This style guide is a work in progress. Please contact College Communications with questions or suggested edits. Generally speaking, we follow the AP Stylebook, but there are exceptions. A copy of the AP Stylebook is available in communications and strategic partnerships in Sprankle Hall. A dictionary is often a helpful resource as well.

Tip: Use Ctrl + F to search this guide quickly.

Click here for the College Visual Identity Web Page (which includes the visual identity style guide, logo files, email signatures, Microsoft Word templates, and PowerPoint templates).

**Spacing**
Use a single space...
- After a period (between two sentences)
- After a colon

Use two spaces...
- Before a zip code

**Divisions, Offices, Departments, Centers, Institutes, and Programs**
Names of offices and departments should NOT be capitalized.

She works in the department of biology. She works in the advancement office, too.

Names of centers and endowed programs ARE capitalized.

Here is a complete list of names for offices, departments, centers, institutes, and programs:

**ADMINISTRATIVE DIVISIONS AND OFFICES**
academic affairs
office of admission
advancement office
Berman Museum of Art
business office
campus safety*
career and post-graduate development
(per the dictionary, postgraduate is one word with no hyphen, but CPD uses a hyphen)
center for international programs
center for writing and speaking
college bookstore
communications and strategic partnerships
dining services
office of disability and access^
environmental health and safety
finance and administration
facilities services
general counsel
health promotion^^
human resources
division of health and wellness
^^NOTE: The division of health and wellness includes the following:
   athletics
   health promotion
   wellness center

division of inclusion and community engagement (DICE)
^ NOTE: There are four offices that fall under the division of inclusion and community engagement. They are:

   Institute for Inclusion and Equity
   office of disability and access
   office of religious and spiritual life
   Ursinus Center for Advocacy, Responsibility, and Engagement (UCARE)

Institute for Inclusion and Equity^
Institute for Student Success (ISS)*
institutional research and effectiveness
international student services
library and information technology
president’s office
prevention and advocacy
office of protocol and special events
office of the registrar
religious and spiritual life^
research and creative projects
residence life*
scholarships and financial aid
staff assembly
student engagement*
student affairs

*NOTE: There are six offices that fall under student affairs. They are:

- campus safety
- Institute for Student Success (ISS)
- residence life
- student engagement
- Title IX
- Ursinus College Student Government (UCSG)

student financial services
student life office
study abroad
sustainability
Teaching and Learning Institute
Title IX*
Ursinus Center for Advocacy, Responsibility, and Engagement (UCARE)^
Ursinus College Student Government*
wellness center^^

ACADEMIC DEPARTMENTS
Please note that not all department names exactly match the titles of majors offered to students. For instance, the department is theater and dance, but there is no combined theater and dance major (but one could double-major in theater and also in dance). Other examples include, but are not limited to, the departments of mathematics and computer science (again, one can double-major in those disciplines) and business and economics (the related major is applied economics). See the complete list of majors and minors below.

African American and Africana studies
American studies
anthropology and sociology
applied ethics
art and art history
art history
biochemistry and molecular biology
biology
business and economics
chemistry
East Asian studies
education
English
environmental studies
film studies
gender, women’s, and sexuality studies
health and exercise physiology
history
Latin American studies
mathematics and computer science
media and communication studies
modern languages
music
neuroscience
peace and social justice
philosophy and religious studies
physics and astronomy
politics and international relations
pre-engineering
pre-health professions
pre-law
psychology
social sciences
theater and dance

CENTERS/INSTITUTES
Parlee Center for Science and the Common Good
Melrose Center for Global Civic Engagement
U-Imagine Center for Integrative and Entrepreneurial Studies

Center for International Programs
Center for Writing and Speaking

Institute for Inclusion and Equity
Institute for Student Success
Teaching and Learning Institute

PROGRAMS
Abele Scholars Program
Harold C. Smith Program in Christian Studies
The W.R. Crigler Program for Student Success (fka the Bridge Program)

The Philadelphia Experience (PhillyX)

Majors, Minors, Pre-Professional Programs, and Areas of Specialization
Majors indicated in bold
*Pre-professional programs (never a major or a minor)
**Areas of Specialization (also a major—but not a minor—if bolded)

accounting
African American and Africana studies
American studies
anthropology
applied economics
applied ethics
applied physics**
Arabic**
art
art history
astrophysics**
biochemistry and molecular biology
biology
biostatistics
chemistry
Chinese
classical studies
coaching
communication and culture**
communications
computer science
creative writing
dance
digital media studies**
digital studies
East Asian studies
economics
educational studies
education, teaching certification**
English
entrepreneurship*, **
environmental studies
film studies
finance
food studies
French
gender, women’s, and sexuality studies
German
German studies
Greek
health and society
Degrees

DEGREES OFFERED AT UR SINUS

bachelor of arts
bachelor of science

Chuck F. Kane graduated from Ursinus College with a bachelor of arts degree in media and communication studies.
More than 350 students received bachelor’s degrees.

OTHER DEGREES
master of arts
master of science
master of business administration
M.A.
M.S.
MBA (note that there are no periods)
Ph.D.

Art Vandelay has been accepted to St. Joseph’s University, where he will pursue a master’s degree in importing and exporting.

After earning his master’s, Lloyd Dobler launched a business to sell, buy, and process a variety of goods.

When used after a name, an academic abbreviation is set off by commas. (If the person is an alum or a parent, the class/parent year should follow.)

Emmett Brown, Ph.D., was granted a patent for the flux capacitor in 1985.

Kerry Weaver, M.D., ’89 has accepted a position at Chicago’s County General Hospital.

Erin (Burke) Hovey, Ph.D., ‘96, P’26 has been named commencement speaker.

Inigo “Innie” F. Montoya Jr., M.D., ’87 said he was inspired to become a doctor by his father’s dear friend, Miracle Max.

Rick Blaine, D.O., ’46 (V-12 Program) is the great-grandfather of incoming Ursinus student Lundy Blaine ‘22.

When space allows, avoid abbreviations and use instead a phrase such as:

Doogie Howser, who has a doctorate in neuroscience, was the keynote speaker at the Parlee Center for Science and the Common Good’s fall symposium.

Buildings and Campus Locations
Bomberger Memorial Hall
Bomberger Auditorium
Campus Drive (the roadway in front of the Commons)
Corson Hall  
The Floy Lewis Bakes Center (home of the field house)  
Hillel House  
Innovation and Discovery Center (IDC)  
   Foreman Discovery Plaza (lower-level outdoor patio facing BWC and Reimert)  
   Full name is The Spencer Foreman, M.D., ’57 & Sandra L. Foreman Discovery Plaza  
   Rooftop Terrace  
   Full name is Professor James L. Boswell Rooftop Terrace  
The Kaleidoscope Performing Arts Center  
   Blackbox Theater  
   Lenfest Theater  
Myrin Library  
Olin Hall  
   Olin Auditorium  
Pfahler Hall  
   Musser Auditorium  
The Philip and Muriel Berman Museum of Art OR The Berman Museum of Art  
   The Philip and Muriel Berman Foundation Sculpture Terrace  
   Pfeiffer Wing  
Ritter Center  
The Schellhase Commons  
   Café 2020  
   Pfeiffer Multipurpose Room (aka Commons 105)  
   Listening Room (part of the remains of Keigwin Hall)  
   Markman Terrace (second-floor outdoor area facing the Berman Lawn)  
   Student Interactive Space (second-floor indoor area that connects to the Markman Terrace)  
Sprankle Hall  
Thomas Hall  
Wismer Center  
   Bears’ Den  
   Zack’s Food Court  
   Zack’s Patio  

List the address of the 9th Avenue parking lot (fka West Lot) as:  
The entrance is located at Ninth and College avenues.

When listing multiple halls, follow this capitalization format:  
The entrances to Olin and Pfahler halls will be decorated with balloons.

**Residence Halls**  
Beardwood, Paisley, Stauffer Halls (aka BPS)  
Brodbeck, Wilkinson, Curtis Halls (aka BWC)
New Hall
Reimert Hall
Richter/North Hall

Residential Village:
624 Main St.
732 Main St.
777 Main St.
Clamer Hall
Cloake Hall
Commonwealth Hall
Duryea Hall
Elliott Hall
Fetterolf Hall
Hillel House (aka Yost Hall)
Hobson Hall
Isenberg Hall
Lynnewood Hall
Maples Hall
Musser Hall
Olevian Hall
Omwake Hall
Schaff Hall
Shreiner Hall
Todd Hall
Wicks Hall
Zwingli Hall

Sports Locations
Baseball: Thomas Field
Softball: Eleanor Frost Snell Field
Field Hockey: Eleanor Frost Snell Alumnae Field
Football and Soccer: Patterson Field
Soccer (practice): Wilkes Field
Basketball and Volleyball: Helfferich Gymnasium
Swimming: Elliott Pool
Tennis: Ace Bailey Courts
Cross Country: Hunsberger Woods
Track and Field: Lower Lighted OR Event Field

Facilities Field
The Floy Lewis Bakes Center
The Floy Lewis Bakes Center Field House

**Sports**

Sports that are not played by both genders (at Ursinus) do not need to be preceded by the word women’s or men’s:

- softball
- field hockey
- gymnastics
- baseball
- football
- volleyball

Sports that are played by both men and women should be preceded by the word women’s or men’s:

- women’s basketball
- women’s cross country
- women’s golf
- women’s lacrosse
- women’s soccer
- women’s swimming
- women’s tennis
- women’s track and field
- women’s wrestling
- men’s basketball
- men’s cross country
- men’s golf
- men’s lacrosse
- men’s soccer
- men’s swimming
- men’s tennis
- men’s track and field
- men’s wrestling

**Endowed Chairs**

**Joseph T. Beardwood, III, Chair of Mathematics**

Nicholas Scoville (through August 2022)

**Muriel M. Berman Directorship of the Berman Museum of Art**

Charles Stainback (through August 2023)

**Brownback-Wagner Chair in Health Sciences**

Beth Bailey (through August 2026)

**Guilliam H. Clamer Chair of Physics**

Lewis Riley (through August 2025)

**Helen Rogalinski Clarke Chair in Modern Languages**

Juan Ramón de Arana (through August 2025)

**The Class of 1954 Endowed Chair in Ethics**

Kelly Sorensen (through August 2023)
Davis Visiting Professorship of Judeo-Christian Values
   No current holder

Hain Professorship of Chemistry
   Mark Ellison (through June 2026)

William F. Heefner Chair of Music
   Holly Hubbs (through August 2026)

Samuel H. and Anna M. Hess Professorship of Chemistry
   Amanda Reig (through August 2024)

McClure Professorship of English
   Carol Dole (through August 2022)

The Rev. Dr. Harold C. Smith Endowed Chair in Christian Studies
   Nathan Rein (through August 2024)

Eleanor Frost Snell Chair of Health and Physical Education
   Laura Moliken (through August 2023)

Ross F. Wicks Chair of Philosophy and Religion
   Stewart Goetz (through August 2023; four-year phased retirement began Sept. 2019)

Walter Livingston Wright III Lectureship
   Danielle Widmann Abraham (through 2026)

Chairs Pledged But Not Yet Established:
   Betty Dakay Distinguished Teaching Professorship in the Humanities
   Charles Mattern Professorship
   Henry W. Super Chair of Church History

**Punctuation**

**BULLETED LISTS**
Put a space between the bullet and the first word of each item in the list.
Capitalize the first word following the bullet.
Use periods (not semicolons) at the end of each section, whether it is a full sentence or just a phrase.
Introduce the list with a short phrase or sentence.

Use parallel construction for each item in a list:
   • Start with the same part of speech (a verb, in this example) for each item.
• Use the same voice (active or passive) for each item.
• Use the same verb tense for each item.
• Use the same sentence type (statement, question, exclamation) for each item.

COMMAS
Go Bears! (no comma)

Use a comma with too.

Use of the Oxford comma (aka serial comma) is endorsed.

Use a comma after the penultimate item in a list of three or more items, before “and” or “or”—even in a simple series.

The flag is red, black, and old gold.

And especially when a conjunction joins the last two elements in a series.

The quarterback had orange juice, toast, and ham and eggs for breakfast.

Comma used before the conjunction help prevent ambiguity. Compare the following.
The comma before the conjunction (or lack thereof) helps determine if the woman photographed two people or four people.

She took a photograph of her parents, the president and the vice president.
She took a photograph of her parents, the president, and the vice president.

Do not use a comma before Jr. or Sr.

Benjamin Franklin Rodriguez Jr. studied in the library.
Jack Black Jr., who is a comedian, visited the campus.

When following the name of a city, the names of states, provinces, and territories are enclosed in commas, whether they are spelled out (as in running text) or abbreviated (as in tabular matter or lists).

Bedford, Pa., and Jamestown, N.Y.

In an exception to the rule, no comma appears between the postal code and a zip code.

Send the package to Ursinus College, 601 E. Main St., Collegeville, Pa. 19426.
When including an academic degree abbreviation after a name, it should be set off by commas. (If the person is an alum or parent, the class/parent year should follow.)

Emmett Brown, Ph.D., was granted a patent for the flux capacitor in 1985.

Kerry Weaver, M.D., ’89 has accepted a position at Chicago’s County General Hospital.

**COLONS**

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

She promised this: The college will serve tacos every Tuesday.

She promised three things: tacos, corn pudding, and churros.

He sent his resume to one employer: NASA.

**DASHES**

A pair of dashes can be used in place of commas to enhance readability. Note, however, that dashes are always more emphatic than commas and should not be overused.

*Tips*

To create a dash, use two hyphens with no space in between—and no spaces before or after the dash. Be sure you are not using a hyphen (a single - ) when a dash is what is intended.

The event committee met to determine if the inauguration theme—inquiry and innovation—should be embossed on the napkins for the gala.

**ELLIPSES**

Treat an ellipsis as a three-letter word, constructed with three periods and two spaces [space] [three dots] [space]

Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts, and documents.

“Back where I come from, we have universities ... where people go to become great thinkers.”

If the words that precede an ellipsis constitute a grammatically complete sentence—either in the original or in the condensation—place a period at the end of the last word before the ellipsis.
“I don't want to sell anything, buy anything, or process anything as a career. ...”

An ellipsis is normally **not** used:
- Before the first word of a quotation, even if the beginning of the original sentence has been omitted.
- After the last word of a quotation, even if the end of the original sentence has been omitted, *unless* the sentence as quoted is deliberately incomplete, as shown in this example:

  Everyone knows that the Declaration of Independence begins with the sentence “When, in the course of human events ...” But how many people can recite more than the first few lines of the document?

**EXCLAMATION POINTS**
In general, avoid the use of exclamation points.

If necessary, use no more than one exclamation point.
  Go Bears!

**Hyphens (or lack thereof) and Other Tricky Words**

- Academy Award-winning director
- adviser (preferred spelling)
- after-school (as an adjective)
- anyway is one word when used to mean “anyhow;” otherwise it is two words

  campuswide
  child care
  cochair
  cocurricular (see Preferred Words)
  coed (prefer we DON’T use this word)
  coeducational
  cofounder
  company-wide
  coursework
  coworker
  
  day care
  decision maker
  
  e-mail
extracurricular (see Preferred Words)

first-come, first-served basis
first-year day of service
firsthand
full-time position; BUT she works full time as an editor

grade-schooler (per Merriam-Webster)

handheld
hands-on (a hands-on manager; he was hands-on in developing the curriculum)
health care
high schooler (per Merriam-Webster)
a homage (not an)
hour-long

interdisciplinary (preferred; see Preferred Words)

liberal arts education; liberal arts graduate (do not hyphenate)
lifelong
life-care community
life-size
livestream
long-standing
long-term (see also Suspensive Hyphenation below)
lifetime

mace-bearer
monthlong
multifaceted

nationwide
nighttime
nonfiction
nonprofit

ongoing

part-time
premed (do not use “premedical”)

reopen

semiformal
student-athlete

task force
theater
3D
titled (not entitled)
too (takes a comma)
tour guide

viewbook

underserved
up-to-date (when used as an adj., as in “up-to-date maps”)
up to date (“keep me up to date”)

web page (note: lowercase)
website (note: lowercase; however, World Wide Web and the Web have caps)
weeklong
well-being
workforce

yearlong
year-round

**Suspensive Hyphenation**
When elements are joined by "and" or "or," expressing more than one element, use this format:

The president outlined her short- and long-term goals during the town hall.
Students were invited to participate in the faculty- and staff-led initiatives.
Campus tours departed in 10-, 15- or 20-minute intervals.
First-year students are typically 17- or 18-year-olds.

When the elements are joined by "to" or "by," expressing a single element, use this format:
College presidents typically serve a 6-to-8-year term.
The graphic designer created an 11-by-18-inch sign.

**Possessives**
a bass’s stripes
puppies’ paws

**Proper nouns**
Ursinus’s professors
Kansas’s legislature
Strauss’s Vienna
the Lincolns’ marriage
the Williamses’ new house
the Martinezes’ daughter

**Special Days**
Admitted Students Day / Admitted Students Experience
Founders Day
Indigenous Peoples Day
Presidents Day
Scholars Day
Veterans Day

**Italics vs. Quotes**
**Italicize titles for:**
Books/Audiobooks
Newspapers*
Periodicals*
Pamphlets
Movies
TV shows
Podcasts
Plays (regardless of length)
Radio programs
Operas, oratorios, tone poems, and other long musical compositions (use standard capitalization)

**Use quotation marks for:**
Classes (students in the “Innovations in Biology” class)
Songs
Single episodes of TV shows
Single episodes of podcasts
Most poems (see below)

Titles of songs and other shorter musical compositions are enclosed in quotation marks, capitalized in the same way as poems.

“La vendetta, oh, la vendetta” from *The Marriage of Figaro*
the “Anvil Chorus” from Verdi’s *Il Trovatore*
Handel’s *Messiah*
*Rhapsody in Blue*
*Finlandia*
“All You Need Is Love” (a song by the Beatles)
“So What” (a composition by Miles Davis)
“The Star-Spangled Banner”
“Oh, What a Beautiful Mornin’ ” from Oklahoma!
“Wohin?” from Die schöne Müllerin

Titles of most poems are enclosed in quotation marks. A very long poetic work, especially one constituting a book, is italicized and not enclosed in quotation marks.

Robert Frost’s poem “The Housekeeper” in his collection North of Boston
Dante’s Inferno

In a stand-alone literary study where many poems, short and long, are mentioned, it may be better to set all their titles in italics.

For periodicals and newspapers, the initial “the”—even if it is part of the official title—is lowercased (unless it begins a sentence) and not italicized.

She reads the Grizzly in Wismer every morning.

Did you see the review of the art exhibition in the Philadelphia Inquirer?

Only the official name of a periodical should be italicized.

She read it in Time magazine and in the Washington Post.

His article was printed in the New York Times Magazine.

*Do not italicize the name of a periodical or newspaper when it is part of the name of a building, organization, prize, or the like.

Los Angeles Times Book Award
Chicago Defender Charities
Tribune Tower

**Numerals**
In general, spell out one through nine. Use figures for 10 or above or whenever preceding a unit of measure or referring to ages of people, animals, events, or things. (see Ages)

21st century
fifth century
10th grade
first grade
3 ounces
4-foot-long
5-foot fence
the 1980s, the ’80s
1 in 4 voters
from $12 million to $14 million
a pay increase of 12%-15% OR a pay increase of between 12% and 15% OR a pay increase of 12% to 15%
Ursinus was ranked No. 1 in the poll. (Note abbreviation for “number.”)
The Bear was ranked No. 1 mascot in the survey.

Note: For proper names, follow the organization’s usage:

20th Century Fox
Twentieth Century Fund

Spell out numbers at the start of sentence.

Forty years was a long time to wait.
Fifteen to 20 Summer Fellows presented research.

Exceptions: years, number/letter combinations

1869 was the year Ursinus was founded.
401(k) plans are offered.
3D technology is the topic of the workshop.

PERCENT
In most cases, use the % sign when paired with a number, with no space.

About 50% of first-year students have walked the Perkiomen Trail.

For amounts less than 1%, precede the decimal with a zero:

The cost of living rose 0.6%.

In casual uses, use words rather than figures and numbers.

She said he has a zero percent chance of winning.

Avoid using at the beginning of sentence. If you must, spell out both:

Eighty-nine percent of sentences don’t have to begin with a number.

CLASS YEARS
Students and Alumni
Use two digits to identify a class year following a person’s name. Note that the apostrophe should always face toward the name in front of it. You will often need to add a space (or comma or period) after the two-digit year to achieve this. The apostrophe should automatically flip to opposite direction if you do so. Depending on the font you’re using, the difference is subtle:

**Calibri**
- Incorrect: Wendy Peffercorn ‘14
- Correct: Wendy Peffercorn ’14

**Arial**
- Incorrect: Wendy Peffercorn ‘14
- Correct: Wendy Peffercorn ’14

**Times New Roman**
- Incorrect: Wendy Peffercorn ‘14
- Correct: Wendy Peffercorn ’14

**EXCEPTION**
Use four digits for the class year if...

- You are including the words “class of” in your sentence.

  Buffy Summers, valedictorian of the class of 1997, is CEO of the American Red Cross.

- You need to clarify the century.

  Penelope Featherington ’08 was the recipient of the Kenneth Grahame 1908 Memorial Prize.

**Parents**
Use a P and two digits for the class year of the student (no space in between) to identify parents. Note that the apostrophe should always face toward the P.

  Lorelai Gilmore P’18

For parents who are also alumni, identify them as follows:

  Phoebe Buffay Hannigan ’88, P’24

Degrees should follow a person’s name, be set off by commas, and precede class and/or parent years.
Doug Ross Jr., M.D., ’89, P’19 established an endowed fund.

Use the full name of each parent if listing them together:

Rachel Green Geller ’89, P’21 and Ross Geller ’88, P’21 (note no comma after Rachel’s P’21)

If only one parent is an alum, using only the first name for the non-alum is acceptable when listing them together; list the non-alum first:

Monica and Chandler Bing ’88, P’22
Phil and Claire Pritchett Dunphy ’86, P’19

PHONE NUMBERS
Use hyphens (not periods) in phone numbers.
610-409-3000

AGES
Use only numerals for ages.

She has a 1-year-old sister. Her brothers are ages 5 and 9.

He has one son, age 3.

They have two children: Elmo, 10, and Zoe, 7.

He is 38; soon he will be in his 40s.

YEARS
Use four-digit years when noting a person’s life span.

John Updike (1932-2009)
Linda Grace Hoyer (1904-1989)

When listing a date, it is not necessary to include the year if the event takes places in the current year.

The college is closed for Thanksgiving on November 26.

Cameron Zebrun’s exhibition will begin on Tuesday, September 17, 2024, in the Philip and Muriel Berman Museum of Art at Ursinus College.
TIMES
Avoid using :00 when possible.

Use figures, except for noon and midnight

11 a.m.
3 p.m.
9-10:30 a.m. (note that there are no spaces surrounding hyphen)
8 a.m. to 4 p.m.

MONTHS
Do not abbreviate March, April, May, June, or July. (note exception for April below)

Spell out the first references of the month and the day of the week.

Where space restrictions require that the names of months be abbreviated, use the following:

<table>
<thead>
<tr>
<th>Jan.</th>
<th>May</th>
<th>Sept.</th>
</tr>
</thead>
</table>

DATES
Use only a numeral for a date. Do not use th or nd or st (as in 5th, 2nd, or 1st).

The deadline to apply for an externship is October 23.

Abbreviations

DAYS OF THE WEEK
Capitalize and, in general, do not abbreviate.

Performances of Shakespeare’s Much Ado About Nothing will be held Wednesday, October 2, through Saturday, October 5, at 7:30 p.m.

When it is necessary to abbreviate days of the week, use the following:


Try to limit use of the abbreviation UC to athletics.

Capitalization
Do NOT capitalize the following:
The phrase “Ursinus College faculty and staff”
Ursinus majors (biology, chemistry, environmental studies, etc.)
EXCEPTION: English, Spanish, French, etc. See list of Majors and Minors.

J.D. Salinger majored in psychology, neuroscience, and English.

Ursinus College Board of Trustees BUT board of trustees, the board, the trustees

affinity housing

Bonner Leader
Bonner Leader Program
Bonner Program
Note: Bonner Scholars Program and Bonner Scholar are reserved for the original Bonner schools that have an endowment from the Bonner Foundation.

college (when not part of an institution’s name)
Ursinus College is a prestigious liberal arts college. The college boasts 170 acres.

Earth (when used as the proper name of the planet: Astronauts returned to Earth. The sediment record beneath the ocean floor contains much about the Earth’s past.)
earth (otherwise: She is down-to-earth. He hopes to move heaven and earth.)

fall semester
first-year day of service

MobileU

No. (as the abbreviation for number in conjunction with a figure: No. 1)
special interest housing (but use caps with the acronym SPINT housing)
spring semester
Summer Fellows

website (however “World Wide Web” and “the Web”)
web page

Addresses
The entrance is located at Ninth and College avenues.

Buildings (See Buildings and Campus Locations for official titles)
Capitalize the names of buildings.
Convocation will be held in Bomberger Hall.
When listing multiple halls, follow this capitalization format:
The entrances to Olin and Pfahler halls will be decorated with balloons.

**Committees**
Capitalize when part of a formal name: the House Appropriations Committee. But do not capitalize in shortened versions, such as the Senate banking committee (long name: The Senate Banking, Housing and Urban Affairs Committee).

**Deity (helpful for baccalaureate program)**
Most pronouns (He/Him/His, Thee/Thou/Thine/Thy, You/Your/Yours) are capitalized when referring to God (or any of the three persons of the Trinity). Who/whom/whose are not capitalized when referring to God.

**Major Campus Initiatives**
Capitalize and italicize titles of campaigns

*Keep the Promise*

Capitalize major initiatives

Campus Master Plan

Ursinus College's next strategic plan, Every Student Success, begins this year.

**Top**
Capitalize the word “top” if it's part of the formal name of a list or a shortened version of a formal list.

The AP Top 25
Taylor Swift has a number of Top 10 hits.

Lowercase in informal uses.
It’s widely regarded as one of the top five restaurants in Collegeville.

**Race**
College communications is adopting the *Washington Post’s* style guidance regarding race.

**Black:** Uppercase the B in Black.

It should be noted that while African American is also acceptable for those in the U.S., the terms are not necessarily interchangeable. Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow an individual’s preference if known, and be specific when possible.
White: Uppercase the W in White.

Brown: Limit the uppercase version of the racial categorization Brown to direct quotations and use it sparingly in other instances. Although the term has gained general acceptance, the designation is seen by many as a catchall to describe people of color of vastly diverse ethnic and cultural backgrounds who are not Black.

Indigenous: Uppercase the I in Indigenous.

Land Acknowledgement Statement

(Note use of three e’s in acknowledgement)

Ursinus College respectfully acknowledges that our campus rests on Lenapehoking, the ancestral and spiritual homelands of the following five nations: Delaware Tribe of Indians, Delaware Nation, Eelūnaapèewii Lahkèewiit (Delaware Nation at Moraviantown), Stockbridge-Munsee Community, and Munsee-Delaware Nation (Ontario).

Our community carries names derived from the Lenape language - names holding spiritual and cultural meaning while also bearing the remembrance of the systematic removal of the Lenape people over 250 years ago by European colonial powers, whose legacy still reinforces and benefits from the Lenape’s disenfranchisement.

Ursinus College commits to collaboration, representation, and inclusion as we work together with the Lenape people to bring about healing and reconciliation between and among all our communities.

https://ursinus.edu/about/ursinus-college-land-acknowledgment-statement/

Titles

For Class Notes, these are the titles we include after a person’s name (please note that titles/degrees such as these should precede class and/or parent years and be set off by commas):

Ph.D., M.D., D.O., D.D.S.

Avoid using Dr. in front of a name.

Avoid using Esq.

SEE ALSO: DEGREES
Daphne (Bridgerton) Basset, Ph.D., ’96, P’26 has been named commencement speaker.

Inigo “Innie” F. Montoya Jr., M.D., ’87 said he was inspired to become a doctor by his father’s dear friend, Miracle Max.

Rick Blaine, D.O., ’46 (V-12 Program) is the great-grandfather of incoming Ursinus student Lundy Blaine ’22.

Capitalize titles when they **precede** a name:

President Robyn Hannigan was inaugurated in October 2022.

Professor of Biology and Associate Dean of the College Charles Darwin was interviewed for a story in *Ursinus Magazine*.

Lowercase the word “**former**” when used with a title:

The fund was established by former Interim President Jill Leauber Marsteller ’78, P’18.

Lowercase titles when they **follow** a name:

Robyn Hannigan, president of Ursinus, was inaugurated in October 2020.

The work of Charles Darwin, professor of biology and associate dean of the college, was featured in *Ursinus Magazine*.

Use “for” (**not of**) when identifying divisions in internal positions:

Vice President for Inclusion and Community Engagement Heather Lobban-Viravong served on the committee.

Missy Bryant, vice president for student affairs and dean of students, welcomed the new students.

Capitalize titles of endowed chairs:

The Eleanor Frost Snell Chair of Health and Physical Education Laura Moliken will oversee the COVID-19 testing operation.

When listing both professorship and chairmanship, list professor title first and then chair:

Professor of Biology and Chair Rebecca Lyczak presented her research.

Rebecca Lyczak, professor of biology and chair, presented her research.
Chair of the Ursinus College Board of Trustees Joseph DeSimone '86, P'12, H’99, the Sanjiv Sam Gambhir Professor of Translational Medicine and Chemical Engineering at Stanford University, visited campus. He toured new facilities and met with Summer Fellows. “Ursinus students impress me more and more each year,” said DeSimone. The board chair also delivered opening remarks at a reception welcoming the new president.

For Joe DeSimone, his title as noted above should always be included on first or second reference.

**Rev. (Reverend)**
When this description is used before a clergyman or clergywoman’s name, precede it with the on the first reference. On the second reference to members of the clergy, use only the person’s last name.

The guest list includes the Rev. Robert Alden. Before the meal, Alden will lead a prayer.

Use the Rev. Dr. only if the individual has an earned doctoral degree (doctor of divinity degrees frequently are honorary) and reference to the degree is relevant.

**Geographical Terms**

**STATES**
When the name of a state stands alone in a sentence, it should be spelled out.

Daniel “Rudy” Ruettiger attended the University of Notre Dame in Indiana.

Names of states are not required to follow these well-known cities:

- Atlanta
- Baltimore
- Boston
- Chicago
- Houston
- Indianapolis
- Las Vegas
- Los Angeles
- Philadelphia
- Phoenix
- Pittsburgh
- St. Louis
Cincinnati  Miami  Salt Lake City
Cleveland  Milwaukee  San Antonio
Dallas  Minneapolis  San Diego
Denver  New Orleans  San Francisco
Detroit  New York  Seattle
Honolulu  Oklahoma City  Washington

When the name of a city is followed by its state, the state should be abbreviated as follows:

Alaska or Alas.  Ind.  N.H.  Va.
Ariz.  La.  Nev.  Wis. or Wisc.
Conn.  Maine  Okla.
Fla.  Mo.  R.I.
Ga.  Miss.  S.C.
Hawaii  Mont.  S.Dak.
Iowa  N.C.  Tenn.
Idaho  N.Dak.  Tex.
Ill.  Neb. or Nebr.  Utah

Fred Rogers is from Latrobe, Pa.

Kevin Bacon is from Philadelphia.

Geno Auriemma, who is from Norristown, Pa., now coaches in Hartford, Conn.

Born in Upper Darby, Pa., Tina Fey now maintains a residence in New York.

**ADDRESSES**

When listing a full address (such as on the back of a brochure or on an envelope), either the style Pa. or the style PA is acceptable.

No comma should appear between the postal code and a zip code.

There should be two spaces before the zip code.

9th Avenue Parking Lot (fka West Lot)

The entrance is located at Ninth and College avenues.
Preferred Words

Adviser is preferred (not advisor).

Land Acknowledgement Statement (note three e’s in acknowledgement)

When quoting a person in article, use said (not says).

Use Zack (not Zach) when referring to the college’s namesake.

   Zack’s Facts
   Zack’s Food Court
   Zack’s Patio

Cocurricular is defined as “being outside of but complementing the regular curriculum.”

vs.

Extracurricular is defined as “not falling within the scope of regular curriculum; of or relating to organized student activities carrying no academic credit.”

Interdisciplinary: involving two or more academic, scientific, or artistic disciplines

Please note that cross-disciplinary, multidisciplinary, and transdisciplinary are all synonyms for interdisciplinary and can be used interchangeably, but interdisciplinary is preferred.

Pronouns, Chosen Name, and Gender Identity

Students, faculty, and staff may edit their pronouns, chosen name, and gender identity within Self-Service.

When writing articles, profiles, copy for admission and advancement materials, etc. use a person’s chosen name.

Nicknames

When including a nickname, the nickname should be listed within quotes before a middle initial/name.

   Michael "Squints" J. Palledorous threw out the opening pitch at the baseball game.
**Death**

Use “died,” “passing,” or “death of”

**Guidance for Deaths/In Memoriam in Ursinus Magazine**

The following outlines guidance for listing deaths in *Ursinus Magazine* (print and online) and on the news section of the Ursinus website, and better defines how to broadly communicate them to the campus community.

**Editorial Guidance for Alumni, Former Faculty/Staff, Friends of the College, and Board of Trustees:**

<table>
<thead>
<tr>
<th>Death:</th>
<th>Editorial Listing:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>1. “In Memoriam” section of <em>Ursinus Magazine</em>. (See table below for young alumni)</td>
</tr>
<tr>
<td>Former Faculty/Staff</td>
<td>1. “In Memoriam” section of <em>Ursinus Magazine</em> with short, ~100-word obit.</td>
</tr>
<tr>
<td>Former Trustee</td>
<td>2. Web story and/or email communication could be necessary based on the person’s longevity or overall significant contributions to the college.</td>
</tr>
<tr>
<td></td>
<td>3. Potential social media posts to share news of the passing.</td>
</tr>
<tr>
<td>Friend of the College (defined as non-alumni who were significant donors or volunteers)</td>
<td>1. “In Memoriam” section of <em>Ursinus Magazine</em>.</td>
</tr>
<tr>
<td></td>
<td>2. ~100-word obit in magazine would be dependent on the level of contribution.</td>
</tr>
</tbody>
</table>

**Internal Communications Strategy:**

A communications plan is already in place for communicating deaths to the campus community (and, when appropriate, parent and alumni audiences). Current faculty, staff, students, and trustees, as well as young alumni (depending on the circumstances), would get web stories and long “In Memoriam” obits in the alumni magazine and online.

<table>
<thead>
<tr>
<th>Death:</th>
<th>Message Coordinated By:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Death of a current faculty or staff member</td>
<td>President or VP for Academic Affairs</td>
</tr>
<tr>
<td>Death of current student</td>
<td>President</td>
</tr>
<tr>
<td>Death of current trustee</td>
<td>President</td>
</tr>
<tr>
<td>Fac/Staff family tragedy</td>
<td>VPAA and Dept. Chair / Division VP</td>
</tr>
<tr>
<td>Young alumni (4 years out or less)</td>
<td>President or VP for Advancement</td>
</tr>
</tbody>
</table>
**Miscellaneous Writing Guidelines**

When quoting a person in an article, use *said* (not *says*)

Spell out the names of people, organizations, companies, etc. on first reference in a story.

For people, use last name only on second and subsequent references.

For organizations, companies, etc., abbreviations may be used on second and subsequent references.

For stories featuring multiple people with the same last name:

First reference of "Person 1 Smith": The full name should be spelled out.

Second reference of "Person 1 Smith": Use only last name if no other Smiths have been introduced into the story yet.

First reference of "Person 2 Smith": The full name should be spelled out.

All further references of "Persons 1, 2, 3, etc. Smith": The full name should be spelled out.

Note: Using only first names is acceptable if not a formal story.

**Words to Avoid**

Be sure not to overuse
entrepreneurial
impactful
integrative
innovative
transformative
unique