

Website evaluated:

Date:

By:

- ✓ **IS IT REPUTABLE?**
 - *Who owns the site/ranking? Is it a single individual or a company? What are the credentials of the owner(s) or creator(s)?*
 - *Does the site have a Privacy Policy and, if so, what information is provided in that policy relevant to the purpose of the site and its rankings? Is personal information collected that may be used in non-obvious ways? (For example, is there a “degree finder” on one or more pages indicating that the site is collecting “leads” to sell to others?)*

- ✓ **IS IT ACCURATE?**
 - *Did ECU provide information/data to this organization/website, either directly or indirectly (e.g., IPEDS reporting)?*
 - *How much information is given on the website about ECU and/or the program? What is the quality of that information?*

- ✓ **IS IT MEANINGFUL?**
 - *What is the rankings methodology? Is it obvious that a great deal of thought went into creation of the methodology used?*
 - *Do the rankings/ratings align with the mission of ECU or make sense for a given discipline?*