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## EDITORIAL STYLE GUIDE

All material produced by Broward College for internal and external communications must conform to the Style Guide.

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For the most part, Broward College follows Associated Press (AP) style, which is used in mass media to standardize the manner in which information is presented in text, such as dates, times of day, titles and addresses. However, some common style clarifications as well as Broward College-specific usages are listed below in alphabetical order.

## **Academic Degrees**

When listing a degree and the subject area in which degrees have been earned, capitalize both and abbreviate the degree if preferred. Examples: He earned an A.A. She received a Bachelor of Science degree in Nursing. When abbreviating, use the commonly accepted terms such as A.A. (Associate of Arts), A.S. (Associate of Science), B.A. (Bachelor of Arts), M.A. (Master of Arts), M.S. (Master of Science), Ed.D. (Doctor of Education), Ph.D. (Doctor of Philosophy) and J.D. (Doctor of Jurisprudence). Always use periods and leave no space between period and letter. For degrees with three or more capital letters (BAS, BSN) the periods are omitted. The word degree should not follow a degree abbreviation.

Among degrees offered at Broward College are:

- Associate of Art (She has an associate's degree.)
- Associate of Science
- Associate of Applied Science
- Bachelor of Science (In usage: "He has a bachelor's degree")
- Bachelor of Applied Science
- Bachelor of Science in Nursing

## **Ages**

Always use numerals for the ages of people. Example: She is 42 and her son is 7.

## **Alumna, Alumnus, Alumnae, Alumni**

Use alumna when referring to one female graduate (alumnae in the plural), and alumnus for one male graduate (alumni in the plural). Use alumni when referring to a group of men and women. Alum is not acceptable in written form.

## **Annual**

Do not use the term "first annual." Use inaugural. An event cannot be described as annual until the second year.

## **Athletics**

Broward College athletic teams are nicknamed the Seahawks and the teams represent the entire college. All teams are the Seahawks, women's teams are not the Lady Seahawks.

## Campuses, Centers, and other locations

The official name of these entities are capitalized. (Example: William E. Greene International Education Institute, Maroone Automotive/Marine Center). Second-reference name is shortened and capitalized as well, but the names are lowercased in casual reference (international education institute, automotive/marine center).

Here is a complete list:

### Campuses

**A. Hugh Adams Central Campus**, 3501 S.W. Davie Road, Davie  
(Second and subsequent references: Central Campus)

**Judson A. Samuels South Campus**, 7200 Pines Blvd., Pembroke Pines  
(Second and subsequent references: South Campus)

**North Campus**, 1000 Coconut Creek Blvd., Coconut Creek

### Centers

**AutoNation Center for Excellence in Automotive Technology/  
Marine Center of Excellence**, 7451 Riviera Blvd., Miramar  
(Second and subsequent references: Maroone Center)

**Coral Springs Academic Center**, 3500 N. University Drive, Coral Springs

**Cypress Creek Administrative Center**, 6400 N.W. 6th Way, Fort Lauderdale

**Miramar Town Center**, 2050 Civic Center Place, Miramar  
(Second and subsequent references: Town Center)

**Miramar West Center**, 1930 S.W. 145 Ave., Miramar

**Pines Center**, 16957 Sheridan St., Pembroke Pines

**Tigertail Lake Recreational Center**, 580 Gulfstream Way, Dania Beach  
(Second and subsequent references: Tigertail Lake)

**Weston Center**, 4205 Bonaventure Blvd., Weston

**Willis Holcombe Center**, 110 and 225 E. Las Olas Blvd., Fort Lauderdale  
(Second and subsequent references: Holcombe Center)

## **Institutes**

**Aviation Institute**, 7200 Pines Blvd., Pembroke Pines

**Dr. Peggy Green Sustainability Institute**, 1000 Coconut Creek Blvd.,  
Coconut Creek (Second and subsequent references: Sustainability Institute)

**Will and Jo Holcombe Institute for Teaching and Learning Excellence**,  
3501 S.W. Davie Rd., Davie (Second and subsequent references:  
Holcombe Institute)

**William E. Greene International Education Institute**, 225 E. Las Olas Blvd.,  
Fort Lauderdale (Second & subsequent references: International Education Institute)

## **International centers**

**American College of Higher Education**, Colombo and Kandy, Sri Lanka

**Broward Center for American Education**, Guayaquil, Ecuador

**Center for American Education at the Universidad San Ignacio de Loyola**,  
Lima, Peru

**Broward College Vietnam**, Ho Chi Minh City, Vietnam

**Center for International Education**, National Management School, Mumbai, India  
**Shanghai Polytechnic University**, Shanghai, China

**Beijing Institute of Technology**, Zhuhai, China

**International University of Santa Cruz**, Santa Cruz, Bolivia

**Center for International Education, Wuxi South Ocean College**, Wuxi, China

**The American College in Spain**, Marbella, Spain

## **Academic affiliations**

**Broward International University Brazil**, Belo Horizonte, Brazil

**Tianjin University of Commerce**, Tianjin, China

**Texila American University**, Georgetown, Guyana

**American Center for Education**, Singapore

**Sampoerna University American College**, Jakarta, Indonesia

**Kuwait Community College**, Kuwait City, Kuwait

## **Study-abroad centers**

**International College of Seville**, Seville, Spain

**International House Collegium Heidelberg**, Heidelberg, Germany

**University of Incarnate Word**, Heidelberg, Germany

**Universidad San Ignacio de Loyola**, Cusco and Lima, Peru

## **Technical service center**

**University Don Bosco**, San Salvador, El Salvador

## Capitalization

Use uppercase for the proper names of colleges, schools, departments and offices. Use lower case when non-specific and for academic programs.

Use lowercase for seasons of the year and when referring to semesters – fall 2011, spring term, etc.

Use lowercase for first-year students or freshmen, sophomores, juniors or seniors when referring to individuals. Capitalize names of organized entities, such as the Class of 1990.

Capitalize specific course titles only; do not use quotation marks. For example, capitalize an American History course, but not a course in psychology.

## Composition Titles

Italicize the names of books, newspapers, journals, films, plays, symphonies, operas, ships and airplanes. Use quotation marks around periodical articles.

## Computer Terms

Common terms include: database, download, e-mail, home page, website, the Internet (internet), online (no hyphen), the World Wide Web or the web.

broadband

cyberspace

database

download

e-mail

firewall

home page

log on, log in (verb), logon, login (noun)

log off (verb) and logoff (noun)

online (no hyphen)

Internet, internet or net

intranet

spam

website

World Wide Web or the web

## Dates

Should appear in the following fashion: Aug. 9, 2010.

When used in a sentence the year is followed by a comma. On Aug. 9, 2010, we gathered at the library.

For days of the month, omit "rd," "th," "st" and "nd" after the numeral. (Example: The performance was held on Nov. 20.)

Abbreviate the months of Jan., Feb., Aug., Sept., Oct., Nov. and Dec. in dates. Spell out March, April, May, June and July. On formal invitations the month may be spelled out.

Do not abbreviate the day of the week. (Example: Monday, Feb. 2, 1999.)

## More Than/Over

When referring to something that can be counted, use more than rather than over. The word over generally refers to spatial relationships. (Example: More than 50 attended. The plane flew over South Florida.)

## Numbers/Numerals

Spell out from one to nine; use numerals for 10 and above. Use numerals even for numbers below 10, when indicating: age, course credit hours, statistics, ratios, percentages and amounts of money. Use a comma after digits signifying thousands except when referring to temperature, year or SAT scores.

## Percent

Spell out percent in text, and always use numerals. (Example: Our retention rate is 85 percent.)

## President J. David Armstrong, Jr.

Always use full name on first reference. Use President Armstrong on subsequent references.

## Quotation Marks

The period and the comma go within the quotation marks.

## RSVP

Abbreviation for the French phrase "Repondez S'il Vous Plait." Do not use periods after letters. Do not use "please" before RSVP. (Example: RSVP by Tuesday, Jan. 22.)

## Spacing

Avoid double spaces between sentences or after. In printed material, only one space is inserted between sentences.

## Spelling and Terms

For spelling, consult Merriam- Webster's Collegiate Dictionary, Eleventh Edition, available as Merriam-Webster Online.

Here are a few suggested terms:

advisor, not adviser

catalog, not catalogue

children, not kids (kids are young goats)

emigrant/immigrant (emigrant is a person relocating to a new country of residence; an immigrant is a person leaving a country of residence for another)

ensure/insure (ensure means to guarantee or assure; insure relates to issues of insurance)

health care (two words)

stanch/staunch (stanch means to lessen; staunch means strong or vehement)

Theater/theatre ("Theater" is the American spelling)

## Telephone Numbers

Telephone numbers should appear with 10 digits separated by dashes. Do not place the area code in parentheses. (Example: 954-201-7200)

## Time

Morning and afternoon designations are in lowercase letters with periods, with no spaces between them. Example: 9 p.m. (do not list the :00) or 11:30 a.m.

## **Titles**

Academic job titles are capitalized before the person's name, but are lowercased after it. (Example, Vice President for Academic Affairs Dr. John Jones; Dr. John Jones, vice president for academic affairs.)

Do not capitalize unofficial titles preceding a name. (Example: The exhibit featured primitive artist Mary Smith).

Do not capitalize titles used without the name. (Example: For information, see the registrar. A professor of history will be in attendance. Students filing appeals must initiate them with a vice president.)

Do not use Dr. and title preceding a name. (Example: Assistant Vice President for Student Affairs John Smith, Ph.D. or Dr. John Smith, assistant vice president for student affairs.)

## **Web Address**

Broward College's web address is [www.broward.edu](http://www.broward.edu). There is no need to use [http://](http://www.broward.edu) unless address does NOT start with [www](http://www.broward.edu).