

A Guide to Using Accolades, Statistical Measures, and Rankings in TAMIU Promotional Collateral

Overview:

Texas A&M International University (TAMIU) promotional collateral can incorporate accolades, statistical measures, and rankings to affirm its mission and programs. These often external appraisals based on established methodology or standards can attest to program legitimacy, quality, and value. They can help establish context for our various audiences and lead to informed decision-making about further University engagement, collaboration, donor relationships, enrollment in undergraduate and graduate programs, and much more.

Requirement:

When deployed, it is important to always provide the source and date of the accolade, statistical measure, and ranking. This underscores the accuracy and source of the content in addition to establishing its currency.

Samples:

Washington Monthly Magazine 2022

TAMIU Graduate School Ranking 32 Among 603 Schools

TAMIU also expanded its graduate school ranking by soaring to rank 32nd among 603 Master's granting graduate schools surveyed.

Ranked No. 2 Among Best Colleges in Texas

Texas A&M International University (TAMIU) ranked number two among the Best Colleges in Texas for 2023.

Top-Ranking Status

TAMIU has been recognized for top-ranking status in 2022 for 17-degree programs by online source Intelligent.com. Intelligent.com.

How This Content Can be Used:

In general, this content has been used in a variety of promotional means and across platforms. Previous uses have included: release to media, print collateral (flyers, posters, postcards, viewbooks), print (paid) advertising, digital/social media/TV campaigns, specialized reports, web page displays, electronic and static billboards, and on-campus displays such as outdoor digital signage, lab displays, and others.

Sourcing Content:

A standard campus source for updated accolades or statistical figures is the [Accolades/Bragging Rights](#) section of the University's website. It is updated regularly and shares relevant content for the past two years to help ensure contemporary information. If you have identified another source, please provide that information.

Review Process:

The University has centralized the review of all print or digital promotional and branded materials by the University's Office of Public Relations, Marketing, and Information Services. Please note that this extends to virtually all University publications that are official and external in reach.

For Print or Digital Promotional Materials Targeting Recruitment:

Provide your proposed accolade, ranking, or statistic(s) along with corroborating information detailing the date, source, and methodology used to determine the content. This is often addressed with 1.) a copy of the notification you have received by letter/email, or 2.) a link to a website that verifies the content. Important: for release to the media, an accurate and brief statement on the methodology of the accolade, statistical measure, and ranking should always be included.

Sample:

Degree Choices Scores TAMIU High On State, National Rankings

A recent ranking by Degree Choices, a team of education researchers that provides advice to guide prospective students, has identified Texas A&M International University (TAMIU) as a ranking force to be reckoned with.

According to the group, **TAMIU ranked number two** among the Best Colleges in Texas, outranking the University of Texas Rio Grande Valley, UT-Austin, Texas Women's University, Texas A&M University, University of Houston, Texas Tech, and UT-San Antonio. The study included 299 colleges and universities.

Overall, Degree Choices analyzed 2,203 4-year colleges and universities using data from two Department of Education programs – the Integrated Postsecondary Education Data System (IPEDS) and College Scorecard. The Degree Choices ranking is focused on median economic output, or which schools offer students a better chance of higher economic success.

For Print or Digital Promotional Materials Targeting Internal/External Relationship-Building:
Provide your proposed accolade or statistics along with corroborating information detailing the date, source, and methodology used to determine the content. This is often addressed with 1.) a copy of the notification you have received by letter/email, or 2.) a link to a website that verifies the content.

Important:

You should maintain an active file, electronic or print, of all approved uses of accolades, statistical measures, and rankings for all collateral that you have requested, created, published, and/or distributed. This can prove helpful in future verification and opportunities to compare new to previous accolades, statistical measures, and rankings.

Best Practices:

Depending on your area or discipline there may be specific times of the year when accolades, statistical measures, and rankings can be expected. Capitalize on these moments with 1.) media releases, 2.) social campaigns 3.) announcements/letters to key constituencies. If the latest accolade, statistical measure, and ranking is a regular assessment, you may want to compare and contrast to the latest iteration to further communicate growth, improvement, or special relevance.

Contact for Additional Information:

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