



JOHNSON & WALES  
UNIVERSITY

# Editorial Style Guide

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# Editorial Style Guide

Any entity that publishes information on a regular or professional basis uses an editorial style guide (a set of rules for punctuation, spelling, abbreviation, capitalization and grammar). This guide will not answer all your questions or tell you how to spell every word, but it will give you a foundation upon which to base your own writing decisions and help improve the clarity and consistency of all written university communication.

University Communications has assembled these guidelines using the rules set in place by the Associated Press (AP) as its primary authority because much of our writing is intended for external readers — prospective students and their parents, donors, business leaders, news media and the public. To that we have added rules of use for terms that are specific to Johnson & Wales University (JWU) because we also write for readers already familiar with JWU — students, faculty, staff and alumni.

The JWU Editorial Style Guide is to be used for all written communication (including print and web) intended for internal university and external audiences. Universitywide consistency in writing style builds the credibility and effectiveness of our media and greatly enhances our audiences’ understanding of JWU.

**Any department that composes correspondence or other written documents should have a copy of the most recent edition of the AP Stylebook or an online AP Style subscription.** The AP Stylebook is available from AP ([apbookstore.com](http://apbookstore.com)), at most book retailers or through a JWU bookstore. **Webster’s New World College Dictionary ([yourdictionary.com](http://yourdictionary.com)) is used to determine correct spelling.**

The Editorial Style Guide will be updated annually. Direct all questions to Jennifer Brouillard, senior writer-editor, at 401-598-2355 or [jennifer.brouillard@jwu.edu](mailto:jennifer.brouillard@jwu.edu).

## SYMBOL KEY

	Entry differs from AP Stylebook or is specific only to JWU
	Only relevant for web

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# AP Style References, Grammar and JWU Exceptions

## ACADEMIC DEGREES

### When to Lowercase

Degrees are lowercased when generalized and spelled out as follows:

- associate degree (no apostrophe) or associate in science degree or associate in applied science degree
- bachelor's degree (with apostrophe) or bachelor of science degree or bachelor of arts degree
- master's degree (with apostrophe) or master of science degree
- doctoral degree or doctorate in \_\_\_\_ (i.e., philosophy, education, law, psychology) or juris doctorate

*She received her bachelor's and master's degrees.*

*My professor earned a bachelor of arts degree.*

### When to Uppercase

Names of academic degrees and honors are capitalized only when the full formal degree name is used or when the degree name is in a heading.

*William Tiefel received an honorary Doctor of Business Administration degree in Hospitality Management at the Providence Campus in 1998.*

*Diane H. D'Ambra '05 earned her Bachelor of Science degree in Paralegal Studies from JWU.*

*He holds a Bachelor of Science degree in Zoology from the University of Rhode Island.*

For information on certifications, see Page 18.

### Abbreviations

Abbreviate using periods but no spaces in between:

B.A., B.S., M.A., M.A.T., M.Ed., M.S., M.P.H., Ph.D., Ed.D., J.D., etc. Plural form: B.A.s, B.S.s, M.A.s, M.S.s, Ph.D.s, etc. (no apostrophe)

Do not use periods between letters for MBA and DBA.

### Doctor

Refer to individuals who hold a doctor of dental surgery, medicine, optometry, osteopathic medicine,

podiatric medicine or veterinary medicine with the formal title "Dr." only at first reference.

*Dr. George Bottomley is the founding director of the JWU Physician Assistant Studies program. Bottomley is a native Rhode Islander.*

Refer to individuals who hold a non-medical doctoral degree with their appropriate doctoral designation (i.e., Ph.D., Ed.D., J.D., etc.) following their names and only after first reference. Do not refer to these individuals with the formal title "Dr." in text. When used after a name, an academic abbreviation is set off by commas.

*Dean Angela Renaud, Ed.D., officiated at the ceremonies. Renaud joined JWU in 1980.*

These rules for "Dr." (or "Drs." in a plural construction) are also applicable when included in direct quotes.

The title "Dr." is never used before the name of an honorary degree recipient. Use the appropriate academic abbreviation following a name to denote type of degree (Hon).

### Honorary Degree Recipients

An honorary degree recipient is identified with "Hon." following his or her name.

*The Tiefel Professorial Chair, Johnson & Wales University's first endowed chair, is named after William Tiefel '98 Hon.*

See Titles for more information.

Honorary alumni should be designated as such before their name, with the year they were awarded this status following their name.

*honorary alumnus Mary Carmody '04*

## ACADEMIC PROGRAMS

At JWU, programs and majors are used interchangeably. Majors, minors and concentrations are capitalized when referring to the full formal titles.

*JWU offers accredited degrees in arts and sciences, business, culinary arts, design and engineering, education, health and wellness, hospitality, nutrition and physician assistant studies. In 2013, the university*

*created a Liberal Studies degree program with a required minor in either Business or Project Management.*

## ACADEMIC YEARS

Academic years (first-year, sophomore, junior and senior) are always lowercase. On first reference use a student's anticipated graduation date. Subsequent references should refer to their academic year.

*Sarah Smith '23 writes for The Campus Herald. The first-year student hopes to pursue a career in journalism after graduation.*

The university does not use the word "freshmen" to describe **first-year** students.

## ACCENT MARKS

Whenever possible, foreign words and phrases should always be written using appropriate accent marks.

*Chaîne de Rôtisseurs*  
*Relais & Châteaux*

Often-used anglicized words requiring accent marks include

*café*      *résumé*      *fiancé*      *entrée*

Consult Webster's New World College Dictionary or [yourdictionary.com](http://yourdictionary.com) to determine if an accent mark(s) should be included with the word.

## ACRONYMS

Acronyms may be used on second reference for names of programs or organizations such as New England Commission of Higher Education (NECHE). Always place the acronym in parentheses following first reference of the full title, if there will be further references.

*Johnson & Wales University is accredited by the New England Commission of Higher Education (NECHE). NECHE is the nation's oldest regional accrediting association.*

NCAA is acceptable in all references for National Collegiate Athletic Association. It is not necessary to spell out common acronyms on the first reference: AFC, IRL, NASCAR, NBA, NCAA, NFC, NFL and NHL.

## ALUMNI (JWU EXCEPTION)

Alumni are students who have graduated from JWU. Use "alumnus" or "alum" (for more casual instances only) when referring to a single JWU graduate, regardless of gender. Use "alumna" only if the female graduate expresses a preference for that term. References to a group of female graduates would also use the term "alumnae." The university no longer uses "alumnae."

### Class Years

If available, include the year that alumni received their highest-level JWU degree after their names.

Alumni who have earned both bachelor's and graduate degrees from JWU have their degrees listed in chronological sequence.

Alumni who have earned both associate and bachelor's degrees from JWU only have their bachelor's degree listed.

When using the class year after the name of an alumnus, use a left-facing apostrophe or single end quotation mark ('). It can be accessed by placing the cursor immediately after the last letter of the name, striking the apostrophe key and then adding a space between the two. Use as follows:

- associate or bachelor's degree: *Pat Peterson '98*
- two bachelor's degrees: *Alexandra Rogers '01, '05*
- bachelor's and master's degree:  
*John Benevides '98, '01 MBA*
- honorary degree: *William Tiefel '98 Hon.*
- terminal degree from JWU:  
*Tarun Malik '90 M.S., '11 Ed.D.*
- bachelor's and/or master's degree from JWU, while terminal degree not from JWU:  
*Larry Rice, Ed.D., '90*

To refer to honorary alumni, see the entry on Page 4.

To refer to class years for current students, see Academic Years on this page.

## AMPERSANDS

Ampersands are used only when part of a formal name. An ampersand should never be used in place of “and” when it is not part of a name.

*The International Baking & Pastry Institute is the official title of the baking and pastry program used throughout the university system.*

An ampersand is always used in the name Johnson & Wales University.

*Gertrude Johnson and Mary Wales founded Johnson & Wales University in 1914.*

## APOSTROPHES

Don't put an apostrophe after a decade when making it plural: *1980s*.

See listing under Alumni for information about apostrophes in class years.

## BOARD OF TRUSTEES

Capitalize only when used with the formal or full title of the organization.

*The Board of Trustees of Johnson & Wales University will be meeting at the beginning of the month.*

*A new board of trustees is nominated in November.*

## BULLETS

Ensure all the bullet points follow the same grammatical structure (i.e., if one is a full sentence, they all need to be full sentences; same for phrases beginning with a noun, infinitive clauses, etc.).

*When thinking about a study abroad program, consider these questions:*

- *Do you want to study intensively in your major?*
- *Are language and cultural studies important to you?*
- *How will study abroad fit into your academic program?*
- *Will going abroad alter your graduation plans?*

*Student Involvement & Leadership offers several programs and services:*

- *student organizations*
- *concerts*
- *leadership retreats*
- *student publications*

See the Colon section on the next page for rules on the use of a colon preceding a list of bulleted items.

## CAMPUS (JWU EXCEPTION)

Use the name of the city where the campus is located, and not the state.

*Providence Campus*

*North Miami Campus*

*Denver Campus*

*Charlotte Campus*

When referencing a single campus (e.g., the North Miami Campus), “campus” is capitalized.

When referencing two or more campuses (e.g., the Providence and North Miami campuses), “campuses” is lowercased. List them in the order in which they were founded (Providence, North Miami, Denver and Charlotte).

You may also refer to the campuses as JWU followed by their city name.

*JWU Providence*

*JWU North Miami*

*JWU Denver*

*JWU Charlotte*

When referencing a campus by location, never use Johnson & Wales at Denver, at Providence, etc.

Refer to the North Miami, Denver and Charlotte campuses as branch campuses, or individually as a branch campus. Do not refer to these campuses as “regional” or “satellites.”

JWU's Providence Campus has two distinct locations: the Harborside Campus and the Downcity Campus (not the Downtown Campus).

## **Possessive**

Singular: When referring to one campus, use **campus**'.

*The Providence Campus' Snowden Hall*

Plural: When referring to two or more of JWU campuses, use **campuses**'.

*The Denver and Charlotte campuses' culinary programs*

## **CAMPUSWIDE**

Campuswide (like systemwide and universitywide) is one word with no hyphen. It is not capitalized.

## **COLLEGES**

JWU's colleges and campus locations of each college are

	PVD	NMI	DEN	CLT	ONL
College of Business	•	•	•	•	•
College of Culinary Arts	•	•	•	•	
College of Engineering & Design	•				
College of Health & Wellness	•		•		•
College of Hospitality Management	•	•	•	•	•
John Hazen White College of Arts & Sciences	•	•	•	•	•

## **COLONS**

Colons are used at the end of a sentence or independent clause to introduce a list, tabulation, text or quotation.

*JWU Global consists of three departments:*

- *Study Abroad*
- *International Student Services Office*
- *The BRIDGE*

Colons are not used at the end of a dependent clause or an incomplete sentence.

*Our graduates' countries of origin include*

- *France*
- *Sweden*
- *Turkey*
- *Poland*

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

*He promised this: His company will stand behind every product it sells.*

*There were three selling points: accessibility, location and cost.*

## **COMMAS**

Use commas to separate elements in a series.

Do not put a comma before the conjunction in most simple series.

*The flag is red, white and blue.*

*He would nominate Tom, Dick or Harry.*

Use commas before the conjunction only to dispel ambiguity in a complex series or sentence.

*Her son will only eat chicken nuggets and fries, macaroni and cheese, and peanut butter and jelly.*

*The speakers included two astronauts, Mitch McConnell, and Hillary Clinton.*

*She is an active member of the association, serves on the program committee, continues to take advanced courses and training to maintain her professional development in the field, and has been integral in the development and facilitation of the degree program.*

## **COMMENCEMENT**

Lowercase unless used as an official and full title, and then only on first reference.

*Johnson & Wales University's 2019 Commencement will be held Saturday, May 18. The day of commencement is a student milestone.*

## **CROSS COUNTRY** (JWU EXCEPTION)

Use two words, no hyphen, per the U.S. and international governing bodies of the sport.

## **DASHES**

One-en dashes (–) are used between dates, times and scores. There are no spaces used around the dash.

*Evening courses run from 6–9 p.m.*

One-em dashes (—) are used between clauses when there is a sudden break or abrupt change in thought, or when expanding, explaining or digressing, etc. A space is placed on both sides of the dash.

*Many JWU faculty have significant work experience in the fields they teach — they know what it takes to succeed and share that insider knowledge with you.*

To insert, simultaneously strike

	<i>En dash</i>	<i>Em dash</i>
<b>PC</b>	ctrl, num- (minus sign on keypad)	alt, ctrl, num- (minus sign on keypad)
<b>Mac</b>	option, hyphen	shift, option, hyphen

## **DATES** (JWU EXCEPTION)

Capitalize the names of months and spell them out.

In tabular material, use these three-letter forms without a period: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.

Do not use a comma between the month and the year. When a phrase refers to a month, day and year, set off the year with a comma.

*He graduated in May 2015 and began his graduate studies on September 4, 2015.*

When writing about September 11, 2001, refer to it as September 11, not 9/11.

### **Years**

Use an “s” without an apostrophe to indicate spans of decades or centuries: *the 1890s, the 1900s.*

Years are the lone exception to the general rule that a figure is not used to start a sentence.

*2014 marked JWU’s 100th birthday.*

## **DAYS OF THE WEEK**

Capitalize them.

Do not abbreviate, except when needed in a tabular format: Sun, Mon, Tue, Wed, Thu, Fri, Sat (three letters, without periods, to facilitate tabular composition).

## **DEAN’S LIST**

See Honors on Page 9.

## **DEPARTMENT NAMES**

See Titles for more information. Also, see the Department Names section of the Glossary (Page 19) for formal names of departments and offices.

## **DIETETICS**

Use this spelling when referring to the study of the kinds and quantities of food needed for health.

## **DIETITIAN**

Use this spelling when referring to a person who is an expert in nutrition or dietetics and has met the credentials to achieve that job title.

## **DIRECTIONS**

When giving directions, the word “exit” is capitalized if it indicates a specific exit as a proper noun.

*Take the third left after Exit 29. Follow the signs to the next exit.*

Lowercase the compass directions north, south, east and west (including northern, southern, eastern and western) when they are not part of a proper name. Capitalize them when they are used as part of a proper name or region.

*the Northwest, but northwestern  
the West Coast, but western Washington*

## **E-**

Hyphenate e-terms (e.g., e-book, e-business, e-commerce, e-reader, e-zine) in print.

“Email” is not hyphenated in print or web.

On the web, do not hyphenate these words.



See Web Terms on Page 16 for more information.

## ELLIPSIS

Treat an ellipsis as a three-letter word, constructed with three periods and two spaces, leaving one regular space on both sides of an ellipsis, as shown here ( ... ).

Use an ellipsis to indicate the deletion of one or more words when condensing quotes, texts and documents. Be especially careful to avoid deletion that would distort the meaning.

*“And so, my fellow Americans: Ask ... what you can do for your country.”*

Do not use an ellipsis to indicate a pause; use a semicolon or an em dash (—).

Ellipses is plural; ellipsis is singular.

## EXCLAMATION POINTS

**Use exclamation points with restraint.** They do not add power to a statement when over-used and diminish the credibility of the writer.

Use a comma instead of an exclamation point after mild interjections. End mildly exclamatory sentences with a period instead of an exclamation point.

*Apply today, seating is limited.*

*NOT: Apply today! Seating is limited!*

## FOOD SERVICE

Food service is two words.

*Johnson & Wales University offers a bachelor's degree in Culinary Arts and Food Service Management.*

The only exception is when it is used in the official title of a company or organization that spells it as one word.

*Multicultural Foodservice & Hospitality Alliance*

## FUNDRAISING

Use as one word with no hyphen.

## GREEN

When using the word green in reference to environmentally beneficial or sound initiatives, do not capitalize or put the word in quotes.

*Roughly one-quarter of the nation's utilities (serving half of all U.S. electricity customers) offer green power programs.*

The word green is only capitalized if it is part of a formal title.

*Green Dot bystander intervention training sessions are conducted by JWU's Gender Equity Center to promote safety for all and to communicate complete intolerance for any form of violence.*

## HE/SHE, HIS/HER

Wherever possible, use second person (you, your, yours) to eliminate gender reference and make the copy more personal and engaging. When second person is inappropriate or impractical, use gender-inclusive language, such as changing the subject from singular to plural and using “they” and “their.”

## HEALTHCARE (JWU EXCEPTION)

Healthcare is one word, no hyphen, in all uses.

## HOME-SCHOOL

Home-school is hyphenated in all uses.

## HONORS

### Dean's List

Dean's list is lowercased in all uses.

*He is on the dean's list.*

### Latin

There are typically three types of academic Latin honors. These honors are not italicized. In order of increasing level of honor, they are

- cum laude (with honor)
- magna cum laude (with great honor)
- summa cum laude (with highest honor)

### Honoris Causa

*Honoris causa* (for the sake of honor) is used when a university bestows an honorary degree. *Honoris causa* is written in italics.

## **Other Honors**

- Alpha Beta Kappa (national honors society)
- Special Honors and Rewards Program (SHARP — honors program)

For more information about these honors, refer to a current copy of the JWU catalog for each campus at [catalog.jwu.edu](http://catalog.jwu.edu).

## **HYPHENS**

Hyphens (-) are used between parts of word phrases and word combinations used as adjectives, except the adverb very and all adverbs that end in -ly. Examples include full-time, part-time, on-campus, off-campus, out-of-date and up-to-date when used as adjectives. When these phrases are used as nouns, do not use hyphens.

*She is a full-time student and she also works part time.*

*Her passport was woefully out of date, but her up-to-date driver's license saved the day.*

*JWU offers professionally focused programs.*

In accordance with Random House, most words prefixed by “un,” “non,” and “re” require no hyphen. See the dictionary for exceptions. The same is true of the suffix “wide.” Below are some common examples.

### **non-**

*nonprofit*  
*noncompliance*  
*nonissue*

### **re-**

*reentry*  
*reestablish*  
*reinvent*

### **un-**

*unprofessional*  
*unreliable*  
*unconventional*

### **-wide**

*universitywide*  
*campuswide*  
*statewide*

Hyphens are also used in numbers that are not inclusive, such as telephone and social security numbers. See the Numbers section on the next page for more information.

## **ITALICS**

Familiar and anglicized foreign words and phrases (e.g., alma mater, boutique, cum laude, debris) do not need to be italicized.

Less mainstream foreign words should be italicized.

*honoris causa, faux pas, pro forma, tête-à-tête*

Names of magazines, newspapers and ships are italicized.

## **JWU**

When referring to the university, spell out the entire name on first reference (Johnson & Wales University). Subsequent references should be Johnson & Wales or JWU (not J&W or J&W University).

*Johnson & Wales University was founded in 1914 as a business school. JWU offers accredited degrees in arts and sciences, business, culinary arts, design and engineering, education, health and wellness, hospitality, nutrition and physician assistant studies.*

It is pronounced as J-Woo.

## **JWU MAGAZINE**

Refer to the university magazine as *JWU Magazine*, with “JWU” in all caps, the word “Magazine” capitalized, and the entire name italicized.

## **LOGIN, LOGOUT**

Use “login” and “logout.” Do not use “logon” and “logoff.”

Use “login” and “logout” as one word in noun or adjective form, but two words in verb form.

*I enter my login name when I log in to my computer.*

## **NAMES**

When referencing a building or space, do not add “the” before the name unless “The” is part of the formal title.

*The plaque was unveiled at Coors Family Commons.*

*Students were asked to gather outside The Yena Center for a group photograph.*

See the Department Names section of the Glossary (Page 19) for formal names of departments and offices.

## **NUMBERS**

The numbers one through nine are spelled out; 10 and beyond are represented by numerals. The exception is for ages, percentages and recipes, where only numerals are used.

Spell out first through ninth when they indicate sequence in time or location: *first base, the First Amendment; he was the first in line.*

Use 1st, 2nd, 3rd, when the sequence is assigned in forming names: *The 1st Annual High School Recipe Contest; 1st Sgt.; 2nd Fleet.*

Use a comma or commas with numbers that have four or more digits: *1,500; 25,000; 327,980.*

Very large numbers should be expressed with a figure and word: *450 million.*

Do not begin a sentence with numerals. Spell out the number.

*Twenty-five students participated in the book drive.*

Headlines feature all numbers as numerals.

*7 JWU Students Awarded Top Honors*

### **Ages**

Always use figures when giving ages, unless the figure starts the sentence. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun.

*The sophomore student is 19 years old. She has a younger sister who won a cooking competition for 8-year-olds.*

### **Fractions**

Fractions of amounts less than one are spelled out when used in a sentence. Numbers in spelled fractions are separated by a hyphen: *two-thirds, one-half, three-fifths.*

Use numerals for precise amounts greater than one: *3½.*

### **Monetary Amounts**

Use these examples when writing monetary amounts.

*5 cents*

*\$1.05*

*\$650,000*

*\$2.45 million*

### **Page Numbers**

Use figures and capitalize “page” when used with a figure: *Page 1, Page 250, Page 300.*

### **Percent**

Percent should be spelled out when used in text.

The symbol is acceptable in charts and other graphic designs.

*JWU students take approximately 33 percent of all their credits in arts and sciences.*

Use figures in all instances. For amounts less than 1 percent, precede the decimal with a zero: *0.7 percent.*

### **Phone Numbers**

Use hyphens between the area code, the first three digits and the last four digits: *401-598-5555.* The country code “011” should precede the area code when communicating with an international audience only. Toll-free numbers require “1” in all instances.

### **Years**

Years are the lone exception to the general rule that a figure is not used to start a sentence.

*2014 marked JWU’s 100th birthday.*

See the Dates section on Page 8 for more information.

## ORIENTATION

Orientation is lowercased unless used as an official and full title, and then only on first reference.

*Her daughter will be attending Johnson & Wales University's 2018 Orientation.*

*She will learn more about the university during orientation.*

## PARENTHESES

If the information contained in the parentheses is not a complete sentence, put the period outside of the closed parenthesis.

*The professor is an expert in oenology (the study of wines).*

If the information contained in the parentheses is a complete sentence, the period is placed inside the parenthesis directly after the last word.

*The professor is a graduate of Johnson & Wales University. (She was a member of the Class of 1970.)*

## PERIODS

Only put one space after a period at the end of a sentence.

## PLUS SIGNS

Do not use a plus sign (+) in place of the word “and.”

## QUOTATION MARKS

The basic guidelines for open-quote (“) and close-quote marks (”) are

### Direct Quotes

For direct quotes, use quotation marks to surround the exact words of a speaker or writer when written in text.

*“I don't mind staying late,” he said, “because I have a lot of work to do.”*

If the text in the quotations is a full sentence, capitalize the first word.

*“I'm sure my grade point average this term will be above 3.5,” she said.*

*The teacher said, “A penny saved is a penny earned.”*

When the quote is not a full sentence, and interrupts a sentence, the first word is not capitalized.

*When she told me about the class, she said it is “harder than the other classes I have this term.”*

### Running Quotes

If a full paragraph of quoted material is followed by a paragraph that continues the quote, do not put close-quote marks at the end of the first paragraph. Do, however, put open-quote marks at the start of the second paragraph. Continue in this manner for any succeeding paragraphs, using close-quote marks only at the very end of the quoted material.

*“We all know that truth is stranger than fiction,” Norbert said. “But that doesn't mean truth always makes better copy.*

*“In the grand scheme of things,” he added, “nothing holds the public's attention longer than bad news on a regular basis, whether it's true or false.”*

### Dialogue or Conversation

Each person's words, no matter how brief, are placed in a separate paragraph, with quotation marks at the beginning and end of the individual's speech.

*“Will you go?”*

*“Yes.”*

*“When?”*

*“Thursday.”*

### Question and Answer

Quotation marks are not required in text that identifies questions and answers by “Q” and “A.”

*Q: What year do you expect to graduate?*

*A: I should be able to graduate in 2019.*

## RECIPES

When writing out a recipe, spell out the measurement after the numeric amount: *teaspoon, tablespoon, cup*, etc. Use numerals in all recipes.

Unless the recipe is for a large quantity of food, whenever possible convert ounces and pounds to teaspoons, tablespoons and cups to make recipes more user-friendly.

Do not use the term “each” when listing measurements.

*For a recipe serving four people, 1 each steak, 6 oz., should be listed as 4 6-ounce steaks*

Temperature should be recorded in degrees Fahrenheit: *300°F*

When explaining method of preparation, make each step a separate line.

**The following recipe is an example of proper format.**

### Duck a L’Orange

#### *Ingredients*

1 duckling (4 pound average)  
salt and pepper, to taste  
1 cup stock (Duck is preferable but chicken stock may be substituted.)  
1 tablespoon sugar  
1 tablespoon champagne vinegar  
⅛ cup brandy  
juice of ½ lemon  
2 tablespoons butter  
3 oranges peeled and segmented, membrane removed  
½ cup orange zest, finely julienned

#### *Method*

Season the duck well with salt and pepper inside and out.  
Roast the duck at 400°F for 15 minutes until browned. Reduce the heat to 300°F and cook until done, approximately 1½ hours. The meat should be tender and the leg joint should separate easily at the thigh.  
Remove the duck. Keep it in a warm place, and allow to rest while you prepare the sauce.  
Degrease the roasting pan.  
Place the pan on the stove and deglaze with the stock. Melt the sugar and the vinegar together in a saucepan until lightly caramelized.  
Remove the sugar from the stove and add brandy. Add stock and drippings to the saucepan, and reduce for approximately 10 minutes. Skim, and degrease the sauce, and stir in the butter.  
Blanch the orange zest, and add to the sauce at the time of service along with the orange segments.

## RESIDENCE HALL

“Residence hall” is the term used to describe the buildings where students reside. Do not use the word “dormitory” or “dorm.”

## SEASONS

Fall, winter, spring and summer terms are always lowercase unless they are used as a title.

*John will enroll at JWU during the summer term.*

*Mary is a Fall 2018 term graduate of JWU.*

## SLASHES

Instead of a slash (/), use a hyphen or the word “and” or “or” whenever possible.

*Jennifer Brouillard is senior writer-editor in University Marketing.*

*Many alumni become chef-owners of renowned restaurants.*

Slashes may be used to indicate alternatives (*and/or*) and alternative word forms or spellings (*Hercules/Heracles*).

## STATE AND POSTAL ABBREVIATIONS

Spell out state names in body copy. In headings, subheads and lists/tables, abbreviate the name of a state in AP Stylebook format, including periods as opposed to postal abbreviation (in parentheses). Use the postal abbreviation only when the state is part of a mailing address, and followed by a ZIP code.

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W.Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

The following states are not abbreviated in print. Their postal abbreviations are in parenthesis:

**Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio (OH), Texas (TX), Utah (UT).**

*Johnson & Wales University's first and oldest campus is in Rhode Island. The university also has campuses in North Miami, Florida.; Denver, Colorado; and Charlotte, North Carolina. The university's official mailing address is 8 Abbott Park Place, Providence, RI 02903.*

When writing out a city and state, **JWU EXCEPTION** always add the state following a city.

Do not follow the AP dateline rule of using certain cities alone (not followed by the state they are in).

*The student, from Atlanta, Georgia, transferred to the North Miami Campus from Northeastern University in Boston, Massachusetts.*

## SYSTEMWIDE

Systemwide (like campuswide and universitywide) is one word with no hyphen. It is not capitalized.

## TERM

Use the word “term,” not “trimester.”

*Johnson & Wales University has four terms per academic year: fall, winter, spring and summer.*

Starting in the fall of 2018, MBA and M.S. programs will run on a semester schedule.

## THEY/THEIR/THEM

They/them/their is acceptable in limited cases as a singular and/or gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable. Clarity is a top priority; gender-neutral use of a singular “they” is unfamiliar to many readers. Do not use other gender-neutral pronouns such as xe or ze.

## TIME

Use numerals plus a.m. or p.m.

*The workshop will begin at 9 a.m. and end at noon.*

“Noon” and “midnight” are to be used in place of 12; both are lowercase.

Only use a colon when minutes follow the hour.

*11 a.m., 1 p.m., 3:30 p.m.*

One-en dashes (–) are used between dates, times and scores. There are no spaces used around the dash.

*The evening courses run from 6–9 p.m.*

In print, the designations a.m. and p.m. are lowercased with periods.

When writing the time online, use 8am, 8:30am (no spaces between the numeral and the letters or between the letters).



## TITLES

### Composition Titles

Put quotation marks around the titles of books, blogs, computer games, movies, operas, plays, songs, television programs, lectures, speeches and works of art.

Do not put quotation marks around books that are primarily catalogs or reference material. This includes almanacs, directories, dictionaries, encyclopedias, handbooks and similar publications.

Do not use quotation marks around software titles such as WordPerfect or Windows.

Italicize the names of magazines, newspapers and ships.

### Abbreviations

The abbreviations of titles such as Jr. and Sr. after a name are not preceded by a comma.

*John Hazen White Jr.*

The word “corporation” is abbreviated in a title.

*American Broadcasting Corp.*

The words “incorporated” and “limited” are abbreviated and capitalized as “Inc.” and “Ltd.” when used as part of a corporate name. They are not separated by commas.

*Taco Inc.; Hitachi Ltd.*

### Academic and Professional Titles

A title is only capitalized when it directly precedes a name or when it is used in a mailing address. This title is not separated by a comma.

*The chair of the University Curriculum Committee is Professor Terry Novak.*

*The keynote speaker for the evening was Chancellor Emeritus John Bowen.*

(Never use Chancellor Emeritus Dr. John Bowen.)

When a title comes before a name and is followed by a comma, or is listed after a name, it is used in lowercase.

*Deborah Doonan, associate professor of accountancy, has office hours on Wednesday afternoons.*

*As the university's chancellor, Mim L. Runey, LP.D., represents the entire administration.*

Titles are used before a name and are capitalized only on first reference. Subsequent references to the individual should be by last name only.

*Awards went to Chef Robert Billings. Billings was praised for his culinary skills.*

If a title contains words such as senior, associate or assistant, do not abbreviate it.

*Doug Whiting is senior vice president of communications at Johnson & Wales University.*

The exception is when the title is included in a sentence or paragraph that includes several names and their corresponding titles. Abbreviate them in such a case.

*Members of the committee included Mehdi Moutahir, sr. director of international partnerships; Dameian Slocum, assoc. dean for student services; and Elizabeth Allsworth, asst. director of study abroad.*

When writing the full title and department name of an individual, use the word “of” between title and department instead of a comma.

*Al Seitz, director of admissions*

*Diane D'Ambra, vice president of human resources*

*Sheri Young, dean of experiential education & career services*

Use a comma between the title and the campus name, when appropriate.

*Jordan Fickess, executive director of operations, North Miami Campus*

### **CEO**

CEO is acceptable in all references for chief executive officer. Use chief financial officer and chief operating officer on first reference, and CFO and COO thereafter. Always spell out lesser-known “C-level” positions like chief administrative officer or chief risk officer.

### **Chef** ( **JWU EXCEPTION** )

Terms like “chef-owner” are hyphenated; they do not contain slashes and they follow the rules for capitalization listed under Academic and Professional Titles.

There are no chef-instructors at the university; the College of Culinary Arts employs chefs who are within the ranks of instructor or professor.

Chefs who are instructors or professors should be noted as chefs first (preferably before the name), as it is the most pertinent information. The secondary title should be worked into the text.

*Chef Smith, an assistant professor within the College of Culinary Arts, thanked the Editorial Style Guide Committee for recognizing both of his titles.*

### Doctor

See Academic Degrees on Page 4.

### Professor

Do not abbreviate “professor.” It should always be spelled out.

### Departments and Offices

Departments and offices are capitalized when written in full, formal titles (with the acronym in parenthesis following it, when appropriate). On first use, the titles are always written in full, formal titles.

*Resource Development is located at 63 Baker St. Page Sciotto, vice president of resource development, oversees fundraising.*

The term “department” is only used when the word is part of its official title.

*The Department of Sports, Entertainment, Event — Management is working with Athletics to promote the event.*

*NOT: Athletics department*

See the Department Names section of the Glossary (Page 19) for formal names of departments and offices.

### Former

Use the word “former” before someone’s title if they are retired.

*James H. Hance Jr., chair of JWU’s Board of Trustees, is the former vice chairman and chief financial officer of the Bank of America Corp. in Charlotte, North Carolina.*

### Modifiers

Lowercase a modifier such as “department” in *department Chair Karen Silva*. It is in reference to the department, not Silva’s title.

## TRADEMARK AND REGISTERED MARK

When listing a trademarked company or product, apply ™ or ® on first reference only.

## UNIVERSITY

University is only capitalized when it is used within the full name of the university or within the full name of a department, office or other entity.

*In her role as university registrar, Tammy Harrigan meets with University Communications to discuss upcoming curriculum changes.*

## UNIVERSITYWIDE

Universitywide (like campuswide and systemwide) is one word with no hyphen. It is not capitalized.

## URL (JWU EXCEPTION)

When noting a URL (the address of a web page), do not include the “http://” or the “www.”

*The university’s website is [jwu.edu](http://www.jwu.edu).*

## WEB TERMS



AP standards are observed for web terms when used in print.

Correct in Print	Exceptions for Internet Use
a.m., p.m.	am, pm
e-book	ebook
e-business	ebusiness
e-commerce	ecommerce
e-reader	ereader
e-zine	ezine
screen saver	screensaver

The following internet-related terms are lowercased and used in the same way both online and in print:

- download
- email
- homepage
- internet
- intranet
- online
- web
- webcam
- webcast
- webmaster
- webfeed
- webpage
- website
- webzine

## Glossary

For a listing of facilities at each campus, visit [catalog.jwu.edu/aboutjwu/campuses](http://catalog.jwu.edu/aboutjwu/campuses) or refer to the campus map.

### **2017: The Centennial Plan**

2017: The Centennial Plan is the university's previous strategic plan launched in March 2012. It is referred to as "2017: The Centennial Plan" on first reference, and as "2017" on subsequent references.

### **Academic Assessment**

Academic Assessment is a test required of all new students to determine their math and writing skills for placement in arts and sciences classes appropriate to their level and abilities.

### **Academic Counselor**

*Providence, Denver and Charlotte Campuses*

### **Academic Adviser**

*North Miami Campus and College of Online Education*

Located in Student Academic Services (SAS), the person in this position advises students about curriculum changes, course sequencing and graduation planning.

### **Advanced Standing**

The Advanced Standing program allows culinary students to earn an associate degree in one calendar year. Students complete their first year of study in one term through accelerated coursework. They begin their sophomore year of study in the second term and receive their associate degree after four consecutive terms. Graduates may choose to continue their studies for a bachelor's degree.

### **AIMS**

An acronym for Admissions Information Meetings, these sessions are conducted by admission representatives who give prospective students and their parents information about JWU.

### **Big Chef Little Chef**

*North Miami Campus*

Big Chef Little Chef is a community program offered at the North Miami Campus since 1993. Students from neighboring W.J. Bryan Elementary School visit the campus on a quarterly basis to learn about nutrition, etiquette and food preparation.

Capitalize the first letter of each word in the title.

### **Career Adviser**

Career advisers advise students one-on-one and in small workshops on how to research career paths, industry segments and work experience opportunities; conduct job searches; network; write résumés and cover letters; build strong portfolios and interview well.

### **Career Capstone**

Career Capstone is a course that prepares students for the college-to-career transition and focuses on a targeted, competitive résumé; various methods of effective networking, including the building of a competitive LinkedIn profile; interview skills and professionalism. Various employment strategies are reinforced. Other topics include personal financial management and graduate school.

### **Career Events**

Career events are held at every campus each year for employers to promote full-time, part-time, seasonal or internship employment opportunities within their company. Career events include boutique, industry-specific fairs and a large multi-industry spring expo.

## **Career Explorations®**

Career Explorations is a summer program offered through Admissions that gives high school students the opportunity to explore a variety of careers in the fields of culinary arts, hospitality, or baking and pastry arts before their senior year of high school. This program is offered at all campuses.

## **Chef's Choice®**

*North Miami and Charlotte Campuses*

Chef's Choice® is a series of three-hour interactive, recreational cooking courses taught by professional chef instructors from JWU's College of Culinary Arts for people interested in expanding their culinary skills.

## **Competency Model**

The Johnson & Wales University Competency Model provides a framework for consistent and excellent performance for university faculty and staff. The competency model is a collection of competencies and their associated behaviors that are unique and specific to JWU. The university has identified eight competencies that define performance excellence; six of the competencies apply universally to all employees, and two of them apply to those who manage others.

## **Certifications**

The following are professional certifications that faculty may earn and have designated following their names:

CAC – Certified Addiction Counselor  
CADC – Certified Addiction and Drug Counselor  
CC – Certified Culinarian  
CCA – Certified Culinary Administrator  
CCC – Certified Chef de Cuisine  
CCE – Certified Culinary Educator  
CCM – Certified Club Manager  
CCP – Certified Culinary Professional  
CDM – Certified Dietary Manager  
CEC – Certified Executive Chef  
CEPC – Certified Executive Pastry Chef  
CFBE – Certified Food and Beverage Executive  
CFBM – Certified Food and Beverage Manager  
CFE – Certified Facilities Executive OR  
Certified Food Executive

CFM – Certified Food Manager  
CFSM – Certified Food Safety Manager  
CFSP – Certified Food Service Professional  
CHA – Certified Hotel Administrator  
CHAE – Certified Hospitality Accounting Executive  
CHE – Certified Hospitality Educator  
CHME – Certified Hospitality Marketing Executive  
CHSE – Certified Hospitality Sales Executive  
CMB – Certified Master Baker  
CMC – Certified Master Chef  
CMPC – Certified Master Pastry Chef  
CPC – Certified Pastry Culinarian  
CRDE – Certified Rooms Division Executive  
CSC – Certified Sous Chef  
CSCE – Certified Secondary Culinary Educator  
CSW – Certified Specialist of Wine  
CTC – Certified Travel Counselor  
CWC – Certified Working Chef  
CWE – Certified Wine Educator  
CWPC – Certified Working Pastry Chef  
DTR – Dietetic Technician, Registered  
FADA – Fellow of the American Dietetic Association  
FMP – Foodservice Management Professional  
LAC – Licensed Addiction Counselor  
LAADC – Licensed Advanced Alcohol and Drug Counselor  
LD – Licensed Dietitian  
LDN – Licensed Dietitian-Nutritionist  
LRD – Licensed Registered Dietician  
LMHC – Licensed Mental Health Counselor  
LPC – Licensed Professional Counselor  
MAC – Master Addiction Counselor  
PA-C – Certified Physician Assistant  
PCC – Personal Certified Chef  
PCEC – Personal Certified Executive Chef  
RD – Registered Dietitian

## Department Names

The following list details department names used on the university and campus levels. Please note that “Office of the” is only allowed when referring to General Counsel, University Provost and Chancellor. You may also only use “Office” when referring to International Student Services Office and the President’s Office.

Department Name	UNI	PVD	NMI	DEN	CLT
Academic Affairs			•	•	•
Academic Success Center <i>(Alan Shawn Feinstein Academic Success Center on Providence’s Harborside Campus only)</i>		•			
Accessibility Services		•			
Accounting		•	•	•	•
Admissions — Continuing Education	•	•	•	•	•
Alumni Relations	•	•	•		
Athletics		•	•	•	•
Auxiliary Services	•	•			
Bookstore		•	•	•	
Campus Dining		•	•	•	•
Campus Events			•		
Campus Safety & Security		•	•	•	•
Catering & Special Events		•			
Center for Academic Support			•	•	•
Chancellor (Office of the)	•				
College of Online Education	•				
Communications & Media Relations		•	•	•	•
Community Standards and Conduct		•	•	•	•
Counseling Services		•	•		•
Culinary Arts Museum at Johnson & Wales University		•			
Development & Alumni Relations				•	•
Experiential Education & Career Services	•	•	•	•	•
Facilities Management	•	•	•	•	•
Finance	•	•			
Gender Equity Center		•			
General Counsel (Office of the)	•				
Health Services		•	•		•
Health & Counseling Services				•	

Department Name	UNI	PVD	NMI	DEN	CLT
Human Resources & Payroll – Equity & Compliance Services – Student Employment	• • •	•	•	•	•
Information Technology	•	•	•	•	•
Institutional Research	•				
IT Service Desk	•				
JWU Global – The BRIDGE – International Student Services Office – Study Abroad	• • •	• • •	• • •	• • •	• • •
Library		•	•	•	•
New Student Orientation & Support Programs		•	•		
New Student Orientation & First-Year Initiatives				•	
New Student Orientation & Parent Programs					•
Operations					•
President’s Office		•	•	•	•
Printing & Mailing Services		•	•	•	•
Procurement		•			
Purchasing		•	•	•	•
Residential Life		•	•	•	•
Resource Development	•	•			
Small Business Development Center				•	
Student Academic & Financial Services	•	•	•	•	•
Student Affairs		•	•	•	•
Student Involvement & Leadership		•	•	•	•
Student Transportation Services		•			
University Communications – Communications & Media Relations – Digital Communications – JWU Magazine – University Design Services – University Marketing	• • • • •				
University Events	•				
University Provost (Office of the)	•				
The Village Bookstore					•

## **Distinguished Visitor Programs**

The Distinguished Visitor Program draws top professionals from the fields of arts and sciences, business, culinary arts, design and engineering, education, health and wellness, hospitality, nutrition and physician assistant studies to share their knowledge with JWU students. Programs include

- DVP: Distinguished Visiting Professor
- DVC: Distinguished Visiting Chef
- DVA: Distinguished Visiting Author
- DVL: Distinguished Visiting Lecturer
- DVF: Distinguished Visiting Faculty

### *Charlotte Campus*

The Charlotte Campus College of Business DVPs are referred to specifically as PricewaterhouseCoopers Distinguished Visiting Professor.

## **Early Enrollment Program**

The Early Enrollment Program (EEP) allows high school seniors to take JWU college courses while simultaneously completing their high school senior-year requirements.

## **Experiential Education & Career Services**

Experiential Education & Career Services provides students with expert advising, an array of career services, and strategic partnerships with employers, faculty and staff. The department has three areas of focus: Career Services, Experiential Education and Employer Relations.

## **Experiential Education**

Experiential Education is any type of experience-based learning that includes internships, directed experiential education (DEE) programs, course-embedded experiential education (CEE) programs, study abroad, etc.

## **Faculty Adviser**

Designated faculty serve as academic advisers during internship and build strong academic plans relevant to each student's career aspirations and abilities.

## **Faculty Experts**

The university offers a comprehensive website for journalists, writers and media contacts to use when seeking an expert academic source: [jwu.edu/facultyexperts](http://jwu.edu/facultyexperts).

## **Faculty Inservice**

Faculty Inservice refers to training and professional development required each year of all full-time faculty members as part of their contract. Inservice is one word with no hyphen.

## **Freshman Advanced Study Track (FAST)**

High schools meeting the FAST program requirements are eligible to recommend their students to take a practical exam where they can receive a total of nine quarter credits towards their JWU degree.

## **FOCUS 2022**

**FOCUS 2022** is the university's current strategic plan launched in March 2018. The name is bolded in all references. Through **FOCUS 2022**, JWU is committed to introducing innovative interdisciplinary programs that lead to high growth careers and providing students with an education characterized by academic integrity and practical experiences. Key pillars of the plan include academic life, students, foundation and branch campuses. For more information, visit [jwu.edu/about-jwu/strategic-plan](http://jwu.edu/about-jwu/strategic-plan).

## **Garnish Your Degree**

Garnish Your Degree is a program for anyone who has earned a bachelor's degree in any field and is planning to enter the food service field. The program is offered with options in either baking and pastry arts or culinary arts.

### **Grad Planning System**

Grad Planning System (GPS, formerly DegreeWorks) is a web-based, degree audit program and academic advisement tool that helps students understand the academic requirements for the degree they are pursuing. Courses taken are organized to show which requirements have been fulfilled and which have not been.

In writing, Grad Planning System (GPS) should be referred to in full upon first reference and as GPS upon subsequent references. At no point should GPS be placed within quotation marks.

### **Guiding Principles**

In support of our mission and recognizing the importance of preserving our unique student-centered culture, we will be guided by the following principles:

- Undertake continuous improvement and planning for a sustainable future.
- Foster an evidence-based teaching and learning environment.
- Support faculty scholarship to advance our status as a teaching and learning institution.
- Maximize student potential by enriching our academic programs with experiential and work-integrated learning.
- Value our faculty and staff.
- Embrace diversity for a richly inclusive community.
- Practice ethical citizenship in all aspects of university life.
- Act as a good steward of our resources to support the needs of our students, faculty and staff.

### **Hold**

A hold is placed on a student's account when a requirement for enrollment has not been fulfilled. Students may be prohibited from registration and/or enrollment until the appropriate holds have been removed and all requirements are met.

### **Homecoming and Family Weekend**

Homecoming and Family Weekend is held in October at the Providence, Denver and Charlotte campuses. Alumni are invited to reconnect with their former classmates on campus, while current JWU student families are invited to participate in a variety of activities and events with their JWU students. In addition, the Denver Campus offers local excursions and tours of the Denver and Rocky Mountain areas.

#### *North Miami Campus*

At the North Miami Campus, Family Weekend is held in October, while Homecoming is celebrated at the end of January.

### **International Baking & Pastry Institute®**

Within the College of Culinary Arts, this is the official title of the baking and pastry program used throughout the university system.

### **International School of Mixology®**

#### *Providence Campus*

The International School of Mixology offers a non-credit certification for bartending and mixology. The program is offered to students who complete the Spirits and Mixology Management class and are able to demonstrate bartending competencies and pass a practical exam.

### **IPEDS**

IPEDS is an acronym for Integrated Postsecondary Education Data System. Verify IPEDS numbers and related statistics with [institutional.research@jwu.edu](mailto:institutional.research@jwu.edu).

## **Johnson & Wales University is Changing the Way the World Eats™**

With eating habits and the food industry evolving rapidly, and with conflicting information circulating about what's good and not good to eat, Johnson & Wales University is cutting through the clutter to positively impact society's food decisions, industry choices, and health and well-being. By collaborating with several area medical schools and a nutrition research institute, JWU faculty experts are educating the public through such outlets as the Providence-based NBC10 Cooking with Class daily television segment — and ultimately changing the way the world eats. For more information, visit [jwu.edu/eathealthy](http://jwu.edu/eathealthy).

### **JWU Fund**

The JWU Fund is the university's relaunched annual fund. Its goal is to help make a JWU education affordable and accessible while building participation through yearly gifts from alumni, parents, faculty, staff and friends. Within the JWU Fund, donors can designate their gifts to the university or a specific campus. Verbally and in writing, it should be referred to as the JWU Fund.

### **jwuLink**

This password-protected web portal gives students and faculty access to all Johnson & Wales University resources. It contains quick links to JWU communications, tools, websites and support such as academics, library, career, student life, registration, grades and financial resources. The portal keeps the JWU community informed and connected.

There is no space between “jwu” and “link.” The “j” is always lowercase and the “L” is always uppercase.

### **Mission**

Johnson & Wales University ... an exceptional education that inspires professional success and life-long personal and intellectual growth.

### **National Student Organizations (NSO)**

NSO at JWU includes Business Professionals of America (BPA), Delta Epsilon Chi (DECA), Family Career and Community Leaders of America (FCCLA), Future Farmers of America (FFA), Health Occupations Students of America (HOSA), Junior Achievement (JA), Phi Beta Lambda (PBL — for Future Business Leaders of America high school graduates), SkillsUSA and Technology Student Association (TSA). Students from these organizations get involved in various competitions, community service and group activities, and are awarded scholarship dollars for their efforts.

### **New England Commission of Higher Education**

The acronym for the New England Commission of Higher Education is NECHE. For details on accreditation, please consult the Fact Sheets.

### **New Student Orientation**

Across all campuses, New Student Orientation is composed of two-day sessions for new students and their family members. It includes informative presentations, small-group discussions and registration assistance. Orientation is the first step of the students' transition to JWU when they arrive in the fall.

### **Online Job Database**

Top employers post available part-time, summer, internship and full-time jobs for qualified JWU students and graduates. To access employment opportunities, visit [link.jwu.edu](http://link.jwu.edu) > jobs & internships > find a job.

## **Outcomes**

- **Professional Competence**

Graduates will demonstrate the knowledge and skills required to succeed in their chosen profession.

- **Foundation for Lifelong Learning**

Graduates will demonstrate the knowledge and skills necessary for lifelong learning, including competence in communication, critical and creative thinking, quantitative and scientific reasoning, and the ability to evaluate, integrate, and apply knowledge from multiple perspectives when making decisions and solving problems.

- **Global and Community Citizenship**

Graduates will demonstrate the necessary skills, including an awareness of ethical responsibility and cultural/global diversity, to live and work collaboratively as contributing members of society.

## **Outcomes Assessment**

Outcome Assessment is the systematic process by which the university pursues continuous improvement of its academic programming through evaluating evidence gathered about student knowledge, skills and behaviors.

## **Piloting a Course**

The term is used for offering a course after it has been approved by the University Curriculum Committee and the Provost Council, but before it is listed in the catalog.

## **Preview Days**

Each campus offers Preview Day programs (formerly Open House) with all departments represented. Students and their families tour the campus with student tour guides and have an opportunity to meet staff or faculty from various departments (that differ slightly at each campus) including Student Academic & Financial Services, Student Involvement & Leadership, Academic Affairs, Athletics and other departments.

## **Sports, Entertainment, Event — Management (SEEM)**

Sports, Entertainment, Event — Management is the name of the bachelor's degree program in the College of Hospitality Management at all campuses. SEEM is its universitywide acronym.

## **Special Honors and Rewards Program (SHARP)**

SHARP is a universitywide honors program for qualified undergraduate students who want to increase their course load and accelerate their degree completion.

## **Student Academic Services (SAS)**

SAS is a branch of Student Academic & Financial Services that handles academics such as course scheduling, testing, transfer credits, academic records and academic counseling.

## **Student Academic & Financial Services (SAFS)**

SAFS is the collective name for Student Academic Services (SAS) and Student Financial Services (SFS). It services all student academic and financial needs.

## **Student Financial Services (SFS)**

SFS is a branch of Student Academic & Financial Services that handles billing and collections, financial aid and financial planning.

## **Term/Semester**

JWU undergraduate programs' academic year is divided into terms. Do not use the word trimester. Graduate programs' academic year is divided into semesters, with the exception of master's level graduate education (M.A.T., M.Ed.) which is divided into terms. Undergraduate programs' academic year will convert to semesters in the fall of 2020.

## **Term Start**

### **- Fall, Winter, Spring and Summer**

Term Start is used collectively to refer to all activities and requirements for the start of the specified term.

Term start requirements are the mandatory university requirements that students must satisfy prior to enrollment. In order to be considered officially enrolled in classes at the start of each term, all university term start requirements must be satisfied. Students who fail to fulfill these requirements will have holds placed on their accounts and will be prohibited from entering class or changing their schedules. In some instances, schedules will be deleted and, if applicable, housing assignments will be removed.

### **uconnect**

An online service, uconnect (all lowercase) allows students who attended the university from 2004 to 2011 to securely access their student records (i.e., grades, payment history, etc.). Current students and students who were in attendance after May 2011 use the university's web portal, jwuLink.

### **ulearn**

JWU's online learning platform, ulearn (all lowercase) provides tools and resources to faculty and students and delivers online courses, as well as course management resources to support traditional face-to-face courses.

### **University Curriculum Committee (UCC)**

The University Curriculum Committee reviews all curricula that have been approved at the college level at all campuses. Committee members represent all colleges, key academic departments and campuses. Curricula that are approved at the UCC go forward to the Provost Council for the final approval process.

## **Veggin' Out®**

### *Providence Campus*

Veggin' Out has operated since 1998 as a partnership among JWU, the Rhode Island Department of Health's WIC program and the Rhode Island Department of Environmental Management. It addresses the nutritional needs of low-income families by teaching children and adults to prepare culturally appropriate, nutritious recipes that incorporate fresh, locally grown produce.

### **Wildcat Weekend**

Wildcat Weekend is a visitor program for prospective students. This program includes campus tours and one-on-one meetings with faculty members. It can also include overnight accommodations. A variety of activities are offered to prospective students and up to three family members. Students who live less than a six-hour drive from campus select the drive-in option and pay the regular program fee. Students who live more than a six-hour drive from campus select the fly-in option and pay for airfare in addition to the regular program fee. Flights are booked by the university.

### **Wildcat Welcome**

Wildcat Welcome begins the weekend prior to Fall Term Start, complementing the summer orientation experience for new students. This JWU tradition offers a variety of fun and entertaining activities, services and programs geared to connecting new and returning students to campus, providing opportunities to make new friends, and helping students explore exciting ways to adjust to college life in and out of the classroom.

## Common Word Mistakes

### ACCEPT/EXCEPT

**accept** (v.) take something that is offered

*He will accept the job promotion.*

**except** (prep.) exclude

*They are all correct except for the last one.*

### ADVISE/ADVICE/INFORM

**advise** (v.) To recommend or suggest

*The lawyer will advise his client to plead guilty.*

**advice** (n.) opinion about a course of action

*His advice to the client was to drop the charges.*

**inform** (v.) to give information

*The teacher will inform her students about the lesson.*

### AFFECT/EFFECT

**affect** (v.) to influence

*The president's decision will affect the direction of the school's future.*

(n.) should be avoided (It is used in psychology to describe emotion.)

**effect** (v.) to cause

*He will effect many changes in the institution.*

(n.) a result

*The effect was overwhelming.*

*He miscalculated the effect of his actions.*

### AMBIGUOUS/AMBIVALENT

**ambiguous** (adj.) uncertain; thought of in two different ways

*His letter was ambiguous — I'm not sure if he is arriving tomorrow or next week.*

**ambivalent** (adj.) contradictory; having opposite feelings about something at the same time (Does not mean indifferent.)

*I am ambivalent about my new SUV; I love driving it off road, but I hate how it guzzles gas.*

### AMOUNT/NUMBER

**amount** (n.) quantity of things that can be measured in bulk

*JWU eliminated trans fat from its curriculum and reduced the amount of sodium used in recipes.*

**number** (n.) things that can be counted

*The number of ingredients in the recipes remained the same.*

### BAD/BADLY

**bad** (adj.)

*I felt bad when I woke up.*

Not: *I felt badly when I woke up.*

**badly** (adv.)

*The experiment went badly.*

### BEING THAT/BEING AS

Don't use either of these; use "because."

*Because I am the only one with a driver's license, I think I should drive.*

Not: *Being that I am the only one with a driver's license, I think I should drive.*

## BESIDE/BESIDES

**beside** (prep.) by the side of, as in beside the building

It is also used in idioms like *beside the point* and *beside myself with anger*.

**besides** (prep.) in addition to

*Besides the dean, 10 other staff members attended the conference.*

**besides** (adv.) additionally

*The professor remained during class; besides, she was only there to observe.*

## BETWEEN/AMONG

**between** (prep.) referring to two or more specific individuals or sets of two

*The contest is between the fifth grade and the sixth grade students.*

**among** (prep.) with more than two, as a group

*She is among the group of 20 students to go on the trip to Italy.*

## BETWEEN YOU AND I/ME

Use “between you and me.”

## BRING/TAKE

**bring** (v.) indicates movement toward the speaker

*Bring that book to me.*

**take** (v.) indicates movement away from the speaker

*Take that book with you when you go.*

Not: *I'll bring it with me.*

## CAN/MAY

**can** (v.) to be able

*I can leap tall buildings in a single bound.*

**may** (v.) to be permitted

*The professor said I may skip class if I get the notes from Bob.*

*May I see your notes?*

## CAPITOL/CAPITAL

**capitol** (n.) a building that houses a legislative body

**capital** (n.) a city or town that is the official seat of government in a state or nation

*Providence is the capital city of Rhode Island.*

(n.) wealth, as money or property, owned, used, or accumulated in business by an individual, partnership or corporation

(n.) the funds contributed to a business by the owners or stockholders

(n.) capitalists as a group or class

(n.) a capital letter

(adj.) first and foremost

*It was a decision of capital importance.*

(adj.) very serious

*He made a capital error.*

(adj.) involving death or calling for the death penalty

*He committed a capital crime.*

## CATALOG

Catalog is the correct spelling; catalogue is not correct.

## CLASSWORK/COURSEWORK

Classwork and coursework are one word.

## COMMON/MUTUAL

**common** (adj.) shared

*Two communities had a common purpose.*

**mutual** (adj.) reciprocal

*Necessary to any friendship is mutual respect.*

Use: “We have a mutual friend” would be incorrect.

It is better to say “We have a friend in common.”

## COMPLEMENT/COMPLIMENT

**complement** (n.) something that completes, makes up a whole, or brings to perfection

*The wine was a complement to the wonderful dinner.*

**compliment** (n.) an expression of courtesy or praise

*She paid him a great compliment for his decorating work.*

## COMPOSE/COMPRISE

**compose** (vt.) to form in combination; make up; constitute

*The United States is composed of 50 States.*

**comprise** (v.) consists of or includes

*A totally new idea is comprised in this paper.*

*The whole comprises its parts.*

## CONTINUOUS/CONTINUAL

**continuous** (adj.) without interruption

*The car alarm's continuous screeching lasted for three hours.*

**continual** (adj.) recurrent; stopping and starting

*The continual bursts of lighting scared the dog.*

## COULD OF, WOULD OF

Use “could have,” “would have.” This problem may have started by the similar sound of “could’ve” and “would’ve,” but on paper, the “of” in place of the verb is incorrect.

## CURRICULUM VITAE (SINGULAR); CURRICULA VITAE (PLURAL)

## CYBERLAW

Cyberlaw is one word with no hyphen.

## DOUBLE NEGATIVES

*She didn't come.* Not: *She didn't never come.*

*He wanted none.* Not: *He didn't want none.*

## DOWNLOAD

Download is one word in all instances and lowercase unless it begins a sentence. It is only used as a verb, not a noun.

*Download the brochure.*

Not: *Your download is ready.*

## DUE TO

Don't use “due to” as a substitute for “because of” or as a prepositional phrase.

*Because of hazardous weather, the university is closed.*

Avoid beginning a sentence with “due to” and you will probably be safe.

*His tardiness was due to traffic.*

Not: *Due to traffic, he was tardy.*

## E.G./I.E.

The abbreviation e.g. means “for example”; i.e. means “that is” or “in other words.”

*University Communications provides executive communication for university leaders (e.g., speeches and speaking points, trustee and board related communications and projects).*

*We hope you read the Editorial Style Guide (i.e., we hope you follow the rules in the Editorial Style Guide).*

## EMERITUS/EMERITA

Place emeritus (or emerita for feminine) after the formal title.

*Chancellor Emeritus John Bowen*

*John Bowen, chancellor emeritus*

*Professor Emerita Martha Smith*

*Martha Smith, professor emerita*

## EMIGRATE/IMMIGRATE

**emigrate** (v.) to move out of a country

*My family emigrated from Poland.*

**immigrate** (v.) to move into a country

*My family immigrated to America.*

## EMINENT/IMMINENT/IMMANENT

**eminent** (adj.) standing out; famous

*The eminent philosopher has millions of followers.*

**imminent** (adj.) happening soon

*The election is imminent.*

**immanent** (adj.) inherent; existing only within consciousness

*Her immanent faith was revealed in all her actions.*

## ENSURE/INSURE/ASSURE

**ensure** (v.) to make sure or certain; to guarantee

*Steps were taken to ensure accuracy.*

**insure** (vt.) to provide or obtain insurance on or for

*The policy insures her life.*

**assure** (v.) to state with confidence; to make someone confident of something

*She assured us the statement was accurate.*

## EVERYBODY/EVERYONE

“Everybody” and “everyone” take singular verbs. However, “they” or “their” are both acceptable second references.

*Everyone is ecstatic to receive their diplomas.*

## EX-OFFICIO

Ex-officio is spelled with a hyphen.

## FARTHER/FURTHER

**farther** (adj., adv.) at a greater distance; more distant

*I can't walk any farther.*

*Alabama is farther away than Miami.*

**further** (adj., adv.) to a greater extent

*I can't work on this any further.*

*Further discussion is unnecessary.*

## FEWER/LESS

**fewer** (adj.) refers to things that can be measured or counted

*There are fewer chocolates in the box today than yesterday.*

**less** (adj.) refers to things that can't have an exact quantity

*The beginner class is less important than the intermediate class.*

## FIANCÉ/FIANCÉE

**fiancé** (n.) a man engaged to be married

**fiancée** (n.) a woman engaged to be married

## FORMER/LATTER

**former** (n.) in a list of two items, the first one

**latter** (n.) in a list of two items, the second one

*I went to Paris and Rome; I bought clothes in the former and shoes in the latter.*

## GOOD/WELL

**good** (adj.) positive or desirable in nature

*She has good intentions; her intentions are good.*

**well** (adv.) in a good or proper manner

*She slept well.*

(adj.) in satisfactory condition

*All is well.*

## HAD/UGHT

“Had” and “ought” do not mean the same thing.

*She had to go. She ought to go.*

Not: *She had ought to go.*

## IN REGARDS TO

Use “regarding” or “in regard to.”

## IN THE EVENT THAT

Use “if.”

## IMPLICIT/IMPLY/INFER

**implicit** (adj.) implied or hinted at

*There was a threat implicit in his request.*

**imply** (v.) to hint or express indirectly

*Glaring at me, she implied that I was in big trouble.*

**infer** (v.) to draw a conclusion or make a deduction

*I infer from your expression that you are upset.*

*By standing by the door, I implied that it was time for him to leave.*

You can draw an *inference* from someone else’s *implication*, not vice versa.

The speaker *implies* and the listener *infers*.

## INCREDIBLE/INCREDULOUS

**incredible** (adj.) unbelievable

*His story of seeing an alien was incredible.*

**incredulous** (adj.) unbelieving

*I was incredulous when I heard his story about the alien.*

## INGENIOUS/INGENUOUS

**ingenious** (adj.) clever

*He wrote an ingenious piece of software.*

**ingenuous** (adj.) open; not crafty

*We can hardly suspect her of conspiracy; her manner is so ingenuous.*

## INSERVICE

Inservice is one word with no hyphen.

## ITS/IT’S

**its** (ownership pronoun) use to indicate possession or ownership

*The dog was wagging its tail.*

**it’s** (contraction) shortened version of “it is”

*The purse is not hers; it’s one of my sister’s purses.*

## LIBEL/SLANDER

**libel** (n., v.) written statement of defamation; to defame

*When it printed a story claiming that she was drunk and disorderly, Carol Burnett sued The National Enquirer for libel.*

**slander** (n., v.) spoken statement of defamation; to defame

*When he gave a speech in which he distorted his opponent’s record, the candidate exposed himself to charges of slander.*

## LIE/LAY

**lie** (v.) to rest or recline

*I need to lie down.*

*The books are lying on the floor.*

The principal parts for *lie* are: lie, lay, lying, lain.

**lay** (v.) to put down, to place

The principal parts for *lay* are lay, laid and laying.

*He will lay himself on a bed of nails.*

*He laid the book on the floor.*

Ask yourself, “Lay what?” In the sentences above, the answer would be the book, and himself. If there is no answer, use *lie*. Strategy number two: If you can substitute put, use *lay*. Otherwise use *lie*.

## LIKE/AS/SUCH AS

**Like** (adj.) is used to make a comparison.

*He looks like me.*

*She acts like the president.*

*Like Bob, Susan wears red socks.*

Like should be followed only by a noun or a noun phrase. It is never used as a conjunction.

**As** or **as if** (conjunctions) should be used if your comparison involves action.

*His sports car is faster than his station wagon, as it should be.*

*Ralph ran as if his life depended on it.*

In both cases, the “as” or “as if” is a conjunction that joins the two clauses.

**Such as** means for example.

*For breakfast he cooked local specialties such as grits and red-eye gravy.*

## MORE THAN/OVER

**More than** is used with numbers.

*Their salaries went up more than \$50 per pay period.*

**Over** refers to spatial relationships.

*The plane flew over the city.*

## NONE IS/NONE ARE

None is an indefinite pronoun, usually treated as plural, unless you want to emphasize the individual parts, as in “not one single thing” or “no one single person.” When in doubt, go with the plural.

## NONPROFIT

Nonprofit is one word with no hyphen.

## ORAL/VERBAL

**Oral** is spoken.

*The students were required to give an oral presentation to their class.*

**Verbal** refers to language and words. It can be spoken and/or written.

*Her promise to the professor to finish the assignment was a verbal agreement.*

## PEOPLE/PERSONS

Use **persons** when you want to emphasize the individuals, and **people** when you are speaking about an undifferentiated group.

*I was lost in a crowd of people.*

*I recommend that three persons receive grants.*

## PERCENT

Percent should be spelled out when used in text. The symbol is acceptable in charts and other graphic designs.

*JWU students take approximately 33 percent of all their credits in arts and sciences.*

## PRINCIPAL/PRINCIPLE

**principal** (adj.) most important

*His principal objective is to revive the economy.*

(n.) one who holds a presiding rank, especially the head of a school.

*The principal ordered me to stay after school.*

**principle** (n.) a doctrine; a moral

*His actions show he has high principles.*

## REGARDING

Regarding can be used to replace “in regards to,” “with regard,” and “as regards.”

## REGARDLESS/IRREGARDLESS

Use “regardless.” There is no such word as “irregardless.”

## RESPECTFULLY/RESPECTIVELY

**respectfully** (adj.) showing respect

*The girl behaved respectfully toward her grandmother.*

**respectively** (adj.) in the given order

*Bob and Harry were an accountant and a lawyer, respectively.*

## SHALL/WILL

**shall** (aux. v.) use when there is implied intention

*I shall return!*

Not: *It shall be warm at the beach.*

Also use “shall” for asking questions in the first person (I or we).

*Shall we dance? Shall I call you?*

Use of “shall” in the second or third person implies a command or threat.

*You shall stay here until I say otherwise.*

**will** (aux. v.) to intend to

*I will go to the grocery store tomorrow.*

## STARTUP

Startup is one word with no hyphen.

## THAT/WHICH

**that** (conj.) introduces an essential clause that defines the entity being discussed

*I like to do needlework that has intricate designs.*

**which** (pron.) introduce a nonessential clause that gives additional information about a previously identified entity.

*The introductory German course, which the school initiated only last fall, has been cancelled.*

## THEIR/THERE

**their** (ownership pron.)

*This is their new red car.*

**there** (adv., n., adj.) indicates location; can also be used as an expletive

*She is over there, across the street.*

*There! I finished cleaning the house.*

## TO/TOO

**to** (prep.) indicates direction

*I went to the dentist.*

**too** (adv.) means “as well”

*I went to the dentist, too.*

## TOP-NOTCH

Top-notch is spelled with a hyphen. It’s often used to describe our culinary arts and baking & pastry arts labs in place of “world-class”, which is no longer used as a JWU descriptor.

## TOWARD/TOWARDS

Use “toward.”

## WHO/WHOM

**who** (pron.) the subject of a verb

**whom** (pron.) the object of a verb, preposition or infinitive

“Whom” is never the subject of a verb. If you are unsure use “she” or “her.” If “she” fits, use “who.” If “her” fits, use “whom.” “Who” is a subject pronoun; “whom” is an object pronoun.

*Mary wondered who was ringing her doorbell.*

*(“Who” is the subject of “was ringing.”)*

*Jane was not sure whom she could trust with her secret. (“Jane” is the subject of “trust”; “whom” is the object of “trust.”)*

## YOUR/YOU'RE

**your** (ownership pron.) indicates possession or ownership

*Your car needs an oil change.*

**you're** (contraction) shortened versions of “you are”

*You're scheduled to attend the meeting this afternoon.*

## Sources

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*The Associated Press Stylebook*. Basic Books, 2018.

*Webster's New World College Dictionary*. Houghton Mifflin Harcourt, 2014.

## Common Singular and Plural Words

### SINGULAR

curriculum  
ellipsis  
erratum

### PLURAL

curricula  
ellipses  
errata

## Words and Phrases to Avoid

### INSTEAD OF USING THIS:

as to  
at the conclusion of  
at this point in time  
conversate (no such word)  
during the time that  
due to  
in this day and age  
in order to  
in the event that  
in the course of  
join together  
orientated (no such word)  
owing to the fact that  
prior to  
supposably (no such word)  
the fact that  
12 noon  
12 midnight  
utilize

### USE THIS:

about  
after  
now  
converse  
while  
because of  
today  
to  
if  
during  
join  
oriented  
because  
before  
supposedly  
because  
noon  
midnight  
use/employ

# Proofreaders' Marks

PROOFREADERS' MARK	DRAFT
○ Delete space	art work
# ^ Insert a space	It was here.
✓ OR / Delete a word	numbers are not correct
^ Insert a word	is simple.
↷ Transpose	recommen <del>ed</del> n
↶ Move as shown	They are <del>to</del> here.
^ OR ^ Insert a letter	refresments are provided
⌈ OR ⌋ Delete a letter and close up	necess <del>ary</del> items
✓ OR / Change a letter	effect
✓ OR / Change a word	less <del>e</del> more than <del>one</del> two
○ Add on to a word	direct <sup>ly</sup> to you
↑ Insert a comma	pencils, pens and paper
⊙ Insert a period	Mr. Frazer
↵ Insert an apostrophe	the auditor's records
↵ Insert quotation marks	The easy jog was really a ten-mile run.
= Insert a hyphen	full = time job
- - Insert a dash or change a hyphen to a dash	She's here finally!
○ Spell out	⑤ people
/ Use lowercase letter	First Quarter
≡ Capitalize	Wilbury <u>avenue</u>

PROOFREADERS' MARK	DRAFT
( ) Insert parentheses	arrives May 6 (tomorrow)
_ Insert underscore	a <u>very</u> heavy package
✓✓ Delete underscore	He's <u>always</u> on time.
¶ Start a new paragraph	¶ Provide quality service.
no ¶ Remove paragraph break	no ¶ This is true.
ss [ Single space	ss [ This is the most useful information.
ds [ Double space	ds [ Those are manufactured at our headquarters.
+1L# Insert one line space	Cost: dependent upon quantity
-1L# Delete one line space	The requirements are specified.
▭ Indent two spaces	Computer technology
⇒ Move to the right	\$4500 ⇒
┌ Move to the left	┌ Turn off the power.
✓ Raise above the line	4 x 10 <sup>6</sup>
^ Drop below the line	CO <sub>2</sub>
.... Stet (don't change)	He <del>already</del> left.
= Align horizontally	Re: = Cost Analysis
Align vertically	To: Mr. Smith From: Ms. James

## Web Writing Tips

Digital Communications is responsible for web writing and visuals, and is the core team for the centralized website process. This ensures standards and style are consistent and strong.

Examples that highlight rule use in this guide are noted by italics. Avoid using italics online, however, unless noting reference titles.

Web visitors read for information. They find it by scanning a web page for relevant items. When writing for the web, aim for a concise style that uses clear and simple language.

Make your content easy to scan: Use short paragraphs broken up by visuals, subheads and pull quotes.

Concision is key: Craft sentences for maximum punch, removing extraneous words as you go. Top-load crucial information.

Pare down your writing to the essentials:

- key information (who, what, when, where, why and how) in the first few sentences
- main points in short paragraphs of two-to-three simple sentences
- bulleted lists within paragraphs to elaborate on points
- familiar, everyday words in easily understood sentences
- direct, professional language
- active (rather than passive) voice

Avoid

- JWU jargon (i.e., undefined abbreviations and acronyms)
- formal language
- welcome text (i.e., introductory text)
- instructions on how to use site
- idioms, metaphors and puns that make sense in only one language or culture

Make sure all content on every page has been proofread before it is published.

### CLICK HERE

Do not use this as link text. Instead, use keywords or key phrases as the link itself.

*Review the [learning guide \(40K PDF\)](#) for details.*

Not: *To get the learning guide, [click here](#).*

### EMAIL

Don't spell out email addresses; list as either the word "email" or the individual's/department name.

*Please contact [George Rezendes](#), director of institutional research, 401-598-2029.*

Not: *Please contact George Rezendes, director of institutional research, by email: [george.rezendes@jwu.edu](mailto:george.rezendes@jwu.edu) or by phone: 401-598-2029.*

Not: *Please contact George Rezendes, director of institutional research, at [george.rezendes@jwu.edu](mailto:george.rezendes@jwu.edu) or 401-598-2029.*

## HYPERLINKS

Use short descriptions of the link's target content, clarifying what readers are being asked to view. Link only the relevant phrase in a sentence, not the entire sentence.

*Use of the on-campus Computer Center is available to all students.*

Not: *Contact the Athletics Office at 401-598-4578 or visit their website.*

PDFs should always open in the same window.

All links to third-party sites should open in a new window.

When linking to JWU sites, only open in a new window if the target site has a vastly different user experience/look-and-feel from [jwu.edu](http://jwu.edu), such as [catalog.jwu.edu](http://catalog.jwu.edu) and [link.jwu.edu](http://link.jwu.edu). (As JWU web properties are frequently undergoing redesign, always check and assess a link before including it.)

Here's what that code looks like:

```
<a href="https://www.facebook.com/JWUProvidence-CollegeofCulinaryArts/" title="JWU Providence College of Culinary Arts on Facebook" target="_blank">JWU Providence College of Culinary Arts</a>
```

## PDFS OR WORD DOCUMENTS

List the file type and size for all posted files or documents. JWU files or documents should open in the same browser window.

*Aerobics Schedule (600K PDF)*

*Hall of Fame Nomination Form (25K Word)*

## QUOTES — SMART (") VS. DUMB (")

"Smart" quotes are curved, while "dumb" quotes are straight and typically should only be used to denote measurements.

Be consistent about smart quote usage on the web.

Typically, if you write a piece in Word and use plain text to paste in your content, smart quotes will be preserved.

When using a quote in a headline, only use single quotes.

*'Helping Different Kinds of Minds': Temple Grandin Visits JWU Providence*

# Web Formatting Tips

## HEADLINES

Write clear, direct headlines — keep to a single line if possible.

*JWU Cup: Women's Basketball Defeats Denver, 89–60*

*NOT: Women's Basketball Drops 89–60 Decision Against JWU Denver at JWU Cup*

## COPY

Keep it short. Roughly:

- Headings/Headlines: 4–8 words
- Subheads: 1–5 words
- Sentences: 1–20 words
- Paragraphs: 1–7 sentences
- Documents: 300–500 words

## BODY TEXT

Flush left, not justified or centered.

## PLAIN TEXT

Always use the “paste plain text” option when importing text from Word, Notepad or another program.

## EMPHASIS

Be judicious when using bold, italics or exclamation points to add emphasis to a word or phrase. Never use underlines or all caps to add emphasis.

Familiar and anglicized foreign words and phrases do not need to be italicized: alma mater, boutique, cum laude, debris

Less mainstream foreign words should be italicized: *honoris causa, faux pas, pro forma, tête-à-tête*

Names of magazines, newspapers and ships are italicized.

## IMAGE TITLES, ALT TEXT AND TITLE TAGS

### (AKA THE SUPER FRIENDS OF IMAGE OPTIMIZATION)

#### 1) Give every image a descriptive filename.

Upload images with a concise title that describes the image. The file naming conventions should be consistent — create a system that works for you. Do not use spaces in your file name. (Underscores are acceptable, however.)

*News\_PVDWomensHistoryMonth\_Panelists\_900x450.jpg*  
*Blog\_PVDCareerFair\_MomofukuTable\_1280x640*  
*Athletics\_PVDMXCountryTeamECACChampionship2012.jpg*  
*SiteLocation\_JWUCampusSubject\_PhotoSize.jpg*

#### 2) Add alt tag.

The alt tag is used by screen readers, so your title should be descriptive and impart concrete information about what the image is about. Avoid abbreviations or symbols that the screen reader won't understand.

*alt= "Jenna Juron, JWU Women's Basketball point guard"*

#### 3) Add title tag.

Title text should be a natural language description of the image — roughly 1 tweet (140-150 characters). This is the text you will see if you mouse over the image.

*title= "JWU Wildcat Jenna Juron Scores 1000th Career Point"*

#### 4) Combine steps 1–3.

*<img src= "WBballJJuronAlbanyPharmacy2013.jpg"*  
*alt= "Jenna Juron, JWU Women's Basketball point guard"*  
*title= "JWU Wildcat Jenna Juron Scores 1000th Career Point">*

## OPTIMIZING PDFS

Before you upload or send a PDF file to be uploaded to a JWU website, please follow these steps:

### 1) Rename the file without spaces, using the following format:

*JWUDeptFileDescriptionCampusYear.pdf*

Campus abbreviations should follow this convention:

PVD NMI DEN CLT OL

UNIV (for a document that is applicable campuswide)

Only add a year for files that require multi-year archiving, like catalogs or academic calendars. Files that are overwritten from one year to the next, like event brochures, can omit the year.

*JWUAdmissWildcatWelcomeBrochurePVD.pdf*

*JWUPhysicianAssistantAcadCalPVD2016-17.pdf*

### 2) Set the PDF properties.

When you open the PDF file, it should automatically open the “Initial View” tab.

If it does not, you will see 6 tabs in the window: Description, Security, Fonts, Initial View, Custom and Advanced.

Choose “Initial View” and make the following changes:

- Under magnification, select “Fit Page.”
- Under “Window Options,” select “Resize window to initial page.”

Hit OK and save. The PDF is now ready to be placed on a JWU website.