



## Writing Style Guide

### Introduction

Should titles be capitalized before or after a name? Does an event take place at 6:00 pm or 6 p.m.? What is the preferred way to reference the University's name? Writing style guides, such as this one developed by the Communication & Marketing office at CSU Channel Islands (CSUCI), are used to address common concerns among writers and editors, as well as provide a set of standards to use when you are not sure how a word or term should be spelled, punctuated or utilized.

These guidelines provide consistency so readers won't be distracted from your message by variations in style and to craft messages that reflect CSUCI's "voice." The editorial voice is a term for the style and tone of a message that identifies it as originating from a single source although communication may be written by different authors.

When writing on behalf of CSUCI, it's important to remember that the final document, publication, or message – whether electronic or in print – represents the entire institution to readers and should be consistent with communication produced by other areas of the University. All written communication that represents the University in any way must meet the highest professional and academic standards, be clear in meaning, and be free of errors.

In general, CSUCI uses "The Associated Press (AP) Stylebook" as the basis for its editorial style; there are, however, several exceptions noted in this Writing Style Guide, many of them specific to CSUCI and to higher education.

If not covered here, additional direction is available from "Merriam-Webster's Collegiate Dictionary," latest edition, or [www.merriam-webster.com](http://www.merriam-webster.com) for preferred spelling (use first entry if there's more than one).

Academic research papers should always follow the preferred style as specified by faculty, e.g. "Publication Manual of the American Psychological Association," or "MLA Style Manual."

For additional assistance or questions, please contact the Director of Communication & Marketing at 805-437-8456.

## A-Z References

### academic degrees

When formally identifying academic degrees, they should be referenced as:

- Bachelor of Arts or Bachelor of Science
- Doctor of Education
- Master of Arts, Master of Education, Master of Science, Master of Business Administration, Master of Public Administration
- Doctor of Philosophy

When abbreviating, use periods for punctuation: B.A., B.F.A., B.S., Ed.D., M.A., M.S., M.B.A., M.P.A., Ed.D., and Ph.D.

“Bachelor’s” or “master’s” is an acceptable use, but always use the possessive. When more than one master’s or bachelor’s degree is being described, the word “degree” should be plural.

When referring to an “Associate” degree, an ‘s’ should not be included at the end of “Associate.”

Preferred style is not to add the word “degree” after an abbreviation of the degree.

- Examples: She has an M.A. in chemistry.  
She has a master’s in chemistry.  
She has a master’s degree in chemistry.  
She has two master’s degrees in chemistry.

### academic programs

When referring to general academic work, lowercase areas of study, excepting those that are proper nouns or languages.

When identifying a faculty member’s specific CI academic program, always capitalize the academic program (note: this is an exception to the “AP Stylebook”); however, the word “program” should not be capitalized.

- Examples: He teaches chemistry.  
She teaches English, history, and Greek philosophy.  
He’s been a lecturer in CI’s Art program for 10 years.

Undergraduate (baccalaureate) programs offered at CSUCI include: Anthropology, Applied Physics, Art, Biology, Business, Chemistry, Chicana/o Studies, Communication, Computer Science, Early Childhood Studies, Economics, English: Literature & Writing, Environmental Science & Resource Management, Global Studies, Global Languages & Culture, Health Science, History, Information Technology, Liberal Studies, Mathematics, Nursing, Performing Arts, Political Science, Psychology, and Sociology.

Graduate (post-baccalaureate) programs include: Biotechnology & Bioinformatics, Business Administration, Business Administration & Biotechnology (dual degree), Computer Science, Education, and Mathematics.

Teaching Credentials include: Administrative Services, Education Specialist Mild/Moderate Level I and II, Multiple Subject with BCLAD, Single Subject: Mathematics, Science, English, and History/Social Studies

### **academic terms**

The names of semesters or sessions are not capitalized. Academic terms should include the full first year, a hyphen and the last two digits of the following ending year.

Examples: That course is offered only in the fall semester.  
The 2014-15 academic year will begin August 25.  
Planning has begun for the 2015-16 fiscal year.

### **academic honors**

Do not italicize the words, “magna,” “summa,” “cum laude,” and “with honors.” Honorary degrees are not italicized nor capitalized.

Examples: She graduated summa cum laude.  
She was awarded an honorary doctorate.

### **academic standing**

Identify students first by class and then by academic program. Capitalize the academic program when referring to programs specifically offered at CSUCI.

Example: John Doe, a junior majoring in Communication.

### **abbreviations or acronyms**

Abbreviations or acronyms may be used on second reference when referring to the University or related entities provided that the formal name is provided on first reference, along with the abbreviation or acronym to be used. Note: this is an exception to the “AP Stylebook.”

“CSUCI” or “CI” may be used as the University’s abbreviation or acronym. On first reference, use the entire name of the University with the abbreviation included in parentheses, and on second reference “CSUCI” or “CI” is acceptable. Note: this is an exception to the “AP Stylebook.”

For all news media-related purposes, always use “CSUCI” within a headline or on second reference.

Example: Jane Smith oversees budget requests for Institutionally Related Activities (IRA) and all formal requests may be submitted to IRA each semester.  
CSU Channel Islands (CSUCI) is Ventura County’s only four-year, public university providing CSUCI students individualized attention.

### **address**

The University’s address should be listed as: One University Drive, Camarillo, CA 93012-8599. The preferred style is to spell out the word “One.” Note: this is an exception to the “AP Stylebook.”

### **alumni**

Alumnus: singular, male graduate

Alumna: singular, female graduate

Alumnae: group of female graduates

Alumni: group of male graduates, or male and female graduates

### **Americans with Disabilities Act (ADA) statement**

The approved ADA statement, which follows below, should be included on all materials relating to employment at the University.

California State University Channel Islands does not discriminate on the basis of disability in admission to, access to, or operation of its instruction, programs, services, or activities, or in its hiring and employment practices. The University provides reasonable accommodation to facilitate the participation of individuals with legally protected disabilities.

### **ampersand**

When writing sentences, always spell the word “and” unless you are identifying a proper name of a University academic program, division, area or unit.

Examples: She earned at CSUCI a bachelor’s degree in Biology and Chemistry.  
Environmental Science & Resource Management  
Housing & Residential Education

### **Annual Report**

Capitalize both words when part of a title and lowercase on second reference.

### **area codes**

Always list area codes with telephone numbers and hyphens, not periods. Do not use any parentheses.

Example: 805-437-8400

### **assure or ensure**

Assure is something you do to a person, a group of people, or an animal to remove doubt or anxiety. Assure can only be used with things that are alive; only things that are alive can feel doubt or anxiety.

Example: Mary assured John that she’d come to the party early.

Ensure is something you do to guarantee an event or condition.

Example: To ensure there’d be enough food for the party, John ordered twice as much food.

### **bachelor’s degree (baccalaureate)**

It should be lowercase and should include an apostrophe (’s). If the academic degree is identified without the program, upper case is appropriate, without the apostrophe.

Examples: She has a bachelor’s degree in Chemistry.  
He earned a Bachelor of Arts at CSU Channel Islands.

## **Bell Tower**

The Bell Tower serves as the iconic landmark for CSU Channel Islands and as a central location for classes, faculty offices and student services.

## **break**

The word “break” or “breaks” should be lowercase to identify fall break, Thanksgiving break, winter break, holiday break, spring break, or summer break.

## **California State University Chancellor’s Office**

When identifying the formal name, use in its entirety on first reference. On second/subsequent references, you may use “chancellor’s office.”

Examples: California State University Chancellor’s Office or CSU Chancellor’s Office  
The information will be sent to the chancellor’s office.

## **California State University Channel Islands**

The official and legal name of the University is: California State University Channel Islands. The University’s name does not include a comma or a hyphen. Typically, CSU campuses named after a city include a comma; however, since our University name reflects a region, our name does not include a comma.

Approved shortened variations of our name are: CSU Channel Islands or Cal State Channel Islands. Use the University’s official/legal name or one of the shortened variations as the first and most prominent reference in print or electronic text.

“CSUCI” or “CI” may be used as the University’s abbreviation or acronym. On first reference, use the entire name of the University with the abbreviation included in parentheses, and on second reference “CSUCI” or “CI” is acceptable. Note: this is an exception to the “AP Stylebook.”

## **campus**

Use the word “campus” when informally referencing a building, event or activity physically located or being held on University property. Use of the word “campus” can be used on an informal basis when multiple instances of “University” have already been used within text. Refer to use of the word “University” in this Writing Style Guide.

## **campuses**

Use “Thousand Oaks Campus” to refer to CSUCI’s Extended University location in Thousand Oaks. Use “Goleta Campus” to refer to CSUCI’s academic programs in Goleta, and use “Santa Barbara Campus” to refer to academic programs in Santa Barbara.

## **capstone**

Always lowercase and one word.

## **captions, cutlines**

A caption, also known as a cutline, should identify the people and events taking place in a photograph, as well as provide additional information a reader would not get from just looking at the photograph. When identifying more than one person in a photograph, indicate directionally with commas and clockwise, left to right.

Photographs that contain several individuals can be identified by the group's name, rather than identifying each individual, especially if not all individuals can be positively identified.

### **cellphone, smartphone, mobile phone**

Use of the word "cellphone" or "smartphone" is one word. "Mobile phone" should be two words.

### **centers, divisions, institutes, and schools**

The name of the center, division, institute or school should precede the official or shortened name of the University.

Examples: Center for Community Engagement at CSU Channel Islands  
Division of University Advancement at CSU Channel Islands  
California Institute for Social Business at CSU Channel Islands  
Martin V. Smith School of Business & Economics at California State  
University Channel Islands

### **Central Mall**

Both words should be capitalized. The Central Mall is located on Los Angeles Avenue between University Hall and the Bell Tower and bordered on either side by Camarillo and Ventura Streets.

### **chair, co-chair**

Use "chair" not chairman, chairperson or chairwoman. Capitalize the initial letter before a name if part of a formal title. If faculty is chair of an academic program, their academic title precedes their name, with "chair" following in lowercase. Always use a hyphen for "co-chair."

Example: Chair of the Foundation Board, John Smith, will attend the event.  
Professor Jane Smith is chair of the English program.  
Mary Jones is co-chair of the University's Strategic Plan.

### **Channel**

The University's bi-annual magazine published for students, faculty, staff, alumni, donors, and the general community. The word "Channel" is always capitalized and if included, "magazine" should be lowercase.

### **Christmas break**

Avoid usage. Use winter or holiday break instead.

### **CI Alert**

Always capitalize "CI" and "Alert." CI Alert is the University's emergency communication notification system which sends simultaneous messages to University students, employees and University Glen residents, via campus emails, telephones, and SMS/text messaging.

### **class designations**

Do not capitalize the class designations of students.

Examples: He is a sophomore majoring in English.  
She is part of the new freshman class.  
He'll be living on campus with other freshmen.

Many courses are held in the evening for graduate students.

### **class years**

Identifying students' projected year of graduation should only include the last two digits of their graduating year; the degree and academic program should not be included.

Alumni should be identified with the last two digits of their graduating year, preceded by an apostrophe, and followed by the degree and academic program. For instances where alumni have two degrees, use an ampersand to separate the degrees. For instances where alumni have more than two degrees, use commas to separate the first degrees in a list and an ampersand to separate the last degrees in a list.

Examples: (student) Jane Smith '18  
(alumni) John Doe '05 B.A. Communication  
(alumni) John Smith, '06 B.S. Business & '08 M.S. Computer Science

### **composition titles**

Do not use italics for composition titles. Instead, place quotation marks around composition titles such as book titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.

Do not put quotation marks around the Bible and books that are primarily catalogs of reference material including almanacs, directories, dictionaries, encyclopedias, handbooks and similar publications.

Do not use quotation marks around such software as WordPerfect or Windows.

Examples: "Gone With the Wind"  
Art Exhibit: "Renderings: Recent Oil Paintings by Kate Martin"  
"CBS Evening News"

### **course names**

Capitalize the names of specific courses, but not the common nouns referring to subject areas, unless they are languages.

Examples: He enrolled in Political Science 102.  
He enrolled in a political science course.  
He enrolled in an English course.

### **course work**

Always two words.

### **date, month, year, and time**

When a month is included with a date, abbreviate the month as: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., or Dec. Do not abbreviate when only the month and year are provided.

Do not use "o'clock" or spell out numbers (exception: formal invitations).

Always use the word “to” to separate times that denote the beginning and end of an event or bridge between the morning and afternoon.

Always use “through” to separate dates that include the days of the week, and use a short dash for short dates. Use “midnight” or “noon” rather than 12 a.m. or 12 p.m. Use of the year is generally unnecessary unless announcing a date from a prior or upcoming year.

Examples: January 2017 (Not Jan. 2017)

11 a.m. to 5 p.m.

Monday, Dec. 1 through Friday, Dec. 6 (Not December 1<sup>st</sup> or Dec. 1<sup>st</sup>)

Sept. 2-26

### **disabled, impaired**

As a university committed to diversity, we must be sensitive to how we write about people with disabilities. If a person’s disability is relevant to the story, ask the source how he or she wishes to be described. Generally, the more sensitive terms are “disabled” or “impaired.” If the person uses a piece of equipment, such as a wheelchair, it is best to say he or she “uses” it rather than is “confined” to it. For additional guidance, contact Disability Accommodations at 805-437-8510.

### **Dolphins**

The University’s mascot is the Dolphin and should be capitalized when specifically referring to the University’s mascot.

Example: Students cheered for the Dolphins during the Lacrosse game.

### **dorm**

Residence hall is the preferred term.

### **EchoCI**

The name of the University’s web content management system. Always one word and capitalize the “E” and “CI.”

### **Ekho**

The University’s Dolphin mascot is named Ekho, spelled with a ‘k,’ and is non-gender specific. Avoid using pronouns such as “him” or “her.”

Example: Ekho attended the grand opening for Sierra Hall, a new building on campus.

### **email**

Do not hyphenate the word “email.” However, a hyphen should be used with “e-book,” “e-business,” “e-newsletter,” and “e-commerce.” On web pages, email addresses should be embedded in the text to link to a student, faculty or staff member. Lowercase the email address.

Example: [nancy.gill@csuci.edu](mailto:nancy.gill@csuci.edu)

### **emeritus**

Title of honor given to some retired administrators and faculty, approved by the University President. Capitalize when used before a name. Other terms are “emerita” (singular, female) and “emeriti” (plural).

Example: Professor Emeritus Jane Smith

### **emphasis**

If emphasis is necessary in text, use boldface or italics on only a few words. More than that nullifies the emphasis. Do not use all caps or underline.

### **endowed chair**

A faculty member whose position was created by external gifts or grants. Always lowercase both words unless used as part of a formal title.

Example: Professor John Smith, Endowed Chair of the Martin V. Smith School of Business & Economics.

### **Equal Opportunity Employer/Affirmative Action Employer**

Use the statement below in all publications relating to employment at the University.

CSU Channel Islands is an Equal Opportunity/Affirmative Action Employer.

### **events**

Describe by day of the week, date, time, and place, in that order.

Example: Commencement will be held on Saturday, May 17, 2015 at 9 a.m. in the South Quad.

### **event titles**

Capitalize all words for event titles. Use of an ampersand may be used within titles.

Examples: Third Annual Film & Animation Screening

### **exams**

Not necessary to say examinations. Also, “finals” when appropriate.

### **fall semester, spring semester, summer session**

Always lowercase.

### **farther, further**

“Farther” is a measure of distance. “Further” is a measure of time or degrees.

### **fax**

Use the words in lowercase.

### **fees, tuition**

Use the familiar term “tuition” to refer to the cost of instruction. “Fees” generally refer to other charges such as on-campus housing, dining, health, labs, and technology. Use “Tuition and Fees” or “Total Cost” to refer to the total cost.

**finals week**

Always lowercase.

**fiscal years**

Fiscal years should include the full first year, a hyphen and the last two digits of the following ending year.

Examples: Planning has begun for the 2015-16 fiscal year.

**floors, residence hall**

Always lowercase.

**fonts**

The recommended Heading/Title type style for all official documents associated with the University is Gill Sans MT. An alternative to Gill Sans MT is Arial.

The recommended Main Text type style for all official documents associated with the University is Times New Roman. Alternative to Times New Roman is Bodini.

**freshman, freshmen, first-year student**

Don't use "frosh" unless in a headline. "Freshman" can be used either as a singular noun or as an adjective; "freshmen" can only be used as a plural noun.

"First-year student" is also an acceptable term for first-year students.

Examples: He is a freshman majoring in English.  
She is a first-year student at the University.  
He'll be living on campus with other freshmen.

**fundraising, fundraiser**

Always one word and do not use a hyphen.

**grades**

When referring to a grade someone received, simply use the letter. When referring collectively to grades, do not use an apostrophe to make plural.

Example: He got a B on his test.  
She settles only for As and Bs.

**grade point average**

Do not hyphenate. On second reference and in headlines, use GPA, not G.P.A.

**graduate assistant**

On second reference, GA is acceptable.

**group designations**

The names of specific racial, linguistic, tribal, religious, and other groupings are capitalized.

Example: The commencement activities paid tribute to many Chumash traditions.

## **Hall**

Always capitalize when referring to official University building names.

Example: Her office is located in Solano Hall.

## **headlines**

Only the first word and proper nouns are capitalized. Headlines should be active and concise. Well-known abbreviations are acceptable. Use surnames in headlines only if they are familiar to the University, e.g. Beck.

## **hyperlinks**

On web pages, hyperlinks should be embedded into the text. On print materials, hyperlinks should be identified as shown in the example and without being underlined. Be careful not to include punctuation such as commas or periods in linked text.

Web Example: See our [financial aid](#) section for more information.

Print Example: Visit [www.csuci.edu/financialaid](http://www.csuci.edu/financialaid)

## **internet**

Always lowercase.

## **John Spoor Broome Library**

On second reference and in headlines, Broome Library is acceptable.

## **locations**

When referring to locations on campus use “at” for outdoor spaces and “in” for indoor spaces.

Example: Commencement will be held at the South Quad.

The presentation will be held in Malibu Hall Room 100

## **list, bulleted**

No periods after list items unless they are complete sentences. If bullet points are sentence fragments, start with lowercase letters. Except for web copy, end the list with a period.

## **login, log in**

The noun is one word and the verb is two words. Also, the phrase “log in to” should be written with the “in” and “to” as separate words and not “log into.”

## **magazine names**

Capitalize the initial letters of the name but do not italicize nor place it in quotes. Lowercase “magazine” unless it is part of the publication’s formal title. Check the masthead if in doubt.

Example: Harper’s Magazine

Newsweek magazine

Channel magazine

## **major**

When referring to an area of study, the word “major” should be lowercase.

Example: He hopes to major in Biology.

## **Martin V. Smith Center for Integrative Decision-Making**

On second reference and in headlines, “MVS Center for Integrative Decision-Making” or “Smith Center” is acceptable.

### **master’s degree**

It should be lowercase when the academic program has not been identified and should include an apostrophe ‘s’. If the academic program is identified, upper case is appropriate, without the apostrophe ‘s’.

Examples: She has a master’s degree.

He has a Master of Business Administration

### **midterm**

One word, no hyphen.

### **Mission Statement**

The official mission statement of the University, below, should be used in all publications:

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.

### **more than**

Use “more than” instead of “over.”

### ***myCI***

Use the word “*myCI*” when referencing the single point-of-access for major campus applications including CI Learn, CI Records, CI Financials, CI Docs, Dolphin Files, and employee or student email. The first two letters should always be lowercase and in italics; the following two letters should always be capitalized.

### **newspapers**

Do not use italics or quotes.

Example: Ventura County Star  
Los Angeles Times

### **news release, news conference**

Use the word “news” release or “news” conference in place of “press release” or “press conference.” Modern news media is available in various formats other than just press or printed.

### **numerals**

Spell out one through nine and use numerals for 10 and up. Use figure-word combination with million, billion or trillion and always use numerals for monetary amounts. For numerals, always use commas to separate thousands and millions.

People's ages are always given as a number and should include hyphens if used before a noun or substitutes for a noun. Always spell out numbers that start a sentence.

Examples: Over three days, eight students were cited for parking violations.  
A \$1.5 million grant will benefit all students.  
The University has over 6,000 students enrolled.  
A 40-year-old professor was hired for CI's Business program.  
The new professor is 40 years old.  
Seventy percent of students receive financial aid.

### **Office of**

The only area that may use "Office of" preceding the area/unit name, is the Office of the President. All other areas or units may use the word "office" in lowercase after the name of their respective area.

Example: Contact the Admissions & Recruitment office for more information.

### **off campus, off-campus**

"Off campus" is a noun. "Off-campus" is an adjective.

Example: He lives off campus.  
They live in an off-campus house.

### **online**

Always one word and lowercase.

### **orientation**

Lowercase in general uses, capitalize if describing an event.

Example: The first-year students attended Island View Orientation.  
Transfer students are encouraged to attend orientation.

### **party affiliations**

Always capitalized, whether used as a noun or adjective.

Example: He's a Democrat.  
She's the Republican candidate.

### **PDF**

All caps and acceptable in all references for Portable Document Format.

### **percent**

Spell out the word instead of using the symbol %. Exception: where space is extremely limited such as ad headlines and tables, use the numeral and symbol instead of spelling out numbers or the word.

Example: 76 percent (written text)  
76% (financials or tables)

### **people**

When identifying people within articles or publications, use their full name on first reference and their last name only on second/subsequent references. “He” and “she” can also be used as appropriate on subsequent references.

Exceptions to the above:

- 1) If an article includes two or more people with the same last name, use first names on second/subsequent references.
- 2) In direct quotes, use the name as referenced by the speaker.
  - a. Examples: “John was instrumental in helping to establish scholarships,” stated Jane Smith.
  - b. “Dr. Sawyer was extremely helpful and mentored me,” stated John Smith.
- 3) News releases should always use last names only on second reference.

### **Ph.D. or Ed.D.**

“Doctorate” or “doctoral degree” is the preferred style. To indicate a doctorate or doctoral degree, use Ph.D. or Ed.D. after the last name on first reference only.

To avoid confusion, only use “Dr.” when referring to someone who is a physician or medical doctor, except in direct quotes.

Example: Professor John Smith, Ph.D.  
Professor Mary Smith, Ed.D.  
Professor Jane Doe has a doctorate degree in anthropology.  
“Dr. Smith was very helpful in expanding my knowledge of the subject.”

### **philanthropy, philanthropic**

Use “philanthropy” as a noun for the act of doing a good deed. Do not use “philanthropic” as an adjective for a specific event.

### **photo credits**

For photographs taken by University staff and provided to news agencies or publications not associated with the University, photographs should be identified as: “Courtesy of CSU Channel Islands.”

### **President**

Capitalize when referring to CSU Channel Islands’ President, use his or her full title on first reference. On second reference use “President.”

Examples: CSU Channel Islands President Erika D. Beck attended the event.  
The President welcomed students and their parents.

### **program**

Always lowercase “program” when identifying areas of study.

Example: The Art program invites students to apply for exhibit space.

### **quotation marks, punctuation**

A period or comma is always placed within the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted material only; place outside when they apply to the entire sentence.

**ranking**

Follow style for numerals.

Example: The program is ranked fourth in the nation, improving from 11<sup>th</sup> place last year.

**resident assistant**

On second reference and in headlines, “RA” is acceptable. Plural is “RAs.”

**Room numbers**

List in this format: Solano Hall, Room 2175.

**RSVP**

When requesting the favor of a reply, always capitalize “RSVP” and use “to” when responding to a person, or “at” when responding to a url address.

Example: Guests may RSVP to Jane Smith at 805-437-8400.

Guests may RSVP at [www.csuci.edu/event](http://www.csuci.edu/event)

**said, says**

In general, “says” is preferred for attribution. “Says” or “said” is a neutral word and allows the reader to focus on the quote. Other words such as “acknowledges,” “claims,” “contends,” and “states,” carry more meaning and can apply a bias to a story.

Different publications have different guidelines concerning the use of “said” versus “says.” News releases generally use “said.”

**semester**

Always lowercase “semester.”

**Santa Rosa Island Research Station (SRIRS)**

A research station on Santa Rosa Island is part of the Channel Islands National Park and is administered in partnership with the National Park Service. The official name of the research station is: Santa Rosa Island Research Station – A California State University Channel Islands Undergraduate Research Campus. “SRIRS” is acceptable on second reference.

**semicolon**

In general, use the semicolon to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies. To clarify a series, use semicolons to separate elements of a series when the items in the series are long or when individual segments contain material that also must be set off by commas. Note that the semicolon is used before the final “and” in such a series.

Example: He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith of Wichita, Kan., Mary Smith of Denver, and Susan of Boston; and a sister, Martha, of Omaha, Neb.

**serial commas**

Do not put a comma before the conjunction in a simple series. Use a comma before the conjunction in a complex series.

Example (simple series): CI faculty are hardworking, innovative and creative.

Example (complex series):

In considering Jane Smith for the job of research assistant, faculty considered whether Smith had enough research experience to complete required duties, whether Smith would be able to continue working for more than one semester, and whether Smith was enthusiastic about the project at hand.

### **spacing**

Use a single space at the end of a sentence after a period, question mark, or exclamation point.

### **spokesperson**

Use “spokesperson” not “spokesman” or “spokeswoman.” Capitalize before a name if part of a formal title or lowercase if after a name.

Example: Spokesperson Nancy Gill clarified the events leading up to the first day of the fall semester.

Nancy Gill, spokesperson for the University, was able to update the news media.

### **spring break**

Lowercase “spring break.”

### **Strategic Plan**

Capitalize both words when part of a title and lowercase on second reference.

### **student identification**

In a typical situation, identify student sources by first and last name, class standing, and academic program on first reference. Include age, hometown, and other information when pertinent.

Identify faculty sources by name, academic title, and academic program on first reference.

Examples: John Doe, a junior majoring in Business, was named student of the year.

Jane Smith, 22, from Camarillo, is a senior majoring in Anthropology.

Jane Doe, Professor of Biology

### **syllabus**

Plural is “syllabi.”

### **systemwide**

Use lowercase and as one word when referring to the CSU systemwide system.

### **telephone numbers, extensions**

Always include the area code and use numerals with hyphens and without parentheses. When identifying University telephone extensions within internal communication abbreviating the word “extension” as “ext.” is acceptable.

Example: 805-437-8400

**theatre, theater**

Use “theatre” except for news releases. With news releases, follow “AP Style,” which is “theater” on general reference unless “theatre” is part of a proper noun or formal name.

**thesis**

Plural is “theses.”

**time elements**

Use “a.m.” or “p.m.” and do not add an extra period at the end of a sentence ending in “a.m.” or “p.m.” Use “midnight” or “noon” rather than 12 a.m. or 12 p.m.

**titles**

Institutional titles or academic titles are preferred. Titles should always be capitalized before or after a name. Note: this is an exception to the “AP Stylebook.”

Academic titles include: Professor, Associate Professor, Assistant Professor, and Lecturer. It is important to be specific when identifying a faculty member by academic rank. When describing the nature of a faculty member’s employment, use of one of four terms is preferred: tenured, tenure track, full-time lecturer, or part-time lecturer.

To indicate a doctoral degree, use Ph.D. or Ed.D. after the name on first reference only. To avoid confusion, only use “Dr.” when referring to a physician or medical doctor except in direct quotes.

Example: President Erika D. Beck  
Professor Jane Smith, Ph.D.  
Jane Smith is a Professor of English.  
“Dr. Smith was instrumental in helping to advance my career,” said her student Jane Doe.

Institutional titles include: Vice President, Associate or Assistant Vice President, Executive Director, Senior Director, Director, or Manager.

Vice Presidents, Associate or Assistant Vice Presidents should include the word “for” within their title. All other institutional titles should include the word “of” as part of the title.

Examples: Nichole Ipach, Vice President for University Advancement  
Assistant Vice President for Facilities Services John Gormley  
Ray Porras, Director of Transportation & Parking Services

**University**

Capitalize the word “University” when specifically identifying CSU Channel Islands or when formally representing the entire University as an educational institution. Otherwise, if referring to any university, the word should be lowercase.

Example: It was a year of historic firsts for our University.  
The key to a successful university is its curriculum.

Refer to use of the word “campus” in this Writing Style Guide.

### **University “About” description**

The following text should appear at the bottom of every news release issued by the University.

#### **About California State University Channel Islands**

[CSU Channel Islands](#) (CSUCI) is the only four-year, public university in Ventura County and is known for its interdisciplinary, multicultural and international perspectives, and its emphasis on experiential and service learning. CSUCI’s strong academic programs focus on business, sciences, liberal studies, teaching credentials, and innovative master’s degrees. Students benefit from individual attention, up-to-date technology, and classroom instruction augmented by outstanding faculty research. CSUCI has been designated by the U.S. Department of Education as a Hispanic-Serving Institution and is committed to serving students of all backgrounds from the region and beyond. Connect with and learn more by visiting [CI’s Social Media](#).

### **University Police Department**

The single area on campus approved to use the word “Department” within their formal name. On second reference, Police Department is allowed.

### **Vice President**

Never hyphenate. Always capitalize both words when they appear before or after a name.

Example: Vice President for University Advancement Nichole Ipach attended the conference.

Nichole Ipach, Vice President for University Advancement attended the conference.

### **WASC Accreditation**

Use the statement below when referring to the University’s accreditation.

California State University Channel Islands is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges (WASC).

### **Wavelength**

The University’s bi-weekly online newsletter published each semester by the Communication & Marketing office for students, faculty, and staff. The word “Wavelength” is always capitalized.

### **web**

Short form of World Wide Web, always lowercase. It is a service, or set of standards, that enables the publishing of multimedia documents on the internet.

### **web addresses**

Do not use “http://” when listing website addresses, either in print or electronically. Additionally, the web address should not be underlined in printed materials.

### **website**

One word, lowercase. Also, “webcam,” “webcast,” “webinar,” and “Web page.”

### **Wi-Fi**

Communication & Marketing Jan2017

The name for this set of wireless networking standards is spelled with two capital letters and a hyphen.

**Zip code**

Not “Zip Code” or “zip code.”