

**Remarks of FTC Chairwoman Edith Ramirez
DeVry Media Availability
January 27, 2016**

Good afternoon and thank you for joining our call.

A short while ago, the Federal Trade Commission filed a complaint in federal court in California against DeVry University.

When prospective students are weighing whether to attend a particular university, they often base their decision on an institution's claims and literature— including its marketing materials— to assess whether the school will help them further their career goals.

In our enforcement action against DeVry we allege that DeVry made certain marketing claims – which ran on television, radio, online, print and other media – that were deceptive. Specifically, we allege that DeVry deceptively claimed that 90 percent of DeVry graduates actively seeking employment landed jobs in their field within six months of graduation.

As our complaint makes clear we found many instances where DeVry graduates were not working in their fields of study despite DeVry counting them as doing so— including from the 2012 graduating class where, for example, a business administration graduate with a human resources specialization was working as a delivery driver and another graduate with a specialization in health services management was working as a network server.

We also charge that another key claim made by DeVry – that year after graduation, its graduates had 15 percent higher incomes than graduates from other schools – was deceptive. We allege that DeVry made this claim even though its own internal data show meaningful difference between the salaries of DeVry graduates and those of all other schools.

These claims have been central to DeVry's marketing campaigns for several years.

Many students— including those who have studied at DeVry— incur significant financial expense to improve their employment opportunities upon graduation. Educational institutions owe it to prospective students to tell the truth about whether their schools will help them obtain the jobs they want in their chosen fields. Our action is an effort to make sure they do.

The FTC will remain vigilant and continue to partner with other federal and state enforcement agencies to ensure that the advertising and marketing claims made to prospective students are accurate and truthful.

I want to conclude by thanking the staff at the Department of Education for their cooperation in this case, as well as the FTC Bureau of Consumer Protection attorneys who have investigated and worked on this matter, in particular Christina Tusan and John Jacobs from our Western Regional Office.

I will now give the floor to Ted Mitchell, the Undersecretary for Education, who can explain the action being taken by the Department of Education.

Thank you.