



UNION INSTITUTE  
& UNIVERSITY

## **Publications Style Guide**

The following editorial guidelines are to be used for all Union Institute & University print and Web material. This style guide very closely follows the *Associated Press Stylebook and Briefing on Law Media* and has been endorsed by the UI&U Communications Department.

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## University Specifics

### University Name

The university's official name is Union Institute & University. An ampersand (&) is always to be used in place of the word "and."

In any given publication, the first reference to the university must be "Union Institute & University." Subsequent references may be: Union, UI&U, the university.

The word "university" is *\*only\** capitalized when used in a formal name or at the beginning of a sentence.

*Union Institute & University has six centers across the nation.*

*University headquarters are located in Cincinnati, OH.*

*Cincinnati is home to the university's headquarters.*

### "Learner"

Men and women enrolled in programs at Union Institute & University are called "learners." This term is not to be capitalized.

*All UI&U learners should know that the university's mission is to engage, enlighten, and empower highly motivated adults in their pursuit of a lifetime of learning and service.*

### UI&U Degrees

***Union Institute & University is authorized to confer the following degrees:***

- Bachelor of Arts
- Bachelor of Science
  
- Master of Arts
- Master of Education
  
- Doctor of Philosophy (for learners who matriculated prior to October 2002)
- Doctor of Philosophy in Interdisciplinary Studies
- Doctor of Psychology
- Doctor of Education

***Union Institute & University offers the following degree programs:***

- Bachelor of Arts Degree Program
- Bachelor of Science Degree Program
  
- Master of Arts Online Degree Program
- Master of Arts in Psychology and Counseling Degree Program

- Master of Education Degree Program (Florida)
- Master of Education Degree Program (Vermont)
- Doctor of Philosophy in Interdisciplinary Studies Degree Program
- Cohort Doctor of Philosophy in Interdisciplinary Studies Degree Program
- Doctor of Psychology in Clinical Psychology Degree Program
- Doctor of Education Degree Program

## University Locations

The university consists of six academic centers and an additional administrative office, with the university's headquarters based in Cincinnati, OH. Below find a list of UI&U's academic centers, as well as a list of degree programs housed/administered from each center.

### ***Brattleboro Academic Center (Vermont)***

- Bachelor of Arts Degree Program
- Master of Arts in Psychology and Counseling Degree Program

### ***Brattleboro/Marlboro Technology Center (Vermont)***

- Doctor of Psychology Degree Program

### ***Cincinnati Academic Center (Headquarters) (Ohio)***

- Bachelor of Science Degree Program
- Doctor of Philosophy in Interdisciplinary Arts and Sciences Degree Program
- Doctor of Philosophy in Interdisciplinary Studies Cohort Degree Program

### ***Florida Academic Center (North Miami Beach, Florida)***

- Bachelor of Science Degree Program
- Master of Education Degree Program
- Doctor of Education Degree Program

### ***Los Angeles Academic Center (California)***

- Bachelor of Science Degree Program

### ***Montpelier Academic Center (Vermont)***

- Bachelor of Arts Degree Program
- Master of Education Degree Program
- Master of Arts Degree Program

### ***Sacramento Academic Center (California)***

- Bachelor of Science Degree Program

## Abbreviations

### Committees and Organizations

Upon first reference of a committee or organization, write out the full, official name.  
*The National Endowment for the Arts aids both artists and education.*

If you plan to refer to the committee or organization again by an acronym, include the acronym after the first written-out reference.  
*The National Endowment for the Arts (NEA) aids both artists and education. Last year, the NEA gave millions in grants.*

## Academic Degrees

Capitalize full and formal degree titles.  
*Bachelor of Arts, Master of Arts, Doctor of Education*

When referring to academic degrees in general, do not capitalize the degree title and use apostrophes.  
*bachelor's degree, master's degree, doctorate*  
A person may earn a doctorate (noun) or a doctoral (adjective) degree \*not\* a doctorate degree.

When referring to academic degrees in general, do not capitalize the subject/field name unless it is a proper noun.  
*Jane received a master's degree in sociology.*  
*John received a bachelor's degree in English.*

Academic degrees should be abbreviated accordingly, using periods internally, but no internal spacing.  
*B.A., M.A., M.F.A., M.Ed., Ph.D., Psy.D., Ed.D.*

## Alumni, -nus, -nae, -na

Alumnus: Use when referring to a single male.  
*John Doe is a UI&U alumnus.*

Alumni: Use when referring to several male graduates or a group of both male and female graduates.  
*John Doe and Jane Smith are UI&U alumni.*

Alumna: Use when referring to a single female.  
*Jane Smith is a UI&U alumna.*

Alumnae: Use when referring to several alumna.

*Jane Smith and her sister, Betty, are UI&U alumnae.*

## Capitalization

### *A Note on Capitalization*

These style guidelines may differ from what you have been using in your academic program or department. In general, this guide recommends a lowercase style for several reasons:

- Local and national media observe a lowercase style
- Lowercase style is the preferred style for external communications at a majority of higher education institutions
- Lowercase style is the preferred style for most communications in the corporate realm
- The lowercase style is familiar to our external community, including prospective learners

UI&U style dictates that only full, proper nouns are capitalized. Therefore, the following are not capitalized except when part of a proper noun or at the beginning of a sentence:

- program
- department
- office
- faculty
- learner
- university
- college
- institute
- center
- committee
- bachelor's, master's, doctoral \*
- job titles (ex: president, dean, manager, director)\*\*

\* Formal academic degree titles are capitalized (Bachelor of Science, Master of Education, Doctor of Psychology)

\*\* Formal job titles are capitalized when they precede the person's name (Director of Advancement John Adam...)

By adopting this style for your UI&U print and Web material, you are helping the university remain consistent in its communication style and presentation

### **Academic Courses**

Capitalize the names of official courses.

*All undergraduate learners must enroll in Advanced Writing and Research.*

Lowercase fields of study, unless the field is a proper noun.

*John is interested in studying business management.*

*Jane is interested in pursuing studies in Japanese or American history.*

## **Academic Programs**

Capitalize formal program names.

*The UI&U Doctor of Education Program began in April 2007.*

When referring to a program informally, lowercase the word “program.”

*The UI&U Doctor of Education Program involves an internship. The program also requires a dissertation.*

## **Committees**

Capitalize formal committee names.

*The UI&U Faculty Council began in the early 1990s.*

Lowercase general committee names.

*Jane Smith and John Doe, long-time faculty members, wanted to form a faculty council.*

## **Departments/Offices**

Capitalize names of departments/offices when using the official department/office name.

*The UI&U Office of Financial Aid planned a retreat.*

Lowercase department/office names all other times.

*John is the director of admissions.*

## **Institutes and Centers**

Capitalize formal names of institutes and centers.

*The National Institute of Science and Technology is hiring historians.*

Lowercase the words “center” or “institute” when used informally.

*The National Institute of Science and Technology is hiring historians. The institute offers fine employee benefits.*

## **Job Titles**

If a job title precedes a name, capitalize it.

*Assistant Dean Jane Smith champions technology in the classroom.*

If a job title follows a name, lowercase it.

*Jane Smith, assistant dean, champions technology in the classroom.*

The word “faculty” is not usually capitalized.

*Jane Smith is a faculty member.*

Only capitalize the word “faculty” when it is included in a formal job title that precedes a name or at the beginning of a sentence.

*Five years ago, Faculty Emeritus John Doe retired.*

## Seasons

Do not capitalize the names of seasons unless used in a formal name.

*We will meet again in the fall.*

*The 2008 Summer Olympics will be held in Beijing.*

## Semesters

Do not capitalize semesters or terms.

*The fall semester will begin in two weeks.*

***The capitalization of entire words or phrases should be used sparingly. Such use over-emphasizes words and sometimes creates negative tones.***

## Dates and Numbers

### Dates

When referring to a specific date at the end of a sentence, use commas in between the day and year.

*Jane graduated on September 26, 2007.*

When referring to a specific date at the beginning or in the middle of a sentence, use commas to separate the day and year, as well as the year and the rest of the sentence.

*On September 26, 2007, Jane graduated.*

When referring to a date using only the month and year, do not use commas (except when part of an introductory phrase or clause).

*Jane graduated in September 2007.*

*Jane graduated in 2007 in Montpelier, VT.*

*During a warm summer in September 2007, Jane graduated from UI&U. (introductory phrase or clause)*

Use Arabic numerals without the “rst,” “nd,” “rd,” or “th” for dates.

*We chose April 24 as the beginning of the summer semester.*

### Money

When referring to money, use the “\$” instead of writing out the word “dollar.” Do not use a decimal point or “.00” for even amounts.

*She donated \$65 to the university.*

When using the words “million” and “billion,” spell out both words and use the “\$”  
*She donated \$1 billion to the university.*

If there is a specific cost in the millions or above to convey, use the “\$” and numerals.  
*She donated \$276,500,100 to the university.*

When referring to anything less than a dollar, use the numerals and the term “cents.”  
*The book cost 27 cents more than her last text.*

## **Numbers**

Spell out numbers one to nine; use numerals for numbers 10 and up.  
*We would like one learner to be the respondent at commencement, but 12 learners offered.*

Always write out numbers at the beginning of a sentence.  
*Thirty learners eagerly arrived for a doctoral residency.*

## **Percent**

Spell out the word “percent” instead of using the symbol.  
*Four percent of all learners can play the violin.*

# **Inclusive Language**

## **Gender**

Write with respect for multiculturalism and diversity. Avoid the use of strictly male-infused or female-infused language. For instance, if using a pronoun to refer to a single learner, one could write the following:

*She or he may enroll in College Writing during the fall semester.*

OR

*S/he may enroll in College Writing during the fall semester.*

# **Punctuation**

## **Apostrophes**

Use apostrophes when showing possession.  
*Jane’s office desk is tan and black.*

*The Browns' family picture album is littered with UI&U graduation photographs.*

When using a singular noun, place the apostrophe before the 's.' When using a plural noun, place the apostrophe after the 's'. For irregular use of the apostrophe, see the *AP Style Guide*.

*The learner's course is research-based. (singular)*

*The learners' final projects are highly scholastic. (plural)*

Use apostrophes when forming contractions.

*John wouldn't be able to enroll in that class if he hadn't already taken the prerequisite.*

Do not use apostrophes when referring to a decade.

*The 1920s became a decade that symbolized the growth and expansion of music and modern literature.*

## **Colons**

Use the colon to introduce a list, usually at the end of a sentence.

*Jane understood how to register for a class: speak to an advisor, enlist faculty, and pay tuition.*

Use the colon to provide emphasis.

*The university has a primary goal: education.*

## **Commas**

Use a comma in a list of three or more items (serial comma).

*John will immerse himself in social justice, interdisciplinary study, and praxis.*

Use a comma after an introductory phrase or clause.

*After she enrolled in College Writing, Jane could easily write a three-page literary critique.*

Use a comma to separate coordinate adjectives.

*John produced a scholarly, extensively researched dissertation.*

Use a comma to separate the day and year in a date.

*Jane enrolled in his program at UI&U on January 1, 2007.*

Use a comma to separate a nonessential phrase from the rest of a sentence.

*Jane's faculty advisor, a lean man who runs marathons during the summer, advised her to enroll in a sociology course.*

Use a comma with conjunctions (and, but, or, nor, for, so) that separate two complete sentences.

*John would like to write his paper in silence, but Jane would like to watch a movie.*

Use a comma when introducing a direct quotation.

*The faculty member stated, “Our learners understand the difference between homework and education.”*

Use a comma to separate a town and state.  
*Jane attends class in North Miami Beach, FL.*

Use a comma to directly address a person.  
*Yes, John, you should construct an outline before writing the paper.*

## **Exclamation marks**

Use exclamation marks sparingly. They denote a sometimes negative or anxious tone, which does not belong in academic writing.

## **Hyphens**

Use a hyphen to join compound modifiers.  
*He works at UI&U as part-time faculty*

Do not use a hyphen when an adverb modifies an adjective (typically after an “ly” suffix).  
*This is a very conceptually grounded program.*

When large numbers must be spelled out at the beginning of a sentence, use a hyphen.  
*Ninety-two faculty members came to Cincinnati for a meeting.*

When using a numeral and word “year,” use a hyphen in between.  
*Jane came back to school after a 20-year hiatus.*

## **Periods**

Use a period at the end of a complete sentence.

## **Question marks**

Use question marks sparingly in academic writing.

## **Semi-colons**

Use the semi-colon to separate two complete sentences of related matter.  
*Jane would like to enroll in the Psy.D. program; she will speak to an admissions counselor.*

Use a semi-colon to separate long items within a list.  
*John will use his degree to help his community serve the public with more youth shelters; to educate families about the importance of education through public seminars at local*

*schools; and to continue his own private practice as a psychologist in the southern-most region of Florida.*

## **TechTerms**

### **Internet and Web**

Use the term “Internet” to refer to the greater networking infrastructure.  
*Jane sent an e-mail over the Internet.*

Use the term World Wide Web (or web) when referring to the attainment of information over the Internet.  
*John spent two hours researching scuba-diving on the web.*

The term “website” does not need to be capitalized.  
*The university’s website is currently under reconstruction.*

### **E-mail**

The word “email” should not be hyphenated.  
*John sent an email to Jane.*