



# ANDERSON

## UNIVERSITY

### EDITORIAL STYLE GUIDE

Guidelines for consistency in grammar, punctuation and reference

#### INTRODUCTION

The Anderson University Editorial Style Guide is a resource for members of the Anderson University family—faculty, staff and students—to help communicate AU-specific terminology clearly and consistently in support of the University’s brand standards.

This is meant to be an organic document; it will change over time. However, in any of its iterations, this guide is not only a resource, but a set of expectations that will help better tell the Anderson University story of Great Academics, Great Faith, Great Hospitality and Great Purpose.

The guide is a blend of traditional style specific to Anderson University, along with elements of *the Associated Press Stylebook* and *the Chicago Manual of Style*. It is produced by the Anderson University Office of Marketing and Communication. In the event a question of style arises that is not addressed by this guide, follow the recommendation of *the Associated Press Stylebook*.

For questions, or to suggest revisions and/or updates, please contact Andrew Beckner, Executive Director of Public Relations, at 864-556-4784, or by email to [abeckner@andersonuniversity.edu](mailto:abeckner@andersonuniversity.edu).

## **THE ANDERSON UNIVERSITY IDENTITY**

*Anderson University comes first.*

This should be the guiding principle when determining how to identify anything affiliated with the University. In nearly all instances, the identity of any college, school, office, department, etc. comes after that of the University. There are very few exceptions to this editorial rule. Each exception is noted under its specific entry in the Editorial Style Guide.

Examples for quick reference include, but are not limited to:

- Anderson University College of Arts and Sciences
- Anderson University Center for Cybersecurity
- Anderson University School of Interior Design
- Anderson University Center for Global Engagement
- The South Carolina School of the Arts at Anderson University

## **NOTES ON VOICE**

Every writer has his or her unique way of conveying written communication. Their success at doing so is largely subjective; one reader may prefer the stripped down prose of Ernest Hemingway, while another may relish the stream-of-consciousness tone favored by James Joyce.

When drafting copy that will appear in University marketing materials, publications or its website, writers should consider the application of their prose; after all, the style of a billboard advertisement is much different than that of long-form articles written for a magazine.

While understanding the characteristics unique to each writer's voice, the University generally expects the following tones unique to each specific application:

*Advertising/social media*

Short sentences, active voice. Easily scannable and readable.

### *News*

Just the facts. Again, utilize short sentences and strong verbs. Brevity is key. Consider the five Ws: Who/What/When/Where/Why.

### *Magazine/feature articles*

Creativity is paramount, as is maintaining a conversational tone. Tell a story rather than recite facts. Follow the **P.A.C.E.R.** model: long-form content should be **P**ersonal, **A**spirational, **C**onversational, **E**motional, and **R**elational.

## **RESOURCES**

The following resources are intended to assist those tasked with creating and/or editing written content for Anderson University.

*Note: these resources are meant to supplement, not replace, the Editorial Style Guide. If discrepancies exist, the Editorial Style Guide takes precedence.*

[The Associated Press Stylebook](#)

[The Chicago Manual of Style](#)

[Grammar Girl](#)

[Elmore Leonard: 10 Rules for Good Writing](#)

[Word Frequency Counter](#)

[100 Online Dictionaries](#)



# ANDERSON UNIVERSITY

## EDITORIAL STYLE GUIDE

### - A -

#### **academic degrees**

Use apostrophes in bachelor's degree and master's degree but no possessive in Bachelor of Arts or Master of Science (for example). Degrees presented with two capital letters do not require punctuation (periods.) For example: BA (Bachelor of Arts), MS (Master of Science), MFA (Master of Fine Arts) and MBA (Master of Business Administration.) Use periods when degrees are abbreviated with upper- and lowercase letters. For example: Ph.D., M.Div., D.Min., etc.

#### **academic programs**

Academic programs specific to Anderson University should be treated as proper nouns and are thus capitalized. For example: "She earned a bachelor's degree in Business Administration." Do not capitalize the word program when used after referencing an Anderson University-specific academic program. For example: "He enrolled in the Interior Design program at Anderson University." (see also **colleges and schools**)

#### **accreditation**

Anderson University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate, masters, and doctorate degrees. Questions about the accreditation of Anderson University may be directed in writing to the Southern Association of

Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, by calling 404.679.4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).

Some academic programs require additional, program-specific accreditation. Other bodies granting accreditation to Anderson University include:

- National Association of Schools of Music
- National Association of Schools of Art and Design
- National Council for Accreditation of Teacher Education
- National Council on Family Relations
- National Associate of School of Theatre
- South Carolina State Board of Education
- South Carolina Board of Nursing
- Commission on Collegiate Nursing Education
- Association of Collegiate Business Schools and Programs
- Council for the Accreditation of Educator Preparation (CAEP) through National Council for Accreditation of Teacher Education (NCATE) Legacy
- The Commission on Collegiate Nursing Education (CCNE); Commission on Accreditation in Physical Therapy Education (CAPTE)

### **acronyms**

While some acronyms (such as Ph.D.) are in common usage and are acceptable in AU copy, and others are part of the University's sub-brand (such as AU PRO), by and large acronyms should be avoided unless absolutely necessary.

### **A Day**

Also known as Anderson Day. A Tier One event. A Day is a 24-hour fundraising campaign that supports campus improvements and student scholarships, held annually each spring (historically in April, though A Day sometimes occurs in March.)

Although its logo is stylistically rendered as A DAY, in general copy do not capitalize each letter.

### **Admission, Anderson University Office of Traditional**

Spell out and capitalize. (Note the office title is “admission,” not “admissions.”)

### **alumni**

A plural word used to describe graduates of an academic institution. Other common iterations are as follows:

- *alumna* – singular; feminine. “She is an alumna.”
- *alumnae* – plural; feminine. “They are alumnae from Anderson College when it was a four-year institution for women.”
- *alumnus* – singular; masculine. “He is an alumnus.”
- *alumni* – plural; gender non-specific. “They are Anderson University alumni.”

### **amid/amidst**

A common word choice error. When used as prepositions, amid means surrounded by, whereas amidst means in the midst or middle of.

### **a.m., p.m.**

Lowercase with periods and no space between. (see also **time**)

### **Anderson College**

Chartered in 1911 by the South Carolina General Assembly, the College opened its doors in 1912 and operated as a four-year college for women until 1930, when it became a two-year, coeducational institution as South Carolina’s first junior college.

In December 1989, the Board of Trust voted to return the College to its status as a four-year institution, beginning with the fall semester of 1991. This decision was subsequently affirmed by a unanimous vote of the General Board of the South Carolina Baptist Convention. The first four-year class since 1930 graduated in May 1993.

In May 2005, the Board of Trust voted to assume university status to better reflect the quality, breadth and maturity of the academic program and the entire institution. The name of the institution was changed to Anderson University beginning on January 1, 2006.

While as a campus community we respect the legacy of Anderson College, in all references the institution should be referred to exclusively as Anderson University. When quoting individuals (alumni, for example) who refer to "Anderson College," the quote should be modified in print to remove the "College" reference. For example: "I enjoyed my experience at Anderson College in the 1980s" could be changed to "I enjoyed my experience at Anderson ... in the 1980s."

### **andersonuniversity.edu**

When referencing the Anderson University website in copy, the www prefix is not necessary. Do not capitalize. Follow this style for references to other websites, both internal and external.

### **Anderson University**

Always use the full title on first reference. AU and Anderson may be used sparingly after first reference. University should be capitalized as standalone when referencing the institution specifically, but not a university in general. For example: "The University added new academic programs in 2014."

### **annual**

Refers to an event that happens every year. "First annual" or "second annual" should never be used; an event can only be described as "annual" after it has happened two years in a row. Refer to the first occasion of a planned annual event as inaugural, and the second occasion of a planned annual event as the second.

### **Apple Distinguished School**

Anderson University is a four-time designated institution (2014, 2016, 2018 and 2021) "Apple School of Distinction" is a common error and its usage is to be avoided.

### **Arts and Sciences, College of**

On first reference, use Anderson University College of Arts and Sciences; College of Arts and Sciences is acceptable following. Internally referred to as CAS, the college is located in Watkins Hall and is AU's most expansive college, consisting of the Department of Biology and Chemistry; the Department of Communication; the Department of English; the Department of Mathematics; the Department of Modern Languages and Cultures; and the Department of Behavioral Sciences. CAS also houses Anderson's Coding and App Development program. Its dean is Dr. Wayne Cox. (see also **colleges and schools**)

### **AU Outfitters**

The Anderson University on-campus bookstore, located in the G. Ross Anderson, Jr. Student Center. It should never be called "the AU bookstore," or "the bookstore."

### **AU PRO**

Anderson University Professional Readiness Opportunities. AU PRO is acceptable for all internal uses. For external audiences, spell out on first reference. AU PRO arose from the Quality Enhancement Plan (QEP), an initiative to improve student workforce preparation through co-curricular activities that arose from the 10-year SACSCOC accreditation reaffirmation undertaken in 2018. It is managed by the Anderson University Center for Career Development. (see also **accreditation; Center for Career Development**)

### **AUthenticity**

Anderson University's student-led music group that performs both Christian and commercial music on campus and throughout the Upstate region.



**baccalaureate**

Capitalize only when used as part of a formally named event, e.g., the Anderson University Baccalaureate Service.

**Bible**

Capitalize in all cases. Italicize only when providing the full name as a book title, e.g., *The Holy Bible*. (see also **book titles**)

**Board of Trust, Anderson University**

Fully spell out on first reference. Capitalize either as Anderson University Board of Trust or Board of Trust. Do not use "Board of Trustees," but a member is a "trustee" (lowercase). Do not capitalize "board" by itself.

**Board of Regents, Anderson University**

A group of individuals whose lifetime financial gifts to the University totals \$100,000 or more. Fully spell out on first reference. Capitalize as Anderson University Board of Regents.

**Board of Visitors, Anderson University**

Follow the same rules as the Board of Trust.

**book titles**

Italicized rather than underlined or placed within quotation marks (source: *APA; the Chicago Manual of Style*).

**Business, College of**

On first reference, use Anderson University College of Business; College of Business is acceptable after first reference. Internally referred to as COB, the college is located in Vandiver Hall and offers academic programs in accounting; computing and data analytics; financial economics; management; marketing; and supply chain management. Its dean is Steve Nail, Esq. (see also **colleges and schools**)



## **campus**

Anderson University has two physical campus locations. What is known as “the main campus” should not be so referenced in writing; it is located at 316 Boulevard, Anderson, SC 29621.

Academic programs are also offered at the University Center of Greenville (UCG), located at 225 S. Pleasantburg Drive, Greenville, SC 29607.

Note that while offices housing the Business Office; Marketing and Communication; dance studios; and Physical Plant are located among athletic facilities in what is referred colloquially as “the Athletic Campus,” or “AC,” efforts should be made to eliminate the idea that the AC is a separate campus from facilities at 316 Boulevard.

## **Campus Safety**

Capitalized when referring to the department tasked with protecting the safety and security of the campus community. Do not capitalize “officers.”

## **Center for Career Development, Anderson University**

Refers to the Anderson University Center for Career Development. CCD is acceptable on second reference for internal audiences but should be used sparingly externally. (see also **AU PRO**)

## **Center for Innovation and Digital Learning at Anderson University**

The Center for Innovation and Digital Learning at Anderson University (AUCIDL; CIDL). Internally, the abbreviation CIDL is acceptable in all references. For external uses, use the Center for Innovation and Digital Learning at Anderson University first, followed by the abbreviation AUCIDL. (Note: this is one of the few exceptions to the general rule that names of departments, colleges, schools, centers, etc. should come after “Anderson University.”)

## **century**

Lowercase, and spell out numbers below 10. Example: "The first century;" "The 21<sup>st</sup> century."

### **Christian Studies, College of**

On first reference, use Anderson University College of Christian Studies; College of Christian Studies is acceptable after first reference. Internally referred to as CCS, the college is located in Watkins Hall and offers academic programs in Christian studies; Apologetics; Biblical Studies; Missions; Pastoral Ministry; Preaching; Theology and Philosophy; Women's Ministry; and Youth Ministry. Its dean is Rev. Dr. Michael Dudit. (see also **Clamp Divinity School; colleges and schools**)

### **church**

Lowercase when referring to a non-specific building. Capitalize when part of a formal name. Capitalize when referring to the Church as a corporate body of believers. For example: "The church is located on the corner"; "First Baptist Church is located on the corner"; "God calls the Church to evangelize across the world."

### **Clamp Divinity School**

On first reference, write Anderson University College of Christian Studies and Clamp Divinity School. Clamp Divinity School is acceptable only after first reference. Clamp Divinity School provides master's and doctoral degrees for ministerial students as part of the College of Christian Studies. Spell out in each reference. It was named in memory of David T. Clamp and facilitated by a gift from his wife, Jane Ferguson Clamp, who were both awarded honorary doctorates from Anderson University.

### **Clayton King Ministries**

Spell out and capitalize on first reference. CKM is acceptable on second reference but should be used sparingly. Clayton King Ministries is housed on Anderson University's campus at 308 Kingsley Road, Anderson, SC 29621. (see also **Crossroads Summer Camp**)

### **colleges, schools and centers**

On first reference, list the name of the University prior to the specific college or school. For example: "There are more than 550 students in the Anderson University College of Arts and Sciences." For all other references, the name of the college or school alone is sufficient. (Rare exceptions exist and are noted.)

Each of the institution's six colleges, three schools or two centers offer undergraduate, graduate and online programs specific to its discipline. Academic units are as follows:

- The Anderson University Center for Cybersecurity
- The Anderson University Center for Leadership and Organizations
- The Anderson University College of Arts and Sciences
- The Anderson University College of Business
- The Anderson University College of Christian Studies
- The Anderson University College of Education
- The Anderson University College of Engineering
- The Anderson University College of Health Professions
- The Anderson University School of Interior Design
- The Anderson University School of Public Service and Administration
- The South Carolina School of the Arts at Anderson University

### **commencement**

Lowercase when referring to a non-specific event. Capitalize when used as the title of a formal event. For example: "The crowd arrived early to commencement"; "Anderson University Commencement is scheduled for Saturday."

### **communication**

Singular. For example, "The Office of Marketing and Communication."

### **convocation**

A large formal assembly of people, and typically used to reference academic or ecclesiastical gatherings. Lowercase on general reference. Capitalize when used as part of a formal title. For example: "The Anderson University Honors Convocation."

**copy**

Refers to written text. The word *verbiage* is often (and mistakenly) used in place of *copy*. Copy is written word. Verbiage is spoken word.

**Council for Christian Colleges & Universities**

Internally, CCCU is acceptable on first reference. Otherwise, spell out the entire name on first reference and utilize CCCU thereafter. Headquartered in Washington, D.C., the Council for Christian Colleges & Universities is a higher education association of more than 180 Christian institutions around the world. Anderson University is a charter member, and President Whitaker sits on the CCCU board.

**Council of Independent Colleges**

Use the full title on first reference. CIC is acceptable thereafter. Based in Washington, D.C., CIC is an association in the United States of more than 650 independent, liberal arts colleges and universities and more than 100 higher education affiliates and organizations “that work together to strengthen college and university leadership, sustain high-quality education, and enhance private higher education’s contributions to society.” Anderson University is a member.

**course titles**

Capitalize when referring to a specific course. For example, Public Relations Crisis Management. Do not capitalize the word “course” when used after the formal title. For example, “She was a part of Robert Reeves’ Public Relations Crisis Management course.”

**COVID-19**

Scientifically known as severe acute respiratory syndrome coronavirus 2, or SARS-CoV-2. COVID-19 is the preferred style.

**Crossroads Summer Camp**

The six-week summer camp operated by Clayton King Ministries. Crossroads is acceptable in all references, though Crossroads Summer Camp may be used. (see also **Clayton King Ministries**)

### **Culinary Center**

Refers to the dining room on the first floor of the G. Ross Anderson Jr. Student Center. Upon completion of the Student Center in 2016 and under the management of Aramark, it was called the “Dining Commons.” With AVI Foodsystems assuming responsibility for culinary services across campus in 2021, the space was renamed. Thus, “dining commons” or “cafeteria” should not be used. (Students colloquially refer to the space as “the Caf.” Such a reference should not be used in official University communication.)

### **cum laude**

Lowercase; not italicized. Also: magna cum laude; summa cum laude.

### **Cybersecurity, Center for**

On first reference, use Anderson University Center for Cybersecurity; Center for Cybersecurity is acceptable following. The Center offers academic programs in general cybersecurity; analytics; criminal justice; and mathematics. Its dean is Dr. Kenneth Knapp. (see also **colleges and schools**)

## **- D -**

### **dates**

Do not use *-st*, *-nd*, *-th* with numerical dates. For example: “The fall semester begins on Aug. 15.”

### **days of the week**

Capitalize and do not abbreviate in general copy.

### **Dean’s List**

Capitalize only when referring to the Anderson University Dean’s List. Italicize to reflect possessive.

**decades**

Do not use apostrophes incorrectly; it is a common error. Correct usage is as follows: "The 1990s." and "the '90s."

**departments**

Typically, department refers to academic areas; office refers to non-academic areas. Capitalize the name of campus departments. For example: "The Department of English"; "The Department of Mathematics."

**Diversity, Community and Inclusion, Anderson University Office of**

Spell out and capitalize on first reference. Office of Diversity and Inclusion is acceptable in subsequent references. Avoid using DCI except in informal internal communication.

**dollars**

For amounts less than one million, use \$ sign and figures. Do not show decimal for even amounts. For example: "The property acquisition cost \$950,000"; "The University raised \$3 million to start the Trojan football program"; "Tickets cost \$6"; "A sandwich at Chick-Fil-A costs \$4.50."

**dorm, dormitory**

An outdated word that should not be used. "Residence hall" and "residence hall room" should be used instead.

**Dr. (as title)**

Should be used ahead of an individual's title to demonstrate their advanced academic achievement. Further, when quoting an individual with the title, it should always precede his or her last name. For example: "Dr. Ryan Neal is the provost at Anderson University. 'We are proud of our faculty for their achievement,' Dr. Neal said."

**due to**

A phrase, commonly misused, that functions as an adjective and therefore should come after a noun. When using in copy, check to ensure that you do not mean "because of," which functions as an adverb and therefore should come after a verb.

## - E -

### **Education, College of**

On first reference, use Anderson University College of Education; College of Education is acceptable after first reference. Internally referred to as COE, the college is located in Johnston Hall and offers academic programs in Early Childhood Education; Elementary Education (BA and BS); Elementary Education/Secondary Education – Learning Disabilities (K-12); Elementary Education with add-on certification in Early Childhood Education (BA and BS); Physical Education; Secondary English Education; Secondary Math Education; Secondary Social Studies Education; and Special Education – Multi-Categorical (K-12). Its dean is Dr. Mark Butler. (see also **colleges and schools**)

### **email**

No hyphen

### **Engineering, College of**

On first reference, use Anderson University College of Engineering; College of Engineering is acceptable after first reference. Internally referred to as COEN, the college offers academic programs in Electrical and Computer Engineering; Mechanical Engineering; and Mathematics and Engineering. Its dean is Dr. Lisa Zidek. (see also **colleges and schools**)

### **ethnic groups**

Capitalize proper names of ethnic groups such as African-American, Asian-American, etc.

Hispanic refers to an individual from, or whose family lineage is traced to, a non-European Spanish-speaking culture. Some prefer Latino or Latina; the individual's preference should be the writer's guide.



Other ethnic groups that may be identified in print include (but are not limited to): Cuban-American; Mexican-American; Native American (no hyphen).

Black should be capitalized when used to identify African-American ethnicity.

Broadly speaking, utilize “people of color” to refer to non-white individuals. Other examples of usage include “students of color”; “communities of color”; “faculty of color”; etc.



### **faculty**

When referred to as a group, it is a singular noun and is not not capitalized. Be careful of subject-verb agreement. For example: “The faculty is located in Watkins Hall.”

### **fall break**

Lowercase

### **fall semester**

Lowercase unless using as a proper noun to describe a specific semester. For example: “The class will arrive for the fall semester”; “Classes resume for the Fall 2021 semester on August 15.”

### **fewer, less**

Fewer is used for items that can be counted. Less refers to quantity or general amounts.

### **foreign students**

Outdated and inappropriate; use international students instead.

### **Founders Day**

A University Tier One event. It is celebrated annually in February and includes a convocation ceremony and notes the founding of the University in 1911. It does not contain an apostrophe.

**forward**

Does not contain an "s."

**full time**

Do not hyphenate except when using as an adjective modifying a noun. For example: "She works full time at Books and Beans."; "He is a full-time student."

**fundraiser/fundraising**

One word. Not hyphenated



**G. Ross Anderson, Jr. Student Center**

Capitalize and spell out the entire name on first reference. Student Center is acceptable on subsequent references and should be capitalized.

**Global Engagement, The Anderson University Center for**

The program that provides opportunities and support for international students. Capitalize all words. On first reference, spell out the name in its entirety following the established naming convention: The Anderson University Center for Global Engagement. Center for Global Engagement is acceptable on subsequent reference.

**Gold Core Curriculum, The**

Capitalize each word. The Gold Core Curriculum refers to the standard courses all students must take regardless of major. It was adopted in 2019 and named The Gold Core Curriculum in 2020.

**grade point average**

GPA is acceptable on first reference and should be capitalized. Not hyphenated when spelled out.

**grades**

Capitalize course grades and other terms used as grades. Do not use an apostrophe when plural, as it is not a possessive noun. Grades are earned, not received. For example: "The student earned an A in her engineering class, and earned an Incomplete in algebra."; "He earned two As, two Bs and a C this semester."

**graduate(s)**

Use the full word except when in a direct quote to refer to someone who has graduated from an academic institution. Shortening to grad or grads is acceptable in headlines only or in conversational-style copy (such as in longform magazine articles.) Graduate(s) may be used in place of variations of alumni.

**handicap, handicapped**

An outdated term that should not be used. Use disabled or disabilities instead.

**hashtags**

While general, non-marketing usage has waned (both locally and globally), Anderson University has standard hashtags (#) that are used in social media for engagement and tracking metrics. Standard AU hashtags are used only on Instagram, LinkedIn and Twitter. The first word of each phrase should be capitalized. How they should be presented in copy and their usage is as follows:

- #ADay  
Used in conjunction with A Day, a University Tier One event (see A Day.)

- **#AUBlackEnvelope**  
Used by students who have been accepted for enrollment, the notification of which comes in a black envelope that contains the student's acceptance materials.
- **#LongLiveAnderson**  
Used primarily with initiatives related to alumni and the Office of Development.
- **#StrongerTogether**  
While not unique to the University, it was used on posts disseminating information about, and references to, The Journey Ahead, Anderson University's guidelines, plans and protocols in response to the COVID-19 pandemic of 2020-2022 (defunct as of 2022.)
- **#TheJourneyAhead**  
Used on posts disseminating information about, and references to, The Journey Ahead, Anderson University's guidelines, plans and protocols in response to the COVID-19 pandemic of 2020-2022 (defunct as of 2022.)
- **#TrojanArmy**  
Used only with athletics, specifically those referring to athletic teams themselves and their fans.
- **#TrojanFamily**  
Used only with athletics, specifically related to financial supporters of the Trojan athletic department.
- **#TrueToAU**  
The most commonly used social media hashtag, used on most updates.

## **health care**

Two words.

## **Health Professions, College of**

On first reference, use Anderson University College of Health Professions; College of Health Professions is acceptable following. Internally referred to as CHP, the college is located in Vandiver Hall and consists of four schools. They are:

- The School of Allied Health

- The School of Human Performance
- The School of Nursing
- The School of Physical Therapy

The dean of the College of Health Profession is Dr. Donald Peace. (see also **colleges and schools**)

### **highways (avenues, boulevards, roads, streets, etc.)**

In general, use AP style in identifying roads by number. Local street names may be used, but for heavily traveled roads, its numerical designation is preferred. Local examples include: U.S. 178; S.C. 28; Interstate 81 (first reference) and I-81 (subsequent references.); Greenville Street.

Spell out and capitalize Avenue, Boulevard, Street, etc. when referencing specific roads in general copy. Only use St., Ave., Blvd., etc., when referencing specific addresses. Avenue, boulevard, street, etc. are not capitalized in non-specific instances. For example: "The parade took place on Greenville Street."; "John's store is located at 221 Main St."; "Cars lined the avenue as far as the eye could see."

### **Homecoming and Family Weekend**

Capitalize and fully identify when referring to Anderson University Homecoming and Family Weekend, a Tier One event held annually in October. Lowercase when using as a non-specific noun.

### **Honors Program, Anderson University**

Capitalize and fully identify the Anderson University Honors Program on first reference. Honors Program may be used on subsequent references. (See note about identifying centers, colleges, departments, organizations or schools affiliated with/controlled by the University.)



## **inaugural**

An adjective that describes a beginning. For example: an event that is happening for the first time (even when planned as part of a yearly series) is described as “inaugural.” Factually, there is no such thing as a first annual (or second annual) event. (See note on “annual.”)

## **Interior Design, School of**

On first reference, use Anderson University School of Interior Design; School of Interior Design is acceptable after first reference. Internally referred to as SID, the school is located in Johnston Hall and offers a Bachelor of Fine Arts (BFA) in Interior Design and a Master of Fine Arts (MFA.) Its dean is Anne Martin, IDEC. (see also **colleges and schools**)

## **its, it's**

“Its” demonstrates possession, but does not contain an apostrophe. “It’s” is a contraction of the words “it” and “is.”

## **- J -**

## **junior, senior**

Only abbreviate when used as part of someone’s preferred name; no comma is necessary before or after unless part of a list of three or more names. For example: John Doe Sr. and John Doe Jr.

## **- K -**

## **Kim S. Miller Family Enterprise Institute of South Carolina at Anderson University (FEISC)**

Spell out the entire title, with parenthetical, and capitalize on first reference. FEISC is acceptable on subsequent references. (Note: this is one of the few

exceptions to the general rule that names of departments, colleges, schools, centers, etc. should come after “Anderson University.”)

### **kingdom/Kingdom**

When writing Christian-centric copy, it may be necessary to use “Kingdom of God” or “God’s Kingdom.” As such, it should be capitalized. However, it is important that the writer consider his or her readers; Christian-centric terms may not be understood by secular audiences.

### **Knowledge for Your Journey**

The official, trademarked tagline of Anderson University. It should be used instead of “Knowledge for the Journey,” which is also trademarked but use of which is being phased out.



### **Lifelong Learning Institute at Anderson University**

Spell out on first reference; in this instance, lifelong is one word. LLI is acceptable on subsequent reference.

Because the Lifelong Learning Institute is a national organization, it does not follow the typical naming convention and, as such, “at Anderson University” follows the formal title.



### **major(s), minor(s)**

Do not capitalize except those referring to languages. For example: “She had a secondary education major.”; “He had a Spanish major.”

### **Makerspace, Anderson University**

Spell out and fully identify as the Anderson University Makerspace on first reference. AU Makerspace is acceptable on subsequent references. Capitalize when referring to the Anderson University Center for Innovation and Digital Learning's (AUCIDL) technology lab, located on the ground floor of Thrift Library. (Note: Makerspace is one word.)

### **Michael J. Boles Excellence in Teaching Award**

Spell out on first reference. The Boles Award is acceptable on second and subsequent references. It is presented annually during May Commencement to a full-time professor whose character, teaching skills and devotion to his or her students, as well as to his or her academic discipline, are judged to be exemplary. The award consists of a framed certificate and a cash prize. The award is sponsored by David and Claudia Boles in memory of their son, Michael Boles, who was a student at Anderson University. The recipient is selected by a committee of faculty and students.

### **Mission Statement, Anderson University (also Vision Statement)**

Capitalize and fully identify when referring to the Anderson University Mission and/or Anderson University Vision Statement on first reference. Capitalize also on subsequent references, when Mission Statement and/or Vision Statement is acceptable. Lowercase on non-specific, non-University references to mission statements or vision statements in general. Lowercase mission and vision in general copy when not specifically referring to the University's board-approved statements.

### **months**

Spell out and capitalize when using alone or in conjunction with a specific year. Abbreviate the months of Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when used in conjunction with a specific date. (March, April, May, June and July are never abbreviated.) For example: "The bill was signed into law in November 2019."; "The store opened on Jan. 21, 2006."



### **nonprofit, non-profit**

Do not hyphenate when used as a noun. Hyphenate when used as an adjective modifying a noun. For example: "He worked at a nonprofit."; "She worked for a non-profit organization."



### **office names**

In general, office refers to a non-academic area of the University. Capitalize the name of campus offices. For example: "The Anderson University Office of Marketing and Communication; "The Anderson University Business Office."

### **off campus/off-campus on campus/on-campus**

Hyphenate when used as an adjective (or adverb.) Do not hyphenate when used as a noun. For example: "She had an on-campus apartment." "The University has a number of off-campus activities." "They lived off campus."

### **over**

Often used erroneously in place of more than. Over refers to spatial relationships. More than refers to quantity. For example: "He had more than 100 baseball cards in his collection." While the AP Stylebook has changed its stance in recent years to allow "over" to mean the same thing as "more than," Anderson University, as an academic institution, maintains the separate meaning and editorial function of the two words.

### **oxford comma**

For editorial purposes, do not utilize the oxford comma. For example, the oxford comma is not utilized in this document as the Anderson University Editorial Style Guide is just that: a document outlining editorial standards. However, it should be used in non-editorial, marketing-specific copy (such as admission postcards, advertisements, etc.) and on the Anderson University

website. (see also **punctuation**)

## - P -

### **percent**

Spell out and use numbers in general copy. % is used in charts, graphs and graphic design-based marketing materials. For example: "Enrollment rose 18 percent this year."

### **Ph.D.**

Use periods in all references.

### **phone numbers**

In copy, use only hyphens to separate the area code, the three-digit prefix and the four-digit station number. For example: 864-555-5555.

### **pillars of Anderson University**

The distinctives that are used to direct the University's branding and story-telling priorities and that inform campus events and initiatives. They are, in order: Great Academics, Great Faith, Great Hospitality and Great Purpose. Each is capitalized when used in copy.

### **professor**

Capitalize when used prior to an individual's name as part of their title. Do not capitalize following a person's name. For example: "Professor Johnson teaches economics." "Dr. Johnson is professor of economics in the College of Business."

### **Public Service and Administration, School of**

On first reference, spell out and identify the Anderson University School of Public Service and Administration; School of Public Service and Administration is acceptable after first reference. Internally referred to as SPSA, the school is located in downtown Anderson, S.C. at the offices of Anderson County

Emergency Services and offers academic programs in Criminal Justice; Homeland Security and Emergency Services; and Homeland Security and Emergency Services Management. Its dean is Dr. Clarence Williamson. (see also **colleges and schools**)

## **punctuation**

The following is a general guide to use of punctuation in written material.

### *apostrophe*

- Add 's for plural nouns not ending in s.
- Add 's for singular common nouns ending in s, unless the following word begins with an s. For example:
  - They watched a walrus's calf swim in the ocean.
  - They witnessed the walrus' sensitivity to its calf.
- Add apostrophe only for plural nouns ending in s
- Add apostrophe only for singular proper names ending in s.

### *colon*

- Frequently used to introduce lists.
- Capitalize the first word after the colon only if it's a proper noun or the beginning of a complete sentence.
- Only use one space after a colon.

### *comma*

- Oxford commas are not used in general copy. Examples of general copy include: press releases, web news stories and magazine articles.
- Oxford commas are used in marketing and/or promotional materials. Examples include: event programs, recruitment postcards, and academic brochures.
- Commas always go inside quotation marks.

### *dash*

- The EM dash should not be confused with a hyphen.
- Rather, it is the combination of two hyphens and is used to indicate a break in thought.
- There are no spaces between words and EM dashes.

### *ellipses*

- Used to indicate deletion of words from a quote. As such, they should be treated as a word by placing a space before and after the ellipses points.

### *hyphen*

- Hyphens should not be confused with EM or EN dashes.
- Typically used to connect dates, numbers and times.
- Also used to connect modifiers (adjectives and adverbs) before a noun or verb.
- However, they are not used for -ly adverbs.
- There are no spaces between words and hyphens.

### *periods*

- Always go inside quotation marks and end-parentheses.

## - R -

### **residence hall**

Use in place of dorm or dormitory.

### **Residence Life, Anderson University Office of**

Capitalize and spell out Anderson University Office of Residence Life.

Residence Life is acceptable on second reference, but only capitalized when referring to the AU office.

### **resume/résumé**

Be sure to include accent marks when referring to a document used to highlight an individual's work experience. Résumé is a noun. Resume is a verb.

### **Reverend**

Capitalize and abbreviate when using as part of someone's title. Lowercase and spell out when used in general reference. Rev. precedes Dr. in an individual's title if that person has earned a doctoral or medical degree. For example: "The Rev. Dr. Martin Luther King Jr."

### **Rocky River**

Lorem ipsum sit dolor amet

### **room**

Capitalize only when referring to a specific location, such as "Watkins Room 301."



### **scholarships**

Anderson University currently offers 17 University-specific scholarships. Each formal name should be capitalized and spelled out, as follows:

- Fellows Scholarship Program, which includes:
  - Presidential Fellows Scholarship
  - Academic Fellows Scholarship
  - Anderson University Fellows Scholarship
- Denmark Scholarship
- Diversity, Community, and Inclusion Leaders Scholarship
- Palmetto Boys State Scholarship
- Palmetto Girls State Scholarship
- South Carolina School of the Arts Scholarship
- Transfer Scholarship
- Hometown Fellows Scholarship
- Baptist Scholarships
- Summit Scholarship
- Worldview Academy Scholarship
- NCFCA Scholarship
- Phi Theta Kappa Scholarship

- Interior Design Scholarship
- College of Christian Studies Scholarship

### **South Carolina Independent Colleges and Universities, Inc.**

Chartered by the State of South Carolina as a non-profit, tax-exempt corporation in 1953, the South Carolina Independent College and Universities, Inc. (SCICU) is a charitable organization that is directed by a Board of Trustees composed of leading citizens representing a cross-section of higher education, business and civic leaders in South Carolina. Spell out on first reference along with SCICU in parentheses (as noted above.) SCICU is acceptable on second and subsequent references. Anderson University is a member.

### **South Carolina School of the Arts at Anderson University, The**

On first reference, use The South Carolina School of the Arts at Anderson University; South Carolina School of the Arts is acceptable following. Internally referred to as SCSA, the college is located in Rainey Fine Arts Center and is home to three departments: Art and Design; Music; and Theatre and Dance. Note that "The" is capitalized.

The School of the Arts produces two University Tier One events, one each semester: Christmas First Night, a holiday pageant typically held on the last Friday in late November and which signifies the official start of the holiday season at AU; and the President's Gala, a student showcase held each April. Its dean is Dr. David Larson. (see also **colleges and schools**)

### **spring semester**

Lowercase unless using as a proper noun to describe a specific semester. For example: "The class will arrive for the spring semester"; "Classes resume for the Spring 2021 semester on January 15."

### **staff**

When in reference to a group of people, it is a collective noun requiring a singular verb and/or pronoun. For example: "The staff meets each month."

**state**

Capitalize only when referring to the government, not in reference to a specific state of the United States. For example: "Display your support of Anderson University with a State of South Carolina AU license plate."

"Anderson University is located in the state of South Carolina."

**states**

Spell out the entire name of any of the 50 U.S. states when used in standalone copy. For example: "John is from West Virginia."

When used with a city/municipality/town, abbreviate the state name except in the following cases: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Use postal abbreviations when copy includes a full mailing address.

Punctuation: Place a comma between the city and the state name, and another comma after the state name when used in copy. For example: "Anderson, S.C., is the home of the Trojans."

State abbreviations used in general copy (excepting the above) are as follows:

<b>State</b>	<b>Abbreviation in copy</b>	<b>Postal abbreviation</b>
Alabama	Ala.	AL
Alaska	N/A	AK
Arizona	Ariz.	AR
Arkansas	Ark.	AR
California	Calif.	CA
Colorado	Colo.	CO

Connecticut	Conn.	CT
Delaware	Del.	DE
Florida	Fla.	FL
Georgia	Ga.	GA
Hawaii	N/A	HI
Illinois	Ill.	IL
Indiana	Ind.	IN
Kansas	Kan.	KS
Kentucky	Ky.	KY
Louisiana	La.	LA
Maryland	Md.	MD
Massachusetts	Mass.	MA
Michigan	Mich.	MI
Minnesota	Minn.	MN
Mississippi	Miss.	MS
Missouri	Mo.	MO
Montana	Mont.	MT
Nebraska	Neb.	NE
Nevada	Nev.	NV
New Hampshire	N.H.	NH
New Jersey	N.J.	NJ
New Mexico	N.M.	NM



New York	N.Y.	NY
North Carolina	N.C.	NC
North Dakota	N.D.	ND
Oklahoma	Okla.	OK
Oregon	Ore.	OR
Pennsylvania	Pa.	PA
Rhode Island	R.I.	RI
South Carolina	S.C.	SC
South Dakota	S.D.	SD
Tennessee	Tenn	TN
Vermont	Vt.	VT
Virginia	Va.	VA
Washington	Wash.	WA
West Virginia	W.Va.	WV
Wisconsin	Wis.	WI
Wyoming	Wyo.	WY

**student-athlete**

Hyphenate

**Student Government Association, Anderson University**

On first reference, spell out the entire formal name of the elected representatives of the Anderson University student body. SGA is acceptable on second reference.



**theater vs. theatre**

Only use theatre when part of a formal name or academic program. For example, “The student went to the theater to see a movie.” “She taught in the Theatre Department.”

**Tier One events/initiatives**

Used only internally; capitalize.

Tier One events and/or initiatives are those foundational experiences that illustrate the University’s pillars of Great Academics, Great Faith, Great Hospitality and Great Purpose. Each demonstrates to external and internal audiences that which the University values.

Tier One events are held annually and are marketed through a fully integrated, comprehensive communication and media plan that includes, but is not necessarily limited to:

- traditional advertising (external and internal)
- earned media (press releases/outreach to newspaper, television, radio and website media outlets)
- andersonuniversity.edu integration (web news stories, event listing)
- social media
- photo/video production

The list of annual Tier One events are as follows:

<b>Fall</b>	<b>Spring</b>
Welcome Week	Martin Luther King Jr. Day &

	Week of Service
Fall Fest	Ring Ceremony
Homecoming and Family Weekend	A Day
Christmas First Night	Future Trojan Day
Commencement	President's Gala
	Commencement

### **times**

Use numbers except for noon and midnight.

Use a colon to separate hours from minutes.

For times at the top of the hour, do not use zeros.

Lowercase and use periods after each letter of a.m. and p.m. with a space separating the numbers from letters but not spaces between letters or periods. For example:

- 1 a.m.
- 1:15 p.m.
- noon
- midnight

### **titles**

Capitalize when used as a title prior to an individual's name. Capitalize in list format. If a title follows an individual's name, it is not capitalized. The only exception is that of the Anderson University President, which is capitalized in all references. For example:

- Dr. Mark Butler is dean of the Anderson University College of Education.
- Academic leaders include

- Dr. Ryan Neal, Provost, Anderson University
- Dr. Mark Butler, Dean, Anderson University College of Education
- Dr. Don Peace, Dean, Anderson University College of Health Professions
- “It’s been a great year at Anderson University,” said Dean Steve Nail of the Anderson University College of Health Professions.
- “We are excited to announce a new playing surface for our soccer team,” said Dr. Bert Epting, vice president for athletics.

### **Trojan Field House**

Formerly called the Anderson University Football Operations Center, this 44,000-square foot facility is located behind the southeast end zone of Spero Financial Field at Melvin and Dollie Younts Stadium and houses athletic locker rooms, meeting rooms and co-curricular spaces.



### **United States**

Spell out when used as a noun. Use periods and no spaces for U.S., which should only be used as an adjective. USA should be used sparingly; it contains no spaces or periods.

### **University**

Always capitalize when referring to Anderson University. Lowercase in general, standalone reference to any other institution of higher education.

### **Upstate**

Capitalized by itself and in conjunction with South Carolina when referring to the commonly used regional designation of the northwest corner of the state.

### ***U.S. News & World Report***

The publication that ranks colleges and universities throughout the country. Per its own editorial style and guidelines (and the *Chicago Style Manual*), it is italicized. Note the required use of &.

## - W -

### **Whitaker, President Evans P.**

The 12th president of Anderson University, whose tenure began in 2002. In general copy, reference as follows: President Evans Whitaker, Ph.D. On subsequent references, use President Whitaker. President should be capitalized both as part of his title or in any reference (see note on titles.)

His full title is Dr. Evans P. Whitaker, President and Professor of Management, Leadership and Organizations.

His wife is Diane Whitaker, and should be referenced as First Lady. Capitalize in all instances.

## - Y -

### **years**

Do not use an apostrophe to indicate centuries. (See also: decades).

## - Z -

### **ZIP code**

ZIP is capitalized; code is not.

