

PREPARED BY THE
OFFICE OF MARKETING AND COMMUNICATIONS

Editorial Style Guide

JANUARY 2023

ARCADIA
UNIVERSITY

Arcadia University Style Guide

The Office of Marketing and Communications (MarCom) is charged with setting Arcadia’s editorial style and keeping publications consistent and brand-centered so that all offices and departments present a positive, unified image of the University. These style guidelines, while flexible, are to be adhered to whenever possible in Arcadia-branded or University communications to ensure consistency throughout printed, posted, and published materials.

If you have questions about or suggestions for the Arcadia University Style Guide, please contact news@arcadia.edu.

As a general style guide for communications, use the most recent edition of the *Associated Press Stylebook* and *Merriam-Webster’s Collegiate Dictionary*. For points of style specific to the University, use this manual.

Note: Not all standards in the *Associated Press Stylebook* and the Arcadia University Style Guide are uniform—i.e., the **series comma** (placing a comma in the last of a series such as “Tom plays the guitar, saxophone, and piano.”), which is not used in AP Style **but is followed in Arcadia’s Style Guide**.

New additions to this edition:

- Center for antiRacist Scholarship, Advocacy, and Action (CASAA)
- Center for Teaching, Learning, and Mentoring (CTLM)
- Combatting Anti-Black Racism (CABR, formerly ABRI)
- Division of Student Success (DSS)
- Laura Minerva Korman Mirror Room
- Office of Access, Equity, Diversity, and Inclusion (OAEDI)
- Office of Gender- and Sexual-Based Violence Prevention
- Black Alumni Association of Arcadia University (BAAAU)



Abbreviations and Acronyms

Spell out term on first reference, placing acronym or abbreviation in parentheses. After first reference, acronym or abbreviation is sufficient.

Examples:

- Combating anti-Black racism (CABR)
- Justice, Equity, Diversity, and Inclusion (JEDI)
- Office of Human Resources (HR)

Academic degrees

In general, spell out and use lowercase when writing bachelor's degree, master's degree, doctor's degree, doctorate, or doctoral program.

When abbreviating degrees, use the article 'an' in front of degrees with an initial vowel sound, such as "an MA" but "a Master of Arts in English."

- He earned a bachelor's degree in Art History.
- She earned a Bachelor of Science in Chemistry.
- They awarded 27 master's and 130 bachelor's degrees.
- He earned a Bachelor of Arts

DEGREE TITLE*	ABBREVIATION <small>(After name as a title)</small>	AFTER GRAD YEAR
Bachelor of Arts	BA	'66 (nothing)
Bachelor of Fine Arts	BFA	'66 (nothing)
Bachelor of Science	BS	'66 (nothing)
Doctor of Education	EdD	'66EdD
Honorary degrees		'66H
Master of Education	MEd	'66MEd
Master of Arts in Education	MAEd	'66M
Master of Arts in Humanities	MA	'66M
Master of Arts in Counseling	MA	'66M
Master of Arts in English	MA	'66M
Master of Arts in International Peace and Conflict Resolution	MA	'66M
Master of Arts in International Relations and Diplomacy	MA	'66M

Academic degrees (continued)

DEGREE TITLE*	ABBREVIATION <small>(After name as a title)</small>	AFTER GRAD YEAR
Master of Fine Arts in Creative Writing	MFA	'66MFA
Dual Degrees of Master of Fine Arts in Creative Writing and Master of Arts in English	MFA, MA	'66M, MFA
Dual Degrees of Master of Arts in Counseling and Master of Public Health	MA, MPH	'66M, MPH
Dual Degrees of Master of Arts in International Peace and Conflict Resolution and Master of Arts in Counseling Psychology	MA	'66M
Dual Degrees of Master of Arts in International Peace and Conflict Resolution and Master of Arts in International Relations and Diplomacy	MA	'66M
Dual Degrees of Master of Arts in International Peace and Conflict Resolution and Master of Public Health	MA, MPH	'66M, MPH
juris doctor	JD	
Master of Science in Forensic Science	MSFS	'66M
Doctor of Philosophy	PhD	
Doctor of Physical Therapy	DPT	'66DPT
Transitional Doctor of Physical Therapy (DPT)	TDPT	'66TDPT
Dual Degrees of Doctor of Physical Therapy and Master of Public Health	DPT, MPH	'66DPT, MPH
Master of Medical Science—Physician Assistant	MMS	'66M, PA
Dual Degrees of Master of Medical Science—Physician Assistant and Master of Public Health	MMS, MPH	'66M, MPH
Master of Arts in Health Education	MAHE	'66M
Master of Science in Health Education	MSHE	'66M
Master of Public Health	MPH	'66MPH
Master of Business Administration <small>(an MBA//a Master of Business Administration)</small>	MBA	'66MBA

* Do not use periods in between degree abbreviations; while both degrees with periods and without are acceptable, without periods is the preferred Arcadia style.

Academic Departments

Full department titles are capitalized. Lowercase the word “department” when it stands alone.

- She’s been with the Department of Physical Therapy for three years.
- She’s been with the department for three years.

Academic Fields of Study (Undergraduate and Graduate)

Academic subjects are capped when referring to subjects at Arcadia. Always capitalize Gender and Women’s Studies, Black Studies, Asian Studies, Chinese, English Literature, French, German, Japanese, Spanish, Latin American Studies, American Studies, regardless of institutional affiliation.

Address

Do not abbreviate “Road.”

Arcadia University
450 S. Easton Road
Glenside, PA 19038-3295

Adviser

Is acceptable, as is “advisor.”

Age

Do not mix numerals with spelled out numbers. Use numerals for all ages, even if less than 10: ages 12, 10, 9, and 5

All-Modes Ready

Arcadia’s university-wide planning to remain flexible and innovative in delivering a unique educational experience whether in person or in a hybrid or online format. Developed in spring 2020 as an immediate response to the disruption brought by COVID. Keep capitalized as a proper noun.

alma mater

Do not capitalize or italicize.



Alumni, Alumnae, Alumna, Alumnus

- Use “alumni” when referring collectively to graduates of Arcadia University or to only male graduates.
- Use “alumnae” when referring collectively to only female graduates of the University (i.e., during Arcadia’s earlier years).
- Use “alumnus” when referring to a singular male graduate.
- Use “alumna” when referring to a singular female graduate.
- When no gender is given, use “graduate” or “graduates.”

Alumni Association

Always capped when referring to Arcadia’s Alumni Association.

Apostrophe

Use before the year when abbreviating it: During the ’80s and ’90s; Kevin Hagan ’00.

ARCADIA2025

The University’s adaptive strategy, approved by the Board of Trustees in February 2020, which provides a five-year plan for Arcadia.

Arcadia Abroad

The College of Global Studies at Arcadia University, which leads the University’s global centers and several study abroad programs.

Arcadia magazine

Title of Arcadia magazine is *Arcadia*. Do not capitalize or italicize “magazine.”

Athletics

Department of Athletics and Recreation.

Awards

When referencing an award, always refer to the full name of the award on first reference. Capitalize the word ‘Award’ only when it is part of the name of the award.



BAAAU

Black Alumni Association of Arcadia University.

Board of Trustees

Keep capitalized as a full term; capitalize “Board” and “Trustees” when referring to the University’s Board or Trustees.

Center for antiRacist Scholarship, Advocacy, and Action (CASAA)

Established in November 2021 as an interdisciplinary academic center that brings together individuals from the University, community, and wider world to (re)shape the thinking and mindset about racism across the globe with the intent to not only combat racism but also promote racial justice and equity.

Center for Teaching, Learning, and Mentoring (CTLM)

The Center for Teaching, Learning, and Mentoring (CTLM) supports Arcadia’s innovative pedagogies and adaptive strategies and works with academic units and departments in leading teaching, learning, and mentoring discussions and innovations on campus, shaping academic continuity processes and plans, and planning innovative teaching, learning, and mentoring initiatives.

College

When referring to Beaver College, capitalize College. When referring to the College of Arts and Sciences or College of Health Sciences, avoid using “the College.” Spell out or use acceptable abbreviation after first reference (CAS, CHS).

Combating Anti-Black Racism Initiatives (CABR)

A University-wide effort of more than 40 Initiatives launched in 2020 under President Ajay Nair.

Comma

Use the Oxford comma (third comma in a series of three): Bob, Mary, and Lamar attended.

Convocation

Capitalize when referring to Honors Convocation or Opening Convocation.

COVID

Use for COVID-19 and coronavirus. COVID and COVID-19 are appropriate for use, but keep capped (uppercase).



Credentials

When listing credentials of faculty members, use the following format:

- **Dr. Manny Curotto**, professor and chair of Chemistry and Physics, and **Gabrielle DiEmma '19** and **Shane Kalette '19** had their paper, "Classical and quantum simulations of a lithium ion solvated by a mixed Stockmayer cluster," accepted for publication in *Chemical Physics Letters* and *OA Mirrors*.

Also acceptable: Manny Curotto, PhD, professor and chair of Chemistry and Physics.

Dates

Follow AP style. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. The variance is on formal or single date invitations, a calendar of upcoming events, advertising copy, and with event announcements, when all months should be spelled out. Within a sentence or in a dateline, the month is not spelled out.

Spell out when using a month alone or with a year.

When a phrase refers to a month, day, and year, set off the year with commas. **Don't abbreviate days of the week.**

Division of Student Success

Within Academic Affairs, the Division of Student Success, founded in 2021, is composed of several offices working together to enhance the academic and developmental support, services, and experience of Arcadia students. The Division of Student Success includes: Undergraduate Success; Academic Development (including the Learning Resource Network, Disability Support Services, and the Writing Center); Act 101/ Gateway to Success; the Office of Career Education; the Registrar's Office; and Graduate Support.

Dr.

When possible, say the person's full name, then a comma, and then the degree. After first reference, use Dr. and last name: Dr. Jo Ann Weiner, associate professor of English, taught a class in American literature.

Emeritus/Emerita

Use "Emeritus" when referring to a male, and "Emerita" when referring to females. Use "Emeriti" when referring to multiple individuals. Capitalize "Emeritus" in a formal title, in keeping with the general practice of academic institutions. Alone it should not be capped, unless it refers to a specific person.

Examples:

Professor Emeritus Norman Johnston



Esports

Varsity Athletics program introduced for fall 2019 academic year. Write as esports unless it begins a sentence, when it should be Esports.

Extracurricular

No hyphen, one word.

Facility names

Visit the [University's Campus Map](#) for list and locations of facilities on campus.

First-year Student

To be used to refer to first-year students at Arcadia (use instead of “freshman” or “freshmen”).

Full time (adv.)

Do not hyphenate when used as an adverb: She works full time.

Full-time (adj.)

Hyphenate when used as a compound modifier: Only full-time faculty attended the meeting.

Grey Towers Castle

Initial capitals. Also capitalize “Castle” when referencing Grey Towers Castle.

Honorary degrees

Do not use “Dr.” before the name of an individual whose only doctorate is honorary.

JEDI (Justice, Equity, Diversity, Inclusion)

Established in 2019 to conduct a comprehensive review of Arcadia's policies, practices, and campus climate to ensure each aligns with the University's Vision and Lived Values.

Kuch Center

Use Kuch Athletic and Recreation Center on first reference (no “the” in front).



Kuch Center Alumni Gymnasium

When referring to the gym, the correct term is Alumni Gymnasium or Alumni Gym.

Latin Honors

Use lower case and italicize *cum laude*, *magna cum laude*, and *summa cum laude*.

Laura Minerva Korman Mirror Room

Previously known as the Grey Towers Castle Mirror Room; Dedicated in 2021 to alumna and former trustee, Laura Minerva Korman '89, '95M.

Learning Resource Network

The Learning Resource Network is part of the Office of Academic Development and provides academic support services free of charge to all Arcadia University undergraduate students.

Library

All references should read Landman Library. Capitalize "Library" when referencing "Landman Library."

Majors

Capitalize when referring to a specific program at Arcadia University.

More than/over

"More than" and "over" can indicate greater numerical value, though "more than" is preferred.

MyArcadia

Arcadia's internal communications platform for faculty and staff. One word with capital "A."

Numbers

Spell out "one" through "nine" and "first" through "ninth." Use numerals for 10 and over until a million; then use 1 million, 9 million, etc. If a numeral begins a sentence, always spell out, except when referring to a calendar year.



Office of Access, Equity, Diversity, and Inclusion (OAEDI)

The Mission of the Office of Access, Equity, Diversity, and Inclusion is to provide leadership in creating equitable and inclusive learning and a working community where every person can thrive.

Office of Equity and Civil Rights (OECR)

Houses Arcadia's Title IX office; is committed to promoting, supporting, and providing resources to sustain a living, learning, and working environment of diversity, equality, fairness, inclusion, and respect where all members of the University community are valued.

Division of Civic and Global Engagement

Within Academic Affairs, Civic and Global Engagement drives opportunities for connections between students and the world beyond campus. The work includes short-term and semester-long study away, international student support, community partnership, community-based student employment, advocacy training, and several special admissions opportunities (FYSAE, SYSAE, Civic Scholars, and Global Scholars).

Percent

Singular verb when standing alone or when a singular word follows an "of" construction: *The teacher said 60 percent was a failing grade.* Use the percent sign (%) in tabular, financial, and marketing material; also accepted in specialized works (advertisements, internal communications, etc.).

p.m.

Lowercase, with periods.

Postal Abbreviations

Do not use postal abbreviations in your text unless it is a postal address: He's from New Castle, Pa. (lowercase the state abbreviation).

Professional Titles

- In general, confine capitalization to formal titles used directly before an individual's name. Lowercase and spell out titles when they are not used with an individual's name: "The president issued a statement." "The pope gave his blessing."
- Capitalize formal titles when they are used immediately before one or more names: "Governor Tom Wolf, Senator Pat Toomey."



Residence Halls

Do not use the word dorm or dormitory to refer to the buildings on campus where students live. Always use “residence hall.” Names of residence halls:

- Kistler
- Dilworth
- Heinz
- Taylor
- Thomas
- Knight
- Oak Summit Apartments

Sports teams

Do not capitalize Arcadia University’s sports teams: men’s tennis team; women’s soccer.

Time of day

Use “noon” and “midnight,” not “12 noon,” “12 p.m.,” or “12 a.m.” Use “from” and “to” together, or only use a dash between the numbers. Lowercase a.m. and p.m., with periods.

Correct:

11 a.m.
4–5 p.m.
10 a.m.–noon
from 10 a.m. to noon
10 a.m.–4 p.m.

Incorrect:

11:00 a.m.
4:00–5:00 p.m.
from 4–5 p.m.

Title IX

See Office of Equity and Civil Rights.

Web address

http:// is not necessary.



Subsections:

Arcadia Abroad:

The College of Global Studies at Arcadia University, which leads the University's global centers and several study abroad programs.

Abbreviations and Standard Country Acronyms

[Travel.State.Gov](#) Country Acronyms

Country	ABBREVIATION
Australia	AUST
England	ENG*
Ireland	IRE
Italy	ITLY
New Zealand	NZLD
Scotland	SCT*
Spain	SPN
United States of America	USA
Philadelphia	PHL

*State groups as UK

Boilerplate:

The College of Global Studies: Should only be used in certain legal or contractual documentation. University community members should use "Arcadia Abroad" in all other contexts.

Global Centers: a physical office location / address where administrative and academic services are supplied to students. London, Dublin, Edinboro, Granada, Philadelphia.

When writing in the U.S., it is preferred to use the American spelling of Center; when writing from an overseas perspective, use regional spelling (i.e., Centre, colour, humour, etc.).



Boilerplate cont'd

Intern Philly: Program name

Residence Halls: Thoresby House (London)

Time of Day / Dates: When writing from an overseas perspective, use regional datelines (i.e., day / month / year: January 7, 2022 would be written 7 January 2022).

Arcadia Athletics

26 Varsity Teams (12 men's, 13 women's, 1 co-ed)

Affiliations: NCAA Division III, Middle Atlantic Conferences (MAC), National Association of Collegiate Esports (NACE), United Collegiate Hockey Conference (UCHC)

Nickname: Knights

Colors: Scarlet & Grey

Proofreading Checklist

Arcadia Communications should see our updated [Proofreading Checklist](#) for steps on proofing materials.



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