Lesley University Editorial Style Guide

Consider this your guidebook for writing and communicating with precision about Lesley University, its departments, faculty, staff, students, and events. The Editorial Style Guide promotes consistency across schools and departments, and answers common questions about academic titles, grammar rules, and problematic words specific to Lesley.

For comprehensive information on capitalization, punctuation, and abbreviation, you may refer to the **Associated Press Style Guide**, the university's standard reference. For grammar, spelling, and usage notes, see **The American Heritage Dictionary.**

The **marketing department** will update the guide as issues of usage and style evolve.

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We are happy to answer your questions and welcome your feedback.

University Naming Conventions

SCHOOLS AND DEPARTMENTS

In signatures and letterheads, schools and departments should appear in a hierarchical format.

Examples

Lesley University
College of Liberal Arts and Sciences

Lesley University
College of Art and Design

In titles and running text, eliminate the words "Office of" in names of administrative departments.

Example

If you have trouble signing up for classes, contact the Registrar's Office.

Exception

"Office of the" will still be used where it is needed in order to retain meaning, for example: "Office of the President" and "Office of the Provost."

TITLES

When individuals have two titles or two or more roles within the university, use their primary title and include their secondary title or role only if it is relevant. Roles that are not relevant to include in the title include: committee appointments, degrees, certifications, or industry group affiliations.

Examples

David Morimoto, associate professor of biology and division director of natural science and mathematics

Jan Wall, assistant professor of psychology and director of the College of Liberal Arts and Sciences Internship Office

EMAIL SIGNATURES

Contact the marketing department for the official email signature template and installation instructions. Your email signature should include your full name, title, and relevant contact information. Providing your school or department name and mobile number is optional. Please **do not include committee appointments, degrees, or excess credentialing or certification. Quotes or other text below the email signature are prohibited unless the marketing department grants an exception.**

Example 1 (with mobile number)
Name
Title
Optional School or Department Name
Lesley University
617.349.1234 / 617.349.0000 m
email@lesley.edu

Example 2 (without mobile number)
Name
Title
Optional School or Department Name
Lesley University
617.349.1234 / email@lesley.edu

Lesley University, Schools, Departments, Institutes, and Centers

LESLEY UNIVERSITY

After an initial mention of Lesley University, using the more informal "Lesley" is acceptable. When referring to the university, be sure to keep these rules in mind:

1. Lowercase "university" except in connection with a proper name, such as Lesley University, Harvard University, or Boston University
2. Do not use LU or other abbreviations in external communications

SCHOOLS AND COLLEGES

School names should be written out in all external communications. Capitalize "College" and "School" in the proper name of a Lesley college. Do not capitalize when referring to Lesley colleges or the university in a more general, all-inclusive sense.

Examples

College of Liberal Arts and Sciences	Graduate School of Education
College of Art and Design	Graduate School of Arts and Social Sciences

Use the current name of a school unless there is a specific, historic reason to use the earlier name.

Example
Lesley University was founded in 1909 as the Lesley School.

Standard school **abbreviations for internal use** ONLY are written without periods.

Examples

LUCAD	GSASS
CLAS	GSOE

INSTITUTES AND CENTERS

When cited in full, capitalize an institute or center's proper name.

Examples

Institute for Arts and Health	Center for Special Education
Center for Reading Recovery and Literacy Collaborative	Center for Mathematics Achievement

In subsequent informal references, lowercase "center" or "institute" when used alone.

Example
Research at the center is supported by a grant.

CAMPUSES

Capitalize proper names of campuses, but lowercase the word "campus" when using it alone.

Examples

Doble Campus   Porter Campus   Brattle Campus

DEPARTMENT, DIVISION, PROGRAM, AND COURSE NAMES

Lowercase university, department, division, and program names.

Examples
1. She teaches in the integrated teaching through the arts program.
2. He is a psychology and expressive therapies major.
3. The history department hosted an event.
4. The education department showed a film.

Capitalize course titles when given exactly, but lowercase informal references.

Examples

A Survey of English Literature   An introductory course in mathematics

Administration and Faculty Titles

CAPITALIZATION
Capitalize a title before a name, but lowercase a title when it follows a name or when it stands alone. Always capitalize a title in display type, such as in a printed event program or when the title appears under a name (as in a letter's signature or on a list).

Examples
1. We invited President Joseph Moore to the dinner.
2. Joseph Moore is president of Lesley University.
3. Richard Zauft, dean of the College of Art and Design, spoke to students.
4. Selase Williams serves as Lesley's provost.
5. Send your request to the director of the program.

When following this rule, it confuses readers if you vary the format for titles within a sentence or paragraph. Arrange names and titles consistently in the text, either preceding or following the name. Avoid the use of social titles (Mr. or Mrs.) or honorifics (Hon.) with names.

Examples
1. President Joseph Moore, Dean Jonathan Gillette, and Dean Richard Zauft attended Commencement.
2. Joseph Moore, president; Richard Zauft, dean of the College of Art and Design; and Jonathon Gillette, dean of the Graduate School of Education attended Commencement.

Lowercase a title used without a name.

Examples
1. Submit your request to the provost.
2. The president will lead the procession.
3. Send your suggestions to the dean of the appropriate school.

GENDER-NEUTRAL LANGUAGE
The gender-neutral "chair" is preferred when referring to the title of department chair.

COMMONLY USED TERMS

Ad interim
Write "ad interim" in roman type, lowercased, without a comma, and following a title.

Emeritus, Emerita, Emeriti, and Emeritae
Write "Emeritus," "Emerita," "Emeriti," and "Emeritae" in roman type and follow the rules of capitalization appropriate for the context. Follow these grammar and style rules:

1. Use "Emeriti" when referring to a group, unless the group is all women, in which case "Emeritae" is appropriate.
2. Place the word at the end of the complete title without a comma or italics: President Emeritus, Professor Emerita, Trustees Emeriti.

Faculty

The word "faculty" can be used with either singular or plural verb agreement. When "faculty" means the teaching and administrative staff as a collective whole, it takes a singular verb.

Example

The university faculty is committed to excellence in teaching.

When "faculty" is used to mean faculty members it takes a plural verb.

Example

Three GSASS faculty led the seminar. Many faculty were present.

Academic Degrees

CAPITALIZATION
Capitalize an academic degree when it is given in full.

Examples

Bachelor of Fine Arts in Illustration	Master of Arts in Mindfulness Studies	Doctor of Education

Lowercase informal references to academic degrees. Note that in these instances "bachelor's" and "master's" become possessive.

Examples

bachelor's degree in education	master's thesis
master's degree in psychology	doctoral dissertation
doctorate in counseling	

ABBREVIATIONS
Omit the periods in academic degree abbreviations.

Examples

BA	PhD
MA	EdD
MFA	

In the instances when consistency or tradition prevails, continue to write degrees with periods.

Example

M.Ed.

Alumni

CLASS AND YEAR OF GRADUATION

Indicate the year of graduation after the name of a Lesley University alum using the format below. Note that we do not use commas and that a closing quotation mark appears before the two-digit year.

Example
Jane Doe '14 is using her master's in creative writing to open channels of expression in the elderly.

Capitalize "Class" in a specific context.

Example
The Class of 2014 raised enough money to host Best Coast at last year's spring concert.

COMMONLY USED TERMS

Alumnus, alumna, alum, alumni, alumnae, alums

Choosing the appropriate term depends on the gender and number of subjects you're describing. Avoid confusion by following these guidelines:

1. The word "alumni" is plural and refers to a group of men or a group of men and women.
2. The plural "alumnae" refers to a group of women.
3. "Alumna" refers to one female alum and "alumnus" to one male alum.
4. The terms "alum" (singular, not gender-specific) and "alums" (plural, mixed-gender or not gender-specific) are more informal and are acceptable, particularly when the gender is unknown.

Alma mater

Lowercase "alma mater."

EVENTS

Capitalize specific Lesley University events.

Examples

| Commencement | Strauch-Mosse Visiting Artist Lecture Series | Community of Scholars Day |

Gender-Neutral Language

NEUTRAL TERMS

When possible, use gender-neutral language such as "chair" instead of "chairman" or "chairwoman," or "letter carrier" instead of "mailman."

POSSESSIVE PRONOUNS

To avoid the gender-neutral but awkward "his or her" possessive, rephrase the sentence with a plural antecedent, whenever possible.

Example
"All students received their diplomas" could replace "each student received his or her diploma."

Note that "their" is traditionally correct only as a possessive with a plural noun. Today, however, Webster's dictionary allows usage of "their" to mean "his or her" in a singular context that does not specify gender.

Date, Time, Telephone Numbers, and Addresses

ACADEMIC YEARS
Write 2015–2016 for the academic year. Be sure not to confuse the longer en dash (shift+ option + -), which is used to denote a range of numbers, with a hyphen. Avoid writing 2015/16 or 2015–16.

DATES
On programs, invitations, and the like, use numerals for the date and time of day.

Example
May 16, 2014, at 3:00 pm

In very formal invitations, the date and time may be written in words.

Example
 May Sixteenth at Three O'clock.

MONTHS AND SEASONS
Omit the comma between seasons or months and year. Seasons are lowercased, unless they are referring to an academic semester, in which case they are capitalized.

Examples
1. The visiting scholars are expected in January 2016.
2. The students will graduate in spring.
3. The course will run in Fall 2016.

TIMES OF DAY
In times of day, use: 8:00 pm, or 10–11:30 am (separated with an en dash, not a hyphen). Note that "am" and "pm" are lowercase with no periods. Use the numerical time instead of noon or midnight. Express years or times in parallel construction.

Example
Between 1997 and 2007, or from 9 to 10:30 am
(It's unnecessary to include "from" when you use an en dash, thus, from 9–10:30 am,
or from 1997–2007 are incorrect.)

TELEPHONE NUMBERS
In telephone numbers, use periods: 617.349.8300. In a call to action or display text, use bold text to catch the reader's eye.

STREET NAMES
Write out street names in full, unless space is limited. In very informal text and quotations, or on lists where brevity is necessary, Mass. Ave. and other abbreviations (Rd., Rm., St.) are acceptable.

STATES AND MAILING ADDRESSES
Write out full state names in running text and on the web. Well-known cities, such as Boston, may appear without corresponding states. However, if you list a city with its state, please stay consistent and list all referenced cities with their states. When space is limited, use the standard 2-digit postal abbreviations. In mailing addresses, especially reply envelopes, use the **2-digit abbreviations** approved by the U.S. Postal Service, e.g., Cambridge, MA 02138

Numbers

WHEN TO SPELL OUT NUMBERS AND WHEN TO USE NUMERALS
Spell out numbers from one to nine and write numbers above nine in numerals. When writing for the web, technical material, or text with many statistics, use numerals for all numbers.

Spell out
Numbers below 10
Round numbers or approximations
A number that begins a sentence

Use numerals
Numbers above 10
Ages, dates, times, page numbers, course credits, decimal amounts, and percentages
Lists, display, or web type

More rules to remember
1. When numbers above nine and below nine occur in the same sentence, for consistency's sake they should be written as numerals:.
2. Do not begin a sentence with a numeral. Write the number in words or restructure the sentence if necessary.
3. For clarity, when two numbers fall together, spell out one and use a numeral for the other.
4. If age (or time) is used as an adjective that modifies a noun, or the age is a noun itself, use hyphens.

Examples
- There were enough seats for a thousand guests.
- Around fifty students attended the lecture.
- There are 6 professors and 47 students.
- Thirteen boats entered the race.

- There are three 4-credit courses.
- The party is for 18-year-olds, but she's in her 30s.
- I watched a two-hour movie.
- 4 credits; 3 percent

PERCENTAGES
In scientific writing or when space is a consideration, use numerals and the % symbol. The % symbol follows the number without a space: 14%. In humanities and nontechnical text, spell out the word percent.

Example
In all, 8 percent of the faculty and 15 percent of the students attended the symposium.

DATES, DECADES, AND CENTURIES
In writing dates, use cardinal numbers, i.e., avoid "rd," "th," and "st" with dates.

Example
Write May 3, May 12, or May 21, not May 3rd, 12th, or 21st.

Decades may be written as either 1920s, '20s, or twenties, but not 1920's. Spell out ordinals denoting centuries.

Examples
sixteenth century   twentieth century

MONEY
When referring to sums of money, use only those digits that are necessary: $60, not $60.00. Write $60 million, not $60 million dollars.

NUMBERS WITH FOUR OR MORE DIGITS
Use a comma in a number containing four or more digits, except in test scores.

Capitalization

REPORT TITLES

In report titles, capitalize the first word and all other words except conjunctions, articles, and short prepositions (fewer than five letters). However, do capitalize a preposition that is necessary to the verb that precedes it. Capitalize short verbs like "Is" and "Be."

Examples

Speeding Up the Process, Calling Out for Help

Born to Be a Scholar

Where Is Lesley University?

In a title containing a hyphenated compound word, both parts are usually capitalized.

Example

Long-Term Investment Strategies, Ready-Made Savings Plans

SEASONS AND SEMESTERS

In general text, the four seasons are lowercased. However, for clarity when referring specifically to the academic year, capitalize the semesters.

Examples

winter

spring

summer

fall

Fall Semester

Spring Semester

Summer Term

DIRECTIONS

In prose and in text giving directions, capitalize important words. On invitations and posters or in addresses, capitalize such words as "Floor" or "Room" with the number.

Examples

First Floor Auditorium

Exit 4 on Route 2

Seventh Floor, Room 701

Quotation Marks

TITLES

AP Style: Use quotation marks around the titles of television shows, songs, computer games, poems, lectures, speeches, and works of art.

Example
They sang "The Star-Spangled Banner" before the game.

Do not use quotations around the names of online or printed publications, including magazines, newspapers, and blogs; the Bible; or books that are catalogues of reference materials. Breaking from AP Style, it's our preference to italicize book and film titles.

Examples
1. Author Doris Kearns Goodwin read from her new book, *Bully Pulpit.*
2. The Washington Post first reported the story.
3. He reads the Bible every morning.
4. She saw the story on the Huffington Post.
5. *Casablanca* is a classic film.

For quote marks in display type (headlines, pull quotes), use single quote marks.

Example
'Breaking Bad' Is One of the Greatest Shows Ever Made

QUOTES WITHIN QUOTES

For a quotation within a quotation, along with a period or comma, use a single quote mark and a double quote mark.

Example
"It calls on the community to understand and embrace the person, instead of shunning him. It says: 'We care about you, but we're also holding you accountable.'"

INCLUDING PUNCTUATION

Question marks that are part of the quote stay within the quote marks.

Example
"By restaging the scenario, people are able to answer the question, 'What else might I have done?' It helps them clarify what is important and what their course of action might have been."

Commas and periods stay within quotation marks. Colons, semicolons, and parentheses that are part of the sentence punctuation stay outside the quote marks.

Example
The survey found that most people described their interest as "low to moderate"; the survey did not offer further explanation.

Additional Punctuation, Spacing, and Formatting

COMMAS
Lesley University prefers to use serial commas for clarity.

Example
By 9:00 am, she had eaten breakfast, showered, and dressed.

Commas are not needed to separate compound elements that are not independent clauses.

Example
The student ambassadors greeted incoming freshman and made them feel at home.

Use commas between independent clauses joined by a coordinating conjunction.

Example
Most mammals are land dwellers, but whales live in the sea.

Use commas to separate phrases that could be omitted without changing the meaning of a sentence.

Example
Michelle Gaff, biology student, interned at a marine science laboratory.

COLONS
Use a colon to draw attention to the beginning of a series or list. Colons should never follow "such as," "especially," "including," or similar phrases. Do not capitalize the first word in the series unless it is a proper noun.

Examples
1. Lesley's Editorial Style Guide covers grammar issues specific to the university: naming conventions, academic titles, schools and departments, and problematic terms.
2. This year I hope to travel to new destinations, such as South America, Europe, and Asia.

You may also use a colon to join two independent clauses or introduce a related concept. In this case, capitalize the first word following a colon if it is the beginning of a complete sentence.

Examples
1. Brian had one dream: to be the first college graduate in his family.
2. Brian had one dream: He was determined to graduate from college.

SEMICOLONS
Use semicolons to separate items in a list that contain commas, or to join two closely linked independent clauses that are not already joined by a coordinating conjunction.

Examples
1. The creative marketing team is Anya Woods, creative director; Michelle Side, graphic designer; Mark Teiwes, photographer and videographer; and Lauren Shiraka, copywriter.
2. Writing is a challenging profession; one must have the patience for such solitary work.

EN DASH

Not to be confused with a hyphen, the slightly longer en dash (press and hold option/alt + hyphen) indicates a series of numbers. Close all spaces around the en dash.

Examples
1. As an elementary education graduate, you'll qualify to teach grades 1–6.
2. The 2015–2016 academic year ended on a strong note, with more seniors graduating than ever before.

EM DASH

Significantly longer than the hyphen, em dashes (press and hold shift + option/alt + hyphen) create a break in the structure of a sentence. Dashes can be used to enclose a word, phrase, or clause, or they can be used alone to detach the end of a sentence. Always close the spaces before and after an em dash.

Example
A year after graduation, Aki returned to her home country and joined Medical Corporation Tatsuoka—a health care services company that operates five residential facilities in Tokyo for the elderly—as a full-time professional music therapist and activity coordinator.

BULLETED LISTS

We encourage the use of bulleted lists where space or attention spans may be limited, and to enhance ease of reading dense content. Here are some rules for using bulleted lists:

1. Capitalize first word of each bullet
2. Do not use periods in bulleted list, unless there is more than one sentence in a bullet.
3. If one of your bullets requires a period, use periods at the end of all bullets, regardless of whether they are full sentences, to maintain consistency.

Example 1
At the open house, you will:
- Speak to financial aid representatives
- Learn about our programs
- Have lunch on us

Example 2
At the open house, you will:
- Speak to financial aid representatives. They know everything about your funding options.
- Learn about our programs.
- Have lunch on us.

BOLD TYPE

Use bold type sparingly to emphasize key information, such as headlines, subheads, web addresses, phone numbers, and deadlines.

ITALICS

Use italics to indicate book and film titles and to emphasize key words or phrases in running text.

UNDERLINING

Hyperlinks should not be underlined in print, but should be underlined in digital text. Please do not underline any text that is *not* a hyperlink when writing for the web. Do not include punctuation, such as periods or quotation marks, in your hyperlinks.

ACRONYMNS

Introduce acronyms following the first instance of the proper name spelled out in full. Enclose the acronym in parentheses at first appearance. Once the acronym has been introduced, for consistency, do not interchange usage of acronym and its corresponding full name.

Example

Boston Public Schools (BPS) is regarded as one of the most diverse school districts in the nation, with students arriving from over 100 different countries and 50 percent of students speaking a language other than English. In 2012, BPS partnered with Turnaround Arts to address the needs of Orchard Gardens K–8 School in Roxbury.

SPACING

Use one space between sentences, not two.

Digital Media Terms

WEB ADDRESSES

Email and web addresses are written in roman type, but may be bolded for emphasis in running text. When including a URL in text, follow the rules below:

1. Omit the letters http://www.
2. Rewrite sentences to avoid breaking URLs and email addresses over two lines
3. Avoid ending sentences with URLs so that the punctuation does not interfere with the address

In cases where a URL is necessary but is lengthy, please contact our **digital marketing team** for assistance, as we may be able to provide a shortened version.

WEB WORDS

Write website as one word lowercased. For all other "web words," web is lowercased but not joined.

Examples

web page	web address	web design

COMMONLY USED TERMS

Follow the style outlined below when using common digital media terms.

Write as two words
social media

Write as one word, and lowercased in text (except when the word begins a sentence)

email	website	sitemap
ebusiness	slideshow	tweet
ecommerce	online	retweet
enewsletter	homepage	username
eportfolio	smartphone	

Always capitalize

Facebook	LinkedIn
Internet	PowerPoint
iPad	Twitter
iPhone	YouTube
Google	URL
Googled	

Write as one word when used as a noun

login	signup	checkout

Write as two words when used as a verb

log in	sign up	check out

Problematic Terms

- ad interim (lowercase, roman)
- Advanced Placement
- African American (no hyphen)
- am, pm (lowercase, no periods)
- and (not &)
- BA (abbreviation for Bachelor of Arts degree, no periods)
- bachelor's degree (possessive)
- Barnes & Noble (use &)
- BFA (abbreviation for Bachelor of Fine Arts degree, not hyphenated)
- Blackboard
- Boston Speakers Series (capitalized, no apostrophe)
- BS (abbreviation for Bachelor of Science degree, no periods)
- College of Art and Design (no "the" except in running text, and "the" should never be capitalized)
- Commencement Exercises
- coursework
- dual-degree program (hyphenate, and please note that "dual degree" refers to programs that offer a bachelor's degree and a master's degree in one streamlined program, which is different from a double major or dual license.)
- expressive therapies (plural, not therapy, unless referring to the specific specialization within the Lesley master's degree program that is named Expressive Arts Therapy)
- fax (noun and verb: lowercase)
- fieldwork (one word)
- first-come, first-served
- firsthand (one word)
- Frisbee (capitalize, proper noun)
- fundraising (one word)
- grade point average or GPA (no hyphen, please use GPA after the first instance of "grade point average" appears in text)
- greater Boston
- hands-on
- health care (two words, no hyphen)
- high school transcript (no hyphen)
- homepage (one word)
- ID card (no periods)
- Internet (capitalize)
- in vitro, in vivo (not italic)
- late payment fee (no hyphen)
- login, login name (noun)
- log in (two words as a verb)
- low residency (no hyphen unless used as a modifier: The program is low residency. The program is offered in a low-residency format.)
- Lunder Arts Center (no "the" except in running text, and "the" should never be capitalized)
- MA (abbreviation for Master of Arts degree, no periods)

- Marran Theater, but University Hall Amphitheatre
- master class (two words, not hyphenated)
- master's degree (possessive)
- M.Ed. (abbreviation for Master of Education degree, uses periods)
- MFA (abbreviation for Master of Fine Arts degree, no periods)
- MS (abbreviation for Master of Science degree, no periods)
- multicultural, multidisciplinary (not hyphenated)
- noncredit (closed, not hyphenated)
- on campus, off campus (no hyphen unless used as a modifier: I live on campus; I live in an on-campus residence hall.)
- online (one word, not hyphenated)
- Parents Weekend (no apostrophe)
- Patriots Day (no apostrophe)
- PhD (abbreviation for Doctor of Philosophy degree, no periods)
- postdoctoral degree (two words, not hyphenated)
- Porter Square Campus (capitalize, proper name)
- President Emeritus
- Presidents Day (no apostrophe)
- Professor Emeritus, Professor Emerita, Professors Emeriti
- Room (capitalize with a number)
- sitemap (one word)
- slideshow (one word)
- Social Security number
- Strauch-Mosse Visiting Artist Lecture Series
- study abroad (not capitalized, not hyphenated)
- University Hall Amphitheatre
- Veterans Administration (no apostrophe)
- Veterans Day (no apostrophe)
- voicemail (one word)
- vs (abbreviation of versus, no period necessary)
- web (lowercase: web address, web page, etc.)
- website (one word)
- Wi-Fi (capitalized)
- work study (not hyphenated)
- zip code (two words)