

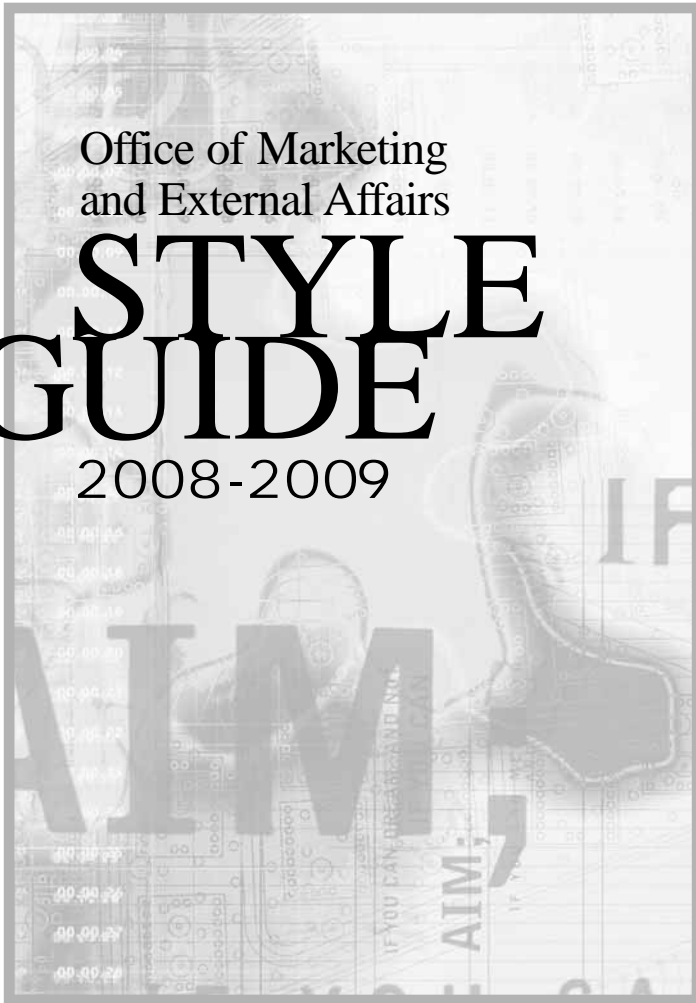


WESTERN NEW ENGLAND COLLEGE

Office of Marketing
and External Affairs

STYLE GUIDE

2008-2009



Office of Marketing and External Affairs

STYLE GUIDE

This Style Guide has been prepared to provide consistency and clarity to the publications, periodicals, and website of Western New England College. The Office of Marketing and External Affairs recommends these standards for all printed/web-based materials except those that are governed by specialized guidelines such as legal documents, research reports, journalistic material, charts and graphs, etc. If you have any questions, contact the Office of Marketing and External Affairs at 782-1545.

*Note: This guide is based on the most current edition of *The Chicago Manual of Style*, and *Merriam Webster's Collegiate Dictionary*, 11th Edition.

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Abbreviations

Avoid abbreviation of the College name. If you must abbreviate, do so without using periods: WNEC. An alternative reference would be “the College.”

When abbreviating, spell out the entire name on the first reference followed by the letters in parenthesis. The abbreviation, without periods, can be used thereafter.

CORRECT: The Campus Activities Board (CAB) sponsored the program.

The University of Chicago Press now recommends that Jr. and Sr., like II and III, no longer be set off by commas:

CORRECT: Irving Smith Jr., president of XYZ Company, is on vacation.

CORRECT: John Hanson II will graduate this year.

Morning and afternoon are designated in copy by lower case letters a.m. and p.m. Never use uppercase.

Single or multiple letters, numbers used as nouns, and abbreviations without periods form the plural by adding “s” alone, for instance, the three Rs, YMCAs, CDs, IOUs, MBAs, twos and threes, and the 1920s.

There are some exceptions, the plural for page, for instance, is pp.

Abbreviations having more than one period, such as M.D. and Ph.D., form their plurals by adding an apostrophe and an s. For instance, M.D.’s and Ph.D.’s.

States are abbreviated using the two-letter postal code rather than their formal abbreviation. If you mention a city, always include the state **unless** it is Springfield (in local references), or a major city. “Washington, DC” is also treated this way.

Do not use “&” in place of “and” unless it is in the title of a company or program, etc.

Grade point average is abbreviated as GPA, no periods between letters.

Also see “Degrees” for abbreviations.

Alphabetization

Words with hyphens or apostrophes are alphabetized with regular words without regard to the hyphens or apostrophes.

Ben-Gurion, David
Braun, Theodore
D'Annunzio, Gabriele
de Knuif, Paul
De la Mare, Susan
De Valera, Carmen
Deventer, Jacob
Green, Donna Caswell

Capitalization

Capitalize names of offices only when it is the official name of the office.

CORRECT: She works for the School of Business.

CORRECT: He works in the Office of Information Technology.

Use the official name of campus facilities with capitals in formal communication. On second reference, if the name is partial, you may shorten the name with the appropriate designation. On second reference when you use no proper name, lowercase hall, center, and building.

CORRECT: St. Germain Campus Center houses the snack bar.

CORRECT: The center also houses the dining hall.

NOTE: When referencing Western New England College, always capitalize “College.”

CORRECT: Western New England College is in Springfield, MA.

CORRECT: The College enrolls 4,500 students.

Capitalize “College” only when it refers to Western New England College.

Majors—All undergraduate majors and concentrations are now capitalized. Hyphenated majors have initial caps.

CORRECT: Pre-pharmacy

CORRECT: Five-year Bachelor/MBA

CORRECT: Mass Media concentration

Use initial capitals for references to the Internet and the Web but not for a “webpage.”

Do not capitalize western in the phrase western Massachusetts.
Do not capitalize greater in the phrase greater Springfield.

Buildings/Grounds

Berkshire Hall
Campus Utilities Building
Commonwealth Hall
D’Amour Library
Emerson Hall
Evergreen Townhouses
Franklin Hall
Gateway Village
George E. Trelease Memorial Baseball Park
Golden Bear Stadium
Hampden Hall
Herman Hall
John D. Churchill Hall
Joseph J. Deliso Sr. Administration Building
LaRiviere Living and Learning Center
Leadership Garden
Plymouth Residence Complex
Rivers Memorial Hall
S. Prestley Blake Law Center
St. Germain Campus Center (NOTE: Do not include “D.J.”)
Suprenant Field
Kevin S. Delbridge Welcome Center
William H. Sleith Hall
Windham Hall

If you are using the last name of a building with two names, you must still capitalize the name.

CORRECT: Churchill Hall

Capitalize names of specific committees and lowercase second references.

CORRECT: The Graduation Committee met Thursday.

CORRECT: The committee planned to meet again today.

Capitalize Board of Trustees, but not trustee (except before the name, as a title).

CORRECT: The Board of Trustees meets three times a year.

CORRECT: She has been a trustee for two years.

Capitalize all references to the Western New England College Alumni Association and the Annual Fund.

Do not capitalize freshman, sophomore, junior, or senior when referring to individuals, but do capitalize names of organized entities.

CORRECT: Class of 1940, the Senior Class.

Do not capitalize the name of a course unless it is English, French, etc.

Capitalize Email only when it begins a list or a new sentence.

CORRECT: Email Laura about the problem.

CORRECT: Please email Laura about the problem.

Also see “Degrees” and “Titles” for capitalization usage.

Degrees

The following is a list of degrees granted by Western New England College. This list indicates the formal terms and preferred abbreviations used by the College and the Office of Marketing and External Affairs.

AALS	Associate of Arts in Liberal Studies
BA	Bachelor of Arts
BALS	Bachelor of Arts in Liberal Studies
BS	Bachelor of Science
BSBA	Bachelor of Science in Business Administration
BSBE	Bachelor of Science in Biomedical Engineering
BSE	Bachelor of Science in Engineering
BSEE	Bachelor of Science in Electrical Engineering
BSIE	Bachelor of Science in Industrial Engineering
BSME	Bachelor of Science in Mechanical Engineering
BSW	Bachelor of Social Work
JD	Juris Doctor
JD/MBA	Combined Juris Doctor and Master of Business Administration

JD/MRP	Combined Juris Doctor from the School of Law and Master of Regional Planning from UMass
JD/MSW	Combined Juris Doctor from School of Law and Master of Social Work from Springfield College
MA	Master of Arts in English for Teachers Master of Arts in Mathematics for Teachers
MBA	Master of Business Administration
M.Ed.	Master of Education in Elementary Education
MSA	Master of Science in Accounting
MSE	Master of Science in Engineering
MSEE	Master of Science in Electrical Engineering
MSEM	Master of Science in Engineering Management
MSEM/MBA	Master of Science in Engineering Management/ Master of Business Administration
MSME	Master of Science in Mechanical Engineering
MSCJA	Master of Science in Criminal Justice Administration
Ph.D. in Behavior Analysis	

The names of academic degrees and honors should be capitalized when using the exact name of the degree, but not when referred to in general terms:

CORRECT: Joseph received a Bachelor of Arts.

CORRECT: He received a bachelor's degree.

A few degree abbreviations are almost never spelled out and require periods. Among these are LL.M., and Ph.D. when used after a name. The word "degree" should not follow a degree abbreviation.

INCORRECT: He has a B.A. degree in History.

CORRECT: He has a B.A. in History.

Do not capitalize or italicize cum laude, magna cum laude, and summa cum laude.

Whenever possible include the graduation year of students and alumni in the first reference of their names or in photo captions.

CORRECT: Joseph Armstrong '97 was an English major.

CORRECT: Linda White L'72 is an attorney in Springfield.

CORRECT: Joe Peterson G'08 received his MBA at the College.

Hyphenation*

The following words are hyphenated:

college-level	full-time
degree-seeking	hands-on
eye-opening	long-standing
first-year	man-made
(in reference to	part-time
law students, but not to	off-campus
the First Year Program)	two-year program

The following words are NOT hyphenated:*

coauthor	nontraditional
cocaptain	online
cochair	postbaccalaureate
cocurricular	postgraduate
coeducational	postgraduation
cotaught	postseason
coursework	postsecondary
email	pregame
fieldwork	prelaw
healthcare	premedical
homepage	preprofessional
lifelong	reaccreditation
lifesaving	readmission
longtime	vice president
multiyear	webpage
noncredit	website
nondegree	yearlong
nonprofit	

Hyphenate fund-raising when using it as a compound modifier.

CORRECT: Fund raising was a success.

CORRECT: Our fund-raising campaign was a success.

Use on-campus when you describe things. Use on campus when you show location.

CORRECT: Students live in on-campus housing.

CORRECT: I will live on campus.

*See Webster's dictionary for a complete listing of nonhyphenated words with the prefix "co, non, post, pre, re."

Hyphenate all compound words that begin with “self.”
CORRECT: self-restraint, self-knowledge, self-conscious

Hyphenate compound words that begin with “ex” and mean former.
CORRECT: ex-president, ex-husband, ex-mayor

Hyphenate compound words used as adjective phrases.
CORRECT: Her new job demanded high-tech skills.
CORRECT: He was a much-admired alumnus of the College.

Do not hyphenate compound words with an adverb ending in “-ly” or those used as nouns.
CORRECT: The newly appointed director discussed the program.

The suffix “-like” is used to form new compound words and is not hyphenated unless the base word is a proper name.
CORRECT: The athlete had catlike movements.
CORRECT: The city had Tokyo-like traffic congestion.

The word-forming prefixes listed below are nearly always written as one word unless:

- the second element is a capitalized word or numeral—
un-American, pre-1920
- the word must be distinguished from homonym—
re-cover, re-create
- the second element consists of more than one word—
pre-Civil War, non-English-speaking people
- the first letter of the word following the prefix is the same as the last letter in the prefix—non-native, co-op

Prefix	Example
bio-	bioengineering
co-	coauthor
multi-	multidisciplinary, multisport
non-	nonviolent
post-	postdoctoral
pro-	progovernment

Also see “Hyphenating Numbers.”

Numbers

Apostrophes with Numbers

Do not use an apostrophe to form the plural when referring to a decade as a single period of time, but do express the year in numerals.

INCORRECT: the 1920's, the 80's

CORRECT: the 1920s, the '80s

When identifying current students or alumni by their class years, the year is set off by an apostrophe before, no comma after. If alumni have two degrees, the first year is written as described above then place a slash (/) after it and a G (for graduate degree) or L (for law degree) and then an apostrophe and the second year with no space in between.

CORRECT: Donald Clark '87 is an alumnus of Western New England College.

CORRECT: Keith Saunders '63/G'66 is a member of the Alumni Association.

Be sure the apostrophe opens to the left. To ensure proper orientation, press the shift and option keys along with the right bracket key.

Hyphenating Numbers

twenty-one, twenty-two, etc.

thirty-one, thirty-two, etc.

one hundred one, one hundred two, etc.

two hundred forty-one, two hundred two, etc.

one thousand, etc.

Spell out fractions in text material. Hyphenate them when they are used as adjectives or adverbs, but not when they are used as nouns.

CORRECT: The book is three-fourths completed.

CORRECT: Nearly one quarter of the students are women.

Telephone numbers are written with a hyphen.

CORRECT: 413-781-1111

CORRECT: 800-456-7656

Campus extension numbers, if used, are preceded by the abbreviation, Ext. 1540.

Money

For dollar amounts beyond thousands, use the dollar sign, number, and appropriate word.

INCORRECT: The grant was \$14,000,000.

CORRECT: The grant was \$14 million.

INCORRECT: The budget was \$82,600,000.

CORRECT: The budget was \$82.6 million.

Years, Months, and Days of the Week

Names of the months and days of the week are always spelled out in text. Do not use “on” with dates when its absence would not lead to confusion. To describe sequences or inclusive dates (not for times, however) use a hyphen (-) for to.

INCORRECT: The program ends on December 15, 2009.

CORRECT: The program ends December 15, 2010.

CORRECT: The program ends in December 2010. (no comma)

CORRECT: He was on sabbatical during summer 2008.
(no comma)

CORRECT: The program ends in December.

INCORRECT: Apply here May 7 to 9, 8 a.m. to 10 a.m.

CORRECT: Apply here May 7-9, 8:00 to 10:00 a.m.

CORRECT: Apply here May 7-9, 8:00 a.m. to 4:00 p.m.

Time

Figures are used in designations of time with a.m. or p.m. Never use a.m. with “morning” or p.m. with “evening.”

INCORRECT: The concert begins at 8 p.m. in the evening.

CORRECT: The concert begins at 8:00 p.m.

CORRECT: The concert begins Friday evening at 8:00.

CORRECT: The concert begins at 8:30 p.m.

CORRECT: The concert begins 8:30 Friday evening.

For 12:00 a.m. and 12:00 p.m., use noon and midnight.

CORRECT: The session will end at 12:00 noon.

CORRECT: He came to work at 12:00 midnight.

Punctuation with Numbers

Use a comma in numerals of 1,000 and above, except for temperatures, dates, and SAT scores.

CORRECT: 2,235; 15,456

CORRECT: The typical freshman SAT score ranges from 1000 to 1400.

CORRECT: The program started in 1998.

Usage of Numbers and Numerals

Spell out numbers one through nine. Number 10 and above should be written as numerals. Use figures for dimensions, percentages, ages, distances, computer storage capacities, and several others.

Grade levels are an exception—always spell them out.

CORRECT: nine secretaries

CORRECT: 10 buildings

CORRECT: 4 inches

CORRECT: He teaches ninth grade.

CORRECT: She has a daughter, Jill, 2 1/2.

Always spell out a number at the beginning of a sentence.

CORRECT: Two thousand two hundred and fifty full-time undergraduate students are included in Western New England College's enrollment of 4,500.

Spell out numerical designations first through ninth and use numerals with appropriate letter suffixed for 10th and above.

CORRECT: The first semester, the second vice-president

CORRECT: The 10th sample, our 50th anniversary

Do not use “st,” “th,” etc. with dates.

INCORRECT: Submit applications by October 14th.

CORRECT: Submit applications by October 14.

Use numerals for percent expressions and spell out “percent.”

CORRECT: 90 percent; three percent

Preparing Text for Publication

Members of the Office of Marketing and External Affairs work on the Macintosh platform. If you are supplying text for printed or electronic publications to them, please save documents in Word. **(Until the bugs have been worked out, do not use Word 07.)**

When typing copy, leave only one space after periods or other end punctuation.

Never capitalize all letters in an article, to make it easier to flow copy into our design software for print or the website.

When copying text from the Web you may have to reformat apostrophes and quotation marks as they may copy as inch (") and foot (') marks.

INCORRECT: The title of his lecture is "College—Then and Now"

CORRECT: The title of his lecture is “College—Then and Now”

Punctuation

Use a comma before and (or) in a series of three or more items.

CORRECT: red, white, and blue

CORRECT: animal, vegetable, or mineral

The comma is usually omitted after short introductory adverbial phrases unless misreading is likely:

CORRECT: On Wednesday he tried to see the governor.

CORRECT: After breakfast he got into his car.

Use commas to set off the individual elements in addresses and names of geographical places or political divisions.

CORRECT: Please send pictures to 46 Mill Street,
Springfield, MA.

CORRECT: The plane landed in Rome, Italy.

Introductory phrases such as “Last year” and “In 1966” do not require commas. When in doubt, LEAVE IT OUT.

Italicize names of books, newspapers, journals, newsletters, films, plays, collections of poetry and long poems published separately, symphonies, operas, ships, and airplanes. Use

quotation marks around articles, poems, songs, television programs, articles and features in periodicals and newspapers, chapters, titles of short stories, essays, individual selections in books, and the titles of lectures.

The colon should be placed outside the quotation mark.

The comma is always placed inside the quotation mark.

The period is placed inside the quotation mark.

The semicolon should be placed outside the quotation mark.

Place the exclamation point or question mark inside the quotation mark when it is a part of the quoted matter; otherwise, outside.

In running quotations, each new paragraph should begin with open quotation marks.

(Place the period inside the parentheses or brackets when the matter enclosed is an independent sentence forming no part of the preceding sentence; otherwise, outside.)

Parents Association does NOT have an apostrophe.

Spelling

Preferred spellings of usages adopted as style:

advisor, not adviser

alumnus or alumna, (alum is acceptable, but not preferred)

catalogue, not catalog

chair and vice chair, not chairman, chairperson, or chairwoman

coeducational, not co-educational

curricula as plural, not curriculums

data, not datums

gauge, not gage

memoranda as plural, not memorandums

phonathon, not phonothon

wholistic not holistic (when referring to the College's specific program)

Alumna is feminine singular, alumnus is masculine singular, alumni is male and female plural.

Titles and Forms of Address

Do not put a courtesy title before a person's name if a degree title follows. Use the abbreviations only after a full name, never after just a last name. Lowercase titles unless they precede a name.

Titles such as CPA should be preceded by a comma and should be written in full caps with no periods. When used after a name, a courtesy title is set off by commas.

CORRECT: Alan Wharton, CPA, works for an accounting agency.

The title Dr. may be used when the person holds an earned doctoral degree, either a Ph.D., Ed.D., D.V.M., Pharm.D. or M.D.

INCORRECT: Mr. Rollins, Ph.D.

INCORRECT: Dr. Gary Rollins, Ph.D.

INCORRECT: College President Dr. Carol Burnham

CORRECT: College President Carol Burnham

CORRECT: Carol Burnham, president of the College

CORRECT: Dr. Gary Rollins

CORRECT: Gary Rollins, Ph.D., will address the educators.

CORRECT: Peter Quinn, director of alumni affairs

CORRECT: Director of Career Services Peter Quinn

CORRECT: John Tillman, CPA

CORRECT: John Masin, Esq.

CORRECT: Smith, Jones, and Smart, P.C.

One is an instructor, lecturer, or intern "in" a subject, but a professor, associate professor, or assistant professor "of" the subject.

Note: In formal usage, such as acknowledgments, list of contributors, lists of names in catalogues, etc., titles following a personal name can be capitalized.

Do not capitalize titles used without name.

CORRECT: The director of copywriting services has many duties.

CORRECT: The creative director agonizes over details.

Courtesy titles such as Mr., Mrs., Miss, and Ms. are generally not used in either first or subsequent references.

Titles before names when a civil or military title is used with the surname alone must be spelled out.

CORRECT: Professor Rollins

However, with full names, most titles are abbreviated.

CORRECT: Prof. Gary Rollins

CORRECT: Sen. Sam Nunn

Reverend or its contraction, “Rev.,” is never placed in direct juxtaposition with the person’s family name. There must always be an intermediate qualifier.

INCORRECT: The Rev. Moser

CORRECT: The Rev. Frederick Moser

or The Rev. Mr. Moser

The following are the correct ways to write the titles of the College’s giving clubs, notice apostrophe placement:

Benefactors’ Society President’s Circle

Cornerstone Society Leaders’ Club

Founders’ Circle Associates’ Club

Trustees’ Circle Century Club

Beaumont Herman Circle

Law: Oliver Wendall Holmes Jr. Society

John Adams Society

Daniel Webster Society

Law Foundation Society

Law Cornerstone Society

Law Founders’ Circle

Barrister’s Society

The Dean’s Circle

Law School Partners

Law School Associates

The following are the correct ways to write the titles of other College organizations:

INCORRECT: Downe’s Hall of Fame

CORRECT: Downes Hall of Fame

INCORRECT: Parent's Association
CORRECT: Parents Association
INCORRECT: Deans List
CORRECT: Dean's List
INCORRECT: Presidents List
CORRECT: President's List

Website References

There is no need to include http:// at the beginning of a website address.

Capitalize email only when it begins a list or a new sentence.
Always capitalize E-Commerce.

Capitalize web only when in reference to The Web.
It is website, not web site.

INCORRECT: web site
CORRECT: website
INCORRECT: home page
CORRECT: homepage
INCORRECT: on-line
CORRECT: online

Official Webpage/Publication Design, and Content Guidelines

Because the quality and accuracy of information published by the College on its Web Servers directly affects the Institution's reputation and image, it is essential that such information follow minimal guidelines of content and structure. It is also essential that information published electronically is consistent with the same high standards as other forms of published information (e.g., print, audiovisual, etc.). The official webpage/publication design and content guidelines have been developed to provide an overall standard design for Official Pages/Publications while also providing for the individualization of campuses, departments, and other College related organizations (e.g., official committees or task forces, major service units, etc.). These guidelines in no way intend to limit staff who supervise their area's ability to produce their own material.

Official webpages/publications shall:

- a. be created for the purpose of carrying out official College business;
- b. be subject to approval by the Office of Marketing and External Affairs;
- c. contain the official Western New England College Site Information. Sites created in the Content Management System automatically link to the Site Information page. All other websites outside of the Content Management System must have a link to www1.wnec.edu/aboutus/siteinfo.cfm labeled Site Information;
- d. comply with the Americans with Disabilities Act by being accessible to screen reading devices that are used by people with visual impairments (i.e. all images will contain ALT tags containing information about that image). For more information visit www.section508.ga;
- e. contain the following basic components:
 1. the title of the Webpage/Publication, and the name of the organization/department/unit publishing the page; the name of the organization/department/unit can exist as, but is not limited to, a COMMENT within the source code of Webpage/Publication;
 2. a contact email address so that questions, corrections, or comments can be appropriately directed.
 3. links to the campus or College homepages, as appropriate;
- f. be designed based on good usability principles:
 1. Don't make users have to think too much—the webpage should be obvious and self-explanatory.
 2. Don't test a user's patience—the less you require to use your site, the more likely a random visitor will actually try it out.
 3. Manage to focus user's attention—focus the user's attention to specific areas of the site/page with a moderate use of visual elements to help your visitors get from point A to point B without thinking of how it actually is supposed to be done. In other words: the less thinking that needs to happen behind the scenes, the better the user's experience, which is the aim of usability in the first place.

4. Strive for feature exposure—letting the user see clearly what functions/options are available is a fundamental principle of a successful user interface design.
 5. Don't be afraid of the white space—when a new visitor approaches a design layout (a webpage), the first thing he/she tries to do is to scan the page and divide the content area into digestible pieces of information. If you have the choice between separating two design segments by a visible line or by some white space, it's usually better to use the white space solution.
 6. Don't use more words than are necessary—visitors don't read webpages, they scan them. Large blocks of text are very hard to scan and intimidate visitors. Use short bolded headlines and a couple of supporting sentences whenever possible.
 7. Make obvious what is clickable—webpages should not contain items that look like buttons or links but do not function as buttons or links. In support of that, only text that are links should be underlined on a webpage.
 8. Use well thought out hierarchy, grouping, and labeling in your navigation—listing too many links makes the navigation unwieldy and too few may hide important information. Think about the user's lexicon when choosing labels for links or pages that are a collection of links to other pages. For example, a student might not know that the bursar's office is where one pays bills; so a link labeled "Bill Payment" might be a better choice than "Bursar's Office."
- g. be designed to address the issues of varying user screen resolution (standard size 1024px wide by 768px tall) and the slow loading of images. Additionally, all navigational aids which are inline images or image maps should also contain alt tags giving equivalent informational or navigational functions for users of web browsers which cannot display images;
- h. do not have dead-end or malfunctioning links;

- i. comply with any other pertinent College publications policies/standards/guidelines or campus procedures;

Webpages/Publications will comply with HTML standards (W3C//DTD HTML 4.01 Transitional) as defined by the Web Consortium (www.w3c.org).

Information contained on official Webpages/Publications shall contain no statements of a fraudulent, defamatory, harassing, abusive, obscene, or threatening nature. Such information will be removed from display. Additionally, the College has special concern for incidents in which individuals are subject to harassment or threat because of membership in a particular racial, religious, gender, or sexual orientation group.

Official webpages may contain external advertising if College policy allows such advertising in print media and only if such advertising is specified pursuant to a valid contractual agreement between the College and a third party.



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