Writing Style Guide

Introduction

Should titles

Americans with Disabilities Act (ADA) statement
The approved ADA statement, which follows below, should be included on all materials relating to

Bell Tower
The Bell Tower serves as the iconic landmark for the University and as a central location for classes, faculty offices and student services.

break
The word "break" or "breaks" should be lowercase to identify Fall break, winter break, holiday break, Spring break, or summer break.

California State University Chancellor's Office
When identifying the formal name, use in its entirety on first reference. On second/subsequent references, you may use "Chancellor's Office."

Examples: California State University Chancellor's Office <u>or</u> CSU Chancellor's Office
The information will be sent to the Chancellor's Office.

California State University Channel Islands
The official and legal namO the Universityese Califrnl St

Dolphins
The University's mascot is the Dolphin and should be capitalized when specifically referring to the University's mascot.

> Example: CSU Channel Islands students cheered for the Dolphins during their Lacrosse game.

dorm(s)
Do not use "dorm." Residence Hall is the preferred term.

EchoCI
The name of the University's web content management system. Always one word and capitalize the "E" and "CI."

Ekho
The University's Dolphin mascot is named Ekho, spelled with a 'k,' and is non-gender specific. Avoid using pronouns such as "him" or "her."

> Example: Ekho attended the grand opening for Sierra Hall, a new building on campus.

email
Do not hyphenate the word "email." However, a hyphen should be used with "e-book," "e-business," "e-newsletter," and "e-commerce." On web pages, email addresses should be embedded in the text to link to a student, faculty or staff member. Lowercase the email address.

> Example: jane.smith@csuci.edu

emeritus
A title of honor awarded to select retired administrators or faculty and approved by the University President. Capitalize when used before a name. Other terms are "emerita" (singular, female) and "emeriti" (plural).

> Example: Professor Emeritus Jane Smith
> President Emeritus Handel Evans

emphasis
If emphasis is needed for specific text, use bold font or underline for those specific words, but do not use both. Do not use all uppercase.

endowed chair
A faculty member whose position was created by external gifts or grants. Always lowercase both words unless used as part of a formal title.

> Example: Professor John Smith, Endowed Chair of the Martin V. Smith School of Business & Economics.

Equal Opportunity Employer/Affirmative Action Employer
Use the statement below in all publications relating to employment at the University.

> CSU Channel Islands is an Equal Opportunity/Affirmative Action Employer.

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events
Describe by day of the week, date, time, and place, in that order.

Example: Commencement will be held on Saturday, May 23, 2020, at 9 a.m. at the Central Mall.

event titles
Capitalize all words for event titles. Use of an ampersand may be used within titles.

Examples: Third Annual Film & Animation Screening

exams
It's not necessary to use examinations. Also, "finals" can be used when appropriate.

farther, further
"Farther" is a measure of distance. "Further" is a measure of time or degrees.

fax
Always lowercase.

fees, tuition
Use the familiar term "tuition" to refer to the cost of instruction. "Fees" generally refer to other charges such as on-campus housing, dining, health, labs, and technology. Use "Tuition and Fees" or
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fundraising, fundraiser
Always one word and do not use a hyphen.

grades
When referring to a grade someone received, simply use the letter. When referring collectively to grades, do not use an apostrophe to make plural.

>   Example: He earned a B on his test.
>   She settles only for As and Bs.

grade point average
Do not hyphenate. On second reference and in headlines, use GPA, not G.P.A.

graduate assistant
On second reference, GA is acceptable.

group designations
The names of specific racial, linguistic, tribal, religious, and other groupings are capitalized.

>   Example: The commencement activities paid tribute to many Chumash traditions.

Hall
Always capitalize when referring to official University building names.

>   Example: Her office is located in Sierra Hall.

headlines
Only the first word and proper nouns are capitalized. Headlines should be active and concise. Well-known abbreviations are acceptable. Use surnames in headlines only if they are familiar to the University, e.g. the President's surname.

hyperlinks
On webpages, hyperlinks should be embedded into the text. On print materials, hyperlinks should be identified as shown in the example and without being underlined. Be careful not to include unnecessary punctuation marks such as commas when hyperlinking text. You can also create short url's (refer to "short urls")

>   Web or Digital Example: Visit our financial aid section for more information.
>   Print Example: Visit www.csuci.edu/financialaid

internet
Always lowercase.

instructional sites
Instructional sites not located on the main Camarillo campus should be referenced as follows:
>   Channel Islands Boating Center
>   Santa Rosa Island Research Station
>   Santa Barbara/Goleta campus

John Spoor Broome Library
On second reference and in headlines, Broome Library is acceptable. The John Spoor Broome Library was designed by world-renowned architect, Lord Norman Foster.

locations
When referring to locations on campus use "at" for outdoor spaces and "in" for indoor spaces.

> Example: Commencement will be held at the Central Mall.
> The presentation will be held in Malibu Hall Room 100

list, bulleted
No periods after list items unless they are complete sentences.

Mission Statement

The official mission statement of the University may be used where appropriate:

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and servndpil2.1 ((n)1 (d)1.1a)-2 (I a
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RSVP
When requesting the favor of a reply, always capitalize "RSVP" and use "to" when responding to a person, or "at" when responding to a web address.

       Example: Guests may RSVP to Jane Smith at 805-437-8400.
                Guests may RSVP at www.csuci.edu/event

said, says
In general, "says" is preferred for attribution. "Says" or "said" is a neutral word and allows the reader

Strategic Plan
Capitalize both words when part of a title and lowercase on second reference.

student identification
In a typical situation, identify student sources by first and last name, class standing, and academic program on first reference. Include age and hometown in news releases or as pertinent to the context of the text.

Identify faculty sources by name, academic title, and academic program on first reference.

Examples: John Doe, a junior majoring in Business, was named student of the year.
Jane Smith, 22, from Camarillo, is a senior majoring in Anthropology.
Jane Doe, Professor of Biology

syllabus
Plural is "syllabi."

nature of a faculty member's employment, use of one of four terms is preferred: tenured, tenure track, full-time lecturer, or part-time lecturer.

Institutional titles include: Vice President for, Associate Vice President for, Assistant Vice President for, Senior Executive Director of, Senior Director of, Director of, or Manager of.

Vice Presidents, Associate or Assistant Vice Presidents should include the word "for" within their title. All other institutional titles should include the word "of" as part of the title.

Examples: Jane Smith, Vice President for Td(of)Tj0.001 TJ0 Tc 0 -0.001 T 0 T Tw [wit)4 (h)

website

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