



JOHNSON & WALES
UNIVERSITY

EDITORIAL STYLE GUIDE

SEPTEMBER 2025



Editorial Style Guide – Overview

Symbol Key



JWU Exception: Entry differs from AP Stylebook or is specific only to JWU.



Only relevant for web

Using AI

ChatGPT features an [AP Style Tool](#) that can review text for style compliance.

AI Writing Guide supplement to the Editorial Style Guide will debut in Fall 2026.

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. [Webster's New World College Dictionary](#) is used to determine correct spelling.

Inclusive Language

At Johnson & Wales University, we are guided by our mission and the principle to “embrace diversity for a richly inclusive community.” To do this, we must utilize inclusive language in our everyday interactions with students and colleagues. Inclusive language acknowledges diversity, conveys respect to all people, is sensitive to differences, and promotes equal opportunities.

Follow these [language principles](#) to help ensure that everyone at JWU is treated with respect and dignity. The list of terms includes concepts to know, expressions to avoid, and words to incorporate into your vocabulary.

Please note that acceptable terms change regularly. Not all terms and phrases in the above resource will work for all people all of the time. For more information, refer to these tips from the National Institutes of Health on when to use [person-first and destigmatizing language](#) to write respectfully.

Table of Contents

4

EDITORIAL STYLE GUIDE – OVERVIEW	2	Dean’s List	8	Seasons	12
INCLUSIVE LANGUAGE	3	Department Names	8	Slashes	12
AP STYLE REFERENCES, GRAMMAR AND JWU EXCEPTIONS	5	Dietetics/Dietitian	8	State and Postal Abbreviations	12
Academic Degrees and Programs	5	Directions	8	Systemwide	12
Academic Years	5	E-	8	They/Their/Them	12
Accent Marks	5	Ellipsis	8	Time	13
Acronyms	6	Exclamation Points	9	Titles	13
Advisor	6	Food Service	9	Trademark and Registered Mark	14
Alumni	6	Fundraising	9	University	14
Ampersands	6	Green	9	Universitywide	14
Apostrophies	6	He/She, His/Her	9	URL	14
Board of Trustees	6	Healthcare	9	Web Terms	14
Bullets	6	Home-school	9	GLOSSARY	15
Campus	7	Honors	9	COMMON WORD MISTAKES	22
Campuswide	7	Hyphens	9	PROOFREADER’S MARKS	28
Colleges	7	Italics	10	WEB WRITING TIPS	29
Colons	7	JWU	10		
Commas	7	JWU Magazine	10		
Commencement	7	Login/Logout	10		
Cross Country	7	Names	10		
Dashes	8	Numbers	10		
Dates	8	Orientation	11		
Days of the Week	8	Parentheses	11		
		Periods	11		
		Plus Signs	11		
		Quotation Marks	11		
		Recipes	11		
		Residence Hall	12		

AP Style References, Grammar and JWU Exceptions

5

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.

Brea Wright '25 earned her Bachelor of Science degree in Media & Communication Studies.

See [Certifications](#) in glossary for more information.

Abbreviations

Abbreviate using periods but no spaces between letters for degrees of two words (excluding “of”): B.A., B.S., M.A., M.Ed., M.S., S.D., 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)

Omit periods between letters for degrees of three words (excluding “of”) or more: MBA, DBA, MAT, DPT, OTD, MSPAS, MPH, MFA, DNP.

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. Anthony Fauci spoke to students. Fauci recalled his experience as the long-time chief of the Laboratory of Immunoregulation.

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 Craig Felton, Ph.D., officiated at the ceremonies.

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.

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 undergraduate and graduate degree programs in arts and sciences, business and hospitality, dietetics and nutrition, food innovation and technology, and health and wellness. It also offers undergraduate programs in culinary arts and baking and pastry arts. In 2013, the university created a Liberal Studies degree program with a required minor of the student's choice. These minors range from Culinary Sustainability to Professional Communication.

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 '29 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.

Parents of current students are referenced with a ‘P’ followed by an apostrophe (no space) and their student's anticipated graduation year.

John and Jane Smith P'29

ACCENT MARKS

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

Chîne de Rôtisseurs

Relais & Châteaux

Often-used anglicized words requiring accent marks include

café résumé francé entrée

Consult [Webster's New World College Dictionary](#) to determine if an accent mark(s) should be included with the word.

AP Style References, Grammar and JWU Exceptions, cont.

6

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.

ADVISOR

 When referring to a person who advises and has an official advisory job title, use the spelling "advisor."

JWU features an experienced team of faculty advisors, career advisors in EE&CS, academic advisors in SAS, study abroad advisors in JWU Global, and accessibility services advisors in the Academic Success Center.

ALUMNI

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:

Annie Bennett '15 Ed.D.

bachelor's and/or master's degree from JWU, while terminal degree not from JWU:

Daniel Harmon, Ed.D., '86

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

Parents of alumni have their status designated after any terminal degrees.

David A. Wilson, Ph.D., '99 Hon., P'98.

Alumni who are parents of alumni have their graduation year(s) separated from their offspring's graduation year by a semi-colon.

Jane Smith '93, '95 M.S.; P'17, P'20 M.S

To refer to class years for current students, see [Academic Years](#).

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 [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.

AP Style References, Grammar and JWU Exceptions, cont.

7

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.).

Student Engagement offers several programs and services:

- student organizations
- concerts
- leadership retreats
- student publication

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?

See [Colons](#) for rules on the use of a colon preceding a list of bulleted items.

CAMPUS

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

Providence Campus, Charlotte Campus

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

When referencing both campuses (e.g., the Providence and Charlotte campuses), “campuses” is lowercased. List them in the order in which they were founded (Providence and Charlotte).

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

JWU Providence

JWU Charlotte

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

Refer to the Charlotte Campus as a branch campus. Do not refer to it as “regional” or “satellite.”

JWU’s Providence Campus has two distinct locations: the Harborside Campus and the Duncity 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 Providence and Charlotte campuses’ culinary programs

CAMPUSWIDE

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

COLLEGES

JWU has four colleges at its Providence and Charlotte campuses and online:

John Hazen White College of Arts & Sciences

College of Food Innovation & Technology

College of Health & Wellness

College of Hospitality & Business

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:

- The Bridge
- English Language & Culture Academy
- International Student Services Office

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

Our graduates’ countries of origin include France, Sweden, Turkey and 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 2026 Commencement is a student milestone. A commencement ceremony is held for each of our campuses.

AP Style References, Grammar and JWU Exceptions, cont.

8

CROSS COUNTRY

JWU 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

PC: En dash: ctrl, num- (*minus sign on keypad*)
Em dash: alt, ctrl, num- (*minus sign on keypad*)

Mac: En dash: option, hyphen
Em dash: shift, option, hyphen

DATES

JWU 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 2025 and began his graduate studies on August 25, 2025.

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.

2024 marked JWU’s 110th 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](#).

DEPARTMENT NAMES

See [Titles](#) for more information.

Also, see [Department Names](#) in the Glossary 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-

Web Hyphenate e-terms (e.g., e-book, e-business, e-commerce, e-reader, e-zine) in print. On the web, do not hyphenate these words.

The words “**email**” and “**esports**” are not hyphenated or capitalized in print or web, unless they are part of a name.

JWU’s Esports Center is home to 17 esports teams playing 12 different esports games, including League of Legends, Overwatch and Smash Bros.

See [Web Terms](#) 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.

AP Style References, Grammar and JWU Exceptions, cont.

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 once offered 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 Bridge 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



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.

Programs

- Honors Program
- Special Honors and Rewards Program (SHARP)

For more information about these honors, refer to the [JWU catalog](#).

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 Webster's New World College Dictionary, 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 [Numbers](#) for more information.

AP Style References, Grammar and JWU Exceptions, cont.

10

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, E. coli



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 undergraduate and graduate degree programs in arts and sciences, business and hospitality, dietetics and nutrition, food innovation and technology, and health and wellness. It also offers undergraduate programs in culinary arts and baking and pastry arts.

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 people, use only the last name on second reference. 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 Gateway Village.

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

See [Department Names](#) of the Glossary 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

Use figures: 1%, 4 percentage points

When paired with a numeral, use the % sign, with no space, in most cases.

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

In casual uses, use words rather than figures and numbers.

She said he has a zero percent chance of winning.

Use decimals, not fractions, in percentages. For amounts less than 1%, precede the decimal with a zero.

Her mortgage rate is 4.5%. The cost of living rose 0.6%.

See [Percent](#) in Common Word Mistakes for more information

AP Style References, Grammar and JWU Exceptions, cont.

11

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.

2024 marked JWU’s 110th birthday

See [Dates](#) 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 2026 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 1990.)

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 (”) 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 semester 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 semester.”

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 2029.

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 with any remaining text indented under the first line.

AP Style References, Grammar and JWU Exceptions, cont.

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
- 1/8 cup brandy
- juice of 1/2 lemon
- 2 tablespoons butter
- 3 oranges peeled and segmented, membrane removed
- 1/2 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 1 1/2 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

Seasonal semesters (fall, spring and summer) are always lowercase unless they are used as a title.

- John will enroll at JWU during the summer semester.*
- Mary is a Fall 2021 semester graduate of JWU.*

SLASHES

- Instead of a slash (/), use a hyphen or the word “and” or “or” whenever possible.
- Rose Cronin is senior writer-editor at WJM-TV.*
- 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 a campus in Charlotte, North Carolina. The university’s official mailing address is 8 Abbott Park Place, Providence, RI 02903.

 When writing out a city and state, 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 Charlotte Campus from Northeastern University in Boston, Massachusetts.

SYSTEMWIDE

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

THEY/THEIR/THEM

These third-person pronouns can be used for singular or plural subjects. They function as a gender-neutral pronoun for people who identify outside the gender binary, as nonbinary, or when a person's gender is unknown or unspecified.

AP Style References, Grammar and JWU Exceptions, cont.

13

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.

Web 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 Oracle or Windows.

JWU 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 Ann Kordas, J.D.

The keynote speaker for the evening was Chancellor Mim L. Runey, L.P.D.
(Never use Chancellor Dr. Mim Runey.)

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

Emma Geller, associate professor of accountancy, has office hours on Wednesday afternoons.

As the university’s chancellor, Mim L. Runey, L.P.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 Ciril Hitz. Hitz was praised for his artisan bread baking skills.

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

Helen McCarthy is a senior graphic designer at IBM.

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 Thomas Scott, sr. facilities project manager; Dominic Wilson, assoc. dean for student services; and Lila Bates, asst. director of alumni relations.

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

Miles Gilfoy, director of admissions

Cassandra Boyd, vice president of human resources

Marcy Cooke, dean of experiential education & career services

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

Jenna McDonald, director of communications & media relations, Charlotte 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 Terms like “chef-owner” are hyphenated; they do not contain slashes and they follow the rules for capitalization listed under [Academic and Professional Titles](#) on this page.

There are no chef-instructors at the university; the College of Food Innovation & Technology 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.

AP Style References, Grammar and JWU Exceptions, cont.

Chef Smith, an assistant professor within the College of Food Innovation & Technology, was recognized with both of his titles.

DOCTOR

See [Academic Degrees](#).

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 parentheses following it, when appropriate). On first use, the titles are always written in full, formal titles.

Advancement & Alumni Relations is located at The Yena Center. The vice president of advancement & alumni relations 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 [Department Names](#) in the Glossary for formal names of departments and offices.

Visit the [Academic Directory](#) of the catalog for formal names of academic departments.

Former

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

James H. Hance Jr., former 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 Bill Jeffords*. It is in reference to the department, not the person’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.

The university registrar meets with University Admissions to discuss upcoming program name changes.

Universitywide

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

URL

 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](#).

WEB TERMS

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

Column A: Correct in Print
Column B: Exceptions for Internet Use

<u>A</u>	<u>B</u>
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	webfeed
webmaster	webpage
website	webzine

Glossary

15

For a listing of facilities at each campus, visit the [Campus](#) section of the catalog or refer to the [Campus Map](#).

ACADEMIC ADVISOR

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

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.

BANK OF AMERICA SUMMER BRIDGE PROGRAM

Charlotte Campus

This two-and-a-half-week residential program, funded by Bank of America, offers selected first-year students who live within 75 miles of campus, with the necessary tools to build a strong foundation for college success. Participants engage in first-year experience workshops, one-on-one mentoring and opportunities to build relationships and support their peer cohort. The program provides all participating students with accommodations in a residence hall and meals during the summer portion of the program along with a brand-new laptop

and continued support throughout the year with sessions focused on academics, financial literacy and career development — all at no cost to the students.

THE BRIDGE

JWU's Bridge advances a universitywide campus culture of supporting all students, serving as a hub for connection, resources, support services, programming and training.

CAREER EVENTS

Career events are held each year for employers to promote full-time, part-time, seasonal or internship employment opportunities. Career events include boutique, industry-specific fairs and large multi-industry expos.

CAREER EXPLORATIONS®

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

CAREER HUB

A Career Readiness Plan is at the center of the Career Hub located on jwuLink. Students are able to access a variety of career tools and resources on demand including a SMART Goals template to

begin preparing for their careers. This includes different career preparedness tools such as interviewing practice, career exploration, résumé and cover letter templates, external job search platforms, etc. Information on career advising, career research and external resources, tips and more are also available.

CERTIFICATIONS

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

AIB-VR: American Institute of Balance Vestibular Rehabilitation Certification
 APN: Advanced Practice Registered Nurse
 ATC: Athletic Trainer, Certified
 ATP: Assistive Technology Professional
 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
 CCFT: Certified CrossFit Trainer
 CCM: Certified Club Manager
 CCP: Certified Culinary Professional
 CDM: Certified Dietary Manager
 CDOE: Certified Diabetes Outpatient Educator
 CDP: Certified Dementia Practitioner
 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
 CNE: Certified Nurse Educator
 CNSC: Certified Nutrition Support Clinician
 CPC: Certified Pastry Culinarian
 CRDE: Certified Rooms Division Executive
 CSC: Certified Sous Chef
 CSCE: Certified Secondary Culinary Educator
 CSCS: Certified Strength & Conditioning Coach
 CSW: Certified Specialist of Wine
 CTC: Certified Travel Counselor
 CVDOE: Cardiovascular Disease Outpatient Educator

Glossary, cont.

16

CWC: Certified Working Chef
 CWE: Certified Wine Educator
 CWPC: Certified Working Pastry Chef
 DTR: Dietetic Technician, Registered
 FADA: Fellow of the American Dietetic Association
 FAND: Fellow of Academy of Nutrition and Dietetics
 FAPTA: Fellow of the American Physical Therapy Association
 FASPEN: Fellow of the American Society for Parenteral and Enteral Nutrition
 FMP: Foodservice Management Professional
 FNAP: Fellow of the National Academies of Practice
 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
 NCS: Neurologic Clinical Specialist
 OCS: Orthopedic Clinical Specialist
 PA-C: Certified Physician Assistant
 PCC: Personal Certified Chef
 PCEC: Personal Certified Executive Chef
 PCS: Pediatric Clinical Specialist
 RD: Registered Dietitian
 RDN: Registered Dietitian Nutritionist
 SCS: Sports Certified Specialist

CFIT 101

Charlotte Campus

CFIT 101 is a half-day event for prospective students that focuses on programs within the College of Food Innovation & Technology.

COLLEGE GUEST LECTURERS

Providence Campus

College Guest Lecturers are top professionals from the fields of arts and sciences, hospitality and business, food innovation and technology, and health and wellness who are invited to campus to share their knowledge with JWU students.

The Charlotte Campus version of College Guest Lecturers is [Distinguished Visitor Program](#).

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.

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.

Academic Success Center — Alan Shawn Feinstein Academic Success Center on Providence’s Harborside Campus only (PVD)

Accessibility Services (PVD)

Advancement & Alumni Relations (UNI, PVD, CLT)

Advancement & Community Relations (CLT)

Athletics (PVD, CLT)

Auxiliary Services (UNI, PVD)

Campus Dining (CLT)

Campus Safety & Security (PVD, CLT)

Chancellor, Office of the (UNI)

College of Professional Studies (UNI)
 – Continuing Education (PVD)

Community Standards and Conduct (PVD, CLT)

Enrollment Management (UNI, PVD, CLT)
 – New Student Orientation (PVD)

Equity & Compliance Services (UNI)

Experiential Education & Career Services
 – Study Abroad (UNI, PVD, CLT)

Facilities Management (UNI, PVD, CLT)

Finance (UNI, PVD, CLT)

General Counsel, Office of the (UNI)

Health & Counseling Services (PVD, CLT)

Human Resources & Payroll (UNI, PVD, CLT)

– Student Employment (UNI)

Information Technology (UNI, PVD, CLT)
 – IT Service Desk (UNI)

Institutional Research (UNI)

JWU Global (UNI, PVD, CLT)

– The Bridge (UNI)
 – English Language & Culture Academy (PVD)
 – International Student Services Office (UNI, PVD, CLT)

Library (PVD, CLT)

President’s Office (PVD, CLT)

Printing & Mailing Services (PVD, CLT)

Residential Life (PVD, CLT)

Special Events (PVD)

Student Academic Services (UNI, PVD, CLT)

Student Affairs (PVD, CLT)
 – New Student Orientation (CLT)

Student Engagement (PVD, CLT)

Student Financial Services (UNI, PVD, CLT)

Glossary, cont.

Transportation (PVD)

University Events (UNI)

University Marketing & Communications (UNI)

University Provost, Office of the (UNI)

DISTINGUISHED VISITOR PROGRAMS

Charlotte Campus

The Distinguished Visitor Program draws top professionals from the fields of arts and sciences, hospitality and business, food innovation and technology, and health and wellness 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

The Providence Campus version of this program is [College Guest Lecturers](#).

EARLY ACTION ADMISSION

This non-binding application program allows applicants to find out as early as December if they have been accepted to the university. Applicants will also receive a scholarship notification (if applicable) and can begin working with a financial advisor that much sooner.

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.

EDUCATIONAL EFFECTIVENESS

Educational effectiveness refers to a comprehensive framework for ensuring the quality, viability and impact of academic programs. At JWU, educational effectiveness is grounded in the institutional strategic plan and supports core priorities such as retention, persistence and graduation. It involves the use of data to drive continuous improvement and align efforts across curricular, co-curricular and operational areas.

Educational effectiveness at JWU is advanced through three formalized processes:

Outcomes Assessment

Evaluating student learning to improve instruction and support

Academic Program Review

A periodic, holistic review of academic programs to ensure relevance, quality and alignment with institutional goals

Program Health Check

An annual snapshot of program sustainability and performance based on enrollment, retention, graduation rates and other key indicators

Together, these processes foster a culture of accountability, collaboration and student success.

EMPLOYER RELATIONS

JWU's Employer Relations teams work directly with employers to connect them with students for internship, employment and professional development opportunities to further enhance their recruitment pipeline.

ESPORTS / ESPORTS CENTER

JWU's Esports Center is home to five esports teams playing four different esports games, including League of Legends, Overwatch, Valorant and Marvel Rivals. The term "esports" is not hyphenated and is only capitalized at the start of sentences or in the name of the center.

EXPERIENTIAL EDUCATION

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

EXPERIENTIAL EDUCATION AND CAREER ADVISORS

Experiential education and career advisors are assigned students beginning in their first year as a one stop shop for career path preparation. Using a proactive and appreciative advising approach, advisors are active partners in guiding students in their career readiness plan. Students utilize a Career Readiness SMART Goals approach to identify career goals and skills they have and need to develop. They then create a plan to get there in partnership with their career advisor. This includes one-on-one and small group sessions 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. Guidance is also provided on the graduate studies admissions process.

EXPERIENTIAL EDUCATION & CAREER SERVICES

Experiential Education & Career Services (EE&CS) 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.

Glossary, cont.

EXPERIENCE DAYS

Prospective students come to campus to experience a day-in-the-life program for certain majors. This can include attending a class or a hands-on experience with faculty from the program.

FACULTY ADVISOR

Designated faculty serve as academic advisors 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.

FACULTY MENTORS

In most undergraduate, degree-granting programs, dedicated faculty mentors serve as students' primary advisors through graduation, and help students build relationships and networking skills that will extend well beyond graduation. They provide integrated guidance and resources to support students' academic journey including career readiness.

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.

FAMILY AND FRIENDS WEEKEND

Charlotte Campus

This annual event is held in late September/early October. Current JWU student families and friends are invited to participate in a variety of activities and events with their JWU student.

FIT SYMPOSIUM

The FIT (Food Innovation & Technology) Symposium, an annual event begun in 2020, features topics surrounding today's food industry and discussions among culinarians who are poised to affect change. It reflects JWU's long and storied role in the American food landscape, educating and shaping the entrepreneurs and innovators who have elevated all things "food."

FUTURE FOOD SCHOLARSHIP PROGRAM

Hosted by the College of Food Innovation & Technology, this national recipe scholarship program is designed for high school seniors and transfer students enrolled in culinary, baking & pastry arts and other food-related programs or courses.

GRAD PLANNING SYSTEM

Grad Planning System (GPS) 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 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

Charlotte Campus

Homecoming is held in early February. Current JWU students are invited to participate in a week of activities and events. Alumni are invited to reconnect with their former classmates on campus during the culminating weekend.

HOMEcoming & ALUMNI WEEKEND/FAMILY WEEKEND

Providence Campus

Homecoming & Alumni Weekend and Family Weekend are held on the same weekend in October. 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.

INTERNATIONAL BAKING & PASTRY INSTITUTE

Within the College of Food Innovation & Technology, this is the official title of the baking and pastry program used throughout the university system.

Glossary, cont.

IPEDS

IPEDS is an acronym for Integrated Postsecondary Education Data System. Verify IPEDS numbers and related statistics with [JWU Institutional Research](#).

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.

JWU PLEDGE

Announced in 2025, the JWU Pledge is a university initiative that covers up to 100% of tuition for eligible students and families with an annual household income of up to \$80,000 and at least 60% of tuition for those with a household income below \$200,000.

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.

KITCHEN ACADEMY

Kitchen Academy, formerly known as Chef's Choice, encompasses JWU's recreational cooking courses for the general public. Participants are interested in expanding their culinary knowledge and skills. Offerings include general recreational courses, children and teen summer camps, professional courses and customizable packages.

LAUNCH PAD

The Launch Pad is the business incubator lab within the Larry Friedman Center for Entrepreneurship. Designed as a collaborative space, the Launch Pad offers guidance, resources and peer-to-peer feedback for all kinds of business ideas, big or small.

MISSION

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

NEW ENGLAND COMMISSION OF HIGHER EDUCATION

The acronym for the New England Commission of Higher Education is NECHE (pronounced NEH-chee). For details on NECHE accreditation, visit the JWU [accreditation page](#).

NEW STUDENT ORIENTATION

New Student Orientation is a one-day session 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.

ONEJWU

oneJWU is JWU's annual day of giving, a 24-hour event where the university community unites to raise funds for various initiatives. It's a chance for alumni, students, faculty and friends to support scholarships, student organizations, athletics and the university's six colleges.

ONLINE RECRUITMENT PLATFORM

Top employers post available part-time, summer, internship and full-time jobs for qualified JWU students and graduates on HireJWU (powered by Handshake). This recruitment platform allows students to create a LinkedIn style profile.

They can also use the system to make appointments with their adviser, register for and attend workshops, events, and career fairs both in-person and virtually. To access employment opportunities, visit [link.jwu.edu](#) > career hub > tools > handshake.

OPEN HOUSE

Each campus offers Open House programs 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.

OUTCOMES, UNIVERSITY ESSENTIAL LEARNING

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,

Glossary, cont.

20

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.

POWERED BY SERIES

The Powered By Series is JWU's 10-year strategic vision. Possibilities 2027 is the university's current strategic plan and the second chapter of the series. The first chapter, Purpose 2024, launched in October 2024. Strategic plan names are bolded in all references.

The goal of the Powered By Series is for JWU to be known as an innovative and comprehensive university that prepares students for careers and leadership in diverse industries. Core focus areas of the plan include educational experiences rooted in excellence, strong industry partnerships, a secure institutional foundation, and culture and reputation. For more information, visit the [strategic plan website](#).

RATIONAL FIT SPEAKER SERIES

Professionals, entrepreneurs and thought leaders from across the food landscape are invited to JWU each semester to

speak with student audiences about their careers and insights on the future of food and hospitality industries. The Speaker Series is supported with funding from RATIONAL USA Inc.

READY SET COOK

Charlotte Campus

Ready Set Cook is a professional summer camp for students in middle and high school. Under the direction of JWU chef-instructors, these weeklong, half-day camps offer skill development, critical thinking, hands-on learning, demonstrations, daily snacks and lunch. Ages 10–15 learn the fundamentals of cooking and baking, proper techniques, kitchen safety and sanitation, and an exploration of popular food items and cuisines. Ages 15–17 learn about food science, techniques, and the importance of nutrition, agriculture and sustainability, along with new innovations and technologies in today's food world.

REGULAR DECISION

Regular Decision is a non-binding application plan that comes after any early deadline rounds. Applicants can expect a decision within a few weeks. The deadline is usually the beginning of March with students hearing back in late March.

ROLLING ADMISSION

Rolling Admission is an ongoing admission plan that runs through mid-July each year. Students may submit an application at any time during the rolling period and, once all application materials are received, can expect to receive a decision within two-to-four weeks. The deadline to apply during the rolling period is usually in mid-July.

SEMESTER START

Fall, Spring and Summer

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

Semester 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 semester, all university semester 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.

SHARKFEST

Hosted by the Larry Friedman Center for Entrepreneurship, JWU Sharkfest is the university's annual business pitch competition that tests the business acumen, creativity and ambition of JWU student entrepreneurs.

SPORTS, ENTERTAINMENT, EVENT — MANAGEMENT (SEEM)

Sports, Entertainment, Event — Management is the name of the bachelor's degree program in the College of Hospitality & Business at both 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.

SUMMER IN THE CITY

Providence Campus

This signature Summer Open House for prospective students features campus tours, information sessions, yard games on Gaebe Commons, Del's Lemonade and fun summer snacks. Families are encouraged to explore the city of Providence before and after the event.

Glossary, cont.

THIS WEEK AT JWU

The quick, weekly newsletter and podcast provide the latest university news regarding events and new programs and feature interviews with alumni and community members.

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 both 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.

UNIVERSITY SCHOLARSHIP AND BEST PRACTICES EXPO

This event offers an opportunity for the university community to come together to learn and grow collectively, share knowledge, spark innovation, and form new partnerships. Begun in 2022, the Expo combines the Faculty Scholarship Showcase, started in 2017 to celebrate the scholarly achievements and ideas of JWU full-time faculty and doctoral students, with the Transformative Approaches Expo, a forum for the university community that began in 2018 to share best practices that demonstrate transformative approaches to learning.

VISITING INDUSTRY PROFESSOR (VIP) SERIES

Providence Campus

This annual high-profile speaker series features distinguished individuals who share JWU's mission, quest for innovation, and entrepreneurial spirit. Developed as an interdisciplinary approach to invited guests on campus, the event is hosted collaboratively with college deans, including the selection of VIPs who are thought leaders in their fields. This approach enriches the student experience and helps JWU achieve a FOCUS 2022 goal to encourage student exploration of careers in a variety of industries and professions.

WILDCAT SATURDAY

Wildcat Saturday features campus tours offered on select Saturdays throughout the year. This visit option allows students who are otherwise engaged in school activities during the week the opportunity to see campus on a weekend day.

WILDCAT WELCOME

Wildcat Welcome begins the weekend prior to the fall semester 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.

WORK-INTEGRATED LEARNING (WIL)

Students enrolled in the 90–96 credit Career-Focused Bachelor's Degree programs are required to complete 600 hours of Work-Integrated Learning (WIL) in order to graduate. Completion of these hours is intended to be achieved through meaningful employment as well as other skill-building activities including, but not limited to, leadership in professional clubs, certificates, volunteering, research, competitions and job shadowing.

The Work Integrated Learning requirement ensures that students graduate with essential skills and confidence that prepare them for leadership roles in the workforce. Other opportunities such as study abroad, national competitions and school exhibitions are also available to qualified students and complement the college experience.

Common Word Mistakes

22

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?

Common Word Mistakes, cont.

23

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.

“We have a friend in common.”
NOT: “We have a mutual friend.”

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.”

Strategic 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).

Common Word Mistakes, cont.

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*.

Common Word Mistakes, cont.

25

INCREDIBLE/INCRECULOUS

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.

Common Word Mistakes, cont.

26

PERCENT/PERCENTAGE/ PERCENTAGE POINTS

Use figures: 1%, 4 percentage points

When paired with a numeral, use the % sign, with no space, in most cases.

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

In casual uses, use words rather than figures and numbers.

She said he has a zero percent chance of winning.

Use decimals, not fractions, in percentages. For amounts less than 1%, precede the decimal with a zero.

Her mortgage rate is 4.5%. The cost of living rose 0.6%.

When not paired with a number, use percentage rather than percent.

The percentage of people agreeing is small.

Be careful not to confuse percent with percentage point. A change from 10% to 13% is a rise of 3 percentage points. This is not equal to a 3% change; rather, it's a 30% increase.

Constructions with the % sign take a singular verb when standing alone or when a singular word follows an "of" construction.

The teacher said 60% was a failing grade.

He said 50% of the membership was there.

It takes a plural verb when a plural word follows an "of" construction.

He said 50% of the members were there.

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.

Common Word Mistakes, cont.

27

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/YOURE

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.

Words and Phrases to Avoid

INSTEAD OF THIS	USE THIS
as to	about
at the conclusion of	after
at this point in time	now
conversate*	converse
during the time that	while
due to	because of
in this day and age	today
in order to	to
in the event that	if
in the course of	during
join together	join
orientated*	oriented
owing to the fact that	because
prior to	before
supposably*	supposedly
the fact that	because
12 noon	noon
12 midnight	midnight
utilize	use/employ

* no such word

Common Singular and Plural Words

SINGULAR	PLURAL
curriculum	curricula
ellipsis	ellipses
erratum	errata

Proofreaders' Marks

28

Proofreaders' Mark	Draft
 Delete space	art work
 Insert a space	It was here.
 OR  Delete a word	numbers are not correct
 Insert a word	It is simple.
 Transpose	recommended
 Move as shown	They are not here.
 OR  Insert a letter	refresments are provided
 OR  Delete a letter and close up	nec essary items
 OR  Change a letter	^a ffect
 OR  Change a word	less ^{er} more than ^{two} one
 Add on to a word	direct ^{ly} to you
 Insert a comma	pencils, pens and paper
 Insert a period	Mr. Frazer
 Insert an apostrophe	the auditor's records

Proofreaders' Mark	Draft
 Insert quotation marks	The ^{easy} jog ^s 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	<u>5</u> people
 Use lowercase letter	F irst Q uarter
 Capitalize	Wilbury <u>a</u> venue
 Insert parentheses	arrives May 6 (tomorrow)
 Insert underscore	a <u>very</u> heavy package
 Delete underscore	He's always on time.
 Start a new paragraph	¶ Provide quality service.
 Remove paragraph break	no ¶ This is true.
 Single space	^{ss} This is the most useful information.

Proofreaders' Mark	Draft
 Double space	^{ds} Those are manufactured at our headquarters.
 Insert one line space	Cost: ^{+1l} dependent upon quantity
 Delete one line space	The requirements ^{-1l} are specified.
 Indent two spaces	Computer <u>a</u> technology
 Move to the right	\$4500 
 Move to the left	 Turn off the power.
 Raise above the line	4 x 10 ⁶
 Drop below the line	CO ₂
 Stet (don't change)	He already left.
 Align horizontally	Re:  Cost Analysis
 Align vertically	 To: Mr. Smith From: Ms. James

Web Writing Tips

29

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.

This section is intended for a general JWU audience that may be writing copy for various web pages. The suggestions here are to be used in conjunction with the Editorial Style Guide, including the Web Terms.

Examples that highlight rule use in this section are noted by italics. Avoid using italics online, however, unless noting magazine and newspaper titles.

5 WEB WRITING STRATEGIES

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.

1. Make your content easy to scan:

Use short paragraphs broken up by visuals, subheads and pull quotes.

2. Concision is key:

Craft sentences for maximum punch, removing extraneous words as you go. Top-load crucial information — the first paragraph of your page should outline your main thesis (the “why”), while

the rest of the page should support that main idea through storytelling, statistics and other complementary elements.

3. 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

4. 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

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

QUOTES — SMART (“) VS. STRAIGHT (")

“Smart” quotes are curved, while straight quotes (") are vertical. Use smart quotes in all web copy unless you are denoting measurements.

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.

Celebrating ‘The Next Generation of Leaders’ at Commencement’

HEADLINES

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

JWU Women’s Basketball Defeats Rivier, 76–39

NOT: Women’s Basketball Drops 89–60 Decision Against Rivier at JWU

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

Keep in mind that these are just suggestions and word count can vary, depending on the topic.

CLICK HERE

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

Review the [learning guide \(PDF\)](#) 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 [Kara Edwards](#), director of research, 401-555-2029.

Not: Please contact Kara Edwards, director of research, by email: kara.edwards@abc.com or by phone: 401-555-2029.

Web Writing Tips, cont.

30

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.

Avoid duplicating hyperlinks on a single page. Readers often scan pages for links, and seeing duplicated links may cause confusion. Screen readers also have a function that reads out links, and any duplicates will be read twice. Well-placed, unique links contribute to a better user experience.

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 open in a new window.

When linking from one jwu.edu page to another, open in the same window unless linking to a form or PDF.

When linking to other JWU web properties, such as catalog.jwu.edu, sites.jwu.edu and link.jwu.edu, always open in a new window. (JWU web properties are frequently undergoing redesign, so always check a link before including it.)

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

PDFS OR WORD DOCUMENTS

List the file type and size for all posted files or documents.

Aerobics Schedule (PDF)

Hall of Fame Nomination Form (.doc)

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

When submitting images for a web project, give every image a descriptive filename. Differentiating the images will save time for the web editors.

OPTIMIZING PDFS

All documents meant for inclusion on a JWU website must be proofed, spell-checked and corrected prior to submission.

Your PDF document should have a clearly defined title that is larger than the subheads and body copy. As a last step, run Acrobat Pro's accessibility check to ensure that the PDF title and language are set and any logos or photos have brief descriptive text for screen readers. (You can set the alt text directly in the accessibility panel.) All PDFs should be submitted to the web team for optimization and publishing.