ASU Academic Catalog Style Guide
for AY 2025–26

Your reference for writing academic catalog content

In this guide, you'll find general information about the catalog, style guidance, helpful tips, instructive information, and background reasoning on some style decisions. Also included are clear examples of correct and incorrect usage.

This guide contains catalog-specific exceptions to ASU and AP style guidance.

If what you're looking for isn't here, consult these resources in this order:
1. [Writing for the ASU brand](#)
2. [The Associated Press Stylebook](#)
3. Merriam-Webster dictionary
4. The American Heritage Dictionary
5. Concise Oxford English Dictionary

Some notable updates to the 2025–26 catalog style guide:

1. Degree names are spelled out on first mention in the program description and abbreviated thereafter. The abbreviation will still appear as part of the degree title at the top of the page.
2. Per ABET regulations, the ABET statement has been updated.
3. Merriam-Webster is now the AP Stylebook's official dictionary reference, so we'll use it as our reference as well.
4. Capitalization change: general studies is now lowercase. General Studies Maroon and General Studies Gold are capitalized.
5. Pre-K now has a hyphen (per M-W).
6. For consistency, a span of grade levels now uses an en dash (represented by two hyphens in PeopleSoft): grades 7--12, K--6.

Format changes to the guide itself: The color-key scheme has been removed, so different shading colors and green text no longer appear.
- Required statements now appear in boxes following their description.
- Specific requirements and best practice suggestions are described and illustrated throughout the guide.
- A green checkmark ✓ and red ✗ are used to indicate correct and incorrect uses, respectively. The ASU brand guide uses a similar approach, and we've adopted it here for easy location of examples.

Contents

Marketing Text

Here's your chance to entice.

Marketing text is the short and sweet introduction to the degree program description. It is brief, with a maximum of 50 words, and speaks directly to the prospective student in a conversational tone. It's intended to highlight the exciting possibilities for students who complete the program. If you're familiar with marketing copy, you may recognize it as a lede. It should hook the reader, entice them to keep reading, and introduce rather than repeat or take from the rest of your catalog copy.

Imagine a student asks, "This field sounds intriguing, but I can't quite see how I'd fit, how I could make my mark in it. What could I do with this degree? What are the less obvious benefits of earning this degree?"

Choose the Approach

The best approach focuses on the student's future; the other shares information about the program or university not found elsewhere in the program's Degree Search listing. See examples for both options at the end of this chapter.

Your **best approach** is to **paint the future** as you answer their questions:

"How would this program help me get to **where I want to be** and do what I want to do?"

"Does it align with **what matters most to me**?"

"Will this **serve my needs**?"

The **other option** is to emphasize a **national recognition** directly related to the program. Or, highlight unique aspects of the department, such as **distinguished faculty**, or showcase **a student opportunity** that isn't mentioned in the program listing.

Any of these might influence students' decision-making.

Writing Tips

Craft a strong opening line

Keep the focus on the reader's point of view. With either approach, use student-focused language, and avoid taking center stage with wording such as "our program" as the subject. Here are some starting points:

- Describe the program's ideal student:
  - Do you have a passion for wildlife?
  - Are you seeking the opportunity to create new technologies to improve quality of life?
  - With your global mindset and passion for travel, you'll thrive with the …
  - As someone who embraces justice and order, you might be considering a criminology degree to help you …
- Clearly state what they'll gain, showing them that the program leads to their future:
  - When you have developed [xxx], which can help [xxx] to [xxx], then you will be able to [xxx].
- Set the tone with a strong, catchy fact:
  - Social media and nightly news are filled with events touching on the Middle East.
  - More people are taking vacations than ever before.
- Use emotion to convey importance and value:
  - One of the noblest callings is to be an educator.
  - One of the world's more critical endeavors is the development of clean sources of energy.

Rephrase figures of speech to ensure the meaning is clear to all readers.

- This degree can help you begin a career in [xxx].
- ✕ Not: This degree can help you *get your foot in the door* of a career in [xxx].

Use the right hyperlink style

You may hyperlink an ASU webpage, but you must use the full URL to point to a non-ASU site. Refer to the ASU guidance on accessibility when creating your links to ASU sites.

- Financial options are available through ASU as well as at https://studentaid.gov/understand-aid/types/grants.

Examples

Financial planning is a rapidly evolving field, and career demand is continuing to rise. With the right tools and expertise, you can stand out as a personal financial planner solving complex problems for your clients.

Join the prestigious Thunderbird alumni network and earn a flexible graduate degree designed for busy professionals. Position yourself as a global leader ready to transform management practices and reach new levels of success. You'll benefit from Thunderbird's eminent tradition of elite graduate education combined with next-generation technology to deliver a transformative experience.

Both examples are student-focused responses to the reader's unspoken question, and they invite further reading. (These are based on actual marketing text in Degree Search listings.)

Rewrite current content

Previous content

> The certificate program in arts and humanities in games trains students to design, develop, create and analyze games from a holistic and interdisciplinary perspective and to understand the utilization, consumption and real-world impact of games on our diverse culture and society.

Better version

> Play is a powerful influence shaping the human mind and impacting growth and development. You can become adept at understanding the nature of games and be primed to become a researcher and analyst helping to craft games that will guide the next generations' future.

Craft new content

Best approach

- Do you have a passion for wildlife, for exploring nature, and for seeing that natural resources and lands are managed in sustainable ways? Focus these goals through an excellent foundation in science paired with field opportunities that build expertise. You'll be prepared for a career in conservation and the restoration of biodiversity and habitats.

- As an experienced international executive, you know the power of a global mindset. Create worldwide value for yourself and broaden your personal brand by studying the intricacies of global management with world-renowned faculty and a cohort of exceptional peers. Learn, travel and collaborate to earn this elite, specialized degree.

Other approach

- This certificate is designed for students in the Next Generation Service Corps or students in Army, Navy or Air Force ROTC.

- ASU is certified by the National Security Agency and the Department of Homeland Security as a National Center of Academic Excellence in Information Assurance Education and a National Center of Academic Excellence in Information Assurance -- Research.

- Barrett, The Honors College is a selective residential college that recruits academically outstanding undergraduates to Arizona State University. As stated in The New York Times, Barrett Honors College is widely considered the gold standard of honors colleges and programs. https://www.nytimes.com/2015/08/09/opinion/sunday/frank-bruni-a-prudent-college-path.html

- Join one of the nation's top journalism schools, home to Arizona PBS, the largest media outlet in the world operated by a journalism school. You will work with world-class faculty in a variety of hands-on experiences, including digital media, broadcast news, innovation and entrepreneurship, audience engagement, public relations, and Spanish-language news.

Need More Help?

1. Ask your college's marketing experts for assistance. Find them by accessing the Google doc on the Writing for the Catalog resource page; it's about half-way down the page, item #1 under **Need help?**
2. Familiarize yourself with the writing portion of the ASU brand and platform.
3. See the comparisons chart that details the content differences between marketing text and the program description.

Abbreviations

Keep in mind that you're writing for a general audience, and many readers won't be familiar with our in-house terminology.

In general, do not use abbreviations on first reference (a few exceptions are noted in a moment), and only use ASU-endorsed abbreviations when the meaning is clear; otherwise, use either the formal name or a generic noun. Per AP style, don't include an abbreviation in parentheses after a name — the abbreviation, acronym or initialism can be used after the full spellout. Per AP: "If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it."

   ✗ The Pat Tillman Veterans Center (PTVC) serves the students and families...
   ✓ The Pat Tillman Veterans Center serves the students and families who have served our country. PTVC assists active-duty, veteran and veteran dependent students...

A number of acronyms and initialisms that are considered universally known are acceptable in all references. These are noted in the AP Stylebook under the entity's specific entry. Examples are CIA, FBI, IRS, NASA, NASCAR, NATO, OPEC and U.N.

Note that **ABET** is that organization's official name.

Academic Programs

NEW Spell out degree program names on first reference and abbreviate thereafter. The informal form can also be used after the first spellout. Advantages of this new style point: The abbreviation (BA, BS, MA, MFA, etc.) that appears prominently on the page's title is defined right away, and multiple subsequent capitalized spellouts will no longer appear in some of the lengthier program descriptions.

Examples

> The **Bachelor of Arts program in anthropology** helps students recognize and solve problems facing the contemporary world through a broad understanding of humanity. . . . The **BA in anthropology** is primarily for those whose interests lie in society, culture and archaeology.

> Students who complete the **Master of Science** program in chemistry are trained in the foundation disciplines of analytical, organic, physical, inorganic and environmental chemistry and geochemistry. The **MS program** provides students with the training they need to solve molecular scale problems.

Use the official degree abbreviations and official degree names

AA	Associate of Arts
AuD	Doctor of Audiology
AS	Associate of Science
BA	Bachelor of Arts
BAE	Bachelor of Arts in Education
BAS	Bachelor of Applied Science
BFA	Bachelor of Fine Arts
BGM	Bachelor of Global Management
BIPH	Bachelor of International Public Health
BMus	Bachelor of Music
BS	Bachelor of Science
BSD	Bachelor of Science in Design
BSE	Bachelor of Science in Engineering
BSLA	Bachelor of Science in Landscape Architecture
BSN	Bachelor of Science in Nursing
BSP	Bachelor of Science in Planning
BSW	Bachelor of Social Work
DBA	Doctor of Business Administration
DBH	Doctor of Behavioral Health
DEng	Doctor of Engineering
DIT	Doctor of Information Technology
DMA	Doctor of Musical Arts
DNP	Doctor of Nursing Practice
DPP	Doctor of Professional Practice
EdD	Doctor of Education
EMPA	Executive Master of Public Administration
EMSL	Executive Master of Sustainability Leadership
JD	Juris Doctor
LLM	Master of Laws
MA	Master of Arts
MAcc	Master of Accountancy
MALM	Master of Applied Leadership and Management
MArch	Master of Architecture
MAS	Master of Advanced Study
MBA	Master of Business Administration
MC	Master of Counseling
MCS	Master of Computer Science
MEd	Master of Education
MEng	Master of Engineering
MFA	Master of Fine Arts
MGLS	Master of Global Leadership and Strategy
MGM	Master of Global Management

MHREL	Master of Human Resources and Employment Law
MHI	Master of Healthcare Innovation
MIA	Master of Interior Architecture
MID	Master of Industrial Design
MIHC	Master of Integrated Health Care
MIHM	Master of International Health Management
MLA	Master of Landscape Architecture
MLM	Master of Leadership and Management
MLS	Master of Legal Studies
MLSt	Master of Liberal Studies
MM	Master of Music
MMC	Master of Mass Communication
MNLM	Master of Nonprofit Leadership and Management
MNS	Master of Natural Science
MPA	Master of Public Administration
MPE	Master of Physical Education
MPM	Master of Project Management
MPP	Master of Public Policy
MPS	Master of Professional Studies
MPSLA	Master of Public Safety Leadership and Administration
MRED	Master of Real Estate Development
MS	Master of Science
MSD	Master of Science in Design
MSE	Master of Science in Engineering
MSL	Master of Sustainability Leadership
MSLB	Master of Sports Law and Business
MST	Master of Sustainable Tourism
MSTech	Master of Science in Technology
MSTP	Master of Science and Technology Policy
MSUS	Master of Sustainability Solutions
MSW	Master of Social Work
MTax	Master of Taxation
MTESOL	Master of Teaching English to Speakers of Other Languages
MUD	Master of Urban Design
MUEP	Master of Urban and Environmental Planning
MVCD	Master of Visual Communication Design
PhD	Doctor of Philosophy
PSM	Professional Science Master's

Show degree abbreviations without periods or symbols. The only exception is for **/** in approved abbreviations for concurrent and accelerated programs. Use **to** in progressive degree programs.

- BA, MS, PhD
- MUEP/MA in sustainability
- RN to BSN

Include the word "degree" when referring to a bachelor's or master's degree; don't refer to a degree as simply a bachelor's or master's. Note that **bachelor's degree** and **master's degree** have an apostrophe, whereas **associate degree** does not.

For doctoral programs:

PhD

- First mention: **Doctor of Philosophy** — A student in this program will earn a **Doctor of Philosophy** degree in English.
- Second mention: **PhD** — The PhD program in English enables you to...
- Subsequent mentions: **PhD** or **doctorate** or **doctoral degree**

Examples of other types of doctoral degrees

- First mention: **Doctor of Audiology**
  The three-year course of study for the **Doctor of Audiology** consists of...
- Then: All students pursuing the **AuD** degree must pass the praxis examination in audiology as a graduation requirement.

- First mention: **Doctor of Musical Arts**
  The **Doctor of Musical Arts** in conducting is designed with the belief that regardless of specialty area, one is first and foremost a conductor.
- Then: The **DMA** program in music with a concentration in conducting offers emerging conductors the opportunity to improve their art.

- First mention: **Doctor of Nursing Practice**
  The **Doctor of Nursing Practice** program engages students to meet doctoral-level competencies.
- Then: The **DNP** in advanced nursing practice prepares graduates to apply research to and integrate research into clinical practice.

Names of majors, minors, concentrations and certificates

Always include the names of majors, concentration areas, minors or certificates. These are not capitalized.

✔ bachelor's degree in English
✔ Bachelor of Arts in English
✗ not: Bachelor's in English
✔ Master of Science in chemistry
✗ not: Master's in chemistry
✔ minor in kinesiology
✔ health and wellness coach certificate program
✔ certificate program in energy and sustainability
✗ not: the certificate program in Sustainable Food Systems

Campuses and Locations

ASU has four campuses, all in metro Phoenix:

- Downtown Phoenix campus
- Polytechnic campus
- Tempe campus
- West Valley campus

ASU also offers educational activities and programs at many locations outside the four campuses. These are referred to as **locations** (as distinct from campuses) and include ASU at Mesa City Center, ASU California Center, ASU at Lake Havasu, ASU at Yavapai and ASU Local. See a list of all current ASU campuses and locations.

Don't mention the campus in the program description, though it may be noted in the marketing text. (Location information appears under "At a glance.")

Centers, Colleges, Departments, Institutes, Schools, University

Use the full name on first reference. For subsequent references, use the entity's abbreviation. To avoid repetition, you can also use center, institute, office, school, college, etc. (whatever applies) in lowercase. Refer to the ASU brand guide's page of locations, campuses, buildings and units for the official names of academic units.

Example: The vision of the **AI and Data Analytics Center for Business and Society** is to ensure that AI betters our lives, society and the world. **AIDA** serves as a platform to share ideas and develop AI and data analytics solutions. The **center** is home to a team of world-class experts dedicated to advancing scientific knowledge in the realm of AI and data analytics.

Refer to **Ira A. Fulton Schools of Engineering** in the singular, because it is a confederation of schools that constitute one college.

iPOS, POS

Distinguish between a plan of study (**POS**) and the method of submitting the official version of the plan (**iPOS**). Spell out the phrase on first reference and use **POS** or **the plan** thereafter; do not follow the phrase with the abbreviation within parentheses.

- First: A **plan of study** maps the requirements for completion of a degree program.
- Then: **The plan** submitted through **iPOS** becomes the student's official **POS**.
- ✗ Not: A plan of study (POS) maps the [xxx].

Tests

Names of test sections, such as **verbal** or **quantitative**, are not capitalized.

- **ACT** Use only the initials when referring to what was previously known as American College Test.
- **GMAT** Use only the initials when referring to the Graduate Management Admission Test.
- **GRE** Use only the initials when referring to the Graduate Record Examination.
- **IELTS** Use only the initials when referring to the International English Language Testing System.
- **LSAT** Use only the initials when referring to the Law School Admission Test.
- **MCAT** Use only the initials when referring to the Medical College Admission Test.
- **Miller Analogies Test** Spell out.
- **Pearson Test of English** and **PTE** Spell out on first mention and use the initialism thereafter.
- **SAT** Use only the initials in referring to what was previously known as the Scholastic Aptitude Test or the Scholastic Assessment Test.
- **Speaking Proficiency English Assessment Kit** and **SPEAK** Spell out on first reference; use only the initialism thereafter.
- **TEAS** Use only the initials when referring to the Test of Essential Academic Skills.
- **TOEFL iBT®** Include the registered trademark symbol. Use only the initials when referring to the Test of English as a Foreign Language. This is an exception to ASU writing style. Note that ASU accepts only the version of the TOEFL iBT® (internet-based test) taken in a testing center, so this should be indicated where this test is mentioned.

Capitalization

The Basics

The traditional rules of capitalization are the standard for ASU Catalog content. Capitalization is used sparingly — first words, proper nouns, certain titles, names, etc. Exceptions to this style are trademarked names and terms with specific capitalization, such as eAdvisor.

Dance styles are not capitalized, nor are acting methods unless they are trademarked.

See **Word List** for examples, including hip hop and Hip Hop, indigenous and Indigenous, life's principles, Method acting, Meisner technique, rasa boxes, and viewpoints.

Academic Programs

Only capitalize the degree name as it appears on the official diploma. Program names and concentration areas (names of majors, minors, or certificates) are not capitalized unless they are proper nouns (English, Spanish, Native American). See the complete list of official degree names in the **Abbreviations** chapter.

- Bachelor of Science in Nursing
- Master of Communication with a concentration in broadcast journalism
- Bachelor of Science program in aeronautical management technology
- certificate program in desert food production
- Master of Global Management

Centers, Colleges, Departments, Institutes, Schools, University

Only capitalize the full official name.
- ASU Admission Services, but admission services
- ASU's Ira A. Fulton Schools of Engineering
- graduate admission
- the Department of English
- the history department
- the institute
- the School of Human Evolution and Social Change
- The Design School
- The Polytechnic School
- the university
- ✕ Not: the University

Note: Spell out "and" — don't use an ampersand, slash or other symbol
- ✔ Edson College of Nursing and Health Innovation
- ✕ Not: Edson College of Nursing & Health Innovation

Compound Words

The second part of a hyphenated compound is not capitalized even when other words are capitalized.

- Domestic Violence and Evidence-based Practice

Documents, Forms

Capitalize the full, formal names of documents and forms, such as applications. Don't capitalize them when used in a descriptive manner. Please refer to ASU's list of university forms for the official names.

- Enrollment Verification Request; enrollment verification form
- ASU Scholarship Estimator; the scholarship estimator
- ASU Student Academic Integrity Policy; the student academic integrity policy

Formatting

Bold

Bold is for headings and subheadings. Bolded headers are permitted (within reason) in catalog text.

Italics

Do not use italics.

Phone Numbers

During the first review period when editing in PeopleSoft, use **/** instead of the first hyphen. Offset extensions with a comma and do not use parentheses. This ensures that the phone number will be properly formatted when it appears in Degree Search.

- 480/555-5555, ext. 222

Hyperlinks

Hyperlink descriptive phrasing when pointing to information on the ASU website.
- ✓ Learn more about…
- ✓ The Web Standards 2.0 Project…
- ✗ Not: Go here to…

Only include the **https://** and **www** prefixes in a URL when linking to a website other than an ASU site. When doing so:
- Use lowercase for URLs.
- Whenever possible, use a period to end the sentence and position the URL after it.
    o Learn more about the SAT. http://www.collegeboard.org
- Elsewhere, incorporate the URL into the normal sentence structure using appropriate language and punctuation.

Years

An academic year shows the first year in four digits and the second year in two digits, separated by an en dash (indicated by two hyphens).
- ✓2023--24

A span of calendar years is indicated with phrasing, not an en dash.
- ✓between 2022 and 2024
- ✓from 2022 to 2024
- ✗ Not: 2022--2024

Language

The Basics

Forgo politics
Avoid using slogans, catchphrases, or other language a reader could readily attribute to politics.

✔ The concepts, methods, tools and techniques you learn here will prepare you to help make transformative improvements in your community and in the world.

✘ Not: The concepts, methods, tools and techniques you learn here will prepare you to "build back better" in your community and in the world.

Get right to the point
Create concise, scannable content with direct phrasing for quick and easy comprehension. Put students at the center — practically and figuratively — by making them the grammatical subject when possible.
✔ Students learn to…
✔ Students prepare for…
✘ Not: The certificate program is designed to help prepare students…
✘ Not: The certificate program prepares students…

Stay relevant; eliminate outdated language, especially the extraneous.
✔ Study abroad programs enhance students' educational preparations for the career of their choice.
✘ Not: Study abroad programs prepare students for a 21st-century career.

Say exactly what you mean
Be direct, clear and purposeful. Choose words that are specific and precise.

Avoid Vague, Irrelevant and Overstated Words	Use More Specific Words	Reasoning
✘ real-world	✔ authentic, practical, applicable, professional, relevant, hands-on	All learning and experiences are part of the real world.
✘ world-renowned	✔ distinguished, acclaimed, famed, eminent, top of the field, respected by peers, prestigious, notable, prominent, esteemed	This is difficult to quantify. It is likely that only the top prize winners (Nobel, Pulitzer) could be considered world-renowned.
✘ 21st century	omit it	We've been in the 21st century for quite a while now. The majority of students our content is

		meant for have lived their entire lives in this century.
✗ unique	✓ distinct, personalized, individual, rare, particular, valuable, beneficial	Use this only when we can truthfully say there's not another like it anywhere (we must be able to verify this).
✗ unparalleled, incomparable, unsurpassed	✓ highly regarded, rare, distinctive	We cannot substantiate the claim.
✗ very, great, wonderful	✓ valuable, helpful, profound, tight-knit	Use a more specific description.

Avoid misunderstanding

Awkward or complicated syntax could be misread, result in two interpretations, or make it difficult for readers whose primary language is not English to understand the intended message. State it directly, with clarity:

✓ A GRE test is not required.
✓ This degree program does not require a GRE test.

✗ Not: No GRE test is required.

Say only what's necessary

For example, in a list of application requirements only required items should be included. Optional items must be placed elsewhere, as illustrated here in bold:

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. personal statement that indicates professional goals and reasons for desiring to enroll in the program
4. ~~letters of recommendation are optional~~
5. ~~A GRE test score is not required.~~
6. proof of English proficiency

Additional Application Information
An applicant whose native language is not English...
An interview with program faculty is required...

Letters of recommendation are optional. A GRE test score is not required.

Gender Neutrality

Use terms suitable regardless of gender.

- chair, chairperson; × not chairman, chairwoman
- emeritus, emeriti; × not emerita
- first-year student (admission status), freshman (class level)
- humanity, humankind, humans, human beings, people; × not mankind

Ranging, Between, From

Use "ranging" only in specific instances

Avoid using "ranging from...to" phrasing except in its pure form, which is to indicate a progressive direction of movement and all that encompasses; examples: "ranging from A to Z," "ranging from small to large," "ranging from simple to complex." Casual usage often results in statements that aren't grammatically correct or that don't make logical sense.

When indicating a wide assortment of things or to show nonlinear movement, use phrases such as "a variety of," "as diverse as," "between-and," "including," and "such as." These phrases are easily understood, especially by readers whose first language is not English.

✓ The members are from middle management and executive levels.
× Not: The members range from middle management to executive levels.
✓ Students may choose from a wide variety of electives.
× Not: Students may choose from a broad range of electives.
✓ Projections indicate the industry will grow by 39% between 2020 and 2030.
× Not: Projections indicate the industry will grow by 39% from 2020 to 2030.

Remember that "between" and "from" have different meanings

Be careful when using prepositions, especially "between" and "from," and the words paired with them. Each of these phrases has a different meaning:

- between 2013 and 2023
- from 2013 to 2023
- from 2013 through 2023

Redundancy

Avoid repetition, whether overt or implied.

Examples (unnecessary in bold):

- unnecessary words
  - including **but not limited to**
  - **both** academics and experience
  - **a total of** 10 classroom hours
- multiple mentions of the department name
- restating content even through allusion
- content in more than one section

Required Statements

Some statements are required for certain degree programs and have specific information; they are shown in boxes throughout this section. Most are customizable as long as baseline requirements are met, with two notable exceptions: ABET and GI Bill®.

1. **ABET** — This organization requires us to present this statement exactly as shown, including the period even though it's not a complete sentence:

> Accredited by the [capitalized name of the accreditation commission] of ABET, https://www.abet.org, under the General Criteria and the [capitalized name of the accreditation commission] Program Criteria.
>
> **Example:** Accredited by the Engineering Accreditation Commission of ABET, https://www.abet.org, under the General Criteria and the Aerospace Engineering Program Criteria.

2. **GI Bill®** — We are required by the Higher Education Licensure Commission to use this statement wherever we mention GI Bill®. It must appear exactly as is, with registered trademark symbol:

> GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs. More information about education benefits offered by VA is available at the official U.S. government website at www.benefits.va.gov/gibill.

Note: For required statement types that follow, the PeopleSoft field appears in parentheses if it doesn't match the heading that appears in the program listing.

Undergraduate

Career opportunities – minors

> Minor programs allow students to develop additional competencies that complement the marketable knowledge and skills they acquire in their majors.

Change of major

> A current ASU student has no additional requirements for changing majors.

Global experience

Always include the web address, and customize the text for each program. Many programs include some variation of this statement as their customized text:

> With more than 300 Global Education program opportunities available to them, **[fill in applicable school or major, such as engineering, education, communications, honors, fine arts, liberal arts, etc.]** students are able to tailor their experience to their unique interests and skill sets. Whether in a foreign country, in the U.S., or online, students build communication skills, learn to adapt and persevere, and are exposed to research and internships across the world, increasing their professional network.

Other enrollment requirements — certificate
(Peoplesoft field: Enrollment Requirements/Admission Requirements)

This statement should not replace any existing certificate text related to additional enrollment requirements, such as GPA or prerequisite courses:

> A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded before the completion of an undergraduate degree. A student who already holds an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

Other enrollment requirements — minor
(Peoplesoft field: Enrollment Requirements/Admission Requirements)

Variations on this required text are allowed, but the content must explain that a minor and major cannot share coursework and that certain major and minor combinations may not be allowed:

> Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and minor.

PLuS Alliance
This is a two-part, two-paragraph required statement. Place the hyperlink after the last sentence:

> The PLuS Alliance partnership combines the strengths of three leading research universities from three continents --- Arizona State University, King's College London and UNSW Sydney --- to create and share knowledge that will solve pressing educational and societal challenges.
>
> Students have the opportunity to collaborate with peers and specialists across the globe through PLuS-partner courses offered online. Through this PLuS Alliance collaboration degree program, students develop transferable global competencies and gain exposure to international teaching and academic content. https://www.plusalliance.org/global-learning-network-programmes

Program requirements – certificates

> Students may need to take prerequisite courses to complete the requirements of this certificate.

Program requirements – minors

> Students may need to take prerequisite courses to complete the requirements of this minor.

Graduate

Admission requirements
(PeopleSoft field: Enrollment Requirements/Admission Requirements)

The first three paragraphs of this section are required standardized statements; they can be customized.

> Applicants must fulfill the requirements of the Graduate College and the **[college name]**.
>
> Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any field from a regionally accredited institution.
>
> Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program or a minimum cumulative GPA of 3.00 in an applicable master's degree program.

List of application components
(PeopleSoft field: Enrollment Requirements/Admission Requirements)

A list of the application components must be included in the Admission Requirements section. This is a numbered list and doesn't have a specific subheading or label. The last item in the list must be the required English proficiency statement, described next.

English proficiency requirement
(PeopleSoft field: Enrollment Requirements/Admission Requirements)

This is a two-part statement that spans two areas of a graduate degree program. "English proficiency requirement" does not appear as a subheading.

❖ **FIRST PART:** The English proficiency requirement must appear as the last item in the application components list noted above. Use either a phrase or a complete sentence, whichever matches the chosen style for the list:

> x. proof of English proficiency

or

> x. Proof of English proficiency is required.

❖ **SECOND PART:** The full-sentence explanatory portion must appear as the first entry under the Additional Application Information subheading, which immediately follows the list of application components:

> • An applicant whose native language is not English must provide proof of English proficiency regardless of their current residency.

Ensure that any additional text or a web address is positioned for correct grammar and that the sentence is punctuated according to the catalog style for hyperlinks, as shown below. In this example, the TOEFL iBT® taken in a testing center is specifically required by the program:

• An applicant whose native language is not English must provide proof of English proficiency via a TOEFL iBT® (taken in a testing center) score regardless of their current residency. https://www.ets.org/toefl

The full two-part English proficiency statement appears like this in the program listing:

All applicants must submit:
1. graduate admission application and application fee
2. official transcripts
3. proof of English proficiency

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency regardless of their current residency.

Global degree

> Through a global degree program, students have the opportunity to receive their ASU degree in partnership with an international institution. Students and faculty can create and share knowledge to solve pressing global and societal challenges by combining strengths in research and teaching from two different institutions. Global degree programs also give students exposure to international academic experiences and content. Students should contact the academic unit directly for more information about this global degree program.

Global experience

> Study abroad is possible for graduate students. There are more than 50 program opportunities, with programs on every continent. Faculty-directed programs tend to be the best fit for graduate students; taking courses with ASU professors over the summer or during academic breaks offers students close mentorship and professional network growth in many fields of study while they earn ASU credit. Exchange program participation is also possible with careful planning.
> More information on available programs can be found on the Global Education Office website.

GPA requirements
(PeopleSoft field: Enrollment Requirements/Admission Requirements)

"GPA requirements" does not appear as a heading. The statement is incorporated into the text that appears in the Admission Requirements section.

> Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program or a minimum cumulative GPA of 3.00 in an applicable master's degree program.

PLuS Alliance

This is a two-part, two-paragraph statement:

> The PLuS Alliance partnership combines the strengths of three leading research universities from three continents --- Arizona State University, King's College London and UNSW Sydney --- to create and share knowledge that will solve pressing educational and societal challenges.
>
> Students have the opportunity to collaborate with peers and specialists across the globe through PLuS-partner courses offered online. Through this PLuS Alliance collaboration degree program, students develop transferable global competencies and gain exposure to international teaching and academic content. https://www.plusalliance.org/global-learning-network-programmes

Symbols

Do not mix symbols (such as **&** or **/**) with words, as in and/or, school/college and test(s). Exceptions: Chicana/o and Latina/o may be used in approved course titles and if this style is part of an organization's formal name. See **Punctuation and Symbols** and **Word List** for other examples and the information pertinent to each.

Voice

Marketing text: Use the conversational second-person voice. Future tense can be used for this section only.

All other fields: Use the formal third-person voice.

Use present tense. Here are some examples of corrections often made during catalog review:

- A student ~~will be~~ **is** placed on academic probation if one or more of the student's GPAs listed above are lower than 3.00. Students ~~will be~~ **are** notified by mail when placed on academic probation.
- Students who do not achieve a 2.00 GPA ~~will be~~ **are** placed on university academic probation, and they must meet with an advisor to discuss academic success strategies.

Lists

Styles

To balance the needs of readability, user experience, page space, and SEO, catalog style allows some variety in list styles, and the style is determined by the type of content, how much there is, and where that content is located.

Horizontal

Use sentences for very short lists (up to three items) and for a series of long sentences that could stand on their own anywhere except where an enumerated, vertical list is required. An example:

> Students may undertake the program in one of two specific concentrations: design studies, which allows students to discover myriad possibilities of design as a subject area as well as the flexibility that it provides for further exploration; or design management, which offers a selection of courses in management and human communication that complement design.

Vertical

Vertical lists are restricted to certain sections of a program's listing. Three formats are explained below: bulleted list, course list, and numbered list. Bulleted and numbered lists carry these requirements.

- Build the list with only one type of phrasing:
  - a complete sentence (use capitalization, periods)
  - an incomplete sentence (use lowercase, no periods)
- Begin each line with the same part of speech.

Bulleted list

Use bulleted lists to highlight information that is pertinent but not required. Arrange the lines in alphabetical order; if a line begins with a numeral rather than a letter, sort it as if it were spelled. Bulleted lists may be used in these sections.

- admission requirements — to distinguish between acceptable prerequisites

> **Additional Application Information**
> An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. The following are accepted to meet this requirement:
>
> - TOEFL: Applicants must have a score of at least 90 on the internet-based test (iBT), with scores on the speaking and writing portions in the high fair--good range (22-30). ASU's institutional code is 4007. Only electronic copies of scores are accepted.
> - IELTS: Applicants must have a overall band score of at least 6.5 with speaking and writing portions needing to be at least 6.5 (6 = Competent User, 7 = Good User). No institutional code is needed.
>
> The personal statement should describe the personal and professional goals that motivated the applicant to apply to the graduate degree and explain what led the applicant to this career path and how they will excel as an educator. The admission committee

- career opportunities — to showcase employment possibilities
- enrollment requirements — to call attention to options, alternatives
- program description — to highlight pertinent information

Course list

This content is sourced elsewhere, but we need to ensure it conforms to this standardized formatting.

- alphanumeric order by prefix and course number
- credit hours in parentheses (numerals only; not the words "credit hours")
- flush with the left margin

Course lists are not bulleted or numbered. An asterisk may be used to point to a clarifying statement located below the list of courses; follow the convention for using asterisks (see the last entry in the **Examples** section, which follows).

Numbered list

A numbered list only is used to show required items in a specific order, such as step-by-step instructions. These most often appear in admission requirements, to itemize required application components.

Combination

Sometimes information is best shown in a combination of styles, as with an extremely long list and when extra information needs to be shared.

An extremely long list must be rewritten to reduce the amount of vertical space it consumes. See the excessively long list in the **Remedies** section that follows.

Sometimes the reader needs to know something pertinent to a requirement. Most often, that additional information is best handled with an asterisk (see **Examples**, below; it's the last illustration).

In rare instances, extra information is best positioned with the required item and formatted as a bulleted list within a numbered list.

1. Maintain a minimum GPA of 3.00 on the iPOS, graduate and cumulative GPAs
   - The iPOS GPA is calculated from all courses that appear on the student's approved iPOS.
   - The graduate GPA is calculated from all courses numbered 500 or greater that appear on the transcript, with the exception of courses counted toward an undergraduate degree at ASU (unless shared with a master's degree in an approved bachelor's and master's degree program) and from courses identified as deficiencies in the original letter of admission. The student is considered to be on academic probation until the conditions specified in the academic performance improvement plan are met, and both GPAs are greater than 3.00.
   - The cumulative ASU GPA represents all courses completed at ASU during the graduate career.

Examples

This is a good length

This program creates entirely new opportunities while building on mathematical foundations and in-demand career paths long established in fields such as:

- bioinformatics
- computational sciences
- ecology

- genomics
- mathematical analysis
- nonlinear dynamics
- population dynamics
- social science

Each line begins with the same part of speech

After leaving ASU, many graduates participate in activities like these:
- conduct academic research
- curate or produce dance festivals and events
- direct or manage performing art companies, studios or dance-related organizations
- facilitate community partnerships and projects

Requirements are itemized

All applicants must submit:
1. graduate admission application and application fee
2. official transcripts
3. official copy of GRE scores
4. portfolio; or, a writing sample from applicants who have a science background
5. statement of intent
6. contact information for three references
7. proof of English proficiency

Additional information is explained

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree from a regionally accredited institution in one of the professions or fields of study outlined below:
- a five- or six-year National Architectural Accrediting Board-accredited professional degree in architecture (BArch or MArch)*
- a four-year Bachelor of Science degree in landscape architecture or a master's degree in landscape architecture, which must be granted by an institution that offers the Landscape Architectural Accreditation Board-accredited degree program in landscape architecture
- an engineering degree (BS or MS) and a background in building sustainability issues**
- a science degree (BS or MS) and a background in building sustainability issues

*Applicants should refer to the NAAB website for more information about the BArch or MArch.
**Mechanical and civil engineering and construction majors are particularly suited for application to the BS or MS program in engineering.

Remedies

An excessively long list like the one shown here must be shortened. How to achieve this is demonstrated in the three methods shown below.

The program reflects the dual nature of computer science as a scientific and engineering discipline by allowing emphasis on theory as well as practical applications. Students can study topics such as:
- artificial intelligence

- bioinformatics
- cloud and distributed computing
- computer-aided geometric design
- cyber-physical and embedded systems
- cybersecurity
- database management and information retrieval
- database systems
- data mining and machine learning
- distributed computing and operating systems
- embedded systems
- health operations and informatics
- imaging, graphics and visualization
- multimedia
- network algorithms
- personalized learning and educational games
- simulation modeling and systems
- social computing
- software engineering
- statistical modeling
- theory and algorithms

Remedy 1

Create bulleted lists of broad categories with details listed horizontally:

The program reflects the dual nature of computer science as a scientific and engineering discipline by allowing emphasis on theory as well as practical applications. Students can study topics from a number of disciplines:

- computing – cloud and distributed computing, social computing [etc.]
- databases – database management, database systems [etc.]
- design – computer-aided geometric design, computer design and architecture [etc.]
- networks — computer networks, cyber-physical and embedded systems [etc.]
- security – cybersecurity [etc.]

Remedy 2

Select several items to call out in bullets and mention the rest in paragraph form:

The program reflects the dual nature of computer science as a scientific and engineering discipline by allowing emphasis on theory as well as practical applications. Students can study fields such as:

- computing
- database
- design
- networks
- security

[Explain further by expounding on specifics…] artificial intelligence, bioinformatics, and cloud and distributed computing. [Create flow between sentences…] computer-aided geometric design,

computer design and architecture. [Keep the segues clean for ease in readability…] computer graphics, and computer networks as well as cyber-physical and embedded systems…

Remedy 3
Present the content in a few paragraph-and-bullets groups:

The program reflects the dual nature of computer science as a scientific and engineering discipline by allowing emphasis on theory as well as practical applications. Students can study topics from a number of disciplines.

Computing
- cloud and distributed
- social computing
- [etc.]

Databases
- database management
- database systems
- [etc.]

Design
- computer-aided geometric design
- computer design and architecture
- [etc.]

Networks
- computer networks
- cyber-physical and embedded systems
- [etc.]

Numerals

The Basics

Spell out one through nine and use figures for 10 and greater, with some exceptions. Always use figures:
- when referring to grade levels
- with percent and percentages (explained below)
- with units of measure for physical dimensions (e.g., miles, temperature; ✕ not time)
- when referring to the age of a person, animal, event or thing

Spell out a number at the beginning of a sentence except for calendar years and recognized numeral-and-letter combinations such as **3D**. Also spell out casual references.

Don't follow a word with a parenthetical numeric expression; the only exception is for credit hours in parentheses in course listings.

Examples:
- five minutes
- four-year option
- three credit hour course (note no hyphens)
- 3 miles [unit of measure]
- 6 years old [age]
- U.S. News & World Report ranks ASU No. 1 for innovation.
- Twenty people registered for the seminar.
- 1976 was a very good year.
- 3D metal printing seminars are scheduled in July.
- ASU attracts thousands of international students each year. [casual reference]
- He walked a quarter of a mile. [casual reference]
- ✕ Not: Choose one (1) of the classes.

Adjectives

For spatial references, use:
- above, below
- higher, higher than
- lower, lower than
- over, under

For numeric references, use:
- fewer, fewer than
- greater, greater than
- less, less than
- more, more than

Decimals

Use a decimal point and numerals. For amounts less than one, add a zero before the decimal point and use the singular form of the measurement. For grade point averages, include the hundredths place (i.e., two digits after the decimal).

- 0.35 meter
- 0.55 cubic foot
- 0.75 kilometer
- GPA of 2.00

Grade Levels

Present the numerals with a an en dash, no spaces.

- The program is designed for teachers of grades 7--12.
- The endorsements are for grades K--12 unless otherwise indicated.
- The pathway is designed for pre-K--12 teachers.

Ordinals

Spell out first through ninth and use figures for 10th and above unless the nonstandard ordinal is part of an official name or title. Do not use superscript.

- First Street, 7th Fleet, 1st Sgt.
- × Not: 2nd, 10th

Percent, Percentage

In most cases, use **%** when paired with a numeral. Use whole figures and decimals for percent and percentages. For a range of percentages, use "to" and "and" rather than an en dash, and spell out "percent." When generalizing in casual terms, use the word rather than the symbol. Use "percentage" rather than "percent" when not paired with a number.

- 2.5%, 10%
- 4 percentage points
- 12 to 15 percent
- between 12 and 15 percent
- The latecomer had zero percent chance of being first in line.
- The percentage of people agreeing is small.

Phone Numbers

During the first review period when editing in PeopleSoft, use **/** instead of the first hyphen. Offset extensions with a comma and do not use parentheses. This will ensure the phone number will be properly formatted when it appears in Degree Search.

- 480/555-5555, ext. 222

Rankings

The academic unit is responsible for ensuring a program's ranking citation has been approved by the ASU rankings committee (see **Resources**, below).

Always use **No.** rather than **#** when citing rankings. (Some screen readers may not parse the symbol correctly.) You also can use "top" as in **top 5**, **top 10**, **top 20**. Use the approved verbiage; citations must align with how the ranking is presented by the ranking organization. Always cite the ranking authority, and include the year. The subject of the sentence must be either ASU or the school or college, unless the unit obtains a specific exception with approved phrasing provided by the rankings committee.

Rankings should be current. Ask the rankings committee to reevaluate the ranking, or retire it, if the ranking authority has not reassessed the ranking within two years of announcing it.

Examples
- ASU is ranked No. 3 for best local government management graduate program by U.S. News & World Report, 2024, ahead of Syracuse University and USC.
- ASU ranks in the top 20 nationally …

Resources
- [ASU rankings committee](#) (email)
- [ASU brand, using rankings in communications](#)
- [ASU rankings webpage](#)
- [U.S. News & World Report rankings](#)

Ratios

Use figures and hyphens, without spaces between. Always include "ratio" or another noun with the figures.
- 22-to-1 student-to-faculty ratio
- a majority of 7-to-3

Punctuation and Symbols

Ampersand

Always use **&** when it is part of the formal name of an external organization. (ASU units don't use the ampersand in their names.) Don't use the ampersand to represent the word "and," with the exception of accepted abbreviations and trademarked names.

- AT&T
- U.S. News & World Report
- B&B, R&B

Asterisk

A pair of asterisks directs the reader to clarifying information positioned elsewhere on the page.

If more than one reference is needed, use a pair of two asterisks, a pair of three, and so on. For an example of this, see last entry under **Examples** in the Lists chapter.

Placement
1. The first asterisk is positioned at the end of the line of content or sentence, after the end-of-sentence punctuation, and there is no space between the text and the asterisk.
2. The second, corresponding asterisk is positioned at the left margin, beneath the paragraph; ensure a line space between the paragraph and the asterisked line.

Comma

Comma in a series
Use a serial comma (also called an Oxford comma) in a complex series of phrases, to avoid confusion, and in material that may be unfamiliar to the reader. It is not required in simple phrases, but if its absence creates ambiguity, it must be included.

- The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.
- The lecture covers the black-body radiation problem, Planck's constant, and the Copenhagen interpretation.
- The flag is red, white and blue.
- He would nominate Tom, Dick or Harry.

Comma with clauses
An essential clause
This information tells the reader which particular one of something is being referred to. For example, if there is more than one coach, the coach's name is essential for clarity and must not be offset with commas.

- The basketball coach John Doe and the team will be at the reception.

A nonessential clause

This is extra information that is not key to understanding the sentence. For example, if there is only one head basketball coach, his name is not necessary, so it must be set off with commas.

- The head basketball coach, John Doe, and the team will be at the reception.

Dashes

Em dash

An em dash creates an emphatic separation or an abrupt change. Use it to mark a series within a phrase, or to add emphasis to the text that follows, and always use a space before and after the symbol.

When editing during the first review, **use three hyphens** for an em dash because the PeopleSoft database software cannot decipher an em dash.
- ASU --- one of the top universities in the world

En dash

The en dash indicates a span and, in general, it is used only certain applications. In sentences, the words "and," "through," and "to" replace the en dash. Elsewhere, as in tabular content, use the symbol.

During the first editing review, **use two hyphens** because the PeopleSoft database software cannot decipher an en dash. Do not include a space before or after it.
- The bookstore is open between 8 a.m. and 9 p.m.
- The seminar will be held Tuesday through Thursday.
- She was an adjunct professor from 2006 to 2010.
- 2020--21
- 10 a.m.--noon
- 1--2 p.m.
- April 16--May 12
- K--8

Hyphen

Use hyphens sparingly; use them only to avoid ambiguity or confusion. Do not hyphenate LEED rating levels. Some word phrases, such as "state of the art," only should be hyphenated when used as compound modifiers, and some should never be hyphenated, such as "critical thinking."
- The building was state of the art decades ago.
- The lab has state-of-the-art equipment.

Compound modifiers

These generally are hyphenated, though there are some specific exceptions. (See **Capitalization**.)

Do not hyphenate any combination that depicts dual heritage, immigrant nationalities, or ethnic groups (e.g., Asian American, Mexican American).

Never hyphenate any combination when the leading word ends with "-ly."

Prefixes

Prefixes that generally require hyphens include "self-," "all-," "ex-," and "half-."

Most words with "co-" are spelled without hyphens, although nouns, adjectives and verbs that indicate occupation or status are hyphenated: coeducational, coaxial, co-author, co-defendant, co-pilot.

Most words with "non-" are spelled without a hyphen, but do use a hyphen before a proper noun or in an awkward combination: nonacademic, nondegree-seeking, nonprofit, nonstudio, nonthesis, non-American, non-English-speaking.

Most words with "post-" are written without a hyphen: postbaccalaureate, postdoctoral, postgraduate. An exception is post-master's (to avoid confusion with "postmaster"):

Do not hyphenate "pre-," and "re-," including in double-e combinations: preeminent, preempt, preestablish, preexisting, reenter, reestablish.

If the text references an ASU department's website where traditional hyphenation is still used, follow the department's style (for example, pre-health retains the hyphen for now).

Suffixes

Hyphens are generally required with "-free," "-based," and "-elect."

List of preferred spellings and capitalization

In addition to the examples noted above, see **Word List**.

- Asian Pacific American, African American
- better-qualified candidate
- biomedicine, biomedical
- changemaker
- critical thinking, critical thinking skills
- decision-maker, decision-making
- Domestic Violence and Evidence-based Practice
- early morning traffic
- English as a second language
- 15 credit hour program, three credit hour course
- first-year student
- 40 to 60 credit hour program
- high-achieving student
- internet-based claim
- knowledge building
- LEED certified, LEED Gold certified, LEED Silver certified, LEED Platinum certified
- nationally ranked
- postsecondary
- pre-health
- K--12
- prelaw
- premedical
- preveterinary

- ratio of 23-to-1
- second language acquisition, second language requirement
- sought-after
- student-to-faculty ratio
- voice-over

Exclamation Mark

Do not use exclamation marks.

Parentheses

Be sparing with these. They deemphasize the information contained within them, and they slow reading.

Use them to set off a single word, phrase, or even an entire statement that is independent of the main thought in the sentence.
- She starts to pivot from history (the facts themselves) to historiography (the way they're gathered).
- The distinguished professor (she is a Nobel Laureate) was tapped to lead the new speakers series.

Quotation Marks

Be sparing with quotation marks; however, do place a letter grade between quotation marks. Quotation marks can also be used to refer to a specific word or type of phrasing being highlighted:
- a minimum grade of "C"
- Careful writers avoid using the word "thing."
- The phrase "working woman" is considered dated.

Superscript

Avoid using superscript letters; use the same size type as the numeral.
- 3rd base; 10th floor
- ✕ Not: 3rd base; 10th floor

Symbols in Words

Do not create ambiguity by mixing symbols with words, such as a slash or a letter in parentheses, to indicate an either-or situation:

✕ Do not use**:** and/or, Chicana/o, college/school, he/she, test(s), or a(n).

✓ Instead, rewrite the statement for clarity using more precise phrasing.

Use / in word constructions such as Latino/a only in approved program or course titles and if this style is part of an organization's formal name. Also, it is used in approved abbreviations for concurrent and accelerated programs: MUEP/MA in sustainability.

Do not use & in text to represent the word "and," even for official ASU unit names.

Titles

Academic

Capitalize and spell out formal academic titles such as "chancellor" and "provost" only when they precede a person's name.

- ✓ Chancellor Jones
- ✓ Jones, who is chancellor of the university...

Academic degree

When mentioning someone's credentials, use a phrase instead of an abbreviation. Do not precede a name with a degree courtesy title or follow the name with the degree abbreviation. This is ASU style and a variance from AP Stylebook guidance.

- ✓ Dean Jones has a doctorate in psychology.
- ✓ Michael Crow, who earned his doctorate in public administration, is the president of the university.
- ✗ Not: Dr. John Smith presents many seminars.
- ✗ Not: The acclaimed author is Doctor Jane Doe, EdD.

Professorship

All ASU-awarded professorships such as President's Professor and Regents Professor are always prefaced with ASU on the first mention and capitalized. If professor or professor of practice is someone's formal title and immediately precedes the person's name, it is capitalized; otherwise, it is not.

- ✓ John Doe is a Bob Stump Endowed Professor of History.
- ✓ It was John Doe, a Regents Professor, who first taught the class.
- ✓ The president thanked Professor Jane Doe of the English department.
- ✓ ASU welcomed a new professor of practice to the School of Social Transformation.
- ✓ ASU Professor of Practice Jane Smith published her research in the chemistry journal.
- ✗ Not: The president thanked Dr. John Doe.
- ✗ Not: The president thanked Prof. Jane Smith.
- ✗ Not: The professor thanked Jane Smith, a Professor in the English Department.

Courtesy

In general, confine capitalization to formal titles used directly before an individual's name (see **Formal**, below). Otherwise, spell them out and don't capitalize them.

- The director issued a statement.
- The pope gave his blessing.
- The vice president, Nelson Rockefeller, declined to run again.

Formal

A formal title denotes a scope of authority, professional activity or academic activity. Capitalize them only when they appear before someone's name.

- Pope Benedict XVI
- President Abraham Lincoln

Occupational

Job titles serve primarily as occupational descriptions, and these are not capitalized except at the beginning of a sentence.

- audiologist, behavioral therapist, director, nurse practitioner
- Attending the event was astronaut John Glenn, among others.
- John Doe is a chemistry professor at ASU.

Word List

This section is a quick reference for the issues encountered frequently during the catalog review process. Refer to other chapters for additional information.

/, () Do not use any symbol-and-word combination such as and/or and tests(s). Rewrite using proper words and precise phrasing. See **Chicano, Chicana** and **Latino, Latina** for additional information and specific exceptions.

ABET

admission, Admission Singular in all references to academic admission; not admissions. Capitalize only the full name of the ASU office: Arizona State University Admission.
- John completed the steps for admission to ASU.
- The admission office assists prospective students with the admission process.
- Students can obtain the undergraduate admission application online.
- Graduate admission services are available in person Monday through Friday.

advisor AP Stylebook variance for academic instances.
- undergraduate advisor
- special advisor to President Crow

American Indian, Native American Not Indian, which refers to the peoples and cultures of India.

and/or Do not use. Rewrite the statement with appropriate phrasing.

architect Acceptable as a verb in computer science contexts
- Data scientists who can architect large data systems are in high demand.

Arizona PBS The television station's programming is broadcast on Channel 8, and its call letters are KAET.

artificial intelligence Spell out on first reference. AI may be used in subsequent references.

associate degree Do not use 's; not associate's degree. (This is at variance with bachelor's degree, master's degree.)

a total of Superfluous in most instances.
- ✓Department expenditures reached $1 million last year.
- ✗ Not: Department expenditures reached a total of $1 million last year.

big data

Black Capitalize when used as an adjective in a racial, ethnic or cultural sense, for the understanding that the term reflects a shared identity and culture rather than a skin color alone: Black people, Black culture, Black literature, Black studies, Black colleges. African American is acceptable for an American Black person of African descent.

Channel 8 The name of the television station is Arizona PBS, its programming is broadcast on Channel 8, and its call letters are KAET.

check sheet

Chicano, Chicana Only use Chicano/a, Chicana/o in approved titles of programs or courses and if this style is part of an organization's formal name. Elsewhere, follow AP style guidelines: "Chicano — A term that Mexican Americans in the U.S. Southwest sometimes use to describe their heritage. Use only if it is a person's preference." Some prefer the recently coined gender-neutral term "Chicanx," but exercise caution in its use, keeping your intended audience in mind." –Ed. [See **Latino**, below.]

child care Two words in all uses.

classwork

course load

countrywide

coupled social-ecological systems [first reference], **social-ecological systems** [second reference]

coursework

courseware

credit hours Use this preferred term, not "credits" or "semester hours."

critical thinking Never hyphenated, not even as a modifier**:** critical thinking skills.

cross-disciplinary

curriculum vitae (s.), **curricula vitae** (pl.)

cutting edge (n.), cutting-edge (adj.) Avoid if possible; considered trite.

data Collective noun. Use with singular verbs and pronouns when writing for general audiences and in data journalism contexts: The data **is** sound. Use with plural verbs and pronouns when writing for scientific and academic audiences: The data **have been** carefully collected.

decision-makers, **decision-making** Hyphenate in all uses.

e-book, **e-business**, **e-commerce**, **e-newsletter**, **e-reader**

eAdvisor Do not capitalize the first letter, and do not include the trademark symbol in ASU academic catalog entries.
- Academic progress reports are sent through eAdvisor.
- eAdvisor is a new tool to help ASU students succeed.

e.g., It means for example. Always include periods and the comma, and set off in parentheses.

email Capitalize only at the beginning of a sentence.

emeritus (s.), **emeriti** (pl.) Gender neutral, applying to both males and females. Do not use "emerita."
- Jane Doe is a professor emeritus of journalism.

English as a second language Do not hyphenate this. Spell it out on first reference; it may be abbreviated as ESL in subsequent references.
- That is an English as a second language program.
- Then: The student was enrolled in the ESL program.

English for Speakers of Other Languages, **ESOL** Spell out on first reference; use the initialism thereafter.

faculty When referring to the collective body, this is a singular noun and takes a singular verb. When referring to individual members, whether the word "members" is included or not, it is plural and uses a plural verb.
- The ASU faculty is at the forefront nationally in advancing research and discovery. [collective, singular]
- The university's faculty are renowned scholars. [individual members, plural]
- The school's faculty are expected to hold office hours each week. [individual members, plural]
- ASU has three Nobel Laureate faculty members.

fewer than, less than Use fewer than for individual items; use less than for bulk or quantity.
- The room had fewer than 50 chairs available. [individual items]
- The entrance fee was less than $100. [an amount]

freshman Use the gender-inclusive "first-year student" when referring to the individual or admission status, and "freshman" to indicate class standing.

full time (n.), **full-time** (adj.) Hyphenate only when used as a compound modifier.
- Doctoral students are required to commit full time to the program.
- He has a full-time job.

general studies lowercase, except when referring to General Studies Maroon and General Studies Gold

GI Bill® The registered trademark symbol must be included each time the name of the bill is written, and the standard statement must appear wherever the GI Bill® is mentioned (see the **Language** chapter for the statement).
- GI Bill®
- GI Bill® benefits
- GI Bill® students

GPA Uppercase, without periods in all references including first reference. Include two decimal places.
- 3.00 GPA
- cumulative GPA of 3.00, transfer GPA of 2.50

grades Place the letter between quotation marks with the grade point value in parentheses and explanation of the grading scale: "A" (4.00 on a 4.00 scale).

greater than, more than; over Use "greater than" and "more than" for amounts and numeric references. Use "over" in spatial relationships.
- More than 500 students are attending the event.
- The plane flew over the city.

halftime (n.), **half-time** (adj.) It's only one word when used in sports copy; otherwise, **half the time** or the adjective. Hyphenate the adjective.

he/she, his/hers; **s/he** Do not use a slash to indicate either-or. Rewrite the statement using precise wording. Note that singular they is now acceptable; ensure that it is clear that one person is being referred to.

health care Two words, except in official degree names and course titles.

higher, higher than Use this only in spatial relationships, not for numeric references.

hip hop, Hip Hop Capitalize only when referring to culture; use lowercase when referring to the dance art form.
- Through its three main styles of popping, locking, and breaking, hip hop dance has evolved into one of the most popular and influential styles of dance.
- Over the decades, Hip Hop has developed as a cultural and an artistic phenomenon affecting youth culture around the world.

iCourse Do not capitalize, even at the beginning of a sentence.

i.e., It means "that is." Periods and comma are required; set off in parentheses.

Indian Country Capitalize. Refers to tribal lands within tribal jurisdiction.

Indian Nations Capitalize. General term widely used by tribes and federal government.

Indigenous, indigenous (adj.) Only capitalize this term when referring to the original human inhabitants of a place. Do not capitalize it in other usages.
- Aboriginal leaders welcomed a new era of Indigenous relations in Australia.
- Bolivia's Indigenous peoples represent some 62% of the population.
- An example of an indigenous animal species is the beaver.

interdisciplinary

internet

iOS Do not capitalize, even at the beginning of a sentence.

iPOS, POS Interactive plan of study, plan of study. Spell out the phrase on first reference, and use the initialism or "the plan" thereafter. Do not use parentheses.
- A plan of study maps the requirements for completion of a degree program.
- The student's POS is submitted electronically and revised interactively through iPOS in My ASU.

Ira A. Fulton Schools of Engineering takes a singular verb; its abbreviation, **Engineering**, also takes a singular verb.
- The Ira A. Fulton Schools of Engineering is the largest and most comprehensive engineering school in the nation.

KAET-TV Do not use KAET-TV. The name of the television station is **Arizona PBS**, its programming is broadcast on Channel 8 and its call letters are KAET.

Latino, Latina Use "Latino/a" and "Latina/o" only in approved titles of programs or courses and if this style is part of an organization's formal name. Elsewhere, follow AP style guidelines: "Latino, Latina — Latino is often <u>the preferred noun or adjective</u> for a person from, or whose ancestors were from, a Spanish-speaking land or culture or from Latin America. Latina is the feminine form."
- ➢ NOTE: "Latinx" is not widely accepted and its use is controversial, even contentious among those it is intended to serve; some do not like it and object to its use. Alternatively, some prefer it. Exercise caution in its use, keeping your intended audience in mind. –Ed.

leading edge Avoid if possible; considered trite.

less than, fewer than "Less than" is used in for bulk or quantity; use "fewer than" for individual items.
- The entrance fee was less than $100. [an amount]
- Students with fewer than 45 transfer hours… [individual items]

LGBTQ+ Acceptable in all references for lesbian, gay, bisexual, transgender, queer, and those who are questioning, plus other sexual and gender minorities. Fewer or additional letters can be used to be more inclusive or in quotations and names of organizations and events, such as LGBT or LGBTQIA. **I** stands for **intersex**, and **A** typically stands for **asexual**. Use of LGBTQ+ is best used as a collective adjective: *Walters joined the LGBTQ+ business association.* Avoid using LGBTQ+ to describe individuals, and don't default to LGBTQ+ if discussing a more specific population: a bisexual advocacy group, a transgender health program.

life cycle

life span

living and learning community, living-learning Not capitalized.

lower, lower than Use this only in spatial relationships, not for numeric references

lower division (n.), **lower-division** (adj.) Hyphenate when used as a compound adjective.

- lower-division coursework
- coursework in the lower division

MyPath2ASU®
- When referring to a student's pathway to ASU, the prescribed coursework, use MyPath2ASU®.
- Students using that pathway are referred to as transfer students.
- MyPath2ASU® refers to the transfer tool; the institutional partnerships are academic alliances, managed by the <u>Academic Alliances</u> team.

makerspace

markup (n.)**, mark up** (v.)

Mayo Clinic Do not precede the name with "the."
- the agreement with Mayo Clinic

Meisner technique Only the name Meisner is capitalized.

Method acting, The Method The Method™ is a trademarked name, and it may be shorted to Method and informally referred to as the Method.

me3 A mobile app for eAdvisor. Do not capitalize.
- Students use me3 to explore college degree programs that align with their interests; this app helps them plan the courses to take that will best prepare them for success at the university.
- me3 is an online tool that can help middle and high school students prepare for college.

more than, greater than; over Use "greater than" and "more than" for amounts and numeric references. Use "over" in spatial relationships.
- More than 500 students are attending the event.
- The plane flew over the city.

multidisciplinary

nationwide

Native American, American Indian Not "Indian," which refers to the peoples and cultures of the nation of India.

Orientation, orientation The title of the new-student event for first-time freshmen is **ASU New Student Orientation**. Other ASU orientation programs are capitalized only when the full titles are used; use orientation in subsequent references.

over; greater than, more than "Over" is used in spatial relationships; "more than" and "greater than" are used for amounts and numeric references.
- The plane flew over the city.
- Their salaries went up more than $20 a week.
- ✗ Not: Over 40,000 students attended the event.

part time (n.), **part-time** (adj.) Hyphenate only when used as a compound modifier.
- Students working part time may prefer evening programs.
- That is a part-time position.

percent, percentage Use words rather than figures and numbers in casual uses. Use % when paired with a numeral. For a range of percentages, "to" or "and" is acceptable. The symbol is repeated in a range.
- The latecomer had a zero percent chance of being first in line.
- The school's enrollment increased 3.1% from a year ago.
- Nearly 40% of the class was (or were) offered a chance to participate.
- The rancher reported 75% of his trees were infested.
- 12% to 15%; between 12% and 15%

physician assistant

policymaker, **policymaking**

POS, iPOS Plan of study; interactive plan of study. Spell out the phrase on first reference and use the initialism or "the plan" thereafter; do not use parentheses.
- A plan of study maps the requirements for completion of a degree program.
- The plan submitted through iPOS becomes the student's official POS.

postgraduate

postsecondary

pre-K Use a hyphen (pre-K--12) and capitalize when at the beginning of a sentence.

problem-solving Hyphenate in all uses.

rasaboxes One word. Do not capitalize.

Regents Professor Capitalize. No apostrophe.

renown, renowned ✕ Not reknown. These mean fame and famous, respectively.

RN to BSN Not RN-BSN.

second language No hyphen.
- The student knows English as her second language.
- This degree program has a second language acquisition criterion.

semester hours Preferred term is **credit hours.**

session A, session B

skill set (s.)**, skill sets** (pl.) Always two words, no hyphen.

sought-after (adj.) Always hyphenated.

startup (n) one word, per ASU style

state of the art (n), **state-of-the-art** (adj) Hyphenate only when used as a compound modifier.
- The building was state of the art decades ago.
- The lab has state-of-the-art equipment.

statewide

STEM Acronym for science, technology, engineering and mathematics. May be abbreviated in all instances.

test-taker

theater Use this spelling unless it is part of a proper name containing the word Theatre.

3D No hyphen. A numeral-and-letter combination such as this may start a sentence. See **2D-3D**, below.
- 3D metal printing seminars are scheduled in July.

TOEFL iBT® Formerly Test of English as a Foreign Language. ASU accepts only the test center based version of this test.

toolkit ASU Enterprise Brand Strategy and Management regularly uses toolkit, and the AP online feature Ask the Editor states "It's toolkit, one word, in two of our dictionaries, American Heritage and Concise Oxford English." It is preferred over "tool set."

tool set

top tier (n.), **top-tier** (adj.)

toward ✗ Not towards.

24/7

2D, 3D A numeral-and-letter combination such as this may start a sentence. See **3D**, above.

unique Ensure this is used only to express "the only one of its kind." **Distinct** is usually more accurate.

universitywide

upper division (n.), **upper-division** (adj.) Hyphenate when used as a compound adjective before a noun; otherwise, there is no hyphen.
- upper-division coursework
- coursework in the upper division

U.S. Use periods. There are no spaces.

U.S. News & World Report Use periods and the ampersand. Notice there are no spaces in U.S.

USA Do not use periods.

viewpoints One word.

vita (s.), **vitae** See **curriculum vitae, curricula vitae**

voice-over (n.) Always hyphenated.

web, **the web** Short form of World Wide Web. Do not capitalize.

webcam, **webcast**, **webfeed**, **webform**, **webinar**, **webisode**, **webmaster**, **webpage**, **website** (n.) Single words, lowercase. Exceptions:
- web address
- web browser
- web host
- web style

well-being

Wi-Fi

worldwide