Style Guide
ASU Academic Catalog
AY 2022-2023

Catalog style comes first.
This is your primary resource for how to present ASU catalog content.

Catalog style comprises the ASU and AP styles *plus exceptions* to both. If you don't find the answer you need in this document, check these references and in this order:

1. ASU Writing Style Guide, https://brandguide.asu.edu/brand-elements/writing-content
2. AP Stylebook
3. Webster's New World College Dictionary

Use ASU-branded language style.
ASU asks us to be:

- succinct, direct
- clear, informative, descriptive
- strong, active, powerful

There's more:

- Write for the audience.
- Avoid jargon, acronyms and unnecessary phrases.

It's all explained:

- ASU tone, https://brandguide.asu.edu/brand-elements/writing-content
- ASU lexicon, https://brandguide.asu.edu/brand-elements/writing-content/language
- before-and-after examples, https://brandguide.asu.edu/brand-elements/writing-content/language

Think of the reader and readability.

- Learn the unique requirements of the Introduction — page 3.
- Use layman's terms and everyday words and phrases — pages 4-5 and 13.
- Write in present tense — page 13.
- Remember good writing doesn't allow symbols in word construction — pages 17, 24 and 26, and Word List.

Highlighting is to remind you:

- best practice — Yes! We'd love for you to do this.
- required content — This content is set in stone. You can add more, but don't change this.
- not allowed — Don't do this. For any of several reasons (brand, best practice, intention, quality of writing, readability, page length…), this isn't done in the academic catalog.

Contents

Chapter titles are hyperlinked.

The Introduction

In purpose and voice, this section is unlike any other in your program's Degree Search listing.

This is where you **speak directly to the student** as you describe how they will personally benefit from the program by **sharing an outcome** that personally benefits them or additional information that will help their decision-making.

Be personable
Forego formality. This is a personal conversation, and we're after a quick and powerful emotional connection that will help them decide to select your program. So stay casual, conversational and make it easy to read; say or imply you (this shows you care), and use everyday words (it helps SEO).

Choose a tactic
Again, this is not about the program. It's about additional information the student needs to know.

Primary tactic — a best practice

Answer their unspoken questions — "How will this help me? What will my future look like with this degree? How will I use it? What's my benefit in this?"

Focus solely on them. See **Examples**, below.

Secondary tactic

A less effective approach is to highlight unique aspects of your area or student opportunities that aren't mentioned anywhere else in the program listing but which might factor in their decision-making.

See how to keep the focus on them in **Examples**, below.

Don't repeat anything
Your limit is 50 words — maximize them. Don't say anything that's mentioned or implied elsewhere, not even the program name (a colloquial name is fine, though, and suits the conversational style).

What not to do
If your introduction is personable, explains a benefit, and isn't repetitious, you won't end up with something like this illustration of what not to do:

The XYZ program teaches you to … consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Program Description
The XYZ program teaches students to … consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Writing Tips for the Introduction

Starters — The Opening Line

Open with a question or describe the program's ideal student:

- 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 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.

Clearly state what they'll gain, to show them that the program leads to their future:

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

Speak the ASU Brand

Become well versed in the ASU brand: https://brandguide.asu.edu/brand-elements/writing-content.

Plant the idea that 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

Be personable and avoid taking center stage, like with our program. Speak of their experience, either in the program or what it will prepare them to do and achieve.

Be careful with figures of speech. Make sure the phrasing is clear for all audiences, even those for whom English is not their first language.

- 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 hyperlink an ASU webpage in this section, 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.gov/understand-aid/types/grants.

Examples

Voice

Notice how you feel when reading the before-and-after examples, below. The first is emotionally distant yet the other engages your imagination. Shifting focus to the reader's viewpoint helps you create friendly feeling content.

Before

> 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.

<u>After</u>

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

<u>Example #1</u>

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.

<u>Example #2</u>

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.

Secondary Tactic

<u>Example #1</u>

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.

<u>Example #2</u>

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

<u>Example #3*</u>

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

*You may reposition content from the program description to serve as the introduction.

Need More Help?

1. <u>Your college's marketing contact</u> can offer expert assistance. Find yours by accessing the Google doc on the <u>Writing for the Catalog</u> resource page; it's about half-way down the page, item #1 under **Need help?**
2. Familiarize yourself with the <u>ASU brand and platform</u> and the ASU <u>language</u> guidelines.
3. See <u>the comparisons chart</u> that details different types of content the introduction and the program description.

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: not College of Integrated Sciences and Arts (CISA).

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
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
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

Degree abbreviations are shown without punctuation marks 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

Don't refer to a degree as simply a bachelor's or master's. Associate degree has no apostrophe, but do use one 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 form [bachelor's degree in American history] or formal form [Bachelor of Arts in broadcast journalism]. This is an exception to the ASU writing style guide.

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

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 is not to be mentioned in the program description though it may be noted in the introduction.

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

Centers, Colleges, Departments, Institutes, Schools, University

Avoid using acronyms to refer to any academic unit. Use the full name on first reference. After that, you may use workarounds like center, institute, office, school, or college or the ASU-endorsed abbreviation. Examples:

- Barrett, The Honors College; Barrett
- Edson College of Nursing and Health Innovation; Nursing and Health Innovation
- Herberger Institute for Design and the Arts; Design and the Arts
- Thunderbird School of Management; Thunderbird

Refer to the complete chart at https://brandguide.asu.edu/brand-elements/writing-content/abbreviations-acronyms.

iPOS, POS

Distinguish between a plan (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 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 what was previously known as 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 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** 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

ABET requires specific phrasing that must appear capitalized and punctuated as shown here:
- Accredited by the [capitalized name of the accreditation commission] of ABET; http://www.abet.org.

Academic Programs

Degree programs

Only capitalize official diploma titles, not program or concentration areas (names of majors, minors, or certificates) unless they are proper nouns (English, Spanish, Native American) even if they are included in the official diploma title abbreviation.
- 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 the symbols & 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 list of university forms is at https://students.asu.edu/forms.
- 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 reserved for headings and subheadings. Don't use bold within text copy.

Italics

Do not use italics. They create readability issues for readers with visual difficulties, dyslexia or migraine disorders.

Phone Numbers

During the first review period, when editing in PeopleSoft:

- Do not use parentheses.
- Use **/** instead of the first hyphen.
- Offset extensions with a comma.

When you use this format in the first review environment, 480/555-5555, ext. 222, it will be seen as 480-555-5555, ext. 222 in the second catalog review environment and when the site is live.

URLs

Include the https:// and www prefixes in URLs; this is an exception to the ASU writing style guide. Render URLs all lowercase. Don't show the department URL because that's already in the contact information.

Position a URL after the sentence wherever possible, and use a period for the sentence but don't include that in the URL hyperlink. Example:

- An applicant whose native language is not English must provide proof of English proficiency via a TOEFL score regardless of current residency. https://admission.asu.edu/international/graduate/english-proficiency

Special Instructions for Specific Fields
- Introduction — Use a hyperlink for an ASU webpage.
- Program description — The entire web address must be shown.
- Undergraduate application information — Don't include any link to the undergraduate program application process since those links are available on the program pages in Degree Search.
- Graduate admission content — The only website link allowed is one that points to an application requirement.

Years

Show a span of calendar years with from-to phrasing, not an en dash: She was an adjunct professor from 2006 to 2010.

- Not: from 2006–10.

Language

The Basics

Get right to the point. Use brief, scannable text.

- Students learn to… or Students prepare for… is easier to scan and understand quickly than wordy phrasing like The certificate program is designed to help prepare students… or The certificate program prepares students… which isn't the direct, clear voice of the ASU brand.

Say exactly what you mean. Be direct, clear and purposeful.

- Choose words like practical or applicable which are more specific than real-world.
- Pointed phrases like top of the field and respected by peers are more precise than world-renowned.

Avoid misunderstanding. Pay attention to word placement.

A fast reader skimming the page could easily misread information, and awkward syntax may be especially difficult for readers who haven't English as their primary language. Direct phrasing precludes misunderstanding.

- A GRE test is not required.
- Not: No GRE test is required.

Say only what's necessary. Edit and reduce, for clarity.

Do not mention extraneous information. Optional and not-required items must not appear in a list of required items. Such information must be placed elsewhere, as shown here:

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. GRE scores required if undergraduate program is not ABET-accredited (https://www.abet.org)
5. ~~letters of recommendation are optional~~
6. ~~A GRE test score is not required.~~
7. 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. https://admission.asu.edu/international/graduate/english-proficiency

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

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)
- humanity, humankind, humans, human beings, people; not mankind

Redundancy

- applicant — not: potential applicant
- including — not: including but not limited to

Standard Statements

Certain standardized statements are required. These are shown in shaded text, below.

Most are customizable as long as baseline requirements are met, with one notable exception. ABET requires this specific phrasing, capitalization and punctuation; it is not customizable:

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

Undergraduate programs

Careers

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

Certificates

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

Always include the web address, and customize the text for each program. Some programs include use some variation of the following statements as their customized text:

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://goglobal.asu.edu

Minors

Prerequisite courses may be needed in order to complete the requirements of this minor.

Other enrollment requirements (certificates)

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 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.

Other enrollment requirements (minors)

Variations on this required text 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:

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:

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

The first three paragraphs of the section are srequired standardized statements:

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

English proficiency

This is a two-part statement that spans two areas of a graduate degree program. The first is part of the list of requirements that appears in **Application Components** and the second, more explanatory portion appears in **Additional Application Information**.

The statement is more fully explained and illustrated:

❖ FIRST PART: The introductory portion of the statement must appear as the last item in the numbered list in Application Components (see above). Use either a phrase or a complete sentence, whichever matches the chosen style for the list:
  - proof of English proficiency
  - Proof of English proficiency is required.

❖ SECOND PART: The full-sentence explanatory portion must appear as the first entry in Additional Application Information. **If any information is added to the standard statement, like additional text or a web address,**

ensure it is correctly positioned for proper grammar and that the sentence is punctuated according to the catalog style preference, as shown here:

- An applicant whose native language is not English must provide proof of English proficiency via a TOEFL score regardless of current residency. https://admission.asu.edu/international/graduate/english-proficiency

---

Full Example of the Two-part English Proficiency Statement:

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. https://admission.asu.edu/international/graduate/english-proficiency

---

Additional application information

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

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

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 with words, as in and/or, school/college and test(s). Rewrite for clarity. Exceptions: Chicana/o and Latina/o may be used in approved course titles. See **Word List** for other examples and the information pertinent to each.

Voice

Use the formal third-person voice everywhere except in the introduction where the required voice is the conversational second-person.

Use present tense. These are two 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 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

To balance all needs —readability, user experience, page space, SEO — catalog style allows variety. Which style to use is determined by the type and amount of content and where that content is located.

Horizontal

Compound sentences save space and may be used anywhere <u>except where an enumerated, vertical list is required</u>. Use this structure for extremely short lists (up to three items) and for a series of long sentences that could stand on their own.

This is one example of how a horizonal list may appear:

> 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. Both bulleted and numbered lists carry specific restrictions in presentation:
- 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.

<u>Bulleted List</u>

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
- career opportunities — to showcase employment possibilities
- program description — to highlight pertinent information

<u>Course List</u>

Neither bullet points nor numerals are used. This is automatically fed into Degree Search, but we need to ensure this standardized format is present:
- flush with the left margin
- alphanumeric order by prefix and course number
- credit hours in parentheses (numerals only; not 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 (see the last entry in **Examples**, below).

Numbered List

Reserve the use of numbered lists for requirements, and list the items in a specific order such as with step-by-step instructions. Such lists are used in just one section:

- admission requirements — to itemize required application components

Combination

Sometimes, information requires a combination of styles.

Extremely long list

An extremely long list must be rewritten to reduce the amount of vertical space it consumes. Suggestions for presenting the material using both horizontal and vertical lists are illustrated in **How to Correct an Exessively Long List**, at the end of this chapter.

Attendant explanatory information

Sometimes required information includes related information the student needs to know. Most often, that additional information is best handled with an asterisk. See **Examples**, below; it's the last illustration.

But in rare instances, the extra information that is best positioned with the required item. It is formatted as a bulleted list within a numbered list. Here is an example, from a portion of a college policy on criteria for maintaining a satisfactory academic standing:

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

Length

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

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

Required items — and nothing that is not required

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

Information only, <u>not</u> requirements; also, proper use of the asterisks

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.

How to Correct an Excessively Long List

Extremely long lists like this example 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

Alternatives

1. One corrective option is to create bulleted lists of broad categories with specifics 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 – cyber security [etc…]

2. Another tactic is to 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 seques clean for ease in readability…] computer graphics, and computer networks as well as cyber-physical and embedded systems…

3. Or, 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 — 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. When generalizing in casual terms, use the word rather than the symbol.

- 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. **During the first review period, when editing 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.)

Rankings

Refer to the ASU Brand Guide for the requirements to be followed when citing rankings. In addition, all rankings listed on the ASU rankings page are available for use.

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 it to represent the word and except for some accepted abbreviations.
- AT&T
- U.S. News & World Report
- B&B, R&B

Asterisk
The asterisk is used in pairs to refer the reader to clarifying information located beneath the main text. If there is need for more than one such clarification, use additional asterisks: a single pair for the first instance, a double pair for the next instance, etc.

Always position the initial asterisk of the pair at the end of the line, after any end-of-sentence punctuation. Do not add a space between the text and the asterisk. The corresponding asterisk, the second of the pair, is positioned on the right margin a line space beneath the paragraph.

See page 19 for an example of how to use multiple asterisks. It's the last entry under **Examples**.

At Symbol
In text copy, only use @ in the names of these ASU partnerships: ASU@Cochise, ASU@Lake Havasu, ASU@Los Angeles, ASU@Mesa City Center, ASU@Mexico City, ASU@Northeastern Arizona, 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 is not to be used, generally, 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 during the first review 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 during first review 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

Use hyphen as seldom as possible, only 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.

- 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. 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 — Those that generally require hyphens include self-, all-, ex-, and half-. Most words with co- are spelled without hyphens, except do hyphenate nouns, adjectives and verbs that indicate occupation or status: coeducational, coaxial, 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, with the exception of post-master's: postbaccalaureate, postdoctoral, postgraduate. 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 — Those 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 exclamation marks. Instead, use words that convey excitement.

Parentheses
Be sparing with these; they are jarring to the reader.

Quotation Marks
Don't 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
Do not create ambiguity by mixing symbols with words: 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.

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.

Titles

Academic
Capitalize and spell out formal academic titles such as chancellor and provost only when they precede a person's name. This is ASU style and a variance from AP Stylebook guidelines.
- Chancellor Jones
- Jones, who is chancellor of the university

Academic degree
Use a phrase instead of an abbreviation when mentioning someone's credentials. 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 guidelines.
- 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
President's Professor — Capitalize this always, and on first reference preface it with ASU. Treat all ASU-awarded professorships similarly. Note the apostrophe.

professor — Do not capitalize this word unless it is part of a formal title and immediately preceeds the person's name.

Regents Professor — This is always capitalized, and on first reference preface it with ASU. Treat all ASU-awarded professorships similarly. Note there is no apostrophe.
- It was John Doe, an ASU Regents Professor, who first taught the class.
- The curriculum developer was Professor Jane Smith.
- Eduardo Pagán is an ASU Bob Stump Endowed Professor of History
- 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). 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

/, () 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.

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 Not acceptable. Rewrite the statement with appropriate phrasing.

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

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 and not in keeping with ASU branding in content. Refer to the ASU brand guide.
- 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 Not Chicano/a, Chicana/, except in approved titles of programs or courses. 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

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

coursework

courseware

credit hours Use this 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. 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 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.

email Capitalize only at the beginning of a sentence.

emeritus (s.), **emeriti** (pl.) Gender neutral, applying to both males and females. Emerita is incorrect.
- Jane Doe is a professor emeritus of journalism.

English as a second language Do not hyphenate either as a noun or an adjective. Spell it on first reference and abbreviate as ESL on subsequent references. Phrase is not capitalized.
- That is an English as a second language program. [first reference]
- The student was enrolled in the ESL program. [subsequent references]

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 This is a singular noun referring to the collective body 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 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 capitalize.

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

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.) It's only one word when in sports copy. Hyphenate the adjective.

he/she, his/hers; s/he Not acceptable. Rewrite the statement using precise phrasing and proper words.

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

hip hop, Hip Hop Capitalize when referring to culture but use lowercase when referring to specific art forms like dance.
- 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.

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.) 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]

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.

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.

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 Not Latino/a or Latina/o, except in approved titles of programs or courses. 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 groups 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."
➢ Note: Latinx is not widely accepted and its use is controversial; some people do not like it. Here is some information about the term. —Eds.
  - https://www.history.com/news/hispanic-latino-latinx-chicano-background
  - https://www.pewresearch.org/hispanic/2020/08/11/about-one-in-four-u-s-hispanics-have-heard-of-latinx-but-just-3-use-it/
  - https://www.latimes.com/opinion/op-ed/la-oe-hernandez-the-case-against-latinx-20171217-story.html

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]

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

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.)

Master of Education and Arizona Certification (MAC) (first reference), **MAC** (second reference) 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]

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

me3 A mobile app for eAdvisor. Do not capitalize.
- 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

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 Use words rather than figures and numbers in casual uses. 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**

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.
- A plan of study maps the requirements for completion of a degree program.
- The plan submitted through iPOS becomes the student's official POS.

problem-solving Hyphenate in all uses.

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**.**

skill building, **skill-building** This is 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

skill set (s.)**, skill sets** (pl.) This is not one word nor is it hyphenated. Notice skill set means a collection of skills and abilities, a set of skills; so, more than one set of skills is skill sets.

startup

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.

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

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.

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.

U.S. News & World Report Use periods and the ampersand.

USA Do not use 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** (n.) Single words, lowercase. Exceptions:
- web address
- web browser
- web host
- web style

Wi-Fi