycles, we want to set ethical guidelines for rankings-related communication among school stakeholders.

We understand that schools wish to alert their students and alumni, as well as their recruiting contacts, about upcoming surveys. We also understand your wish to compose your own communications rather than to forward standardized language written by us.

We must also ensure that our survey processes are as fair as possible. All survey respondents must decide voluntarily to take part in our surveys, without any bias or pressure from school officials or their peers.

Bloomberg, in partnership with Cambria Consulting, will send survey invitations to all students, alumni, and employers whom we wish to take our surveys. We will also send several reminders to those who have not yet responded.

In addition to these points of outreach, we permit school administrators, faculty members, student government officials, and alumni association officials to alert potential survey respondents about our surveys, within the following parameters:

- You may encourage students, alumni, and recruiters to watch for our surveys, but you may not specifically encourage them to take any survey. The decision to take one of our surveys must remain entirely voluntary.
- Your encouragement to watch for survey invitations must be couched in your desire to ensure everyone is aware of the surveys and/or your desire to meet our response rate requirements.
- You may not incentivize participation in our surveys, provide special resources (including food, computers, or class time) to facilitate taking our surveys, or indicate that taking our surveys will confer any benefit upon a respondent.
- You may not state that rankings are important or state that any of our surveys presents a good opportunity to communicate feedback about your school.
- Once you learn that you have met our response rate requirements, communication about our surveys is no longer permitted. At that point, those who have not yet responded will have received ample notice of the surveys.

If we find any evidence that any school official or student/alumni representative has broken our ethical guidelines, we reserve the right to remove that school from the rankings and to publicly disclose the basis for our decision.

Please help us continue to push for positive change in business education by taking our data collection efforts as seriously as we do. Please forward these guidelines to all administrators, faculty members, and student and alumni leaders. Thank you.

Jonathan Rodkin, Research and Rankings Coordinator  
Bloomberg Businessweek