ASU Academic Catalog Style Guide
for catalog content published for the AY 2023-24

Your primary reference for writing academic catalog content

This guide contains exceptions to ASU writing style and to AP style which is the foundation of ASU style. If what you're looking for isn't here, consult these resources in this order:

1. Writing for the ASU brand
2. The Associated Press Stylebook
3. Webster's New World College Dictionary, Fifth Edition
4. The American Heritage Dictionary
5. Concise Oxford English Dictionary

This guide contains instructive information, best practices and content that mustn't be changed; explains what to not do; and it even offers some background reasoning on some style decisions. Highlighting makes some of it readily identifiable:

Key
- Required content
- Best practice
- Not allowed

A little history…

ASU Catalog style began life as a proofreader's three-page cheat sheet of terms and a checklist.

In 2012, it expanded by pages.

The editor based that update on AP style and on parameters laid out by the administration and, later, incorporated other work she had developed for a unit responsible for communicating to potential students. That unit further updated that document for inclusion in the ASU Comm Guide, the precursor to the ASU brand guidelines.

ASU Catalog style and ASU writing style guidelines are related.

Both references ensure the ASU brand is a consistent and unified presence in the university's public-facing communications.

Responsibility

Reviewing catalog content is a serious undertaking.

The academic catalog is a major representation of the university, showcasing our expertise and demonstrating our professionalism, and it's a contract with the student. What we say and how we say it matters. In substance and presentation, a high bar has been set. This style guide helps us reach it.

Style matters.
Accuracy matters.
Your efforts matter.

Thank you for all the work you do.

–Editor

Contents

The Introduction

Here's your chance
to ply some marketing — a slant that's more about **what our reader wants to know** and less about what we're offering.

First, a tiny lesson

This section is not for conveying information. It's for enticement.

Use this space for a chat.

Imagine a student asks, "Hey, I really want to do *xxx* kind of work in the future. Is it a viable field? Should I look into it? What would I need? What kind of preparation do I have to have?" Now you say:

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

or

> Join the prestigious Thunderbird alumni network and earn a flexible graduate degree designed for busy professionals. Position yourself as a global leader ready to transform management practices and reach new levels of success. This program combines Thunderbird's eminent tradition of elite graduate education with cutting-edge technology to deliver a transformative educational experience.*

Don't talk about the program. Don't even mention its name. You're not telling them—yet—anything informational. You're only answering their question in a general way. That answer is the enticement. It's what intrigues them and prompts them to scroll to read more.

Both examples offered above are wholly student-focused. Keeping the space pure in this regard actually emphasizes the degree program content they'll be enticed to read.

So there you have it.

Keep the introduction on point. Don't dilute it with information. Nothing about the program, not even the name. Contrary to how it may seem, this is a best practice for this portion of your program's listing.

*This is an actual introduction taken from a Degree Search listing.

Be Personable

Be direct, casual and conversational, and make it easy to read; show we care by implying you. And use everyday words; that helps SEO.

> 💬 "Keep language simple and straightforward."
> –ASU brand execution guidelines, Web content

Use either of the following approaches. The best focuses on the student's future; the other shares information about the program or university not found elsewhere in the program's Degree Search listing. Both options are illustrated in **Examples** at the end of this chapter.

Choose the Approach

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

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

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

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

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

Any of these might factor in students' decision-making.

Writing Tips

Think of new content

Share only extra information related to the student's motivation. Make the most of the 50-word limit — don't repeat anything that's elsewhere in the listing, not even the program name. Remember, allusions and superfluous statements are forms of redundancy.

Craft a strong opening line

Keep the focus on the reader's point of view. With either approach, avoid taking center stage with wording like our program. Here are some starting points:

- 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 the …
  - As someone who embraces justice and order, a criminology degree can help you …

- Clearly state what they'll gain, to show them that the program leads to their future:
  o When you have developed [xxx] which can help [xxx] to [xxx], then you will be able to [xxx].
- Set the tone with a strong, catchy fact:
  o Social media and nightly news are filled with events touching on the Middle East.
  o More people are taking vacations than ever before.
- Use emotion to convey importance and value:
  o One of the noblest callings is to be an educator.
  o One of the world's more critical endeavors is the development of clean sources of energy.

Stay on the ASU brand

> 💬 "Readers must identify with our messages, and writers should strive to create relationships with our readers. It's important to communicate in a conversational style appropriate to each audience, modifying traditional 'academic speak' to conform with the ASU brand. Wording should be as succinct as possible, but not simple."
> –Communicating the ASU brand, Language and tone

Rephrase figures of speech to ensure the meaning is clear even to those who haven't English as 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].

Use the right hyperlink style

You may hyperlink an ASU webpage, but you must use the full URL to point to a non-ASU site. Refer to the ASU guidance on accessibility when creating your links to ASU sites.
- Financial options are available through ASU as well as at https://studentaid.gov/understand-aid/types/grants.

Ultimately…

Your introduction should be:
- accurate (watch the grammar and word choices)
- conversational
- direct and succinct
- simply and clearly stated
- not redundant to other content
- understandable to those whose first language isn't English (watch the clichés and phrasing)

Examples

Rewrite current content

previous content

> 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.

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

Craft new content

Best approach

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

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

Other approach

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

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

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

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

Need More Help?

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

Abbreviations

The general public isn't familiar with our in-house terminology.

Do not use abbreviations and nicknames, and only use ASU-endorsed abbreviations when the meaning is clear; otherwise, either use the formal name or a generic noun. Don't include an abbreviation in parentheses after a name: College of Integrated Sciences and Arts (CISA).

Only use an abbreviation for an organization if that is the organization's official name: ABET.

Examples:
- Students should visit academic advising to declare a business concentration.
- Not: Students should visit Advising S.O.S. to declare a Business school concentration.

Academic Programs

Use the official degree abbreviations and official degree names

AA	Associate of Arts
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
DPP	Doctor of Professional Practice
EdD	Doctor of Education
EMPA	Executive Master of Public Administration
EMSL	Executive Master of Sustainability Leadership

JD	Juris Doctor
LLM	Master of Laws
MA	Master of Arts
MAcc	Master of Accountancy
MALM	Master of Applied Leadership and Management
MArch	Master of Architecture
MAS	Master of Advanced Study
MBA	Master of Business Administration
MC	Master of Counseling
MCS	Master of Computer Science
MEd	Master of Education
MEng	Master of Engineering
MFA	Master of Fine Arts
MGLS	Master of Global Leadership and Strategy
MGM	Master of Global Management
MHREL	Master of Human Resources and Employment Law
MHI	Master of Healthcare Innovation
MIA	Master of Interior Architecture
MID	Master of Industrial Design
MIHC	Master of Integrated Health Care
MIHM	Master of International Health Management
MLA	Master of Landscape Architecture
MLM	Master of Leadership and Management
MLS	Master of Legal Studies
MLSt	Master of Liberal Studies
MM	Master of Music
MMC	Master of Mass Communication
MNLM	Master of Nonprofit Leadership and Management
MNS	Master of Natural Science
MPA	Master of Public Administration
MPE	Master of Physical Education
MPM	Master of Project Management
MPP	Master of Public Policy
MPS	Master of Professional Studies
MPSLA	Master of Public Safety Leadership and Administration
MRED	Master of Real Estate Development
MS	Master of Science
MSD	Master of Science in Design
MSE	Master of Science in Engineering
MSL	Master of Sustainability Leadership
MSLB	Master of Sports Law and Business
MST	Master of Sustainable Tourism
MSTech	Master of Science in Technology

MSTP	Master of Science and Technology Policy
MSUS	Master of Sustainability Solutions
MSW	Master of Social Work
MTax	Master of Taxation
MTESOL	Master of Teaching English to Speakers of Other Languages
MUD	Master of Urban Design
MUEP	Master of Urban and Environmental Planning
MVCD	Master of Visual Communication Design
PhD	Doctor of Philosophy
PSM	Professional Science Master's

Show degree abbreviations without 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

Include the word degree when referring to a bachelor's or master's degree; don't refer to a degree as simply a bachelor's or master's. Associate degree has no apostrophe, but do use one in bachelor's degree and master's degree.

Abbreviate the degree name on first mention (BA in broadcast journalism); spell it out in subsequent instances using either the informal form (bachelor's degree in broadcast journalism) or formal form (Bachelor of Arts in broadcast journalism). This is an exception to ASU writing style. More examples:
- First: A student in this program will earn a PhD in social work.
- Then: Note the admission requirements for the doctorate in social work.
- Then: Note the admission requirements for the Doctor of Philosophy in social work.

Present majors, concentrations, minors, and certificates properly

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

Use the full name on first reference. After that, you may use workarounds like center, institute, office, school, or college. Refer to the ASU brand guide's page of locations, campuses, buildings and units for the official names of academic units.

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 follow the phrase with the abbreviation within parentheses.

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

Tests

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

- **ACT** Use only the initials when referring to what was previously known as American College Test.
- **GMAT** Use only the initials when referring to the Graduate Management Admission Test.
- **GRE** Use only the initials when referring to the Graduate Record Examination.
- **IELTS** Use only the initials when referring to the International English Language Testing System.
- **LSAT** Use only the initials when referring to the Law School Admission Test.
- **MCAT** Use only the initials when referring to the Medical College Admission Test.
- **Miller Analogies Test** Spell out.
- **Pearson Test of English** and **PTE** Spell out on first mention and use the initialism thereafter.
- **SAT** Use only the initials in referring to what was previously known as the Scholastic Aptitude Test or the Scholastic Assessment Test.
- **Speaking Proficiency English Assessment Kit** and **SPEAK** Spell out on first reference; use only the initialism thereafter.
- **TEAS** Use only the initials when referring to the Test of Essential Academic Skills.
- **TOEFL** Use only the initials when referring to the Test of English as a Foreign Language. This is an exception to ASU writing style.

Capitalization

Academic Programs

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

- Bachelor of Science in Nursing
- Master of Communication with a concentration in broadcast journalism

Centers, Colleges, Departments, Institutes, Schools, University

Only capitalize the full official name.

- 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 symbols as substitutes for and.

- Edson College of Nursing and Health Innovation
- Not: Edson College of Nursing & Health Innovation

Compound Words

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

- Domestic Violence and Evidence-based Practice

Documents, Forms

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

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

Formatting

Bold

Bold is reserved for headings and subheadings. Don't use bold within text copy.

Italics

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

Phone Numbers

To ensure a phone number appears properly formatted when the program is live in Degree Search, it must be appear otherwise when written. During the first review period when editing in PeopleSoft, show it like this: 480/555-5555, ext. 222.
- Do not use parentheses.
- Use **/** instead of the first hyphen.
- Offset extensions with a comma.

URLs

Use hyperlinked text when pointing to information on the ASU website.

Only include the https:// and www prefixes in a URL when linking to a website other than the ASU site. When doing so:
- Render URLs all lowercase.
- Whenever possible, use a period to end the sentence and position the URL after it.
- Elsewhere, incorporate it into the normal sentence structure using appropriate language and punctuation.

Years

Show an academic year with the first year in four digits and the second year in two digits, separated by an en dash.
- 2021-22

Show a span of calendar years with phrasing, not an en dash.
- between 2020 and 2022
- from 2020 to 2022
- Not: 2020–2022

Language

The Basics

Get right to the point

Use brief, scannable text. Direct phrasing is easy to understand quickly. Wordy phrasing is harder to quickly scan and comprehend.

- Students learn to… and Students prepare for…
- Not: The certificate program is designed to help prepare students… and The certificate program prepares students…

Say exactly what you mean

Be direct, clear and purposeful. Choose words that are more specific and precise.

Avoid Vague or Overstated Words	Use More Specific Words	Reasoning
real-world	authentic, practical, applicable, professional, hands-on	All learning and experiences are part of the real world.
world-renowned	distinguished, acclaimed, famed, eminent, top of the field, respected by peers, prestigious, notable, prominent, esteemed	Difficult to quantify. It is likely that only the top prize winners (Nobel, Pulitzer) could be considered world-renowned.
unique	Personalized, individual, distinct, rare, particular, valuable, beneficial	Use unique only when we can truthfully say there's not another like it anywhere (we must be able to verify this).
unparalleled, incomparable, unsurpassed	highly regarded, rare, distinctive	We cannot substantiate the claim.
very, great, wonderful	valuable, helpful, profound, tight-knit	Use a more specific description.

Avoid misunderstanding

Awkward syntax could be misread, could result in two interpretations, and it also could make it difficult for readers who haven't English as their primary language to understand the intended message. State it directly, with clarity:

- A GRE test is not required.
- This degree program does not require a GRE test.
- Not: No GRE test is required.

Say only what's necessary

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

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.

Letters of recommendation are optional.

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

Ranging, Between, From

Use ranging only in specific instances

Do not use ranging from-to phrasing except in its pure form, which is to indicate a progressive direction of movement and all that encompasses; examples: ranging from A to Z, ranging from small to large, ranging from New York to California. Casual usage often results in statements that aren't grammatically correct.

When indicating a wide assortment of things or to show nonlinear movement, use phrases like a variety of, as diverse as, between-and, including, and such as for sentences that are easily understood, especially by readers whose first language is not English.
- The members are from middle management and executive levels.
- Students may choose from a variety of electives.
- Projections indicate the industry will grow by 39% between 2020 and 2030.
- Not: The members range from middle management to executive levels.
- Not: Students may choose from a range of electives.
- Not: Projections indicate the industry will grow by 39% from 2020 to 2030.

Remember between and from have different meanings

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

- between 2010 and 2019
- from 2010 to 2019
- from 2010 through 2019

Redundancy

Avoid repetition, whether overt or implied. Examples:

- adding unnecessary words
  - say including; don't say including but not limited to
  - say academics and experience; don't say both academics and experience
  - say 10 classroom hours; don't say a total of 10 classroom hours
- multiple mentions of the department name;(it slows reading and unnecessarily takes up page space)
- restating content even through allusion (once stated is enough)
- sharing content in other sections (placing information in the appropriate section ensures clarity and readability)

Required Statements

Some statements are required and have specific phrasing; they are shown below, in shaded text. Most are customizable as long as baseline requirements are met, with two notable exceptions:

1. **ABET** — This organization requires us to use this phrase, as shown, including the period even though it's not a complete sentence; it is not customizable:

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

2. **GI Bill®** — We are required by the Higher Education Licensure Commission to use this statement wherever we mention GI Bill®, including the abbreviation within parentheses; it is not to be changed:

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

Undergraduate

Career opportunities – minors

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

Change of major

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

Gainful employment

For disclosure information about this U.S. Department of Education Gainful Employment program, students should see [insert the appropriately hyperlinked phrasing].

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. More information on available programs can be found on the Global Education Office website.

Other enrollment requirements — certificate

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 — minor

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. Place the hyperlink after the last sentence:

The PLuS Alliance partnership combines the strengths of three leading research universities from three continents — Arizona State University, King's College London and UNSW Sydney — to create and share knowledge that will solve pressing educational and societal challenges.

Students have the opportunity to collaborate with peers and specialists across the globe through PLuS-partner courses offered online. Through this PLuS Alliance collaboration degree

program, students develop transferable global competencies and gain exposure to international teaching and academic content. https://www.plusalliance.org/global-learning-network-programmes

Program requirements – certificates

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

Program requirements – minors

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

Graduate

Admission requirements

The first three paragraphs of the section are required 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 last item in the list of application components must be the required English proficiency statement (see **English proficiency**, below).

English proficiency

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

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

Ensure any additional text or a web address is positioned for correct grammar and that the sentence is punctuated according to the catalog style for hyperlinks, as shown here:

- An applicant whose native language is not English must provide proof of English proficiency via a TOEFL score regardless of their current residency. https://www.ets.org/toefl

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

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

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

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Gainful employment

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

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Global experience

Study abroad is possible for graduate students with more than 50 program opportunities spanning seven 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. More information on available programs can be found on the Global Education Office website.

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.

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> 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 and if this style is part of an organization's formal name. Elsewhere, spell out the words. See the chapters **Punctuation and Symbols** and **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 some variety in list styles, and the style is determined by the type of content, how much there is, and where that content is located.

Horizontal

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

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

Vertical

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

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

Bulleted list

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

- admission requirements — to distinguish between acceptable prerequisites

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. The following are accepted to meet this requirement:

- TOEFL: Applicants must have a score of at least 90 on the internet-based test (iBT), with scores on the speaking and writing portions in the high fair--good range (22-30). ASU's institutional code is 4007. Only electronic copies of scores are accepted.
- IELTS: Applicants must have a overall band score of at least 6.5 with speaking and writing portions needing to be at least 6.5 (6 = Competent User, 7 = Good User). No institutional code is needed.

The personal statement should describe the personal and professional goals that motivated the applicant to apply to the graduate degree and explain what led the applicant to this career path and how they will excel as an educator. The admission committee

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

Course list

This content is automatically fed into Degree Search, but we need to ensure it conforms to this standardized formatting:

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

Neither bullet points nor numerals are used in a list of courses. 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

A numbered list only is used for required items in a specific order, such as step-by-step instructions. Such a list predominantly appears in admission requirements — to itemize required application components.

Combination

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

An extremely long list must be rewritten to reduce the amount of vertical space it consumes. See **Exessively Long List**, at the end of this chapter for suggestions and examples.

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

And here is an example of the rare instance when extra information is best positioned with the required item where it is formatted as a bulleted list within a numbered list:

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

Examples

This is a good length

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

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

Each line begins with the same part of speech

After leaving ASU, many graduates participate in activities like these:

- conduct academic research
- curate or produce dance festivals and events
- direct or manage performing art companies, studios or dance-related organizations
- facilitate community partnerships and projects

Requirements are itemized

All applicants must submit:

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

Additional information is explained

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree from a regionally accredited institution in one of the professions or fields of study outlined below:

- a five- or six-year National Architectural Accrediting Board-accredited professional degree in architecture (BArch or MArch)*
- a four-year Bachelor of Science 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.

Excessively Long List

This is an example of a list that's far too long and must be revised:

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

- artificial intelligence
- bioinformatics
- cloud and distributed computing
- computer-aided geometric design
- cyber-physical and embedded systems
- 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
- multimedia
- network algorithms
- personalized learning and educational games
- simulation modeling and systems
- social computing
- software engineering
- statistical modeling
- theory and algorithms

Three ways to correct it

Create bulleted lists of broad categories with details listed horizontally:

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

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

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

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

- computing
- database
- design
- networks
- security

[Explain further by expounding on specifics…] artificial intelligence, bioinformatics, and cloud and distributed computing. [Create flow between sentences…] computer-aided geometric design, computer design and architecture. [Keep the segues clean for ease in readability…] computer graphics, and computer networks as well as cyber-physical and embedded systems…

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 — <u>except also use figures</u> 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.

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

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

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

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

Always use No. rather than # when citing rankings. This follows ASU style and AP style. (Some screen readers may not parse the symbol correctly.) You also can use top as in top 5, top 10, top 20. Use the approved verbiage; citations must align with how the ranking is presented by the ranking organization. Always cite the ranking authority, and include the year. The subject of the sentence must

be either ASU or the school or college, unless the unit obtains a specific exception with approved phrasing provided by the rankings committee.

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

Examples
- ASU ranks No. 3 for best graduate homeland security programs by U.S. News & World Report, 2020, ahead of Columbia, Harvard and University of Texas.
- Watts College of Public Service and Community Solutions ranks No. 3 for best graduate homeland …
- ASU ranks in the top 20 nationally …

Resources
- ASU rankings committee
- ASU brand, using rankings in communications
- ASU rankings webpage
- U.S. News & World Report rankings

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

Punctuation and Symbols

Ampersand

Always use & when it is part of the formal name of an external organization (ASU units don't use the ampersand in their names). Don't use it to represent the word and except for some accepted abbreviations.

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

Asterisk

A pair of asterisks directs the reader to clarifying information located beneath the main text. Always position the first asterisk at the end of the line of content or sentence, after the end-of-sentence punctuation. There's no space between the text and the asterisk. The corresponding asterisk, the second of the pair, is positioned beneath the paragraph on the left margin; ensure a line space between the paragraph and the asterisked line.

If more than one reference is needed, use a pair of two asterisks, a pair of three, etc. An example of how to use more than one pair of asterisks is in the last entry under **Examples** on page 23.

Comma

Comma in a series

The serial comma is generally not used though there are exceptions. Do use it to avoid confusion, and 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 ASU writing style.

- 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

This tells the reader which one of something 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

This 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. (It does not replace a comma.) 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

In text, the words and, through, and to replace the en dash. Elsewhere, as in tabular content, use the symbol. Use a double dash when editing during first review in PeopleSoft because the system cannot decipher an en dash; do not include a space before or after the symbol. DONE

- The bookstore is open between 8 a.m. and 9 p.m.
- The seminar will be held Tuesday through Thursday.
- She was an adjunct professor from 2006 to 2010.
- 2020–2021
- 10 a.m.–noon
- 1–2 p.m.
- April 16–May 12

Hyphen

Use hyphens 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 ASU writing style.

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

Prefixes

The prefixes that generally require hyphens include self-, all-, ex-, and half-.

Most words with co- are spelled without hyphens though nouns, adjectives and verbs that indicate occupation or status are hyphenated: 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.

List of preferred spellings

In addition to the examples shown in green, above, see **Word List** for more.

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

- preveterinary
- ratio of 23-to-1
- second language acquisition, second language requirement
- small-business person
- sought-after
- student-to-faculty ratio

Exclamation Mark

Do not use exclamation marks.

Parentheses

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

Use them to set off a single word, a phrase, or even an entire sentence independent of the main thought. When enclosing a complete sentence, do not capitalize the first word or end it with a period.
- She starts to pivot from history (the facts themselves) to historiography (the way they're gathered).
- The distinguished professor (she is a Nobel Laureate) was tapped to lead the new speakers series.

Quotation Marks

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 in Words

Do not create ambiguity by mixing symbols with words: and/or, Chicana/o, college/school, he/she, and test(s). Instead, rewrite the statement for clarity and power using more precise phrasing.

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

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

Titles

Academic

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

Academic degree

When mentioning someone's credentials, use a phrase instead of an abbreviation. Do not precede a name with a degree courtesy title or follow the name with the degree abbreviation. This is ASU style and a variance from AP Stylebook guidance.
- Dean Jones has a doctorate in psychology.
- Michael Crow, who earned his doctorate in public administration, is the president of the university.
- Not: Dr. John Smith presents many seminars.
- Not: The acclaimed author is Doctor Jane Doe, EdD.

Professorship

All ASU-awarded professorships such as President's Professor and Regents Professor are always prefaced with ASU on the first mention, and capitalized. If professor or professor of practice are someone's formal title and immediately preceed the person's name, they are capitalized; otherwise, they are not.
- John Doe is a Bob Stump Endowed Professor of History.
- It was John Doe, a Regents Professor, who first taught the class.
- The president thanked Professor Jane Doe of the English department.
- ASU welcomed a new professor of practice to the School of Social Transformation.
- ASU Professor of Practice Jane Smith published her research in the chemistry journal.
- Not: The president thanked Dr. John Doe.
- Not: The president thanked Prof. Jane Smith.
- Not: The professor thanked Jane Smith, a Professor in the English Department.

Courtesy

In general, confine capitalization to formal titles used directly before an individual's name (see **Formal**, below). Otherwise, spell them out and don't capitalize them.
- The director issued a statement.
- The pope gave his blessing.
- The vice president, Nelson Rockefeller, declined to run again.

Formal

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

- Pope Benedict XVI
- President Abraham Lincoln

Occupational

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

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

Word List

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

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

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

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

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

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

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

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

eAdvisor Do not capitalize the first letter and do not include the trademark 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 this. Spell it on first reference; it may be abbreviated as ESL in subsequent references.
- 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 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.

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

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

grades Place the letter between quotation marks with the grade point value in parentheses and explanation of the grading scale: "A" (4.00 on a 4.00 scale). 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 used in sports copy; otherwise, **half the time** or the adjective. 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 only when referring to culture; use lowercase when referring to the dance art form.
- Through its three main styles of popping, locking, and breaking, hip hop dance has evolved into one of the most popular and influential styles of dance.
- Over the decades, Hip Hop has developed as a cultural and an artistic phenomenon affecting youth culture around the world.

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

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

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

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

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

interdisciplinary

internet

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

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

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 Use Latino/a and Latina/o only in approved titles of programs or courses and if this style is part of an organization's formal name. Elsewhere, follow AP style guidelines: "Latino, Latina — Latino is often 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.
- ➢ NOTE: Latinx is not widely accepted and its use is controversial, even contentious among those it is intended to serve; some do not like it and object to its use. Alternatively, some prefer it. Exercise caution in its use, keeping your intended audience in mind. –Ed.

leading edge Avoid if possible; considered trite.

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

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.)

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.

postsecondary

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

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.) Not skillset; not skill-set. This is not one word nor is it hyphenated.

sought-after (adj.) Always hyphenated.

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.

Toolkit Not toolset, which appears to be a new, unrecognized portmanteau word, a blend of toolkit and the compound noun skill set (see that entry, above). Though not included in either ASU or AP style references, ASU Enterprize Brand Strategy and Management regularly uses toolkit, and the AP online feature *Ask the Editor* states "It's toolkit, one word, in two of our dictionaries, American Heritage and Concise Oxford English."

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

toward Not towards.

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

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

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** See **curriculum vitae, curricula vitae**

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