

Editorial Style Guide

2024

Office of Communications & Marketing

Revised Fall 2024



Endicott College

Editorial Style Guide

This *Editorial Style Guide* is intended to be a quick reference for writers, editors, and members of the Endicott community. This resource should help guide communications about the College and provide a consistent voice for both internal and external audiences. The guide follows conventions of *The Associated Press Stylebook*.

For spelling, style, usage, and foreign geographic names not mentioned in *The Associated Press Stylebook*, use *Merriam-Webster's Collegiate Dictionary*.

The guide addresses many of the editorial questions that are encountered most frequently regarding our eight schools, departments, faculty, centers, and alumni. This guide will be updated annually.

Schools

Undergraduate & Graduate Schools (7)

- Cummings School of Nursing & Health Sciences
- Curtis L. Gerrish School of Business
- Institute of Applied Behavioral Science
- School of Education
- School of Science & Technology
- School of Social Sciences, Communication, & Humanities
- School of Visual & Performing Arts

Campus Centers & Institutes

These centers and institutes are often embedded within specific Schools, listed below.

- Center for Belonging
- Center for Diagrammatical & Computational Philosophy (School of Science & Technology)
- Center for Oral History (School of Social Sciences, Communication, & Humanities)
- Colin & Erika Angle Center for Entrepreneurship (Curtis L. Gerrish School of Business)
- Institute for Applied Behavioral Science (School of Education)
- Tadler Center for the Humanities (School of Social Sciences, Communication, & Humanities)
- Walter J. Manninen Center for the Arts (School of Visual & Performing Arts)

Acronyms

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

Acronyms and initialisms may be used for the first reference if they are widely recognized.

Example: CIA, FBI, SAT, NASA, NASDAQ

Endicott College Television (ECTV) is a student-managed television channel. ECTV also serves as a bulletin board for the latest happenings at the College.

Academic Degrees

The preferred form is to spell out degrees on first mention and avoid abbreviations.

Capitalize an academic degree when it is given in full:

- Associate in Science
- Bachelor of Arts
- Bachelor of Science
- Bachelor of Fine Arts
- Master of Arts
- Master of Business Administration
- Master of Education
- Doctor of Education
- Doctor of Nursing Practice

Doctor of Philosophy
 Honorary Doctor of Humane Letters

Capitalize a major field within a school, minors should be lowercase:

Bachelor of Arts in History
 Bachelor of Arts in English
 Bachelor of Arts in English with a photography minor

When to use periods with degree abbreviations:

<u>Formal Use</u>	<u>General Use</u>	<u>General Use</u>	<u>Abbreviated Use</u>
Associate in Science	associate degree	associate	A.S.
Bachelor of Arts	bachelor's degree	bachelor's	B.A.
Bachelor of Science	bachelor's degree	bachelor's	B.S.
Bachelor of Fine Arts	bachelor's degree	bachelor's	BFA
Master of Arts	master's degree	master's	M.A.
Master of Science	master's degree	master's	M.S.
Master of Business Administration	master's degree	master's	MBA
Master of Education	master's degree	master's	M.Ed.
Doctor of Education	doctoral degree	doctorate	Ed.D.
Doctor of Philosophy	doctoral degree	doctorate	Ph.D.
Doctor of Nursing Practice	doctoral degree	doctorate	DNP

Do not use an apostrophe (possessive) with associate degree or doctoral degree.

The word "degree" should not follow an abbreviation.
 She has a B.A. in history.
 She has a bachelor's degree in English literature.

Nursing Program References

Abbreviations for nursing programs are as follows:

Bachelor of Science in Nursing (both full-time traditional and RN to BSN)–BSN
 Accelerated Bachelor of Science in Nursing–ABSN
 Master of Science in Nursing–MSN
 Doctor of Nursing Practice–DNP

Naming Conventions for Campus Locations

Use Samuel C. Wax Academic Center on first mention and Wax Academic Center on following mentions.

Use Callahan Center on first mention and Callahan on following mentions.

Use Cummings School of Nursing & Health Sciences on all mentions.

Use Curtis L. Gerrish School of Business & Ginger Judge Science Center on first mention and Gerrish Business & Judge Science Center on following mentions.

Use Curtis L. Gerrish School of Business on first mention and Gerrish School of Business on following references.

Do not refer to the Gerrish Business & Judge Science Center building as LSB as that acronym does not apply to the entire building.

Use Diane M. Halle Library on first reference and Halle Library on following references.

Use Walter J. Manninen Center for the Arts on first mention and Manninen Center for the Arts on following mentions.

Proper names for galleries and theaters within the Manninen Center for the Arts:

Bilodeau Lounge Student Gallery	Rose Theater
Carol Grillo Gallery	Spencer Presentation Gallery
Desnoyers Overlook Gallery	Tia's Theater
Heftler Visiting Artist Gallery	

Do not use the acronym VPAC in any materials as this applies to an internal reference for the building name.

Use Colin & Erika Angle Center for Entrepreneurship on first mention and Angle Center for Entrepreneurship on following mentions.

Use Myrt Harper Rose Hall on first mention and Rose Hall on following mentions.

Use Peter Frates Hall on first mention and Frates Hall on following mentions.

Use Post Sport Science & Fitness Center on first mention and use Post Center on following mentions.

Use Raymond J. Bourque Arena on first mention and Bourque Arena on following mentions.

Use Van Loan Division of Professional Studies on first mention and Van Loan Division on following mentions.

Use West Administrative Center on the first mention and WAC on the second and subsequent mentions.

When referring to a space such as a lobby or a specific room, write the building first, then the space after a comma. Do not capitalize spaces unless it is an officially-named location.

Examples:

Location: Walter J. Manninen Center for the Arts, lobby
 Samuel C. Wax Academic Center, room 345

Alumni

Use the correct word for the gender: alumna is feminine singular; alumnae is feminine plural; alumnus is masculine and non-gender singular; alumni is masculine and non-gender plural.

Preferred style for persons who earned associate degrees at Endicott:
Tom Smith A'16

Preferred styles for persons who earned undergraduate degrees at Endicott:
Elizabeth Jones '56 (or Elizabeth Jones, Class of 1956)

Preferred style for persons who earned master's degrees at Endicott:
Karen Brown M'06

Preferred style for persons who earned undergraduate and graduate degrees at Endicott:
Kyle Blake '09 M'13

Preferred style for persons who earned doctoral degree at Endicott:
Sarah Jones D'20

Preferred style for persons who earned undergraduate, graduate, and doctoral degrees at Endicott:
John Whitehouse '10 M'12 D'20

Capitalization

In general, avoid unnecessary capitals.

Forms

Capitalize official name of all forms.

Do not capitalize the word "form" unless it is a part of the form name.

Housing Preference Form

Documentation of Income form

Professional & Academic Titles

Professional titles and formal academic titles should always be capitalized, regardless of if the title is before or after the person's name. If the title does not accompany a name then it should be lowercase.

A comma should not be used between title and name when the title precedes the name. When a title follows the name, it should be offset by commas.

Endicott College President Steven R. DiSalvo, Ph.D.

Dean of the School of Science & Technology Gene Wong

Steven R. DiSalvo, Ph.D., Endicott College President

Gene Wong, Dean of the School of Science & Technology

Departments & Offices

Capitalize office, department, division, program, institute, center, etc., when they are part of official titles. Otherwise use lowercase.

Department of Environmental Science
the environmental science department

Gull2Gull Mentoring Program

Office of the Dean
dean's office

the Office of Admission
the admission office
the office

Office of Communications & Marketing
communications & marketing

Majors & Programs

Lowercase names of programs (with the exception of English) and majors except when with a degree or a department.

Bachelor of Science in Environmental Science
environmental science program
psychology major

Course Names

Capitalize official course names, followed by course abbreviation in parenthesis. Include space after letter and before numbers in abbreviation.

Financial Accounting (ACC 175)

Buildings & Places

Capitalize the word "College" whenever referring to Endicott College, even when the word "Endicott" does not precede it.

Capitalize the word "School" when referring to a specific school, even when the full school name isn't included.

Capitalize the formal names of buildings, places, and centers. Use the formal name referenced on the campus map (see more in Miscellaneous Troublesome Terms on page 7).

Events

Events are only capitalized when referring to a specific Endicott College event (e.g., Commencement, Senior Week).

Always capitalize the event if it is official (e.g., North American International Auto Show in Detroit).

Classes

Capitalize the word “Class” when referring to a specific year.

Class of 1976

Colleges & Schools

Capitalize the names of the colleges and schools within the College.

Use ampersand in place of “and.”

School of Education

School of Science & Technology

For School of Science, Communication, & Humanities, note that “Communication” is singular, and there is a comma following it, then an ampersand.

Board of Trustees

Capitalize Board of Trustees in formal mentions. Capitalize the first “T” in “Trustee(s)” only if this is before a name, otherwise it should be lowercase (trustee(s)).

Academic Standing

Do not abbreviate, and do not capitalize unless beginning a sentence.

Example: sophomore, junior, and senior.

Use “first-year student” when referencing a freshman student.

Certificate

Capitalize when referring to official certificate.

Certificate in Applied Behavior Analysis

State Abbreviations

Use AP style state abbreviations in copy.

Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W.Va., Wis., Wyo.

Note: The names of eight states are never abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

Spell out the names of the 50 U.S. states when they stand alone (no city or town listed) in textual material.

Use two-letter state abbreviations with full addresses and zip code.

Use periods in the abbreviation for United States within text.

U.S.

Inclusive Language

Avoid reference to gender unless it’s relevant to the topic of the piece.

Use chair instead of chairman.

Use business executive instead of businessman.

Use police officer instead of policeman.

Numbers

When to use numerals:

Spell out numbers one through nine; use numerals for all that follow. If a sentence is started with a number, it must always be written out.

Dates

Spell out the month at all times. When referring to month, date, and year, offset year with commas.

For web copy and calendars, include the day of the week when previewing an event. Always omit the ordinal designations of nd, rd, st, th.

Reference crossover years as 2020-21 instead of 2020-2021.

Times

Use an en dash (–) with no spaces to indicate a span of time.

Use a.m. and p.m. to designate day or evening times.

Use midnight or noon instead of 12 a.m. or 12 p.m.

For full hour times, use only the first number and omit zeros.

Always include a space between numerals and the a.m. or p.m. designation in lower case.

Example: 8 a.m. not 8:00 a.m., noon–1:30 p.m.

Centuries & Decades

Use Arabic figures to indicate spans of decades or centuries (1920s, 1900s).

Use an apostrophe to indicate numerals that are left out (’20s). The apostrophe should face the direction of the omitted numerals.

Show plural by adding an “s,” with no apostrophe, to the end (1920s).

Example: The 1990s, the ’90s, the mid-1990s.

Percentage

Express percentages using the % sign paired with a numeral, with no space, in most cases. This includes body copy as well as headlines, charts, infographics, etc. Spell out numerals and the word percent when it begins a sentence.

Examples:

About 60% of students attended.

Forty percent of faculty completed the survey.

Editorial Guidelines

Money

For very large sums of money, use figures with a dollar sign; spell out million or billion: \$1.8 million between \$1 and \$2 billion. Use \$1 not \$1.00.

It is acceptable to use K, M, B, or T in graphics or charts.

Temperature

Do not use a comma when referring to a temperature or year: 2200 degrees Fahrenheit.

Use figures: Always use numbers for temperatures, except for zero.

No degree symbol: Do not use the degree symbol (°F).

Abbreviate Fahrenheit: Write “F” after the temperature number.

Example: The high temperature today is expected to be 85 F.

It is acceptable to use °F or °C in graphics or charts.

Telephone Numbers

Use area code with hyphens for all telephone numbers. Do not use parentheses around area code.

Punctuation

Ampersand

Use ampersand to replace “and” in College programs, departments, and schools.

School of Visual & Performing Arts
Office of Communications & Marketing
Autism & Applied Behavior Analysis

Do not use ampersand within running text or sentences, except for College programs, departments, and schools.

Use ampersand to replace “and” in stand-alone headings or titles on posters, flyers, etc.

Apostrophe

Per AP style, for possessives ending in the letter s, add an apostrophe (not 's).

Dr. Jones' report (not Dr. Jones's report).

Colon

Use a colon, sparingly, to introduce additional information or to convey the sense of “as follows.”

Semicolons

Use the semicolon to set off a series that includes commas.

Oxford Comma

Use the serial comma—a comma placed before the final item in a series of three or more items (typically preceding an and, an or, or a nor).

Em Dash

Use em dashes (—) to highlight an explanatory element in a sentence. There are no spaces before or after the em dash.

The motto of the force—To Protect and Serve—was emblazoned on the squad car.

En Dash

An en dash (–) is used with number ranges and to indicate “to” or “through.” Use an en dash to describe a timeframe. There are no spaces before or after the en dash.

Chapters 18–25 will provide the basis for class discussions next week.

The art exhibition will run March 28–May 18.

From 7–9 p.m. in the Post Center.

Hyphen

A hyphen is the shortest dash (used in compound words and compound adjectives).

student-athlete
semester-long

Bullet Points

If the list is a part of the previous sentence, do not capitalize. If the list includes full sentences, capitalize with punctuation. For single words, capitalize with no punctuation.

- Backpacks
- Books
- Linens
- You will make new connections.
- Our industry professionals are top-notch.
- Endicott's esteemed faculty is always engaged.

Quotation Marks

Include all punctuation inside of quotation marks. For a quote within a quote, use single quotation marks.

“When I said ‘immediately,’ I mean some time before the end of the semester,” says the dean.

Titles of Works

Italicize titles of:

Albums (digital, vinyl, or disc)	Law cases	Podcast series
Art exhibitions	Long poems	Radio shows
Blog names	Magazines	Ships
Books	Movies	Television shows
Concerts	Newspapers	Web publications
	Plays	Works of art

Use quotation marks without italics around titles of:

Articles and papers	Short poems
Chapters	Short stories
Dissertations	Single TV episodes
Individual lectures	Songs
Podcasts and individual videos	Speeches

Use neither quotation marks nor italics for titles of:

Apps	Lecture series
Courses	Websites
Forms	Unpublished works, such as thesis

Do not underline for emphasis; underline implies a live link in any digital documents.

Digital Terminology

URLs

The www prefix should always be eliminated and URLs should always be lowercase.

endicott.edu
vanloan.endicott.edu

Hashtag Usage

#ThisIsEndicott is the official hashtag for the College.

Use lowercase when referencing the web or the internet, and lowercase, no spaces with web-related items like website, webcam, and webcast. Use lower case for email, esports, but add hyphen for items like e-book and e-commerce.

Endicott College Terminology

Gulls

The official College mascot should be referenced as “the Gull.”
Always capitalize the G in Gull.
It’s a great day to be a Gull.
Go Gulls
Endicott’s mascot is called Gully

Nest

When referring to the College campus as “the Nest,” capitalize the N.
Protect the Nest.
Welcome to the Nest.

Miscellaneous Troublesome Terms

Fifth Year instead of Fifth-year, Fifth-Year, or 5th Year
When referring to Fifth Year programs, the “p” should be lowercase.
Use last name on second and further references.
“The file was sent to the printer on Monday,” John Parish said. “The mistake was discovered later,” Parish added.

Spots on campus:

Klebanoff Auditorium instead of LSB Auditorium
The Lakes instead of The Ponds
Use “lobby,” not “atrium,” for the Curtis L. Gerrish School of Business & Ginger Judge Science Center

Referencing the President

Spelling of Dr. DiSalvo’s name

Steven R. DiSalvo

References in letters or emails:

Steven R. DiSalvo, Ph.D.
President

References in copy:

President Steven R. DiSalvo, Ph.D. (first reference)
-or-
President DiSalvo (second reference)

Referencing the Provost

Spelling of Dr. Sara Quay’s name

Sara Quay

References in letters or emails:

Sara Quay, Ph.D.
Provost

References in copy

Provost Sarah Quay, Ph.D.
-or-
Provost Quay or Dr. Quay

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