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; alumnae is plural female. Alumnus is male. 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. Microsoft Word may auto-correct it when you type the apostrophe in front of two numbers and hit the space bar after. Otherwise 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 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**
Capitalization 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 Fixtures**
Refer to the following list when writing about campus buildings or fixtures. The Named After column is for your information.

<table>
<thead>
<tr>
<th>Buildings/Fixtures</th>
<th>Named After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agenstein Hall</td>
<td>Evan R. Agenstein</td>
</tr>
<tr>
<td>Baker Family Fitness Center</td>
<td>Baker family – Cecil, Ruth, Jack and Betty</td>
</tr>
<tr>
<td>Beshears Hall</td>
<td>Kelsy B. Beshears</td>
</tr>
<tr>
<td>Blum Student Union</td>
<td>Nelle Blum</td>
</tr>
<tr>
<td>Bushman Planetarium</td>
<td>Joseph R. and Bess Bushman</td>
</tr>
<tr>
<td>Christopher S. “Kit” Bond Science</td>
<td>Christopher S. “Kit” Bond</td>
</tr>
<tr>
<td>and Technology Incubator Commons</td>
<td></td>
</tr>
<tr>
<td>Craig Field</td>
<td>Steven L. Craig</td>
</tr>
<tr>
<td>Eder Hall</td>
<td>Fred Eder</td>
</tr>
<tr>
<td>Fulkerson Center</td>
<td>Lyman and Marie Fulkerson</td>
</tr>
<tr>
<td>Glenn E. Marion Memorial Clock Tower</td>
<td>Glenn E. Marion</td>
</tr>
<tr>
<td>Griffon Hall</td>
<td></td>
</tr>
<tr>
<td>Griffon Indoor Sports Complex</td>
<td></td>
</tr>
<tr>
<td>Hearnes Center</td>
<td>Gov. Warren E. Hearnes</td>
</tr>
<tr>
<td>Juda Hall</td>
<td>Eugene and Peggy Juda</td>
</tr>
<tr>
<td>Kelley Commons</td>
<td>James and Jean Kelley family</td>
</tr>
<tr>
<td>Leaverton Hall</td>
<td>Leaverton family</td>
</tr>
<tr>
<td>Logan Hall</td>
<td>John Sublett Logan family</td>
</tr>
<tr>
<td>Looney Complex</td>
<td>Marvin O. Looney</td>
</tr>
<tr>
<td>Missouri Department of Conservation Northwest Regional Office</td>
<td></td>
</tr>
<tr>
<td>Murphy Hall</td>
<td>Janet Gorman Murphy McCarthy</td>
</tr>
<tr>
<td>Popplewell Hall</td>
<td>Frank Popplewell</td>
</tr>
<tr>
<td>Potter Hall</td>
<td>Thompson E. Potter</td>
</tr>
<tr>
<td>Remington Hall</td>
<td>Wes and Patsy Remington</td>
</tr>
<tr>
<td>Scanlon Hall</td>
<td>James J. Scanlon</td>
</tr>
<tr>
<td>Spratt Hall</td>
<td>Leah Spratt</td>
</tr>
<tr>
<td>Spratt Memorial Stadium*</td>
<td>Elliot “Bub” Spratt</td>
</tr>
<tr>
<td>Spring Sports Complex</td>
<td></td>
</tr>
<tr>
<td>Thomas Eagleton Indoor Pool</td>
<td>Thomas F. Eagleton</td>
</tr>
</tbody>
</table>
Buildings/Fixtures Named After
Vaselakos Hall John and Betty Vaselakos
University Plaza
Wilson Hall 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 follow it to differentiate between Kansas and Missouri. Consult an AP Stylebook for a complete listing, under Datelines.

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. School of Business - use Craig School of Business on the first reference. Second references can be Craig School of Business, the School of Business, the Craig School or CSB.
  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
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 Engineering Technology. For academic departments, refer to as Department of ___________. 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  
Craig School of Business  
Department of Criminal Justice, Legal Studies and Social Work  
Department of Economics, Political Science and Sociology  
Department of Education  
Department of Engineering Technology  
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 Philosophy and Religion  
Department of Psychology  
Department of Theatre and Cinema

**Nonacademic Department and Office Names:**
Only use Office if it is needed for clarity. When using Office, it should be capitalized.  
Academic Affairs  
Accessibility Resource Center  
Admissions  
Alumni Relations
Nonacademic Department and Office Names continued:
Applied Learning
Athletics
Business Office – using Office is usually necessary to differentiate it from the Craig School of Business.
Campus Dining
Campus Printing and Design Services
Career Development
Catering Services
Center for Academic Support
Center for Multicultural Education
Center for Student Engagement
Insurance and Risk Management
College of Liberal Arts and Sciences
College of Professional Studies
Counseling Center
Development
Financial Aid
Financial Planning and Administration
Baker Family Fitness Center
Missouri Western State University Foundation
Missouri Western State University Foundation Accounting
Office of Grants and Sponsored Programs
Esry Health Center
Honors Program
Human Resources
Information Technology Services
Instructional Media Center
International Student Services
Nontraditional Student Services
Physical Plant
Police Department
Prairie Lands Writing Project
Public Relations and Marketing
Purchasing
Recreation Services
Registrar
Residential Life
Scheduling Services
Student Affairs
Student Employment
School of Fine Arts
Student Success and Academic Advising Center
Study Abroad and Exchange Programs
Telephone Services
Testing Center
**Nonacademic Department and Office Names continued:**
University Advancement  
Veterans Affairs  
Western Institute

**Description**
The following is a suggested tagline 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.*

**Electronic Mail**

**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 is below. If you prefer the longer version, consult the Graphic Standards Manual at missouriwestern.edu/prmarketing, click on Graphic Standards Manual. *Missouri Western is an equal opportunity institution for more information.*

**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 the mascot.

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 12th, 45th, 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 Forrest Hoff Conference Rooms, 218-219 or Spratt Hall Kemper Recital Hall, Room 101.

Room: Correct name:
Agenstein 147 Bushman Planetarium
Agenstein 324 W.T. Kemper Lecture Hall
Blum 218 Hoff Conference Room
Blum 219 Hoff Conference Room
Room: Correct name:
Blum 234 Junior College Room
Fulkerson Center (north room) Kemper Room
Fulkerson Center (southeast room) Rochambeau Room
Fulkerson Center (southwest room) MeadWestvaco Room
If you are using the entire southern half of the room, it is referred to as Mead-Rochambeau Rooms.
Fulkerson Center Alumni Room Joe Friedman Alumni Room
GISC 113/134 KCP&L Lecture Hall
GISC 122 Zack and Mary Workman Academic Success Center
GISC 141 Herzog Strength Training Room
Pool in Looney Complex Thomas Eagleton Indoor Pool
Popplewell Hall 308A Koenig-Simmons Trading Room
Spratt 101 Kemper Recital Hall
Spratt 214-216 Enright Room

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 addresses. In regular text, spell out the state, such as St. Joseph, Missouri.

Street Names
50th 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
James McCarthy Drive – the drive between Downs Drive and the Faraon Street entrance
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.
Website
The website (website is one word and lowercase) may be written as www.missouriwestern.edu or missouriwestern.edu. Web page is two words, but webcast and webmaster are one. The word Web is capitalized.

For long URLs, give a shorter website and then directions: go to missouriwestern.edu/schedule and click on Fall 2010. To create a shorter URL, employees may go to http://griff.vn, enter their user name and password, the shorter URL they want to use and the original URL.

Updates
August 2013
December 2016