



## **University Style Guide Missouri Western State University**

The following guidelines are intended to help Missouri Western faculty and staff prepare copy (text) for University publications and resolve basic questions about style. They are not inflexible rules, but rather an aid to maintain professionalism and consistency in University materials. Missouri Western has adopted the Associated Press (AP) Stylebook as the primary reference for all communications. If you have any questions, call Public Relations and Marketing at (816) 271-5651.

The most important thing to remember when you are writing copy for a publication is that the style should remain consistent throughout the entire piece. This guide is to help the entire University be as consistent as possible in all publications.

### **Alumna/Alumnus/Alumni**

Alumna is female singular; alumnae is female plural. Alumnus is male singular. Alumni is plural and can be used for males only or mixed-gender groups.

If you are writing about an alumnus/a, include their graduation year as follows: Jane Doe '75. Note the direction of the apostrophe before the class year. You can make it by typing the apostrophe in front of two numbers and hitting the space bar after the numbers. Or, the apostrophe can be created by holding down the Ctrl key and hitting the apostrophe key twice.

### **Ampersand**

Do not use an ampersand (&) to replace “and” unless it is part of the correct name: Kat & Company.

### **Athletics**

Refer to it as Athletics in most cases. Director would not be capitalized unless used in front of a name. For example: John Smith, director of Athletics, or Athletics Director John Smith.

An apostrophe is needed for men’s and women’s sports, as in men’s basketball. The name of the sport is always lower case in regular copy (baseball, softball, for example).

Use Mid-America Intercollegiate Athletics Association Conference on first reference, MIAA on second reference. Use National Collegiate Athletic Association on first reference, NCAA on second reference. Missouri Western is in NCAA Division II. On second reference it can be DII or Div. II.

Capitalize Coach when used alone: Coach John Doe, but not when used with an adjective: men’s basketball coach John Doe. Another correct usage is John Doe, coach.

### **Boards**

Capitalize Board of Governors, Missouri Western State University Foundation Board of Directors, Alumni Association Board of Directors. If board is used alone, lower case. Correct: The Board of Governors meets today. The board met to discuss personnel matters.

### **Buildings and Campus Spaces**

Refer to the following list when writing about campus buildings or spaces. The Named After column is just for your information.

#### **Buildings/Spaces**

Agenstein Hall

Baker Family Fitness Center

Beshears Hall

Blum Student Union

Bushman Planetarium

Christopher S. “Kit” Bond Science  
and Technology Incubator

Commons

Craig Field

Eder Hall

Eddie’s Bridge

Fulkerson Center

Glenn E. Marion Memorial

Clock Tower

Griffon Hall

Griffon Indoor Sports Complex

Hearnes Center

Juda Hall

Kelley Commons

Leaverton Hall

Logan Hall

Looney Complex

Missouri Department of

Conservation Northwest

Regional Office

Murphy Hall

Popplewell Hall

Potter Hall

Remington Hall

Scanlon Hall

Spratt Hall

Spratt Memorial Stadium\*

Spring Sports Complex

#### **Named After**

Evan R. Agenstein

Baker family – Cecil, Ruth, Jack and Betty

Kelsy B. Beshears

Nelle Blum

Joseph R. and Bess Bushman

Christopher S. “Kit” Bond (U.S. Senator and Missouri  
Governor)

–

Steven L. Craig

Fred Eder

Eddie Hirsch

Lyman and Marie Fulkerson

–

Glenn E. Marion

–

–

Gov. Warren E. Hearnes

Eugene and Peggy Juda

James and Jean Kelley family

Leaverton family

John Sublett Logan family

Marvin O. Looney

–

Janet Gorman Murphy McCarthy

Frank Popplewell

Thompson E. Potter

Wes and Patsy Remington

James J. Scanlon

Leah Spratt

Elliot “Bub” Spratt

–

**Buildings/Spaces**

Thomas Eagleton Indoor Pool  
Tom Smith Court  
Vaselakos Hall  
University Plaza  
Wilson Hall

**Named After**

U.S. Sen. Thomas F. Eagleton  
Tom Smith  
John and Betty Vaselakos  
–  
State Sen. Truman Wilson

\*Spratt Stadium or Spratt is acceptable as a second reference, but always use Spratt Memorial Stadium on first reference.

**Capitalization**

In general, try to limit the amount of capitalization used in a publication. Generally, lowercase references to proper names when not used in full: the program, the degree, etc.

**Chair**

Chair is the preferred usage when referring to the head of a committee or board, rather than chairperson, chairman or chairwoman.

**Cities with State Name**

Several large cities do not require a state to follow, such as Chicago or St. Louis. Kansas City requires a state to follow it to differentiate between Kansas and Missouri. Consult an AP Stylebook for a complete listing, under Datelines. State names are spelled out except when they are part of mailing addresses.

**Colleges/Schools**

Missouri Western has two colleges:

1. College of Liberal Arts and Sciences
2. College of Professional Studies.

Second references are LAS and PS or college.

Missouri Western has four schools:

1. Steven L. Craig School of Business and Technology – use Steven L. Craig School of Business and Technology or Craig School of Business and Technology on the first reference. Second references can be Craig School of Business and Technology, the School of Business and Technology, or CSB and T.
2. Graduate School – uppercase when referring to Missouri Western’s Graduate School specifically.
3. School of Fine Arts
4. School of Nursing and Health Professions

**Commas in a Series**

A final comma is not added before “and” when listing several items: the dog, the cat and the monkey. The exception is when there is an “and” included in the series. Example: the dog and his owner, the cat, and the monkey.

**Dates**

When writing a date, use figures for the numerals, but not the ordinal number. June 12, 2012 is correct. June 12<sup>th</sup>, 2012 is incorrect. Abbreviate the following months when used with dates: Jan., Feb., Aug., Sept., Oct., Nov., Dec. The following is correct regarding commas and abbreviations: Tuesday, Jan. 3, 2017.

If you are writing the month with no date following it, such as My birthday is in September, the month is not abbreviated. When using the month and year, there is no comma between them: November 2016.

### **Decades**

When writing decades, such as 1960s, there is no apostrophe between the zero and s.

### **Degrees**

Uppercase degrees when using the full name of the degree: Bachelor of Arts in Music. Lower case if not using the full name: Joe earned a bachelor of science degree. Use an apostrophe in bachelor's degree and master's degree, or when used alone and not followed by "degree," but do not use an apostrophe for associate degree. No apostrophe is needed for bachelor or master when followed by of science, of arts, etc.

### **Departments/Offices**

Departments and offices should be uppercase: Admissions, Department of Music. Do not abbreviate department in any usage. For most nonacademic departments, refer to as their name only.

### **Academic Department Names:**

Department of Art  
Department of Biology  
Department of Chemistry  
Department of Communication and Journalism  
Department of Computer Science, Mathematics and Physics  
Department of Criminal Justice, Legal Studies and Social Work  
Department of Economics, Political Science and Sociology  
Department of Education  
Department of English and Modern Languages  
Department of Health, Physical Education and Recreation  
Department of History and Geography  
Department of Military Science/ROTC  
Department of Music  
Department of Nursing  
Department of Philosophy and Religion  
Department of Psychology  
Department of Theatre, Cinema and Dance  
Early College Academy  
Health Information Management  
Honors Program  
Law Enforcement Academy

Physical Therapist Assistant Program  
Population Health Management Program  
Steven L. Craig School of Business and Technology

**Nonacademic Department, Office and Facilities Names:**

“Office” is only used in a few cases for clarity. When using Office, it should be capitalized.

Academic Affairs  
Accessibility Resource Center  
Accounting Services  
Admissions  
Advising, Tutoring, Learning and Academic Support (ATLAS)  
Alumni Relations  
Athletics  
Baker Family Fitness Center  
Barnes and Noble Bookstore  
Business Office – using Office is usually necessary to differentiate it from the Craig School of Business and Technology.  
Campus Dining  
Campus Printing and Design Services  
Career Development  
Catering Services  
Center for Academic Support  
Center for Entrepreneurship  
Center for Multicultural Education  
Center for Student Involvement  
Christopher S. “Kit” Bond Science and Technology Incubator  
Conferences and Special Programs  
Counseling Center  
Development Office  
Esry Health Center  
Financial Aid  
Financial Planning and Administration  
Grants and Sponsored Programs  
Human Resources  
Information Technology Services Insurance and Risk Management  
Institutional Research Data  
Instructional Media Center  
International Center  
Key Office  
Library  
Mail Services  
Missouri Western State University Foundation  
Missouri Western State University Foundation Accounting  
Nontraditional Student Services  
Parking and Security Services  
Physical Plant

Prairie Lands Writing Project  
President's Office  
Public Relations and Marketing  
Purchasing  
Recreation Services  
Registrar  
Residential Life  
Scheduling Services  
Student Affairs  
Student Employment  
Student Government Association  
Student Success and Academic Advising Center  
Study Away and Exchange Programs  
Telephone Services  
Testing Center  
University Advancement  
University Police  
Veterans Affairs  
WRDCC  
Walter Cronkite Memorial  
Western Institute

### **Description**

The following is a suggested blurb for press releases or publications if you need a University description:

*Missouri Western State University is a comprehensive regional university providing a blend of traditional liberal arts and professional degree programs. The university offers student-centered, high-quality instruction that focuses on experience-based learning, community service and state-of-the-art technology. Missouri Western is located in St. Joseph, Missouri and is committed to the educational, economic, cultural and social development of the region it serves. Visit [www.missouriwestern.edu](http://www.missouriwestern.edu).*

### **Electronic Mail**

Use email in all instances. Use a hyphen for other e- terms: e-book, e-newsletter, e-commerce.

### **Equal Opportunity Statement**

A nondiscrimination statement must appear at the end of all external publications regarding enrollment or personnel that are produced by Missouri Western as required by the institution, state and federal regulations and laws. The short version: *Missouri Western is an equal opportunity institution.* If you prefer the longer version, consult the Graphic Standards Manual at [missouriwestern.edu/prmarketing](http://missouriwestern.edu/prmarketing), click on Graphic Standards Manual.

### **Foundation**

The correct usage is the Missouri Western State University Foundation. Missouri Western Foundation should be used on second reference. Depending on the usage, Foundation may be

used as a second reference as long as it is clear what you are referring to. MWSU Foundation is only acceptable when space dictates the usage, such as Twitter or headlines.

### **Founding Date**

The founding date is 1915, the start of the St. Joseph Junior College, predecessor to Missouri Western. Although the four-year institution began in 1969, the earlier date is to be used as the founding date of the institution.

### **Institution Names**

On first reference, use Missouri Western State University. On second reference, the preferred usage is Missouri Western. Other acceptable second references are MWSU, as long as you are consistent throughout the publication. Western, Mo. West, Mo. Western, and Missouri Western State are unacceptable. When referring specifically to Missouri Western as the University, University is capitalized.

Refer to the off-campus site as the Missouri Western Northland site, or the Missouri Western Northland site at the Village at Burlington Creek in Kansas City, Missouri.

### **Library**

Lower case library in all uses. It is incorrect to refer to the library as the Hearnes Library. Correct: Hearnes Center library.

### **Mascot**

The Griffon, our mascot, is always capitalized. The athletic teams may be referred to as the Griffons. When used with the sport name, it should be Griffon football, no plural on “Griffon.”

The mascot is Max the Griffon. Max may be used on second reference.

### **Months – See Dates**

### **Names**

Use the first and last names for people on first reference, and last name only on second reference. If the person has a doctorate, use the title Dr. – Dr. Jane Doe. On second reference, use Dr. with the last name – Dr. Doe. (See Titles for more information.)

### **Numerals**

For numbers 1-9, spell out: one, two, etc. For 10 and up, use the figure – 10, 29, 67, etc. This applies to first, third, etc., and 12<sup>th</sup>, 45<sup>th</sup>, etc. The exception is that if a numeral starts a sentence, it is spelled out. Example: Forty-three attended. Also, spell out casual references – There were hundreds of people there.

For ages and percentages, always use the figure. Examples: The nontraditional student, 37, graduated in May; 5 percent.

### **Percentages**

In most cases, percent is spelled out rather than using the symbol, %. But the symbol may be appropriate in some instances, such as ads, charts or flyers. Use figures for the numerals – 4 percent, 110 percent.

### President

As a signature on a letter, use Robert A. Vartabedian, President. In text, use Dr. Robert Vartabedian, Missouri Western’s president.

**Rooms:** Several rooms on campus have been given names to recognize or honor people; use the room’s full name in copy, invitations, etc. (see list below). To avoid confusion, you may list the room number after the name. Correct: Blum Union Hoff Conference Rooms, 218-219 or Spratt Hall Kemper Recital Hall, Room 101. The “Named after” column is for information only.

<b>Room:</b>	<b>Correct name:</b>	<b>Named after:</b>
Agenstein 147	Bushman Planetarium	Joseph R. and Bess Bushman
Agenstein 324	W.T. Kemper Lecture Hall	W. T. Kemper
Blum 218	Hoff Conference Room	Forrest Hoff
Blum 219	Hoff Conference Room	Forrest Hoff
Blum 234	Junior College Room	–
East side of Hearnnes Center	Shirley and David R. Bradley Wing	Same
Fulkerson Center (north room)	Kemper Room	William T. Kemper
Fulkerson Center (southeast room)	Rochambeau Room	Richard Austin Rochambeau, Sr.
Fulkerson Center (southwest room)	MeadWestvaco Room	MeadWestvaco Corp.
<i>If you are using the entire southern half of the room, it is referred to as Mead-Rochambeau Rooms.</i>		
Fulkerson Center Alumni Room	Joe Friedman Alumni Room	Joseph and Gladys Friedman and Joseph Droher
GISC 113/134	KCP&L Lecture Hall	KCP&L
GISC 122	Zack and Mary Workman Academic	Success Center Zack and Mary Workman
GISC 141	Herzog Strength Training Room	Herzog Contracting Corp.
Library Meeting Room	Monya Rositzky Chataqua Room	Monya Rositzky
Pool in Looney Complex	Thomas Eagleton Indoor Pool	U.S. Sen. Thomas Eagleton
Poppowell Hall 308A	Koenig-Simmons Business Lab	Steven Koenig and Jeremy Simmons
Spratt 101	Kemper Recital Hall	Crosby, Jr. and Bebe Kemper
Spratt 214-216	Enright Room(s)	William Fairleigh Enright, Jr.



## **Schools – see Colleges/Schools**

### **Spacing**

Use one space after a period, semi-colon or colon.

### **States**

Postal codes (MO, for example) are used only in mailing addresses. In regular text, spell out the state, such as St. Joseph, Missouri.

### **Street Names**

50<sup>th</sup> Street – the street that goes along the east side of parking lot O. It connects Mitchell Avenue and Messanie Street.

Charlie Burri Drive – street that goes past Spratt Memorial Stadium

Downs Drive – the circle drive around campus, named for State Sen. John Downs

James McCarthy Drive – the drive between Downs Drive and the Faraon Street entrance, named for Dr. James J. McCarthy

Ronald S. Reed Jr. Way – the drive at the main entrance between Mitchell Avenue and Downs Drive.

SE University Drive – the drive that is on the east side of parking lot B and connects Mitchell Avenue and Downs Drive. It is the drive at the stoplight on Mitchell Avenue.

SW University Drive – the drive on the west side of parking lot K that connects Mitchell Avenue to Downs Drive.

### **Telephone Numbers**

Please list telephone and fax numbers as (816) 271-4200, using the parentheses for the area code.

### **Titles**

Lowercase a title if it follows the name, but capitalize if it is in front of it. Examples: John Doe, professor of chemistry. Professor John Doe teaches chemistry. For those with doctoral degrees, use the title Dr. in front of the name and no initials after. Incorrect: Dr. John Doe, Ph.D. The title Dr. is usually used in second reference – Dr. Doe. For those with a Juris Doctorate, list the initials after the name: John Johns, J.D.

### **Website**

The website (website is one word and lowercase) may be written as [www.missouriwestern.edu](http://www.missouriwestern.edu) or [missouriwestern.edu](http://missouriwestern.edu). Web page is two words, but webcast and webmaster are one.

For long URLs, give a shorter website and then directions: go to [missouriwestern.edu/schedule](http://missouriwestern.edu/schedule) and click on Fall 2010. Or, create a shorter URL. To do this, employees may go to <http://griff.vn>, enter their user name and password and type in the shorter URL you want to use and the original URL.

### **Updates**

August 2013

December 2016

March 2019

