

WILKES UNIVERSITY EDITORIAL STYLE GUIDE

About this guide

Wilkes University strives to maintain a consistent look and use of language throughout its publications. In general, we follow *The Associated Press Stylebook*. Exceptions and points specific to Wilkes are listed below.

Academic degrees

bachelor of arts, bachelor of science, master of business administration, master of science, doctor of pharmacy, doctoral degree. But it's a bachelor's degree, master's degree and doctorate. Abbreviate with periods (B.A., M.S.) when referring to the specific degree.

Abbreviate as B.A., B.S., M.A., M.S., M.B.A., Ed.D., Pharm.D. Pluralize abbreviations with an *s* only: *B.A.s*.

Exceptions: Use MBA (no periods or spaces) when referring to the program or a graduate; use M.B.A. when referring to the degree. In the class notes section of *Wilkes* magazine only, all degree abbreviations are without periods.

Academic titles

For external communications, do not use the title *Dr.* before names (except for medical doctors) or degree credentials such as Ph.D. after names; follow Associated Press style. Define credentials in text: *Jane Doe, English professor specializing in medieval literature.*

For internal communications, you may use either *Dr.* before the name or the degree credentials following the name. Do not use both.

Academic year

Refer to *fall semester*, *spring semester* and *summer session*.

Acronyms

Avoid alphabet soup. Check the AP Stylebook for acceptable acronyms (e.g., FBI). Do not follow the full name of an entity with its initials in parentheses; if an

abbreviation would not be clear on second reference without it, do not use it.

Advisor

Use the *-or* spelling.

Air Force Reserve Officers' Training Corps

Air Force ROTC is acceptable on all references. The correct name for Wilkes University's ROTC unit is Wilkes University ROTC Detachment 752.

Allan P. Kirby Center for Free Enterprise and Entrepreneurship

Use full name on first reference. Use Allan P. Kirby Center or the center on second reference. Avoid the meaningless acronym APKCFEE.

alumna/alumnae

Singular and plural for female graduate(s).

alumnus/alumni

Singular and plural for male graduate(s).

Alumni Association

Capitalize when referring to the Wilkes University Alumni Association. Use Alumni Association on second reference.

Ampersand (&), and

Use *and* in text. Use & only in tables, charts and where part of a company's official name.

Beacon, The

Wilkes' student newspaper is *The Beacon*.

Bucknell University Junior College

Wilkes began as an off-shoot of Bucknell in 1933. It became Wilkes College in 1947 and

Wilkes University in 1990. Use full title on first reference; BUJC is acceptable on subsequent references.

Center for Global Education and Diversity

Encompasses support services for international students, the Office of Diversity Initiatives and the Intensive English Program

chair/chairperson

Use these terms even if you know the person's gender.

class of ...

John Smith is a member of the class of 1950.
Note: use this style for all external communications referencing graduating class years for alumni. The '50 following alumni names is for internal publications only.

Class year

Entering students may be referred to as first-year students. For current students, use *freshman*, *sophomore*, *junior*, *senior* or *graduate student* to denote year. Do not use prospective graduation year.

Cohen Science Center – Acceptable on all references. Correct full name is Lawrence and Sally Cohen Science Center.

Colonel(s)

Capitalize when used to name Wilkes athletics teams. Women's teams are referred to as the *Lady Colonels*.

Colonel Connection, The

Formal name of the Alumni Association's online community. Capitalize *The* as part of the formal title. No quotation or italics.

Commencement

Use commencement, not graduation, when referring to the event and ceremony. Lowercase *commencement*: *spring commencement*.

Course names

Capitalize with no quotations: *Twelve students took Theoretical Foundations of Nursing*.

Courtesy titles

In general, do not use courtesy titles on first or subsequent references unless necessary to avoid confusion between spouses. *Jane and James Smith attended the luncheon. Mrs. Smith received an award.*

Reserve the title *Dr.* for those who have earned medical degrees.

Credits

Use numerals: *3 credits*.

Dashes

Use an em dash (—) set off with a space on either side to denote an abrupt change in thought.

Use an en dash (–) with no spaces on either side between inclusive numbers and words; i.e., *Dec. 16–18*.

However, in text use the word *to* rather than the en dash: *Read pages 18 to 24*.

Dates and decades

With a specific date, abbreviate: Jan., Feb., Aug., Sept., Oct., Nov., Dec. (other months are always spelled out): *The meeting will take place Feb. 28, 2007, in UCOM.*

Spell out months when used alone or with a year only: *September 2006*.

Use numerals only when citing specific dates.

Correct: *Dec. 14*
Incorrect: *Dec. 14th*

The *1960s*; on second reference, may use apostrophe before number: *'60s*. Take care to type an apostrophe and not an opening single quotation mark.

dean's list

Departments, offices

Capitalize when using the formal name; lowercase informal usage.

The *Department of Nursing* but the *nursing department*.

Dining Services/Locations

- Rifkin Café: Located on the first floor of the Henry Student Center. Houses Grille Works and Which Wich
- P.O.D. Market at Stark Learning Center (includes Greens to Go). May be referred to as the P.O.D.
- Henry's Food Court (Henry's is acceptable on second reference.)
- Starbucks at Colonel Gambini's

Dorothy Dickson Dart Center for the Performing Arts

Use full name on first reference. Refer to as *the Dart Center* on subsequent references.

Emeritus/emerita

Use after the formal title: *John Smith is professor emeritus of biology*.

Faculty Affairs Council

This is the faculty assembly at Wilkes. Do not abbreviate as FAC in formal communications.

Family Business Alliance

Refer to it as the alliance on second reference.

Fenner Quadrangle

Formal name for the open, green space in the heart of campus. Capitalize on all references. May be called the quad informally on second reference. Do not refer to it as the *greenway*.

Fields of study, majors

Do not capitalize names of fields of study or majors. *Susan is a political science major*.

He majored in electrical engineering.

Wilkes offers a doctor of education degree in educational leadership.

First-generation student

A student who is the first in his/her family to attend a four-year college/university.

Flyboys

The BUJC Flyboys were formally the 6th College Training Detachment (Aircraft) of Bucknell University Junior College. At BUJC in 1943–44, they trained to become airmen in the U.S. Army Air Forces. *Flyboys* (capitalized) is acceptable on subsequent references.

Freshman vs. first-year students

First-year students is the preferred term but freshman also is acceptable.

grade-point average

Avoid abbreviating. If it must be abbreviated, use *GPA* – no periods.

Graduate Studies and Continued Learning**Graduation years**

In Class Notes and other references, denote as follows: *John Smith '97*, *Jane Jones M'06*. Pharm.D. graduates are listed with their graduating year and no other designation.

greenway

Commonly used term for the Fenner Quadrangle. Do not capitalize. In official University communications, refer to as Fenner Quadrangle or the quad

Henry Student Center

Do not refer to this building as the SUB.

Homecoming

Capitalize when referring to Wilkes University Homecoming.

Honors Program

On first reference use Wilkes University Honors Program. Subsequently refer to it as

as the honors program. Students in the program may be referred to as honors program students. Do not use the term honors students.

Institute for Energy and Environmental Research

Institute for Public Policy and Economic Development – Use the institute on second reference

Intensive English Program
Avoid abbreviating it as the IEP

International Engagement (Office of)
Office responsible for established and new University partnerships with the Republic of Panama and other countries.

Karambelas East Campus Gateway – the Gateway linking South Main Street to the heart of campus. East Campus Gateway may be used on second reference. Capitalize Gateway when used by itself.

Karambelas Media and Communication Center. *Karambelas Center is acceptable on second reference.*

Kirby Scholars – Student workers in the Allan P. Kirby Center for Free Enterprise and Entrepreneurship

Leahy, Patrick F.
Patrick F. Leahy, Wilkes University president or President Patrick F. Leahy. Use last name only on second reference.

Lecture series:
-O’Hop Lecture
-Max Rosenn Lecture Series in Law and Humanities *Rosenn Lecture may be used on second reference.*
-United Nations Lecture Series
-Allan P. Kirby Lecture Series in Free Enterprise and Entrepreneurship
-Allen Hamilton Dickson Lecture Series

Lists
When constructing a bulleted list:

For items that are sentence fragments, lowercase the first word of each item and do not punctuate at the end.

For the exam, bring:

- pencil
- test booklet
- calculator

For items that complete a sentence, lowercase the first word and end each item with a semicolon; place a period at the end of the last item.

Jane Jones hopes to find a job that:

- is close to home;
- pays good money;
- allows for advancement.

For items that are complete sentences, capitalize the first word of each item and end with a period (or question mark, if appropriate).

The dean advises the following:

- Leave electronics at home.
- Find a club you enjoy.
- Get enough sleep.

manikins
Used for training in the Nursing Simulation Center. Do not use mannequins.

Mark Engineering Center – Located on the first floor of the Stark Learning Center. Engineering center may be used on second reference.

Maslow Family Graduate Program in Creative Writing at Wilkes University
On second reference, use graduate creative writing program.

MBA, M.B.A.
The degree is M.B.A., with periods. However, when referring to the program or to a person who has earned the degree, use MBA — no periods, no spaces. Plural: M.B.A.s, MBAs.

McHale Athletic Center

Field house in the University Center on Main. Do not refer to as the MAC in formal communications.

Nesbitt College of Pharmacy

NeuroTraining and Research Center – located in Breiseth Hall

northeast Pennsylvania

Lowercase *northeast*.

Nursing Simulation Center

Located on the lower level of Stark Learning Center. Use simulation center on second reference. Do not use sim center. See entry about manikins

Nursing degrees (graduate)

- Ph.D. in Nursing (doctor of philosophy in nursing is a research-based doctorate)
- D.N.P. (doctor of nursing practice offers an advanced degree with a clinical rather than research focus)

Office of International Engagement

Separate from our international students' services. Responsible for our partnerships with the Republic of Panama, including:
 -Wilkes University Panamanian Partnership
 -MEDUCA Bilingual Panama
 -IFAHRU program (traditional undergraduates)
 -Diplomatic Partnership

Passan School of Nursing

May use the Passan School or school of nursing on second reference.

Patrick F. Leahy (use middle initial)**President's Awards for Excellence**

Given for mentorship, scholarship, diversity, innovation and community

Research and Scholarship Symposium

– name for the annual presentation of faculty and student research

Residence hall vs. dorm – Residence Hall is preferred**Room numbers and building names**

Use number only before building name to convey room addresses:

The meeting will be held in 114 Stark.

SHINE of Luzerne County at Wilkes University – SHINE may be used on second reference

Sidhu School of Business and Leadership

Use instead of *Jay S. Sidhu School of Business and Leadership* on first reference; use *Sidhu School* on subsequent references.

South Campus Gateway – The Gateway linking the Henry Student Center with the Fenner Quadrangle. Capitalize Gateway when used by itself on second reference.

States

When standing alone, spell out state names:
Most Wilkes students come from Pennsylvania.

When the state name appears with a city, follow Associated Press style: *Dean Ralston was born in Harrisonburg, Va.* Do not use U.S. Postal Service abbreviations

Technology terms

e-mail
 home page
 Internet
 online
 user ID
 Web site
 World Wide Web

Theater/theatre

Wilkes University has a *theatre* arts major. Otherwise use the -er spelling unless it is part of a formal name.

Time

Use numerals and omit zeroes for on-the-hour times: *The meeting begins at 8 p.m.*

Note that a.m. and p.m. are not capitalized.

In text, use *noon* and *midnight* rather than numerals to avoid confusion.

Titles, people

Capitalize when immediately preceding names *and* using as part of the names.

Dean Paul Adams said ... OR Assistant Professor Mischelle Anthony said ...

Lowercase if following names or used to help describe or identify people further.

Anthony Liuzzo, professor of business and economics, ...

If the person holds a named professorship or chair, such as an endowed professorship, capitalize the title whether it precedes or follows the name:

Professor Michael Steele, Fenner Endowed Research Chair, ...

Titles, works

Italicize:

- Art exhibit titles and catalogs
- Book titles
- Brochures and pamphlets
- Movie titles
- Magazine and periodical titles
- Newspaper names
- Long poems
- Plays
- Paintings, drawings, sculpture, works of art
- Long musical compositions
- TV and radio programs (continuing series)

Put in quotation marks:

- Direct quotes
- Song titles
- Short poems
- Essays

- Television and radio programs (individual episodes)
- Short story titles
- Article titles
- Parts of books (chapters or sections)
- Conference titles

TREC Awards – Annual awards presented by the Teaching Recognition and Effectiveness Committee, presented to faculty for teaching excellence. Use the acronym TREC Awards for internal communications only.

Trustees

Wilkes University Board of Trustees on first reference, *the board* or *the trustees* on subsequent references (no caps).

Capitalize *Trustee* as a title before a name: *Trustee Denise Cesare.*

University

When referring to Wilkes University, capitalize University:

The exhibit stirred discussion among University students.

Do not capitalize when referring to a university in general:

Wilkes students met with university students from across the country.

University Center on Main

Refer to the full title on first reference. Use UCOM on subsequent references. Do not use *the* before UCOM or lowercase the “o.”

University Towers

Name of the University-owned high-rise apartment building at 10 E. South St.

Veterans terminology, including what is the correct way to reference

- Veterans Services
- Veterans Center of Excellence
- Veterans Council

WEBS (Women Empowered by Science) –
Use full name on first reference

Wilkes-Barre

Do not refer to the state for Wilkes University's hometown.

Correct: *The student is a native of Wilkes-Barre.*

Incorrect: *The student is a native of Wilkes-Barre, Pa.*

Wilkes magazine

The word *magazine* is not part of the formal title and is not capitalized.

work-study

Hyphenate.

Writing Center

Do not capitalize *the* when referring to the *Writing Center*.

Wilkes University Small Business

Development Center – Avoid using the acronym SBDC. Use “the center” on second reference.

TRICKY USAGE

Comprise/compose

Comprise means include, so never use with the word *of*.

The United States comprises 50 states.

The United States is composed of 50 states.

Currently/presently

Currently means now. *Presently* means soon.

Doctoral, doctorate

Doctoral is an adjective. *Doctorate* is a noun. A person holds a doctorate or a doctoral degree.

A doctorate is not necessarily a Ph.D.

e.g., i.e.

E.g. is an abbreviation for Latin words meaning *for example*. I.e. is an abbreviation for *that is*.

Essential/nonessential clauses

Both essential and nonessential clauses provide additional information about a word or phrase. But an *essential clause* cannot be eliminated without changing the meaning of a sentence; therefore, it restricts the meaning of the sentence. Conversely, eliminating a nonessential clause will not change the meaning of the sentence.

Commas signal the reader as to whether a clause is essential or nonessential. Use no commas with an essential clause; set off a nonessential clause with commas.

Joan Smith phoned her son John. The word *John* restricts the meaning of *son*; we know that she phoned John and not her sons Joseph or James.

Joan Smith phoned her son, John. Joan Smith has one son, whose name is John.

Faculty

Faculty, like other collective nouns, is used with the singular form of a verb when considered one unit and the plural form of a verb when considered as a group of individuals.

The faculty insists that students be allowed to speak.

The faculty include distinguished scholars in many fields.

Good/well

Good is an adjective that describes something adequate or better than average. As an adjective, *well* means suitable or healthy. As an adverb, *well* means in a satisfactory or skillful manner.

Correct: *She sings well.*

Incorrect: *She sings good.*

It/they

Use *it* to refer to an organization or group: *The corporation moved its headquarters.*

Use *they* to refer to more than one individual. *Team members celebrated their victory.*

More than/over

When referring to a quantity, use *more than*.

More than 100 people attended.

Quotation marks

Periods and commas always go within quotation marks:

The lecture is titled "Until the Time."

That/which

Use *that* for essential (restrictive) clauses; use *which* with nonessential (nonrestrictive) clauses.

She scheduled the finance class that meets in the evening (as opposed to the one that meets during the day).

She scheduled the finance class, which meets in the evening (evening is when the MBA meets; implies that no other MBA class exists).

Their

Their is a plural pronoun.

Incorrect: *Any student who missed the meeting should pick up their form today.*

To avoid using *he* or *she*, construct sentences with plural objects:

Correct: *Any students who missed the meeting should pick up their forms in the office.*

Title/entitle

To *title* means to give a title; to *entitle* means to give a title to or a claim.

His speech is titled "10 Ways to Win."
The author entitled her book A Book About Me.
Students are entitled to a fair hearing.

Who/whom

Use *who* when someone is the subject of a sentence, clause or phrase: *The student who spoke just crossed the street* OR *Who left a backpack in the hall?*

Use *whom* when someone is the object of a verb or preposition: *The student to whom we spoke just crossed the street* OR *I should give the backpack to whom?*