

**HOOD COLLEGE**

**EDITORIAL STYLE GUIDE**

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## Writing Great Content Consistently: Usage, Style and Grammar

Hood College uses The Associated Press Stylebook and Webster's New World College Dictionary. Every institution that uses a style guide also has its own nuances. This document covers some of the most common elements of content, as well as any Hood College exceptions.

Here are some helpful tips to follow across all types of content:

- **Write for reading**—If content sounds ridiculous or unclear when said out loud, it probably needs to be rewritten and simplified.
- **Lead with the meat**—Try to include the most important information as close to the front of the content as possible.
- **Avoid redundant content**—Cross-reference existing content whenever possible rather than reproducing it entirely.
- **Edit liberally**—Pare down lengthy prose that distracts readers from the substance of the post; another option is to extract extraneous content and use it for other communication channels (e.g., email, blogs, social media).

### Academic Degrees

- Use an apostrophe in *bachelor's degree* and *master's degree*; there is no apostrophe in *associate degree*. There is no possessive in *Bachelor of Arts* or *Master of Science*.
- If using the abbreviation of degree type, use periods if two letters (M.A. or B.S.), but no periods if more than two letters (MBA, MFA).
- If spelling the full, formal degree, use uppercase.
  - Bachelor of Science in Biology
- When using an informal usage, use lowercase for degree type and program, except for proper nouns.
  - A bachelor's degree in biology and a master's degree in English
  - If not associated with a graduation year, write out degree—do not abbreviate. Use lowercase for the field of study. (See complete list of Hood academic programs on page 14.)
  - She is pursuing a bachelor's degree in environmental science.
  - The exception is any word that is a proper noun (e.g., English).
- Use degree abbreviations to designate graduate degrees and honorary degrees, but not undergraduate degrees. No space between degree and year.
  - Amanda Smith, M.S.'14

- Jessica Park '12, MBA'14
- Because anticipated graduation years are less obvious for graduate degrees, do not use year in headlines. Anticipated year can be used in narrative copy.
  - Amy Powell, MBA student
  - Chad Watters, doctoral candidate
- For honorary degree recipients, see page 8.

## Acronyms and Abbreviations

A few universally recognized abbreviations are required in some circumstances; others are acceptable depending on context (e.g., NASA, Scuba, NCAA). Unless it's well known, steer clear of using them. Do not use acronyms or abbreviations that the reader would not quickly recognize.

An acronym is a word formed from the letter or letters of a series of words.

- Laser: light amplified by stimulated emission of radiation
- An abbreviation is not an acronym.

If you need to abbreviate a school or program name—or some new research you're writing about—first spell it out with the acronym in parentheses.

- Her work with environmental science (ENV) is now recognized in The Journal of Excellence.

All other references thereafter can be the acronym only (e.g., ENV).

## Attribution

- For students and alumni: Provide the name, graduation year (or anticipated) in two-digit format, and program name.
- If there could be confusion of a graduation year (1914 vs. 2014), use the four-digit format for the earlier date and offset by commas. The two-digit year is not off-set by commas and is written as if an extension of the name.
  - Joan Smith, 1914, studied education.
- Please note the direction of the apostrophe before the graduation year; it points toward the missing information: '13, not '
  - John Smith '12, biology
  - Maggie Johnson '04 was a counseling psychology major.
- For faculty: Provide the name followed by a comma, then Ph.D. followed by a

comma if applicable, then the title (lowercase)

- Barry White, Ph.D., professor of biology

## Compound Modifiers

As a general guideline, compound modifiers are hyphenated before the noun and open after the noun.

- She is a first-year student.
- This is her first year at Hood.

If there's a chance of ambiguity, it's better to hyphenate.

Compounds that include "ly" are never hyphenated. Use a hyphen to designate dual heritage (e.g., Italian-American, Mexican-American). However, no hyphen is used for African American, French Canadian or Latin American.

## Dates and Times

Always use Arabic numbers, without *st*, *nd*, *rd* or *th*.

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.* Spell out when using alone or with a year. When the phrase uses only a month and year, do not separate by comma. When the phrase refers to a month, day and year, set off the year with commas.

- January 2011 was a cold month.
- Jan. 2 was the coldest day of the month.
- His birthday is May 8.
- Feb. 14, 2013, is the target date.

Use figures except for noon and midnight; a colon to separate hours from minutes; a hyphen with no spaces to separate hour span; a.m. or p.m. (lowercase, with periods). If you use *from* to describe a time span, always use *to* or *through*.

- We're meeting at noon.
- The event ends at 10 p.m.
- Convocation is held from 1:30 through 3 p.m. (Never: Convocation is held from 1:30-3 p.m.)

- The store hours are noon-5 p.m. (Use a hyphen, with no spaces on either side when writing a date or time range.)

The only exception for this guideline is on Twitter or other character-constrained media. In these cases, choose the shortest-yet-clearer description of dates.

- Mon 1/24 at 4pm

## Formal and Informal Titles

Capitalize formal titles when they are used immediately before one or more names. A formal title generally is one that denotes a scope of authority, professional activity or academic activity.

- Pope Benedict XVI
- Vice President for Institutional Advancement Nancy Gillece '81

Formal titles used after one or more names are not capitalized.

- Andrea Chapdelaine, Ph.D., president of Hood College
- Olivia White, Ph.D., dean of students and vice president for student life

Informal titles serve primarily as occupational descriptions and are not capitalized.

- peanut farmer Jimmy Carter
- astronaut John Glenn

The use of “Dr.” is typically reserved for medical physicians. For those with doctorate-level degrees, use the degree abbreviation after the name, offset by commas.

- Andrea Chapdelaine, Ph.D., president of Hood College
- Jennifer Cuddapah, Ed.D., assistant professor of education

With a few exceptions (e.g., The Hon.; The Rev.), honorifics (Mr., Mrs., etc.) should not be used in formal copy. The full name, without honorific, on first reference, and last name only on second reference are sufficient.

## Formatting, Punctuation and Special Marks

- Use a single space after a period at the end of a sentence.

- Use quotation marks around titles of compositions unless it is the Bible or a reference material (encyclopedia, newspaper, dictionary, etc.).
- Use curly quotation marks and apostrophes, not straight.
- Phone numbers should include the area code separated by hyphens.
  - 301-696-3800
- When using bulleted lists, capitalize the first letter of the first word, and do not use periods at the end of each list item unless it is a complete sentence.
- Ampersands (&) should be used sparingly and only when part of an official name.
  - Hobart and William Smith Colleges
  - The College of William & Mary
- Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.
  - The horse eats apples, bananas and carrots.
  - She had juice, peanut butter and jelly, and an apple.
- To create a strong break in sentence structure, or to emphasize a part of the sentence, separate by m-dash with no spaces between dash and letters on either side.
  - Big news stories at Hood College go in the magazine—where many stories are featured—in addition to a news release.
- Use the word “percent” instead of the symbol % (e.g., ... by more than 30 percent) in body copy. Use the % mark only in graphs, charts and calls-to-action.
- Place commas and periods inside of quotation marks and parentheses.
- Email addresses should always be lowercase.
  - ward@hood.edu
- When using an email address or web address in a printed piece, remove the underline/hyperlink.

## Honorary Degrees

To designate an honorary degree recipient using the year the degree was awarded, separate from name by a comma; no space before year:

- Wil Haygood, H’16

To designate using the honorary degree

- Wil Haygood, LHD (h.c.)

The (h.c.) is Latin for “honoris causa.” A recipient of an honorary degree should

never be referred to as doctor (if this is the only degree held).

In running text:

- Wil Haygood holds an honorary doctorate of humane letters.

#### Abbreviations of Honorary Degrees

- Honorary Doctor of Arts—D.A. (h.c.)
- Honorary Doctor of Arts and Human Letters—DAH (h.c.)
- Honorary Doctor of Business—D.B. (h.c.)
- Honorary Doctor of Fine Arts—DFA (h.c.)
- Honorary Doctor of Humane Letters—DHL (h.c.)
- Honorary Doctor of Liberal Arts—DLA (h.c.)
- Honorary Doctor of Letters—Litt.D. (h.c.)
- Honorary Doctor of Science—D.Sc. (h.c.)

#### Numbers

- Spell out numbers one through nine.
- Use numerals for 10 and greater.
- Always use a comma when using four or more numbers (e.g., 1,000)
- Use the phrase “more than” and “less than” rather than “over” or “under” when referring to numbers.
  - We registered more than 100 attendees.

#### Plurals

- alumnus (singular male); alumna (singular female); alumni (plural male, male and female); alumnae (plural female)
- curriculum (singular); curricula (plural)
- emeritus (singular male); emerita (singular female); emeriti (plural)
- faculty member (singular person); faculty (plural of all faculty members)

#### RAS Syndrome (Redundant Acronym Syndrome)

- ATM machine
  - It should be ATM.
  - It stands for Automated Teller Machine.
- GRE/GMAT exam

- It should be GRE/GMAT.
- It stands for Graduate Record Exam/Graduate Management Admission Test.
- ISBN number
  - It should be ISBN.
  - It stands for International Standard Book Number.
- LCD Display
  - It should be LCD.
  - It stands for Liquid Crystal Display.
- NPR radio
  - It should be NPR.
  - It stands for National Public Radio.
- PIN number
  - It should be PIN.
  - It stand for Personal Identification Number
- Please RSVP
  - It should be RSVP.
  - It translates from the French as “respond, please.”

## Spelling and Usage

In the case of alternate spellings or plurals, we typically use the AP Stylebook first, and Webster’s New World College Dictionary second.

- adviser
- afterward
- archaeology
- backward
- birthdate
- catalog
- chair: not chairperson, chairwoman, or chairman
- Class of 2016
- Corde et Mente et Manu, Hood’s motto (With Heart and Mind and Hand)
- course work
- cross country (Though AP uses cross-country, we follow the standard used by the NCAA)
- cum laude
- dean’s list
- doctoral [adj.], doctorate [noun]
  - She has applied for the doctoral program.

- She is earning her doctorate.
- Downtown Frederick
- email, but e-book, e-blast, e-commerce, e-newsletter
- ext., abbreviation for campus extension (Call marketing at ext. 3800.)
- flier (one that flies); flyer (an advertising circular)
- forward
- full-time, part-time [adj. or adv.]
- GPA
- gray, but greyhound
- hors d'oeuvre(s)
- the internet (lowercase, effective June 1, 2016)
- inaugural, not first annual
- magna cum laude
- marcom, not MARCOM (it is not an acronym.)
- Mortar Board
- Mount St. Mary's University
- noncredit [adj. or adv.]
- nondegree
- nonprofit
- on campus, off campus [adj.]; on-campus, off-campus [adv.]
  - This master class takes place on campus.
  - She lives in an off-campus apartment.
- online
- percentage
- student-athlete, but student teacher, student veteran, student worker
- summa cum laude
- toward
- theater, unless Theatre in formal name
- track and field
- URL, URLs
  - www.hood.edu
  - When a URL must be broken over a line in printed context, break the line after the slash (/).
- wordmark
- the World Wide Web, the web, web page, website, webcast, webmaster

### Common Content Conundrums Solved

- Affect or Effect?
  - Affect as a verb, means to influence (e.g., The game will affect the

- standings.)
- Effect as a verb, means to cause (e.g., He will effect many changes in the company.)
- Effect as a noun, means result (e.g., He didn't realize the effect of his actions.)
- Allude or Elude?
  - Allude = to refer to someone indirectly (e.g., He alluded to the fact that her tardiness was upsetting him.)
  - Elude = to escape notice or understanding (e.g., The reason for her tardiness eluded him.)
- Among or Between?
  - Among = when there are more than two things being compared
  - Between = when there are only two objects being compared
- Bring or Take?
  - Bring something toward you
  - Take something away from you
- Compliment or Complement?
  - Compliment = give someone praise
  - Complement = something that completes or perfects
- Compose, Comprise or Comprised of?
  - A thing is "composed of" (made up of)
  - A thing "comprises" (contains) other things
  - "Comprised of" is always wrong
- e.g or i.e.?
  - e.g. = examples
  - i.e. = clarification (e.g., Three decimal places should only be used in statistics where it is the norm: i.e., a baseball batting average.)
- I, Me or Myself?
  - Mark and I went to the meeting.
  - The CEO met with Mark and me.
  - I kept the secret to myself.
- Imply or Infer?
  - Imply = to suggest
  - Infer = draw as a conclusion
- It's or Its?
  - It's = it is
  - It's = it has
  - Its = the possessive form of "it"
- Lose or Loose?
  - Lose = opposite of win

- Loose = not tight
- Principal or Principle?
  - Principal = the head or chief, particularly of a school
  - Principle = fundamental truth, basis, origin
- Stationary or Stationery?
  - Stationary = state of immobility
  - Stationery = letterhead or writing material
- Than or Then?
  - Than = used for comparison
  - Then = used in a sequence indicating time; first this, then that
- That or Which?
  - That = singles out an item (e.g., “The event that we attended ...”)
  - Which = adds explanation to an item being described, and it always follows a comma (e.g., “The event, which we loved, took place ...”)
- That or Who?
  - That = describes non-people (e.g., companies or entities)
  - Who = describes real people
- Their, They’re or There?
  - Their = possessive, they own something
  - They’re = they are
  - There = refers to a place or idea
- Who or Whom?
  - Who = subject of a statement (e.g., “Who is coming with us?”)
  - Whom = subject of a statement (e.g., “To whom it may concern”)
- Your or You’re?
  - Your = possessive, you own something
  - You’re = you are

## Official Names and Places

Hood College

- Hood or the College on second reference

## Departments and Academic Programs

Follow these examples for capitalizing departments and offices:

- Department of Biology, biology department
- Office of Human Resources, human resources office

- Department of English, English department

With the obvious exception of proper nouns, majors and minors are always lowercase.

- art and archaeology
- English
- biology

## Departments, Degrees, Certificates and Concentrations

Department of Art and Archaeology, art and archaeology department

- Undergraduate
  - art and archaeology, B.A.
    - archaeology concentration
    - art education concentration (pre K-12)
    - art history concentration
    - studio art concentration
  - art history minor
  - archaeology minor
  - graphic design minor
  - studio art minor
- Graduate
  - ceramic arts, M.A.
  - ceramic arts, MFA
  - ceramic arts, graduate certificate

Department of Biology, biology department

- Undergraduate
  - biology, B.A.
  - environmental science and policy, B.A.
  - 5-year dual degree in environmental science (B.A./M.S.)
  - biology minor
  - coastal studies minor
  - environmental studies minor
- Graduate
  - bioinformatics, M.S.
  - biomedical science, M.S.
  - environmental biology, M.S.

Department of Chemistry and Physics, chemistry and physics department

- Undergraduate
  - biochemistry, B.A.
  - chemistry, B.A.
  - environmental science and policy, B.A.
    - environmental chemistry concentration
  - chemistry minor
  - physics minor

Department of Computer Science and Information Technology, computer science and information technology department

- Undergraduate
  - computer science, B.S.
  - computer science minor
  - web development minor
- Graduate
  - computer science, M.S.
  - information technology, M.S.
  - management of information technology, M.S.
  - cybersecurity certificate

Department of Economics and Business Administration, economics and business administration department

- Undergraduate
  - accounting, B.A.
  - business administration, B.A.
  - 5-year dual degree in business administration (B.A./MBA)
  - economics, B.A.
  - actuarial science minor
  - business administration minor
  - economics minor
  - management minor
- Graduate
  - organizational leadership, DOL
  - business administration, DBA
  - business administration, MBA

- accounting certificate
- financial management certificate
- organizational management certificate

Department of Education, education department

- Undergraduate
  - early childhood education, B.A.
  - elementary/special education, B.A.
  - post-baccalaureate teacher certification in secondary education
  - post-baccalaureate teacher certification in early childhood education
  - post-baccalaureate teacher certification in elementary/special education
- Graduate
  - curriculum and instruction, M.S.
  - educational leadership, M.S.
  - reading specialization, M.S.
  - graduate certificate in elementary STEM education

Department of English and Communication Arts, English and communication arts department

- Undergraduate
  - English, B.A.
    - literature concentration
    - creative writing concentration
    - drama and theater concentration
  - 5-year dual degree program in English and business administration (B.A., MBA)
  - communication arts, B.A.
    - digital media concentration
  - integrated marketing communication, B.A.
  - film studies minor
  - graphic design minor
  - journalism minor
  - literature minor
  - public relations minor
  - theater and drama minor

Department of Global Languages and Cultures, global languages and cultures department

- Undergraduate
  - French, B.A.
  - French-German, B.A.
  - German, B.A.
  - Latin American studies, B.A.
  - Middle Eastern studies, B.A.
  - Spanish, B.A.
  - French minor
  - French-German minor
  - German minor
  - Middle Eastern studies minor
  - Spanish minor

Department of History, history department

- Undergraduate
  - history, B.A.
    - public history concentration
  - 5-year dual degree program in history and business administration (B.A., MBA)
  - history minor
  - public history minor

Department of Law and Criminal Justice, law and criminal justice department

- Undergraduate
  - law and criminal justice, B.A.
    - law concentration
    - criminal justice concentration

Department of Mathematics, mathematics department

- Undergraduate
  - mathematics, B.A.
  - computational science, B.S
    - chemistry concentration
    - ecology concentration
    - molecular biology concentration
    - physics concentration

- actuarial science minor
- mathematics education minor
- mathematics minor
- Graduate
  - mathematics education, M.S.
  - mathematics instructional leadership, M.S.
  - secondary mathematics education certificate

Department of Music, music department

- Undergraduate
  - music, B.A.
    - music history and literature concentration
    - music performance concentration
    - piano pedagogy concentration
  - music history and literature minor
  - music performance minor
  - music performance certificate
  - piano pedagogy certificate

Department of Nursing, nursing department

- Undergraduate
  - nursing, BSN

Department of Philosophy and Religious Studies, philosophy and religious studies department

- Undergraduate
  - philosophy, B.A.
  - religion, B.A.
  - ethics minor
  - philosophy minor
  - religion minor
  - women's and gender studies minor

Department of Physical Education, physical education department (no degrees)

Department of Political Science, political science department

- Undergraduate
  - environmental science and policy, B.A.
    - environmental policy concentration
  - global studies, B.A.
  - political science, B.A.
  - nonprofit and civic engagement studies minor
  - political science minor

Department of Psychology and Counseling, psychology and counseling department

- Undergraduate
  - psychology, B.A.
  - gerontology minor
  - psychology minor
- Graduate
  - counseling, M.S.
  - human sciences, M.A.
  - thanatology, M.A.
  - thanatology certificate
  - gerontology certificate

Department of Sociology and Social Work, sociology and social work department

- Undergraduate
  - sociology, B.A.
  - 5-year dual degree program in sociology and business administration (B.A., MBA)
  - social work, B.A.
  - criminology and delinquency minor
  - pre-professional practice in social work minor
  - social science research minor
  - sociology minor

### **Buildings, Rooms and Outdoor Areas**

When a building or facility is named for someone, include the full formal name on first reference, followed by the shorter name on all other references.

A student had an internship in the Onica Prall Child Development Laboratory School. She enjoyed her time at Onica Prall.

## Academic Facilities

- Beneficial-Hodson Library and Information Technology Center
  - reading porch
  - Hood History Museum
  - Weisberg Archives
- Brodbeck Music Hall
- Hodson Annex (Ceramics Studio)
- Hodson Science and Technology Center
- Kiln Pavilion
- Rosenstock Hall
  - Hodson Auditorium in Rosenstock Hall
- Tatem Arts Center
  - Avalon Theatre/Blackbox Theatre
  - Hodson Gallery
  - moot courtroom

## Administrative Facilities

- Admission House
- Alumnae Hall
  - Blazer Radio
- Alumnae House
- Joseph Henry Apple Academic Resource Center
  - Barnes & Noble bookstore
- Whitaker Campus Center
  - Barnes & Noble bookstore
  - Blazer snack bar, Grille Works, Sandwich Shack
  - post office
  - Whitaker Gallery

## Athletic Facilities

- Gambrill Gymnasium
- Huntsinger Aquatic Center
- Nicodemus Athletic Complex
- Ronald J. Volpe Athletic Center
  - BB&T Arena
  - Cohen Hospitality Suite

- Hodson Fitness Center
- Shimano Athletic Training Room
- softball field
- tennis complex
- Thomas Athletic Field

### Residential Facilities

- Coblentz Hall
  - Cheryl Brown Dreiling '69 Seminar Room
  - dining room
  - game room
- Coblentz Memorial Hall, Memorial
- French House
- German and Spanish House
- Meyran Hall
- Shriner Hall
- Smith Hall

### Outdoor Areas

- Andrew G. Truxal Pergola, the pergola
- Jeanne Zimmerman Geary '52 Plaza, Blazer Brick
- in the Hodson Outdoor Theatre
- on the residential quadrangle

### Other Facilities

- Carson Cottage
- Coblentz Hall
- Coffman Chapel
- East Cottage (president's house)
- Joseph Pastore Facilities Center
- Marx Center
- Onica Prall Child Development Laboratory School
- Strawn Cottage
- Wellness Center
- Williams Observatory

### Campus Events

- Baccalaureate
- Candlelight Vespers
- Commencement
- Convocation
- Fall Family Weekend
- Fall Frenzy
- Give Your Heart to Hood Day
- Handel's "Messiah"
- Homecoming
- Honors Convocation
- Liberation Weekend
- Margaret S. Hood Ball
- May Madness
- Reunion
- Scholars' Day
- Strawberry Breakfast

## Offices, Centers and Programs

- Office of Academic Affairs, academic affairs office
- Office of Alumni Relations, alumni relations office
- Office of the Dean of the Chapel, chapel dean's office
- Office of Financial Aid, financial aid office
- Office of the Graduate School, Graduate School office
- Office of Institutional Advancement, institutional advancement office
- Office of Institutional Research and Assessment, institutional research and assessment office, OIRA
- Office of Marketing and Communications, marketing and communications office
- Office of the President, president's office
- Office of the Provost, provost's office
- Office of the Registrar, registrar's office
- Office of Study Abroad, study abroad office
- Catherine Filene Shouse Center for Career Development and Experiential Education, Center for Career Development
- Center for Coastal and Watershed Studies
- Shirley Conner Hardinge Center for Global and International Studies
- Center for the Humanities

## Publications

- Hood Magazine
- The Blue and Grey, Hood's campus newspaper
- Wisteria Literary Magazine

## People and Titles

### Presidents

- Andrea E. Chapdelaine, Ph.D., 2015-
- Ronald J. Volpe, Ph.D., 2001-15
- Robert N. Funk, Ph.D., interim, 2000-01
- Shirley D. Peterson, J.D., 1995-2000
- Martha E. Church, Ph.D., 1975-95
- Ross J. Pritchard, Ph.D., 1972-75
- Theodore H. Erck, Ph.D., interim, 1971-72
- Randle Elliott, Ph.D., 1961-71
- Andrew G. Truxal, Ph.D., 1948-61
- Henry I. Stahr, 1934-48
- Joseph Henry Apple, 1893-1934

### Senior Team

Use "for" after vice president

Use "of" after other titles

- Andrea E. Chapdelaine, Ph.D., president
- Debbie Ricker, Ph.D., provost and vice president for academic affairs
- Olivia G. White, Ph.D., dean of students and vice president for student life
- Charles Mann, vice president for finance and treasurer
- William J. Brown Jr., vice president for enrollment management
- Nancy Gillece '81, vice president for institutional advancement
- Laurie Ward, executive director of marketing and communications