

# Becker College Office of Marketing & Strategic Communications

## Editorial Style Guide

The College follows *The Chicago Manual of Style* and in-house style guidelines as outlined below. For news releases, the College uses the *AP (Associated Press) Stylebook*.

### Abbreviations

- Include a space between letters in name initials.
  - Example: *J. Q. Adams, E. C. A. Becker*
- Do not add space between U and S in United States (e.g., U.S.)
- Spell out or use common (not post office) abbreviations for U.S. states.
  - Example: *The event took place on the College's Worcester, Mass., campus.*

### Abbreviations: Plurals

- Use an apostrophe to indicate ownership with an acronym.
  - Example: *The YMCA's guidelines were used.*
- Do not use an apostrophe to indicate more than one.
  - Example: *The meeting included representatives from several YMCAs.*

### Academic Degrees

- Do not capitalize degree names unless the designation is a proper name (e.g., bachelor of English).
- Designate degree names as:
  - bachelor of science, bachelor of arts, bachelor's degree, B.S., B.A.
  - master of arts, master's degree, M.A., M.S.
  - doctoral degree, Ph.D.

*Note: A master of business administration is indicated as MBA.*
- Do not italicize cum laude, magna cum laude, or summa cum laude.
- Use a comma between a name and the degree.
  - Example: *John Smith, B.A.*
- Use commas to separate multiple degrees.
  - Example: *John Smith, B.A., M.A.'07*

### Acronyms

- Spell out the first reference followed by the acronym in parentheses; the acronym may be used for subsequent references.

*Note: Acronyms may be used for the first reference if they are widely recognized (e.g., SAT, NASA).*

### Agile Mindset

- Always capitalize both words.

### Alumnus/Alumni

- Alumnus denotes one male graduate of the College.
- Alumna denotes one female graduate of the College.
- Alumni refers to more than one alumnus.

## **And**

- Use the word “and” except when “&” is part of the official title of a business, department, etc.

## **Becker College**

- Becker can be used alone if the full name of the College has been previously used and it is clear that Becker refer to Becker College.
- BC should not be used in text.
- Capitalize College when referring to Becker College.
- All Becker College events are capitalized (e.g., Reunion, Commencement, Convocation, etc).

## **Capitalization: Campus Buildings**

- Capitalize the formal names of campus buildings (e.g., Boutin Student Center), but not informal references to a building e.g. the student center.

## **Capitalization: Departments, Offices, Committees**

- Capitalize the formal names of departments, offices, programs, and committees, but lowercase shortened or non-official names.

### *Examples:*

- o *The Department of Graphic Design; the graphic design department; the department*
- o *The Office of the Registrar; the registrar’s office; the registrar*
- o *The Becker College Board of Trustees; the Board of Trustees; the trustees; the board*

## **Capitalization: Disciplines**

- Capitalize a specific course (e.g., "Introduction to Game Design"), but not an informal reference to a course (e.g., the game design course).
- Majors and minors are lowercased, except when proper names are part of the title.
  - o *Example: She majored in criminal justice and minored in English.*

## **Capitalization: Events**

- The formal names of special events are capitalized (e.g., Commencement, Reunion, etc.).
- Capitalize and put in quotation marks the titles of lectures.
  - o *Example: The lecture is entitled, “An Introduction to Animal Science Careers.”*

## **Capitalization: People**

- Capitalize a job title when it immediately precedes a person’s name.
  - o *Examples: Vice President Jane Jones, but Jane Jones, vice president; Professor Harold Smith, but Harold Smith, professor.*

*Note: Endowed professorships are capitalized, even when the title follows the name.*

## **Class Year**

- Always use a space before a class year.
  - *Example: John Smith '11*
- Ensure the apostrophe is facing away from the class year.
  - *Example: '11, not '11*
- For more than one year, place a comma between designations.
  - *Example: John Smith '11, M.A. '13*

## **Dates and Times: Dates**

- Use numerals for days of the month.
  - *Example: October 20, not October 20<sup>th</sup>.*
- Spell out all references to months.
  - *Example: October 20, not Oct. 20.*
- Do not place a comma between the month and year.
  - *Example: October 2011, not October, 2011.*
- Place a comma after the year in a complete date.
  - *Example: On October 20, 2011, the event occurred.*

## **Dates and Times: Fiscal Year**

- Always use fiscal year 2017 or FY2017 not FY17

## **Dates and Times: Time**

- Always use the complete time period, even if it is just an hour designation.
  - *Example: 7:00 p.m., not 7 p.m.*
- Periods are used for a.m. and p.m., unless the font used is small caps.
- When citing the exact time, use numerals.
  - *Example: 7:00 p.m., not seven p.m.*
- Use noon for 12:00 p.m. and midnight for 12:00 a.m.
- Seasons are lowercased, even when combined with a year.
  - *Example: winter, not Winter; spring 2011, not spring of 2011*
- When listing start to end times, use an en dash.
  - *Example: 9:00 a.m.-4:00 p.m.*
- Times come before days and dates.
  - *Example: The game is at 2 p.m. on Saturday, September 12.*

## **Dates and Times: Centuries and Decades**

- Decades are either spelled out or indicated in numerals.
  - *Example: Many new laws were enacted in the 1930s. (Do not use an apostrophe.)*
- The year can be abbreviated with the last two digits and an apostrophe.
  - *Example: the '90s*

## **Electronic Terminology**

- When referencing a URL address within content, unless the link can be activated, strive for placement of the URL at the end of a sentence. Do not use a period at the end of the sentence.
- Refer to the following listing for the appropriate use of electronic terminology.

website (one word; do not uppercase unless used at the beginning of a sentence)

web page

webcast

podcast

home page

email (one word, no hyphen)

Internet

the web

online

log in, log out (verb), login (noun)

database

fax

VR (virtual reality) hyperlink

URL (web address)

## **Emeritus/Emerita**

- Emerita refers to a retired female who keeps her rank or title.
- Emeritus refers to a retired male who keeps his rank or title.

## **Fiscal Year**

- fiscal year 2017 or FY2017 (Not FY17)

## **Fundraising**

- One word in all instances.

## **Healthcare**

- One word in all instances.

## **Hyphenating**

- The second word in a hyphen should be lower case. (e.g.: Self-study, not Self-Study)

## Names of People, Places and Things

- Board of Trustees
- Center for Global Citizenship
- Colleen C. Barrett Center for Global Innovation and Entrepreneurship (Barrett Center)
- Division of Humanities
  - *Chair: Dr. Sheila McAvey*
- George F. and Sybil H. Fuller Campus Center (Fuller Campus Center)
- @Global (Becker's global initiatives)
- Massachusetts Digital Games Institute (MassDiGI)
  - Also known as MassDiGI @ Becker College (MassDiGI @ BC)
- MassDiGI New Ventures Center (MassDiGI NVC)
- School of Animal Studies and Natural Sciences
  - Dean: Dr. Julie Bailey
- School of Design and Technology
  - Dean: Alan Ritacco
- School of Nursing and Behavioral Sciences
  - Dean: *(TBD - Search in progress)*
- Women's Emergent Leadership Institute (WELI)
- Yunus Social Business Centre @ Becker (YSBC @ BC)

## Numbers

- Spell out numbers one through nine in text, including a person's age.
  - *Example: There are three people on the committee. There are 12 students in the class.*
  - *Example: When Johnny was five years old, he knew how to read.*
- When a number is the first word of a sentence, spell it out.
- When two or more numbers are used in a sentence or paragraphs, use all numerals.
  - *Example: The meeting was attended by 6 faculty members, 4 students, and 12 administrators.*
- Express percentages as figures and spell out the word percent.  
(except in tables and charts, or in financial documents where it is acceptable to use the % symbol)
  - *Example: 10 percent.*
- For large sums of money, use figures with a dollar sign (\$20,000); spell out million or billion (\$1 billion).
- Use commas for numbers signifying a thousand or more (1,275).
- Spell out the numeral designation of an annual event if used at the beginning of a sentence; use numerals in text.
  - Example: Fourth annual community engagement day;
  - Example: This was the 4th annual community engagement day.

## Princeton Review

- Refer to as **The Princeton Review** in all instances.

## Publications

- Use italics to indicate published books, names of movies, plays, and television programs. Use quotation marks for magazine article titles and lecture titles.

### **Punctuation: Commas**

- Use a comma before the word *and* as well as *or* in a series. *o Example: The students attended classes, went to the game, and ate dinner.*
- Commas always go inside quotation marks.
- Use a comma after e.g. or i.e. (e.g. = for example; i.e. = that is).

### **Punctuation: Colon**

- Use a colon to introduce long lists.
  - o Example: The major prepares graduates to work in: industry, nonprofit organizations, businesses, schools, and the military.*
- Colons go outside quotation marks unless part of a quotation.
- Use one space after a colon.
- If it is not a complete sentence, the initial letter after the colon should be lower case.

### **Punctuation: Dash**

- An en dash (one dash) is used between numbers that are inclusive.
  - o Examples: 2010-11, Monday-Friday, pp. 12-13.*
- An em dash (two dashes with no space between) is used to highlight an element in a sentence or convey a break in thought. There are no spaces before or after the em dash.
  - o Example: John Smith—who earned a degree from Becker College—started his own business at the age of 50.*

### **Punctuation: Period**

- Use one space after a period.

### **Punctuation: Semi-colon**

- Use semi-colons to separate phrases that use commas.
  - o Example: Campus life offers such options as residence hall living, in Victorian-style houses; apartment units, complete with full kitchens; and suite-style rooms, with a common living space.*
- Use semi-colons, instead of a comma, between main clauses that have a more pronounced relationship.
  - o Example: Ken collects birds, cats, and dogs; pots, pans, and buckets; and books, movies, and music.*
- Semi-colons always go outside a quotation mark.

### **Telephone Numbers**

- For fax and phone numbers, use periods between areas codes and numbers.
  - o Example: 508.555.1212*

### **Titles**

- When listing job titles, always be consistent with style in a document. Either use "of" in all instances or always use a comma.
  - o Example: professor of biology or professor, biology.*

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