

University of Western States Editorial Guidelines

June 1, 2018

Overview

The following editorial guidelines help to ensure consistency of university reports, meeting minutes, policies and other university documents. All university documents should be written following these guidelines.

All marketing materials should be in AP Style. The marketing department would like to edit all external documents and would be happy to edit internal documents too.

Text format (fonts)

Standard text format must be single-spaced using

- Arial or Garamond (preferred fonts)

There should be a space between paragraphs (two hard returns). Do not indent the first line of paragraphs. Use a single space after a period.

Text style

Narrative should be brief, concise and professional and in active voice. Sentences should not be long, flowery or difficult to follow. Write to communicate, not to impress. The text should be understandable to other higher education professionals.

See *Guidelines for the Recording of Meeting Minutes*, found on the last two pages of this document, for information on keeping proper meeting records.

- **Bulleted points** are highly encouraged. The first word after each bullet is capitalized. Be consistent. Items listed should either be all be complete sentences or all should be fragments. Only punctuate at the end of the bullet if it is a complete sentence.

Correct:

The compliance certification process involves:

- Determining responsibilities
- Organizing and training teams
- Identifying supporting documents
- Determining compliance
- Completing draft narratives
- Editing document
- Obtaining approvals

- Use active voice.

Active voice: The committee prepared the report.

Passive voice: The report was prepared by the committee.

- Select verbs carefully. Avoid subjective verbs (such as feel, hope, believe); use objective verbs (such as review, examine, analyze). Keep verb tense consistent throughout the narrative.
- Define any technical or specialized terms. Avoid jargon.

- Attribute actions to people rather than things.

Correct: University of Western States faculty members reviewed the report.

Incorrect: University of Western States reviewed the report.

- Avoid use of acronyms. Always use full name on first reference, followed by general or casual references such as “board” or “department.” However, for official names, if an acronym (or all cap letters, e.g., CCE) is appropriate, it should immediately follow the first reference to the full name, set off by parentheses. Subsequent references can use the acronym and/or all cap letters to represent the official name. See “Official Names.”

The Northwest Commission on Colleges and Universities (NWCCU) scheduled a visit to the university. The NWCCU site visit will be in October 2018.

The Council on Chiropractic Education (CCE) publishes accreditation standards for doctor of chiropractic degree programs.

Capitalization

- **Alumni names:** On first reference: Dr. Michael Smith ('95) or Michael Smith, DC ('95)
On second reference: Dr. Smith
- **Committees:** Capitalize formal names of committees and lowercase second and subsequent references when the name of the committee is dropped.

The Student Services Committee will host the event. Following the event, the committee will survey attendees as to their satisfaction with the entertainment.

- **Departments:** Do not capitalize the formal names of departments

The office of public relations is responsible for advertising.
A public relations staff member will contact the media.

- **Dr./DC:** Never use Dr. and DC in the same title.

Dr. Joseph E. Smith
Joseph E. Smith, DC

- **Buildings:** Capitalize the formal names of buildings.

Patient care takes place in the Campus Health Center. The center is located at 2900 NE 132nd Avenue, Portland, Oregon 97230.
Student services is located in the Administration Building.

Administration Building	Hampton Hall
Anatomical Sciences Building	Library (W.A. Budden Library)
Campus Health Center	Sciences Building
East Hall	Student Health Center
Gymnasium	West Hall

- **Board of Trustees:** Capitalize Board of Trustees on first reference. Use lowercase “board” on second reference within same section or document.
- **Course Names:** Capitalize official course names. Lowercase abbreviated forms of the name.

PHCH 532 – Nutrition will be held at 1 p.m.
I did very well on my nutrition final.

- Do not capitalize the class level of students (for example, “freshmen,” “student intern”), partial or informal references, such as “technique course,” “board” or “university.”

- **Titles:** Capitalize titles of personnel only when the title *precedes* the name.

Correct: Vice President of Academic Affairs Joe Smith will give the presentation.

Joe Smith, vice president of academic affairs, will give the presentation.

Incorrect: Joe Smith, Vice President of Finance and Administration, of the University of Western States.

- **Degree:** A terminal degree should follow a person’s name on first reference immediately following the name and setting the degree off by commas. On second reference, use title and last name only.

Joe Smith, DC, vice president of clinics at University of Western States.
Dr. Smith attended the meeting.

Note: Do not use periods after degree initials, e.g., D.C. Typically denote only the highest degree achieved unless the full set of credentials is necessary. The acronym for advanced certifications, e.g., “DACBR” for Diplomate of the American Chiropractic Board of Radiology does not include periods between the letters. Only denote master’s degree or higher when needed.

- **Chiropractic:** Do not capitalize “chiropractic” unless it is within a formal name or at the beginning of a sentence.
- **Official names:** Official names of organizations should be capitalized on first reference. If an acronym is appropriate, it should immediately follow the first reference to the full name, set off by parentheses. Subsequent references can use the acronym only.

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- **Publications:** Do not italicize the titles of university documents. Appropriate capitalization is all that is necessary. When you list documents, please use the exact, correct title of the document.

University documents include and are not limited to:

UWS Catalog 2012-13
UWS Bylaws
Employee Handbook 2012
Bargaining Unit Agreement July 2010- June 2013

- **University:** Do not capitalize “university” unless stating the full name of the university or at the beginning of a sentence.

Correct: University of Western States is located in Portland, Oregon.
The university hosted the event at the Portland Convention Center.

Incorrect: The University hosted the event at the Portland Convention Center.

University of Western States: Do not use “the” in front of the formal name University of Western States.
Correct: University of Western States is located in Portland, Oregon.
Incorrect: The University of Western States is located in Portland, Oregon.

Punctuation

- Avoid the use of exclamation marks, bold face, underlining and other methods of emphasis.
- Commas and periods always fall inside quotation marks.
- Colons and semicolons always fall outside the quotation marks.
- Question marks fall outside of quotation marks, unless the quotation itself is a question.
- In general, do not use a comma before “and” in a series.

Correct: Information, Analysis and Assessment
Incorrect: Information, Analysis, and Assessment

However, if the comma is necessary for clarity, use a comma before “and” in a series.

- Do not use contractions.

Correct: Do not use contractions.
Incorrect: Don’t use contractions.

- **Parentheses:** Avoid using parentheses whenever possible. Use commas or an em dash to emphasize part of a sentence. An em dash is a long hyphen with a space before and after. If commas or em dashes cannot be used, the sentence is probably too long and should be broken into two or more sentences. When you must use parentheses, if the thought expressed within your parentheses is a complete sentence, the terminal punctuation should fall inside the parentheses. If the thought expressed within the parentheses is not a complete sentence, the terminal punctuation should fall outside the parentheses.
- **Semicolons:** Use a semicolon to provide more separation of thought than a comma would provide, but less separation than a period.
- **Ellipses:** An ellipsis indicates an omission of text. Use with three periods. Each period should be separated from each other and any text by a space. Use a fourth period if the ellipsis occurs at the end of the sentence.
- **Ampersands:** An ampersand (&) is typically used in the official name of a corporate entity such as Leatherwood, Walker & Mann, Inc. The symbol is not meant to replace the word “and” in narrative text and/or document titles or text headings. Avoid the use of ampersands in narrative unless it is part of actual/official name (usually a corporate entity). The symbol may be used in business forms, in tables, in statistical material and in informal business communications.

Numbers and years

- Write out whole numbers or percentages one through nine. Use figures for 10 and above. Spell out numerals or at the beginning of a sentence. If necessary, recast the sentence. Exception – a numeral that identifies a calendar year.

Examples: This year 45 students graduated from the university.
 Send two copies of your application to the personnel office.

Thirty-one scholars attended.
2009 marked a transition for the team.

- **Millions and billions:** Use Arabic numerals with the words “millions” and “billions” (spell out the words) with no more than two decimal places. Use Arabic numerals for numbers lower than a million.

Correct: \$2.5 million; 8,000
Incorrect: 10K; \$2.5M, \$2.532 million; 2,532,000

- **Dollar amounts:**

Correct: \$2,000
Incorrect: \$2,000.00

- **Time of day:**

Correct: 11-11:30 a.m.
Incorrect: 11:00-11:30 am

- **Years:**

- In referring to decades, do not use an apostrophe.
Correct: 1870s
- Sentences can start with a date using Arabic numerals. This is the only exception to not spelling numbers out at the beginning of the sentence.
- Include all four digits for years when referring to year intervals unless part of an official title or quotation.
- Use a single hyphen with no spaces between the years.
Example: 2004-2005
- Commas are included in dates only when the day, month and year are included. Commas should not be used between a month or semester and year.

Examples: September 10, 2011
The Fall 2011 Faculty Credential Roster is included in the document.

Incorrect: September, 2005

- Use the written word “percent” or numbers in the narrative and the text, and the symbol “%” with tables.

Examples: Eight percent; 20 percent

Males	25.6%
Females	43.7%

Note: Right justify numbers within tables.

- Cite fractions as decimals, when possible.
- Example: 0.5

Miscellaneous guidelines

- **Bachelor's degree and master's degree.** Do not capitalize academic degrees used as general terms of classification. Use an apostrophe in bachelor's degree, master's degree (not capitalized), but there is no possessive in Bachelor of Science, Master of Science (capitalized). (No possessive in associate degree.)
 - Use abbreviations such as MA, PhD, after a full name, never after just a first name. Lowercase program names, i.e. human nutrition and functional medicine program. Degrees are capitalized only when using the formal name, i.e. Master of Science in Human Nutrition and Functional Medicine or master's in human nutrition and functional medicine.

Examples: doctor of chiropractic degree
 master's program
 BA, DC, PhD, EdD, etc.

- **Doctorate** is a noun; **doctoral** is an adjective. **Note:** University of Western States does not offer a doctorate degree. The university offers a first professional degree, doctor of chiropractic.

Examples: The student has a doctorate.
 The physics department has a doctoral degree program.

- **Email or email:** No hyphen.
- **GPA:** Do not use periods between the letters.
- **Online:** One word, no hyphen.
- **College name:** Refer to the university as University of Western States. UWS may be used upon second reference. When you use the phrase "the university," you do not capitalize university.
- **Quarter:** Use lowercase and spell out when used alone. Capitalize and use the shortened form of "Q" followed by the appropriate number when referencing a class. Example: Mary Smith enrolled in Q1 last quarter. When referencing a particular term of the year, capitalize: Winter Quarter 2011. For tables and document names, use the shorter version, WI-11.
- **Health care:** Should be two words.
- **Well-being:** Should be hyphenated.
- **Chiropractic physicians:** Should use chiropractic physicians not chiropractors.
- **Full-time or full-time (Part-time or part-time):** Hyphenate when used as a compound modifier: He works full time. She has a full-time job.
- **Faculty-to-student ratio:** Should always be hyphenated.
- **Avoid abbreviations** whenever possible.
- **Avoid use of pronouns:** Such as, "our procedure," or "our faculty." Use "the university's procedure," or "the faculty."
- Do not use the **virgule "/"** unless you are indicating "either/or," or when referencing a website. Example: <https://www.uws.edu>.
- **Ensure/Insure:** "Ensure" means to guarantee. "Insure" refers to insurance you purchase.
- **Like/such as:** Use "such as" in lieu of "like" whenever possible.
- **Imply/Infer:** Writers or speakers imply something from the words they use. A reader or listener infers something from the words they read or heard.
- **Set up/setup:** "Set up" is two words when used as a verb. "Setup" is one word when used as a noun or an adjective. Examples: John will set up the tables. The setup process will take one hour.
- **X-ray:** Capitalize the "X." Use lowercase "r." This word should always be hyphenated.