

ASU Academic Catalog Style Guide for catalog year 2021–2022

This is the primary resource for how to present ASU catalog content.

ASU catalog style is comprised of ASU and AP styles — and has exceptions to both. Included are reminders of issues that tend to cause confusion.

These are your references, in this order:

1. ASU Academic Catalog Style Guide
2. ASU writing style guide
3. AP Stylebook
4. Webster’s New World College Dictionary

Did you know...?

ASU catalog style calls for strong, active and direct language.

- Be clear and specific.
- Be succinct.
- Use laymen’s language as much as possible; it influences SEO.

Details and examples are in the Marketing and Language chapters — Pages 5 and 13.

Check it out...

- [introducing your program](#) —Page 3
- a common [problem with to](#) — Page 13
- [present tense](#) — Page 17
- updated guidelines for [lists](#) — Page 18
- color-keyed information — [fabulous](#), [good](#), [what not to say](#), and standard statements

Reminder:

Use % with numerals in most cases. Example: **8%**. Details and exceptions — Page 23.

Contents

Chapter titles are hyperlinked.

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Marketing Text

This is where you greet and welcome your reader. With your written smile and handshake, this is your chance to help them quickly gauge whether yours is the right program for them.

It's About Connection

Maximize your 50-word limit with a casual, upbeat, attention-grabbing style. Write as if you're having a conversation: say or imply **you**.

Choose a tactic

Whichever approach, keep your focus on them (this is about them, not the program) to foster emotional connection. Strong decisions are based in emotions, so choose sensory-laden nouns and verbs that help the reader see themselves in the program or even beyond.

Primary tactic

Answer the reader's unspoken question, "What's my benefit? How will this help me?" This works on two levels: They will feel like you're speaking directly to them and they will sense your interest in what matters most to them. Tips are shown in **How to Start**, below.

Secondary tactic

Though less effective at establishing a relationship, you may opt to highlight unique aspects of your unit or special opportunities that might be an important part of the reader's decision-making process. Remember to keep the focus reader centric. How to do that is illustrated in **Examples**, below.

Don't repeat anything

Don't include anything mentioned or implied elsewhere in the program's listing, not even the program name, which appears at minimum twice and often is scattered throughout a listing, although a colloquial name for your program is fine and in keeping with the conversational style. Repetition wastes space and tries a reader's patience, diluting the message.

You will be asked to rewrite the marketing text if the editor encounters program content that looks like this:

[introduction, marketing text]

The XYZ program teaches you to...

Program Description

The XYZ program teaches students to ...

How to Start

Open with a question or describe the program's ideal student. The reader will immediately know whether the program is right for them.

- Do you have a passion for wildlife?
- Do you daydream about ways to make the world greener?
- With your global mindset and passion for travel, you'll thrive with a degree in [xxx].
- As someone who embraces justice and order, a criminology degree can help you ...

Set the tone with a strong, catchy statement or 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.

- The education of our children is one of the noblest callings.
- Developing clean sources of energy is one of the world’s more critical endeavors.

Explicitly state what they will gain so they can see the correlation between the program and their future.

- You’ll learn [xxx] which will prepare you to [xxx].
- You’ll develop [xxx] which can help children to [xxx].

Help from the ASU Brand

Become well versed in the ASU brand. Read about it at <https://brandguide.asu.edu/Elements-of-the-brand/writing-style-guide/introduction>.

“On my way to a better life.”

Plant the idea that what they gain through the program will help set them on the path to a great life (don’t actually say **better life**; that would imply their life isn’t good now). Some examples:

- life you’ve always dreamed of
- wherever you want to go in life
- bright future

Language, tone, attitude

Always make it about them. Be personable, implying **you** so they can see themselves in the program. **Avoid taking center stage**, like with **our program**.

Sell their experience in the program. Tell them what it would be like for them and what it will prepare them to do and achieve.

Keep it conversational and easy to read. This benefits them and helps us with SEO.

Be careful. Many of our figures of speech can confuse international students. Make sure the phrasing is clear for all audiences.

- 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].

Hyperlinks

You may point to an ASU webpage with a hyperlink, but you must use the full URL to point to a non-ASU site.

- Financial options are available [here](#) as well as at <https://studentaid.ed.gov/sa/types/grants-scholarships>.

Examples

Ineffective Copy

Phrasing and delivery matter. The following paragraph illustrates ineffective marketing copy. Anything that reads like this must be recrafted in the ASU branded style:

What does not work is a passive voice, dry academic language with few adjectives, and third-person nouns like student and applicant. A reader is not excited by copy that brags without explaining the value to the reader,

nor by writing that is long-winded and not conversational. Also, we don't want hyperbole, like "This degree is a once-in-a-lifetime opportunity."

Before and After

You can feel the difference in this copy that was reworked to engage the reader's emotions and imagination:

The certificate program in arts and humanities in games will train 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.

Remember the toys and games you played with as a kid? They were fun, but did you ever consider their impact on your growth and development? You can learn how that impact shapes the human mind, and become an influential researcher and analyst in the gaming industry.

Primary Tactic

Great Examples

Do you have a passion for wildlife, for exploring nature and seeing that our world's natural resources and lands are managed in sustainable ways? You'll gain an excellent foundation in science while you enjoy lots of field opportunities to build expertise for careers that connect with conservation and restoration of biodiversity and habitats.

With your global mindset, your passion for travel and language, and your aspirations for an international career, you deserve a master's degree that will open up a world of possibilities. Focused 100% on global management, the MGM prepares you to do business across borders and cultures with the dexterity you can't learn in a traditional business program.

Good Examples

Social media and nightly news are filled with events touching on the Middle East and Islamic nations. But how many people understand the deep issues at hand? You can. With a minor in Arabic studies, you'll develop a cross-cultural understanding of Islamic civilization which will provide opportunities in the global workforce.

Moment by moment, day by day and person by person, educators improve lives and strengthen communities. Wherever life takes you, an education degree prepares you to master new knowledge, communicate effectively and thrive in a world — and an economy — in which lifelong learning is key to success and happiness.

Secondary Tactic

Great Example

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.

Good Example

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

Need More Help?

1. [Call on your marketers](#) for expert assistance.
2. Familiarize yourself with the [ASU brand and platform](#) and the ASU [language](#) guidelines.
3. See the chart that details differences between marketing text and the program description. It's in Writing for the Catalog, on the [catalog resources page](#).

Abbreviations

Avoid using abbreviations as much as possible.

- Only use an abbreviation for an organization if that is the organization’s official name: **ABET**.
- Don’t include an abbreviation in parentheses after a name: The College of Liberal Arts and Sciences (**CLAS**).

Academic Programs

Abbreviations, official names

AuD	Doctor of Audiology
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
DMA	Doctor of Musical Arts
DNP	Doctor of Nursing 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
MCSt	Master of Computing Studies
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
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
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
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

Degree programs, majors, concentrations, minors, certificates

Don't use punctuation marks or symbols in degree abbreviations. 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**

Associate degree has no apostrophe, but it is used in **bachelor's degree** and **master's degree**.

Abbreviate the degree name on first mention; spell it out in subsequent instances using either the informal or formal forms. This is an exception to the ASU writing style guide.

- first: A student in this program will earn a **BA** in broadcast journalism.
- subsequent: Note the admission requirements for the **bachelor's degree** in broadcast journalism.
- subsequent: Note the admission requirements for the **Bachelor of Arts** in broadcast journalism.

Always include the names of majors, concentration areas, minors or certificates, but don't abbreviate or capitalize them.

- bachelor's degree in English
- Master of Science in chemistry
- Not: Bachelor's in English
- Not: Master's in chemistry

Campuses

The campus may be mentioned **in the marketing text** but not in the program description.

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

These are the proper ways to show the other learning locations:

- **ASU Online** may be referred to as an **online campus**.
- Degree programs are offered at **ASU@Cochise, ASU@Lake Havasu, ASU@Mexico City, ASU@Pima, ASU@Pinal, ASU@The Gila Valley, ASU@Tucson, ASU@Yavapai, ASU@Yuma, ASU@Washington, D.C., California Center, Mayo Clinic** and **Washington Center**, though these locations may not be referred to as campuses.

Centers, Colleges, Departments, Institutes, Schools, University

Avoid using acronyms to refer to any university unit. Use the full name on first reference. After that, you may use the formal abbreviation or use **center, institute, office, school, or college**. You can find the list of colleges' formal abbreviations in the ASU writing guide.

- The College of Liberal Arts and Sciences
- Not: The College of Liberal Arts and Sciences (CLAS)
- Not: CLAS

iPOS, POS

Distinguish between a plan (**POS**; whether unofficial or official) and the method of submitting the official version (**iPOS**).

Spell out the phrase on first reference and use **POS** or **the plan** thereafter; do not use 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...

Tests

Don't capitalize names of test sections, such as verbal or quantitative. This is how these tests are shown in the academic catalog:

- **ACT** Use only the initials when referring to the previously designated American College Testing Program.
- **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 the previously designated 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** Use only the initials when referring to the Test of English as a Foreign Language. This is an exception to the ASU writing style guide.

Capitalization

This ABET phrase is required on a number of programs, and ABET requested that it appear exactly as shown here, as a phrase and with this capitalization and punctuation.

- Accredited by the [*capitalized name of the accreditation commission*] of ABET; <http://www.abet.org>.
-

Academic Programs

Degree programs

Only capitalize official diploma titles. Don't capitalize names of majors, minors, concentrations, or certificates even if they are included in the official diploma title abbreviation. Do capitalize proper nouns: *English, Spanish, Native American*.

- Bachelor of Science in nursing
- Master of Communication with a concentration in broadcast journalism
- Not: Bachelor of Science in Nursing
- Not: Bachelor of Science in Design
- Not: Bachelor of Arts in Education
- Not: Master of Science in Technology

Centers, Colleges, Departments, Institutes, Schools, University

Use initial uppercase letters only for the full official name. Otherwise, don't use capitalization.

- admission services
- ASU 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

Don't use **&** or **+** in place of *and* in text, even for official ASU unit names.

- 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 in instances 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. A complete list of university forms is at <https://students.asu.edu/forms>.

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

Formatting

Bold

Bold is reserved for headings and subheadings. Do not use bold within text copy.

Italics

Do not use italics.

Phone Numbers

Do not use parentheses. Use / instead of the first hyphen when editing programs in PeopleSoft and offset extensions with a comma. So, entering a phone number as **480/555-5555, ext. 222** will ensure it properly appears as **480-555-5555, ext. 222** in the second catalog review environment and when the site is live.

URLs

URLs must include the **https://** and **www** prefixes and be lowercase. This is an exception to the ASU writing style guide.

Position a URL reference after the sentence wherever possible. When a URL appears at the end of the sentence, use a period for the sentence but don't include it in the URL hyperlink.

Formatting

- Marketing text — We may use a hyperlink for an ASU webpage.
- Program description — The entire web address must be shown.

Placement

- Undergraduate application information — Don't include any link to the undergraduate program application process. Those links are available on the program pages in Degree Search.
- Graduate admission content — Website links are allowed only if they point to an application requirement.
- Elsewhere — We don't show the department URL because that's already in the contact information.

Language

The Basics

Keep text as brief and scannable as possible. Be clear and purposeful. Avoid trite phrasing and jargon.

Say exactly what you mean:

Real-world is not as specific as *practical* or *applicable*.

World-renowned says less than pointed phrases like *top of the field* and *respected by peers*.

Directness has more impact:

The certificate program is designed to help prepare students... [passive, indirect]

The certificate program prepares students... [oblique]

Students learn to... Students prepare for... [clear, direct, purposeful]

Special Attention #1

Avoid misunderstanding, and say only what's necessary.

Check out these examples of issues and the solutions:

- *No GRE test is required.**
- *Applicants are not required to submit a GRE test score.***

*Readers could skip past *No* and see *is required*. Worse, this syntax increases the possibility of misunderstanding for readers won't have English as their first language. Solution: *A GRE test is not required*.

**Although this is a clearly stated sentence, the score is not a requirement for admission so it should not even be mentioned in a list of requirements. Solution: Omit it.

Special Attention #2

Be careful with *to*.

Shortcuts common in casual, in-person conversation aren't suitable for formal copy. One culprit that frequently appears in ASU Catalog pre-final copy is the inappropriate use of the word *to*. Here's an example:

"This transdisciplinary degree program provides a unique platform to train systems engineers targeting technological development for exploration science."

As written, the astute reader sees two possible interpretations and wonders which is intended:

- that only certain engineers are being trained ("*program provides a unique platform that trains systems engineers who target...*")
- that the program is a platform for training ("*program provides a unique platform for training systems engineers in targeting...*")

Rewrite for preciseness, clarity.

Gender Neutrality

Use terms that can apply to any gender.

- *chair, chairperson*; not *chairman, chairwoman*

- *emeritus, emeriti*; not *emerita*
- *first-year student* (admission status), *freshman* (class standing)
- *humankind*; not *mankind*

Redundancy

Use simple, clear phrasing to avoid the superfluous.

- Not: potential applicant
- Instead: applicant

- Not: including but not limited to
- Instead: including

Standard Statements

Certain standardized statements are required, and they are shown below. As long as these baseline requirements are met, most standard statements are customizable.

Undergraduate programs

Certificates

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

Change of major

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

Gainful employment

For disclosure information about this U.S. Department of Education Gainful Employment program, students should see [insert website address].

Global degree

With 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

<https://mystudyabroad.asu.edu/> [Always include the web address, and customize the text for each program.] Some programs include use some variation of the following statement as their customized text. The statement was corrected this year to this version:

With over 250 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students who wish to acquire global skills and knowledge in preparation for a 21st-century career. Students earn ASU credit for completed courses, while staying on track for graduation, and they may apply financial aid and scholarships toward program costs.

<https://mystudyabroad.asu.edu/>

Minors

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this minor.

Other enrollment requirements (certificates)

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student. [This statement should not replace any existing certificate text related to additional enrollment requirements such as GPA or prerequisite courses.]

Other enrollment requirements (minors)

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Students interested in pursuing a minor should consult their academic advisor to declare the minor and to ensure that an appropriate set of courses is taken. 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. Students should contact their academic advisor for more information. [Variations on this required text, above, are allowed as long as they cover all the bases: that a minor and major cannot share coursework and that certain major and minor combinations may not be allowed.]

PLuS Alliance

This is a two-part 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>

Graduate programs

Admission requirements

Applicants must fulfill the requirements of both 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 applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Application components

The last item of the list of application components is the required statement about proof of proficiency in the English language (see **English proficiency**, below).

English proficiency

This is a two-part statement.

First part: The introductory portion of the statement appears as the last item in the numbered list of application components. These are the permitted versions; use the style that conforms to the list style, either phrase or complete sentence:

proof of English proficiency

Proof of English proficiency is required.

Second part: The explanatory portion appears as the first entry in Additional Application Information, and it is a complete sentence:

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

The two-part statement illustrated:

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 current residency. Applicants should visit <https://admission.asu.edu/international/graduate/english-proficiency> for more information .

Gainful employment

For disclosure information about this U.S. Department of Education Gainful Employment program, students should see [\[insert website address\]](#).

Global degree

With 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 with more than 50 program opportunities spanning six continents. Faculty-directed programs tend to be the best fit for graduate students; taking courses over the summer or during academic breaks with ASU professors offers close mentorship and professional network growth in many fields of study while earning ASU credit. Exchange program participation is also possible with careful planning. <https://mystudyabroad.asu.edu/students/graduate-students>

GPA requirements

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 applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

PLuS Alliance

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<https://www.plusalliance.org/global-learning-network-programmes>

Symbols

Do not mix symbols with words, as in *and/or*, *Chicana/o*, *Latina/o*, *school/college*, *test(s)*. Rewrite for clarity.

Voice

Use the formal third-person voice typical of academic writing (*he*, *she*, *they*, *a student*, *students*) everywhere except in the marketing field where the required voice is the conversational second-person (*you*, *your*).

Use present tense in Degree Search program listings and in the college and university policies. Here are two examples of corrections made during catalog review:

- A student ~~will be~~ *is* placed on academic probation if one or more of the student's GPAs listed above is less 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

Horizontal

A horizontal list is a series of items that follow the introductory statement of a sentence. Use this style for anything that is not shown in a vertical list:

- extremely short lists
- extremely long lists
- a series of long sentences
- an enumerated list that includes a bulleted list

See **Remedies**, below, for examples of how to present information that is either too short or too cumbersome for vertical lists.

Vertical

Craft vertical lists either as complete sentences (use capitalization, periods) or as sentence fragments (use lowercase, no periods), and begin each line with the same part of speech.

Bulleted Lists: Use this style for highlighting information that is pertinent yet not required, such as showcasing career possibilities and distinguishing between acceptable prerequisites. Arrange the lines in alphabetical order; if a line begins with a numeral rather than a letter, sort it as if it were spelled.

Course Lists: Neither bullet points nor numerals are used. Ensure courses are shown flush with the left margin and in alphanumeric order by prefix and course number and that credit hours are shown in parentheses (use numerals only; do not include the words *credit hours*). An asterisk may be used to point to a clarifying statement located below the list of courses; follow the convention for using asterisks.

Numbered Lists: Reserve the use of numbered lists for itemizing required application components. List the items in a specific order such as step-by-step instructions.

Placement, with Examples

Vertical lists may be used in these sections for these reasons:

- admission requirements (distinguish between acceptable prerequisites) — bullets
- admission requirements (itemize required application components) — numerals
- career opportunities (showcase employment possibilities) — bullets
- program description (highlight pertinent information) — bullets

Example — Program Description

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

- bioinformatics
- computational sciences
- ecology
- genomics
- mathematical analysis
- mathematical epidemiology
- nonlinear dynamics
- population dynamics
- social science

Example 1 — Career Opportunities

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

Example 2 — Career Opportunities

People knowledgeable about Asia are required in virtually every arena in which the U.S. interacts with the rest of the world, including:

- communication
- diplomacy
- food security
- higher education
- humanitarian service
- intelligence

Example 1 — Admission Requirements

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

Example 2 — Admission Requirements

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 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) with a background in building sustainability issues**
- a science degree (BS or MS) with 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.

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 applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

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

Remedies, with Examples

Short Lists

Extremely short or simple lists don't warrant treatment as a vertical list:

The program is ideal for students with interests as varied as:

- artificial intelligence
- solar energy
- video gaming

The content should be fashioned as an in-line list in a sentence:

The program is ideal for students with interests as varied as artificial intelligence, solar energy and video gaming.

Long Lists

Excessively long lists such as this example are not suitable for vertical lists and must be recrafted:

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
- computer design and architecture
- computer graphics
- computer networks
- cyber-physical and embedded systems
- cyber security
- 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
- information assurance and security
- intelligent information integration
- multimedia
- network algorithms
- personalized learning and educational games
- simulation modeling and systems
- social computing
- software engineering
- statistical modeling
- theory and algorithms

To correct that list, one option is to create broad categories with specifics listed after an em dash:

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...
- databases – database management, database systems...
- design – computer-aided geometric design, computer design and architecture...
- networks – computer networks, cyber-physical and embedded systems...
- security – cyber security...

Another corrective tactic is to select four to six items to call out in bullets and mention the rest in paragraph form using ASU-branded and student-centric language:

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 students will be engaged in learning to understand, create, apply... Or, how in the future they'll use their knowledge of...] artificial intelligence, bioinformatics, and cloud and distributed computing. [Insert variation of the same...] computer-aided geometric design, computer design and architecture. [And again...] computer graphics, and computer networks as well as cyber-physical and embedded systems, cyber security, database management and information...

Or, rephrase the information in broader terms and from the student's point of view, explaining how they would benefit from having the degree. Make the description be more than simply a list of topics, though topics could be showcased as a bulleted list within in the broader description.

Numerals

The Basics

Spell out **one** through **nine** and use figures for **10 and greater** — except: also use figures when referring to grade levels, with percent and percentages (these are explained below), with units of measure for physical dimensions (e.g., miles, temperature; not time) and when referring to the age of a person, animal, event or thing. When writing about rankings, use **No.** and a figure. Spell out a number at the beginning of a sentence, except for calendar years and recognized numeral-and-letter combinations such as **3D**. 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.

- five minutes
- four-year option
- three credit hour course
- 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

Reserve **above, below, higher, over, under** for spatial references. Use the following in numeric references:

- 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.

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

Grade Levels

Use the numerals with a dash and 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 preK-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 formatting.

- 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 a hyphen and spell out *percent*. In casual uses, use words.

- 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.

Phone Numbers

Phone numbers are to appear with only figures and hyphens. Do not use parentheses. Offset extensions with a comma. **When making edits when in PeopleSoft**, use / instead of the first hyphen to ensure proper appearance of phone numbers.

- 480/555-5555, ext. 21 (It will appear as 480-555-5555 when the site is live.)

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 do not use the ampersand in their names). Do not use it to represent the word *and* except for some accepted abbreviations.

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

Asterisk

Only use this to refer the reader to a clarifying information that is positioned beneath the text. The first asterisk is always positioned at the end of a line and outside sentence punctuation. There is no space between an asterisk and text. Asterisks are typically used in Course Lists and Admission Requirements.

At Symbol

The use of @ in the following names is an exception to the ASU writing style guide: *ASU@Cochise*, *ASU@Lake Havasu*, *ASU@Mexico City*, *ASU@Pima*, *ASU@Pinal*, *ASU@The Gila Valley*, *ASU@Tucson*, *ASU@Yavapai*, *ASU@Yuma* and *ASU@Washington, D.C.*

Comma

Comma in a series

The serial comma, or series comma (also called an Oxford comma or Harvard comma), is not generally used, though there are exceptions. Do not use a comma before the conjunction in a simple series unless it is necessary to avoid confusion. Do place a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction. Also use a comma before the concluding conjunction in a complex series of phrases. For clarity, use a serial comma in material that may be unfamiliar to the reader. This is an exception to the ASU writing style guide.

- The flag is red, white and blue.
- He would nominate Tom, Dick or Harry.
- 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.

Comma with clauses

An essential clause tells the reader *which one* is being referred to. For example, if *there is more than one* coach, the coach's name is essential for clarity so it must not be offset with commas.

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

A nonessential clause contains *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 is to be offset with commas.

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

Dashes

Em dash

Use an em dash only to create an emphatic separation or an abrupt change, to mark a series within a phrase, or to add emphasis to the text that follows. Always use a space before and after the symbol. Use three dashes when editing in PeopleSoft because the system cannot decipher an em dash.

- ASU — one of the top universities in the world

En dash

An en dash connects things related to each other by distance. Also use it to indicate a range, such as between dates, times or numbers, except when the words *to*, *or*, or *and* are preferable. Do not include a space before or after the symbol. Use a double dash when editing in PeopleSoft because the system cannot decipher an en dash.

- 2020–2021
- 10 a.m.–noon
- 1–2 p.m.
- April 16–May 12

Hyphen

The fewer the better; use them to avoid ambiguity or confusion. Do not hyphenate LEED rating levels. Some word phrases, such as *state of the art*, should only be hyphenated when used as compound modifiers, and some should never be hyphenated, such as *critical thinking* and LEED rating levels.

- The building was state of the art decades ago.
- The lab has state-of-the-art equipment.

Compound modifiers generally are hyphenated, though there are some specific exceptions. The second part of a hyphenated compound is not capitalized even in instances when other words are capitalized, such as in headlines and titles. Do not hyphenate any combination that depicts dual heritage, immigrant nationalities, or ethnic groups. This is an exception to the ASU writing style guide. Never hyphenate any combination when the leading word ends with *-ly*.

Prefixes that generally require hyphens include *self-*, *all-*, *ex-*, and *half-*. Most words with *co-* are spelled without hyphens: *coeducational*, *coaxial*. Exceptions include nouns, adjectives and verbs that indicate occupation or status: *co-author*, *co-defendant*, *co-pilot*. Most words with *non-* are now spelled without a hyphen. Do not use a hyphen before words that can be understood if *not* is used with them, but use a hyphen before proper nouns or in awkward combinations: *nonacademic*, *nondegree-seeking*, *nonprofit*, *nonstudio*, *nonthesis*, *non-American*, *non-English-speaking*. Most words with *post-* are written without a hyphen: *postbaccalaureate*, *postdoctoral*, *postgraduate*. Exception: *post-master's*. 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.

Suffixes that generally require hyphens include *-free*, *-based*, and *-elect*.

Preferred spellings:

- 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; nationally ranked.
- 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
- prehealth
- preK-12
- prelaw
- premedical
- preveterinary
- ratio of 23-to-1
- second language acquisition, second language requirement
- small-business person
- student-to-faculty ratio

Exclamation Mark

Do not use this. Instead, use words that convey excitement.

Quotation Marks

Do not use quotation marks around words or letters to call attention to them; however, do place a letter grade between quotation marks:

- a minimum grade of “C”

Superscript

Avoid using superscript letters; use the same size type as the numeral.

- 3rd base; 10th floor
- Not 3rd base; 10th floor

Symbols

Use / only 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. Do not use symbols to form alternative word constructions such as in *and/or*, *Chicana/o*, *college/school*, *he/she*, *Latina/o*, and *test(s)*. Instead, rewrite the statement for clarity and power using more precise phrasing.

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

Use a phrase instead of an abbreviation when mention of an earned degree is necessary to establish someone's credentials. Do not precede a name with a degree courtesy title and then follow the name with the degree abbreviation.

- Dean Jones has a doctorate in psychology.
- Dean Jones, who earned a PhD in psychology.
- Michael Crow, president of the university, spoke Wednesday.
- Michael Crow, who earned his PhD 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.

Courtesy

In general, confine capitalization to formal titles used directly before an individual's name (see **Formal**, below). Use lowercase and spell out titles when they are not used with an individual's name. Use lowercase and spell out titles in constructions that set them off from a name by commas.

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

Formal

A formal title generally is one that denotes a scope of authority, professional activity or academic activity. Capitalize formal titles when they are used immediately before one or more names.

- Pope Benedict XVI
- President Abraham Lincoln

Occupational

Job titles serve primarily as occupational descriptions, and these are not capitalized.

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

Word List

These entries are **reminders** of issues that tend to cause confusion, **clarification** of information in the preceding chapters, and **exceptions** to the ASU and AP style guidelines.

/, () Do not use symbol-and-word combinations, such as **and/or** and **tests(s)**. Rewrite using proper words and precise phrasing.

admission, Admission Singular in all references to academic admission; not **admissions**. The names of the ASU offices are **Admission Services**, **Graduate Admission Services**, and **International Admission Services**.

- 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.
- Graduate Admission Services is in the Student Services Building.

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 the nation of India.

and/or Not acceptable. Rewrite the statement using more precise phrasing.

associate degree Do not use 's; not **associate's degree**. This is a variance with **bachelor's degree**, **master's degree**.

ASU Sync

ASU-USA Pathways See **Global Launch**.

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.

changemaker

check sheet Two words.

Chicano, Chicana Not **Chicanx**. 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."

classwork One word.

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

coursework One word.

courseware One word.

credit hours This is the preferred term, **not *semester hours* or *credits***.

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

cross-disciplinary

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

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

data Collective noun. The word typically takes singular verbs and pronouns when writing for general audiences and in data journalism contexts: ***The data is sound***. In scientific and academic writing, plural verbs and pronouns are preferred: ***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, even at the beginning of a sentence, and do not attempt to include the trademark. Since the eAdvisor™ platform can't accommodate the symbol, it is not used 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***. Periods and comma required.

email Capitalized only at the beginning of a sentence.

emeritus (s.), **emeriti** (pl.) Gender neutral, it applies to male and female. ***Emerita* is incorrect**.

- Jane Doe is a professor emeritus of journalism.

English as a second language Do not hyphenate as a noun or an adjective. Spelled on first reference and abbreviated as ***ESL*** on subsequent references. Not capitalized.

- She was an instructor of English as a second language.
- That is an English as a second language program.
- The student was enrolled in the ESL program.

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

- Not: English for Speakers of Other Languages (ESOL)

faculty Collective noun, singular and taking a singular verb. When referring to its members, whether the word ***members*** is included or not, it is plural and that is indicated with 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. [*individuals, plural*]
- The school's faculty are expected to hold office hours each week. [*individuals, 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 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 Always capitalized.

Global Launch Global Launch runs two programs: *Intensive English Program* and *ASU-USA Pathways*.

GPA Uppercase, without periods in all references including first reference. Include two decimal places.

- GPA of 2.00

grades Place the letter between quotation marks, with its grade point value in parentheses with the grading scale: *“A” (4.00 on a 4.00 scale)*. This is an exception to not using quotation marks to call attention to words or letters.

greater than, more than; over *Greater than* and *more than* are for numeric references. Use *over* in spatial relationships.

- There are more than 500 students attending the event.
- The plane flew over the city.

halftime (n.), half-time (adj.) One word only in sports copy for intermission between halves of a game or competition. Hyphenate the adjective.

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

his/her; s/he; Chicana/o, Latina/o Not acceptable. Rewrite the statement using precise phrasing and proper words.

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

i.e., It means *that is*. Periods and comma are required.

Indian Country Capitalized. Term used by tribes and U.S. government referring to tribal lands within tribal jurisdiction.

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

Indigenous, indigenous (adj.) 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.

InMAC Induction, Master of Education and Arizona Certification (InMAC). Spell out on first reference and include the parenthetical description of the acronym. The acronym may be used in subsequent references.

- The Induction, Master of Education and Arizona Certification (InMAC) program provides an alternative pathway to... [*first reference*]
- The InMAC program also features... [*subsequent references*]

Intensive English Program See **Global Launch**.

interdisciplinary Connotes cooperation between disciplines. Use **transdisciplinary** to connote transcending the boundaries of disciplines.

internet Not capitalized.

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 plan submitted through iPOS becomes the student's official POS.
- The student's POS is submitted electronically and revised interactively through iPOS in My ASU.

knowledge building This is only a noun, not also a modifier. Do not hyphenate it.

- knowledge building enterprise; knowledge building theory
- The basic premise of the *knowledge building approach* is that, although achievements may differ, the *process of knowledge building* is essentially the same across the ...

Latino, Latina Follow AP style guidelines: "Latino, Latina --- *Latino* is often the preferred noun or adjective for a person from, or whose ancestors were from, a Spanish-speaking land or culture or from Latin America. *Latina* is the feminine form. Some prefer the recently coined gender-neutral term **Latinx**, which should be confined to quotations, names of organizations, or descriptions of individuals who request it and then it should be accompanied by a short explanation: *Hernandez prefers the gender-neutral term Latinx.* For groups of females, use the plural *Latinas*; for groups of males or of mixed gender, use the plural *Latinos*. *Hispanics* is also generally acceptable for those in the U.S. Use a more specific identification when possible, such as *Cuban, Puerto Rican, Brazilian* or *Mexican American*."

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*]
- The room had fewer than 50 chairs available. [*individual items*]

LGBT, LGBTQ Follow AP style guidelines: "LGBT, LGBTQ --- Acceptable in all references for *lesbian, gay, bisexual and transgender*, or *lesbian, gay, bisexual, transgender* and *questioning* or *queer*. In quotations and the formal names of organizations and events, other forms such as *LGBTQIA* and other variations are also acceptable with the other letters explained. *I* generally stands for *intersex*, and *A* can stand for *asexual* (a person who doesn't experience sexual attraction), *ally* (some activists decry this use of the abbreviation for a person who is not *LGBT* but who actively supports LGBT communities) or both. Use of *LGBT* or *LGBTQ* is best as an adjective and an umbrella term. Don't use it, for instance, when the group you're referring to is limited to bisexuals: *Walters joined the LGBTQ business association.* *Queer* is an umbrella term covering people who are not *heterosexual* or *cisgender* and is acceptable for people and organizations that use the term to identify themselves. Do not use it when intended as a slur."

living and learning community, living-learning Not capitalized.

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

- lower-division coursework
- coursework in the lower division

MAC Master of Education and Arizona Certification (MAC). Spell out on first reference, and include the parenthetical description of the acronym. The acronym may be used in subsequent references.

- In the Master of Education and Arizona Certification (MAC) program, students take classes at an ASU campus... [first reference]
- Students in the MAC program receive dual Arizona teacher certification... [subsequent references]

MAPP MyPath2ASU, Maricopa-ASU Pathways Program

- When referring to a student’s pathway to ASU, the prescribed coursework, use **MAPP MyPath2ASU**.
- Students using that pathway are referred to as **Maricopa Community College transfer students**.
- The institutional partnership is referred to as the **Maricopa-ASU Pathways Program**.

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

Mayo Clinic Do not precede the name with **the**.

- the agreement with Mayo Clinic

me3 A mobile app for eAdvisor. Do not capitalize, even to begin a sentence.

- Students use me3 to explore college degree programs that align with their interests that 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 **More than** and **greater than** are for numeric references. Use **over** with spatial relationships.

- There are more than 500 students attending the event.
- The plane flew over the city.

multidisciplinary Connotes cooperation between disciplines. To connote transcending the boundaries of disciplines, use **transdisciplinary**.

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, and use **orientation** in subsequent references.

over; greater than, more than **Over** is used in spatial relationships. **More than** and **greater than** are for numeric references.

- The plane flew over the city.
- Their salaries went up more than \$20 a week.

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 In casual uses, use words rather than figures and numbers. Use **%** when paired with a numeral. For a range of percentages, **to** or **and**, are acceptable.

- 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 offered a chance to participate.
- The rancher reported 75% of his trees were infested.
- 12% to 15%; between 12% and 15%

policymaker, policymaking No hyphen.

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 parenthesis.

problem-solving Hyphenate in all uses.

Regents Professor Capitalized. No apostrophe.

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*.

skill building, skill-building Not a formally recognized word. Rewrite the statement using some variation of *learning a skill*.

- exercises that enable students to *learn skills* appropriate to the field

startup One word.

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.

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.

Thunderbird School of Global Management, a unit of the ASU Knowledge Enterprise On first reference, it must be referred to in full.

TOEFL Formerly *Test of English as a Foreign Language*. Use the initialism.

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

toward Not *towards* (British style).

transdisciplinary Connotes transcending the boundaries of traditional disciplines.

24/7

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

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

- upper-division coursework
- coursework in the upper division

U.S. Used as a noun or adjective for United States and acceptable on first reference. Use periods.

U.S. News & World Report Use periods, ampersand.

USA No periods.

vita (s.), **vitae** (pl.)

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

webcam, webcast, webfeed, webform, webinar, webisode, webmaster, webpage, website Single words, lowercase. But:

- web address
- web browser
- web host
- web style

Wi-Fi Hyphenated.