



Ursinus College Communications and Web Editorial Style Guide

Last Updated: May 2021

This style guide is a work in progress. Please contact College Communications with questions or suggested edits. *Generally speaking, we follow the AP Stylebook, but there are exceptions.* Copies of the AP Stylebook are available in the admission, advancement, and communications offices. A dictionary is often a helpful resource as well.

Tip: Use Ctrl + F to search this guide quickly.

Font

Body Copy

Garamond, Helvetica, or Arial

Headlines, Call-outs and Highlights

Fanwood or Gotham Book

[Click here](#) for the **College Visual Identity Web Page** (which includes the visual identity style guide, logo files, templates, etc.)

Spacing

Use a single space...

After a period (between two sentences)

After a colon

Use two spaces...

Before a zip code

Offices, Departments, Centers, Institutes, and Programs

Names of offices and departments should NOT be capitalized.

She works in the department of biology. She works in the advancement office, too.

Names of centers and endowed programs ARE capitalized.

Here is a complete list of names for offices, departments, centers, institutes, and programs:

ADMINISTRATIVE OFFICES

academic affairs
office of admission
advancement office
Berman Musuem
business office
campus safety*
career and post-graduate development
(postgraduate is technically one word with no hyphen, but CPD uses a hyphen)
center for international programs
center for writing and speaking
college bookstore
college communications
college events and signature programs
dining services
environmental health and safety
finance and administration
facilities services
general counsel
human resources
Institute for Inclusion and Equity*
Institute for Student Success (ISS)*
institutional research and effectiveness
international student services
library and information technology
office of the chaplain
president's office
registrar
religious and spiritual life*
research and creative projects
residence life*
scholarships and financial aid
staff assembly
student activities*
student affairs ***NOTE: There are 10 offices that fall under student affairs. They are:**

campus safety
Institute for Inclusion and Equity
Institute for Student Success (ISS)
religious life
residence life
student activities
Title IX

UCARE
Ursinus College Student Government (UCSG)
wellness and counseling

student financial services
student life office
study abroad
sustainability
Teaching and Learning Institute
Title IX*
UCARE*
Ursinus College Student Government*
Institute for Student Success (ISS)*
wellness and counseling*

ACADEMIC DEPARTMENTS

Please note that not all department names exactly match the titles of majors offered to students. For instance, the department is Theater and Dance, but there is no combined theater and dance major (but one could double-major in theater and also in dance). Other examples include, but are not limited to, the departments of mathematics and computer science (again, one can double-major in those disciplines) and business and economics (the related major is applied economics). See the complete list of majors and minors below.

African American and Africana studies
American studies
anthropology and sociology
applied ethics
art and art history
art history
biochemistry and molecular biology
biology
Business and Economics
chemistry
East Asian studies
education
English
environmental studies
film studies
gender, women's, and sexuality studies
health and exercise physiology
history
Latin American studies
mathematics and computer science

media and communication studies
modern languages
music
neuroscience
peace and social justice
philosophy and religious studies
physics and astronomy
politics and international relations
pre-Engineering
pre-health professions
pre-law
psychology
social sciences
theater and dance

CENTERS/INSTITUTES

Parlee Center for Science and the Common Good
Melrose Center for Global Civic Engagement
U-Imagine Center for Integrative and Entrepreneurial Studies

Center for International Programs
Center for Writing and Speaking

Institute for Inclusion and Equity
Institute for Student Success
Teaching and Learning Institute

PROGRAMS

Abele Scholars Program
Harold C. Smith Program in Christian Studies
The W.R. Crigler Program for Student Success (fka the Bridge Program)

The Philadelphia Experience (PhillyX)

Majors, Minors, Pre-Professional Programs, and Areas of Specialization

Majors indicated in bold

***Pre-professional programs (never a major or a minor)**

****Areas of Specialization (also a major—but not a minor—if bolded)**

accounting
African American and Africana studies

American studies
anthropology
applied economics
applied ethics
applied physics**
Arabic**
art
art history
astrophysics**
biochemistry and molecular biology
biology
biostatistics
chemistry
Chinese
classical studies
coaching
communication and culture**
communications
computer science
creative writing
dance
digital media studies**
digital studies
East Asian studies
economics
educational studies
education, teaching certification**
English
entrepreneurship*, **
environmental studies
film studies
finance
food studies
French
gender, women's, and sexuality studies
German
German studies
Greek
health and society
health and exercise physiology
health science
history
international relations
international studies certificate**

Japanese
journalism**
Latin
Latin American studies
legal studies
management studies
marine science
mathematics
media and communication studies
museum studies
music
neuroscience
peace and social justice studies
philosophy
physics
politics
pre-engineering*
pre-health professions*
pre-law*
pre-medical program*
psychology
religious studies
science and the common good
scientific computing
screen studies**
sociology
Spanish
statistics
student-initiated majors
theater

Degrees

DEGREES OFFERED AT URSINUS

bachelor of arts
bachelor of science

Chuck F. Kane graduated from Ursinus College with a bachelor of arts degree in media and communication studies.

More than 350 students received bachelor's degrees.

OTHER DEGREES

master of arts
master of science
master of business administration
M.A.
M.S.
MBA (note that there are no periods)
Ph.D.

Art Vandelay has been accepted to St. Joseph's University, where he will pursue a master's degree in importing and exporting.

After earning his master's, Lloyd Dobler launched a business to sell, buy, and process a variety of goods.

When used after a name, an academic abbreviation is set off by commas. (If the person is an alum or a parent, the class/parent year should come first.)

Emmett Brown, Ph.D., was granted a patent for the flux capacitor in 1985.

Kerry Weaver '89, M.D., has accepted a position at Chicago's County General Hospital.

Erin (Burke) Hovey '96 P'26, Ph.D., has been named commencement speaker.

Inigo "Innie" F. Montoya Jr. '87, M.D., said he was inspired to become a doctor by his father's dear friend, Miracle Max.

Rick Blaine '46 (V-12 Program), D.O., is the great-grandfather of incoming Ursinus student Lundy Blaine '22.

When space allows, avoid abbreviations and use instead a phrase such as:

Doogie Howser, who has a doctorate in neuroscience, was the keynote speaker at the Parlee Center for Science and the Common Good's fall symposium.

Buildings and Campus Locations

Berman Museum
Bomberger Memorial Hall
 Bomberger Auditorium
Campus Drive (the roadway in front of the Commons)
Corson Hall
The Floy Lewis Bakes Center (home of the field house)
Hillel House

Innovation and Discovery Center (IDC)
The Kaleidoscope Performing Arts Center
 Blackbox Theater
 Lenfest Theater
Myrin Library
Olin Hall
 Olin Auditorium
Pfahler Hall
 Musser Auditorium
The Philip and Muriel Berman Museum of Art OR The Berman Museum of Art
 The Philip and Muriel Berman Foundation Sculpture Terrace
Ritter Center
The Schellhase Commons
Thomas Hall
Wisner Center
 Bears' Den

List the address of the 9th Avenue parking lot (fka West Lot) as:
 The entrance is located at Ninth and College Avenues.

Sports Locations

Baseball:	Thomas Field
Softball:	Eleanor Frost Snell Field
Field Hockey:	Eleanor Frost Snell Alumnae Field
Football and Soccer:	Patterson Field
Soccer (practice):	Wilkes Field
Basketball and Volleyball:	Helfferich Gymnasium
Swimming:	Elliott Pool
Tennis:	Ace Bailey Courts
Cross Country:	Hunsberger Woods
Track and Field:	Lower Lighted OR Event Field

Facilities Field
The Floy Lewis Bakes Center
The Floy Lewis Bakes Center Field House

Sports

Sports that are not played by both genders (at Ursinus) do not need to be preceded by the word women's or men's:

softball

baseball

field hockey
gymnastics
volleyball

football
wrestling

Sports that are played by both men and women should be preceded by the word women's or men's:

women's basketball
women's cross country
women's golf
women's lacrosse
women's soccer
women's swimming
women's tennis
women's track and field

men's basketball
men's cross country
men's golf
men's lacrosse
men's soccer
men's swimming
men's tennis
men's track and field

Endowed Chairs (List will be updated Summer 2021)

Joseph T. Beardwood, III, Chair of Mathematics

Nicholas Scoville (July 2017 – August 2022)

Muriel M. Berman Directorship of the Berman Museum of Art

Brownback-Wagner Chair in Health Sciences

Ellen Dawley (September 2013 – August 2018; September 2018 – August 2023)

Guilliam H. Clamer Chair of Physics

Lewis Riley (July 2001 – August 2015; September 2015 – August, 2020)

Helen Rogalinski Clarke Chair in Modern Languages

Juan Ramón de Arana (September 2015 – August 2020)

The Class of 1954 Endowed Chair in Ethics

Kelly Sorensen (September 2013 – August 2018 (first holder); September 2018 – August 2023)

Davis Visiting Professorship of Judeo-Christian Values

Hain Professorship of Chemistry

Mark Ellison (July 2016 – June 2021)

William F. Heefner Chair of Music

John Henry French (September 1986 – August 2018; September 2018 – August 2023)

Samuel H. and Anna M. Hess Professorship of Chemistry

Amanda Reig (September 2019 – August 2024)

McClure Professorship of English

Carol Dole (September 2017 – August 2022)

The Rev. Dr. Harold C. Smith Endowed Chair in Christian Studies

Nathan Rein (September 2014 – August 2019; September 2019 – August 2024)

Eleanor Frost Snell Chair of Health and Physical Education

Laura Moliken (July 2003 – August 2018; September 2018 – August 2023)

Ross F. Wicks Chair of Philosophy and Religion

Stewart Goetz (September 2004 – August 2014; September 2014 – August 2019;
September 2019 – August 2023 (four-year phased retirement begins in September 2019))

Walter Livingston Wright III Lectureship

Danielle Widmann Abraham (2016 – 2021)

Chairs Pledged But Not Yet Established:

Betty Dakay Distinguished Teaching Professorship in the Humanities

Charles Mattern Professorship

Henry W. Super Chair of Church History

Punctuation**COMMAS**

Go Bears! (no comma)

Use a comma with too.

Use of the Oxford comma (aka serial comma) is endorsed.

Use a comma after the penultimate item in a list of three or more items, before “and” or “or”—even in a simple series.

The flag is red, black, and old gold.

And especially when a conjunction joins the last two elements in a series.

The quarterback had orange juice, toast, and ham and eggs for breakfast.

Comma used before the conjunction help prevent ambiguity. Compare the following. The comma before the conjunction (or lack thereof) helps determine if the woman photographed two people or four people.

She took a photograph of her parents, the president and the vice president.

She took a photograph of her parents, the president, and the vice president.

Do not use a comma before Jr. or Sr.

Benjamin Franklin Rodriguez Jr. studied in the library.

Jack Black Jr., who is a comedian, visited the campus.

When following the name of a city, the names of states, provinces, and territories are enclosed in commas, whether they are spelled out (as in running text) or abbreviated (as in tabular matter or lists).

Bedford, Pa., and Jamestown, N.Y.

In an exception to the rule, no comma appears between the postal code and a zip code.

Send the package to Ursinus College, 601 E. Main St., Collegeville, Pa. 19426.

When including an academic degree abbreviation after a name, it should be set off by commas. (If the person is an alum or parent, the class/parent year should come first.)

Emmett Brown, Ph.D., was granted a patent for the flux capacitor in 1985.

Kerry Weaver '89, M.D., has accepted a position at Chicago's County General Hospital.

DASHES

A pair of dashes can be used in place of commas to enhance readability. Note, however, that dashes are always more emphatic than commas and should not be overused.

Tips

To create a dash, use two hyphens with no space in between—and no spaces before or after the dash. Be sure you are not using a hyphen (a single -) when a dash is what is intended.

The event committee met to determine if the inauguration theme—inquiry and innovation—should be embossed on the napkins for the gala.

ELLIPSES

Treat an ellipsis as a three-letter word, constructed with three periods and two spaces [space] [three dots] [space]

Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents.

“Back where I come from, we have universities ... where people go to become great thinkers.”

If the words that precede an ellipsis constitute a grammatically complete sentence—either in the original or in the condensation—place a period at the end of the last word before the ellipsis.

“I don't want to sell anything, buy anything, or process anything as a career. ...”

An ellipsis is normally **not** used:

- Before the first word of a quotation, even if the beginning of the original sentence has been omitted.
- After the last word of a quotation, even if the end of the original sentence has been omitted, *unless* the sentence as quoted is deliberately incomplete, as shown in this example:

Everyone knows that the Declaration of Independence begins with the sentence “When, in the course of human events ...” But how many people can recite more than the first few lines of the document?

EXCLAMATION POINTS

In general, avoid the use of exclamation points.

If necessary, use no more than one exclamation point.

Go Bears!

Hyphens (or lack thereof) and Other Tricky Words

Academy Award-winning director

adviser (preferred spelling)

after-school (as an adjective)

campuswide

child care

coed (prefer we DON'T use this word)

coeducational

company-wide

coursework

coworker

day care

decision maker

e-mail

extracurricular

first-come, first-served basis

firsthand

full-time position; BUT she works full time as an editor

grade-schoolers

handheld

hands-on (a hands-on manager; he was hands-on in developing the curriculum)

health care

a homage (not an)

hour-long

liberal arts education; liberal arts graduate (do not hyphenate)

lifelong

life-care community

life-size

long-standing

longtime

multifaceted

nationwide

nighttime

nonfiction

nonprofit

ongoing

part-time

premed (do not use "premedical")

reopen

semiformal

student-athlete

task force

theater

titled (not entitled)

too (takes a comma)
tour guide

viewbook

underserved
up-to-date (when used as an adj., as in “up-to-date maps”)
up to date (“keep me up to date”)

web page (note: lowercase)
website (note: lowercase; however, World Wide Web and the Web have caps)
weeklong
well-being
workforce

yearlong
year-round

Possessives

a bass’s stripes
puppies’ paws

Proper nouns

Ursinus’s professors
Kansas’s legislature
Strauss’s Vienna
the Lincolns’ marriage
the Williamses’ new house
the Martinezes’ daughter

Special Days

Admitted Students Day / Admitted Students Experience
Founders Day
Presidents Day
Scholars Day
Veterans Day

Italics vs. Quotes

Italicize titles for:
Books/Audiobooks

Newspapers*
Periodicals*
Pamphlets
Movies
TV shows
Podcasts
Plays (regardless of length)
Radio programs
Operas, oratorios, tone poems, and other long musical compositions (use standard capitalization)

Use quotation marks for:

Classes (students in the “Innovations in Biology” class)
Songs
Single episodes of TV shows
Single episodes of podcasts
Most poems (see below)

Titles of songs and other shorter musical compositions are enclosed in quotation marks, capitalized in the same way as poems.

“La vendetta, oh, la vendetta” from *The Marriage of Figaro*
the “Anvil Chorus” from Verdi’s *Il Trovatore*
Handel’s *Messiah*
Rhapsody in Blue
Finlandia
“All You Need Is Love” (a song by the Beatles)
“So What” (a composition by Miles Davis)
“The Star-Spangled Banner”
“Oh, What a Beautiful Mornin’ ” from *Oklahoma!*
“Wohin?” from *Die schöne Müllerin*

Titles of most poems are enclosed in quotation marks. A very long poetic work, especially one constituting a book, is italicized and not enclosed in quotation marks.

Robert Frost’s poem “The Housekeeper” in his collection *North of Boston*
Dante’s *Inferno*

In a stand-alone literary study where many poems, short and long, are mentioned, it may be better to set all their titles in italics.

For periodicals and newspapers, the initial “the”—even if it is part of the official title—is lowercased (unless it begins a sentence) and not italicized.

She reads the *Grizzly* in Wismer every morning.

Did you see the review of the art exhibition in the *Philadelphia Inquirer*?

Only the official name of a periodical should be italicized.

She read it in *Time* magazine and in the *Washington Post*.

His article was printed in the *New York Times Magazine*.

*Do not italicize the name of a periodical or newspaper when it is part of the name of a building, organization, prize, or the like.

Los Angeles Times Book Award

Chicago Defender Charities

Tribune Tower

Numerals

CLASS YEARS

Students and Alumni

Use two digits to identify a class year following a person's name. Note that the apostrophe should always face toward the name in front of it. You will often need to add a space (or comma or period) after the two-digit year to achieve this. The apostrophe should automatically flip to opposite direction if you do so. Depending on the font you're using, the difference is subtle:

Calibri

Incorrect: Wendy Peffercorn '14

Correct: Wendy Peffercorn '14

Arial

Incorrect: Wendy Peffercorn '14

Correct: Wendy Peffercorn '14

Times New Roman

Incorrect: Wendy Peffercorn '14

Correct: Wendy Peffercorn '14

EXCEPTION

Use four digits for the class year if...

You are including the words "class of" in your sentence.

Buffy Summers, valedictorian of the class of 1997, is CEO of the American Red Cross.

You need to clarify the century.

Glen Phillips '08 was the recipient of the Kenneth Grahame 1908 Memorial Prize.

Parents

Use a P and two digits for the class year of the student (no space in between) to identify parents. Note that the apostrophe should always face toward the P.

Lorelai Gilmore P'18

PHONE NUMBERS

Hyphens are preferred over periods in phone numbers.

610-409-3000

AGES

Use only numerals for ages.

She has a 1-year-old sister. Her brothers are ages 5 and 9.

He has one son, age 3.

They have two children: Elmo, 10, and Zoe, 7.

He is 38; soon he will be in his 40s.

YEARS

Use four-digit years when noting a person's life span.

John Updike (1932-2009)

Linda Grace Hoyer (1904-1989)

When listing a date, it is not necessary to include the year if the event takes places in the current year.

The college is closed for Thanksgiving on November 26.

Cameron Zebrun's exhibition will begin on Tuesday, September 13, 2016, in the Philip and Muriel Berman Museum of Art at Ursinus College.

TIMES

Avoid using :00 when possible.

Use figures, except for noon and midnight

11 a.m.

3 p.m.

9-10:30 a.m. (note that there are no spaces surrounding hyphen)

8 a.m. to 4 p.m.

MONTHS

Do not abbreviate March, April, May, June or July. (note exception for April below)

Spell out the first references of the month and the day of the week.

Where space restrictions *require* that the names of months be abbreviated, use the following:

Jan.	May	Sept.
Feb.	June	Oct.
Mar.	July	Nov.
Apr.	Aug.	Dec.

DATES

Use only a numeral for a date. Do not use *th* or *nd* or *st* (as in 5th, 2nd or 1st).

The deadline to apply for an externship is October 23.

Abbreviations

DAYS OF THE WEEK

Capitalize and, in general, do not abbreviate.

Performances of Shakespeare's *Much Ado About Nothing* will be held Wednesday, October 2, through Saturday, October 5, at 7:30 p.m.

When it is necessary to abbreviate days of the week, use the following:

Mon., Tues., Wed., Thurs., Fri., Sat., Sun.

Try to limit use of the abbreviation UC to athletics.

Capitalization

Do NOT capitalize the following:

The phrase "Ursinus College faculty and staff"

Ursinus majors (biology, chemistry, environmental studies, etc.)

EXCEPTION: English, Spanish, French, etc. See list of **Majors and Minors**.

J.D. Salinger majored in psychology, neuroscience, and English.

Ursinus College Board of Trustees BUT board of trustees, the board, the trustees

Bonner Leader

Bonner Leader Program

Bonner Program

Note: Bonner Scholars Program and Bonner Scholar are reserved for the original Bonner schools that have an endowment from the Bonner Foundation.

college (when not part of an institution's name)

Ursinus College is a prestigious liberal arts college. The college boasts 170 acres.

fall semester

MobileU

spring semester

website (however "World Wide Web" and "the Web")

web page

Addresses

The entrance is located at Ninth and College Avenues.

Committees

Capitalize when part of a formal name: the House Appropriations Committee. But do not capitalize in shortened versions, such as the Senate banking committee (long name: The Senate Banking, Housing and Urban Affairs Committee).

Deity (Helpful for baccalaureate program)

Most pronouns (He/Him/His, Thee/Thou/Thine/Thy, You/Your/Yours) are capitalized when referring to God (or any of the three persons of the Trinity). Who/whom/whose are not capitalized when referring to God.

Major Campus Initiatives

Capitalize and italicize titles of campaigns

Keep the Promise

Capitalize major initiatives

Campus Master Plan

Ursinus College's next strategic plan, Every Student Success, begins this year.

Race

College communications is adopting the *Washington Post's* [style guidance regarding race](#).

Black: Uppercase the B in Black.

It should be noted that while African American is also acceptable for those in the U.S., the terms are not necessarily interchangeable. Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow an individual's preference if known, and be specific when possible.

White: Uppercase the W in White.

Brown: Limit the uppercase version of the racial categorization Brown to direct quotations and use it sparingly in other instances. Although the term has gained general acceptance, the designation is seen by many as a catchall to describe people of color of vastly diverse ethnic and cultural backgrounds who are not Black.

Titles

For Class Notes, these are the titles we include after a person's name (please note that titles/degrees such as these should follow class and/or parent years and be set off by commas):

Ph.D., M.D., D.O., D.D.S.

SEE ALSO: **DEGREES**

Erin (Burke) Hovey '96 P'26, Ph.D., has been named commencement speaker.

Inigo "Innie" F. Montoya Jr. '87, M.D., said he was inspired to become a doctor by his father's dear friend, Miracle Max.

Rick Blaine '46 (V-12 Program), D.O., is the great-grandfather of incoming Ursinus student Lundy Blaine '22.

Capitalize titles when they **precede** a name:

President Brock Blomberg was inaugurated in October 2015.

Professor of Biology and Associate Dean of the College Charles Darwin was interviewed for a story in *Ursinus Magazine*.

On Tuesday, Chair Lori Greiner delivered a speech.

Lowercase titles when they **follow** a name:

Brock Blomberg, president of Ursinus, was inaugurated in October 2015.

The work of Charles Darwin, professor of biology and associate dean of the college, was featured in *Ursinus Magazine*.

Lori Greiner, chair of the board of trustees, delivered a speech.

Lori Greiner, chair, said she would deliver a speech on Tuesday.

Capitalize titles of endowed chairs:

The Eleanor Frost Snell Chair of Health and Physical Education Laura Moliken will oversee the COVID-19 testing operation.

Avoid using Dr. in front of a name.

Rev. (Reverend)

When this description is used before a clergyman or clergywoman's name, precede it with ***the*** on the first reference. On the second reference to members of the clergy, use only the person's last name.

The guest list includes the Rev. Robert Alden. Before the meal, Alden will lead a prayer.

Use the Rev. Dr. only if the individual has an earned doctoral degree (doctor of divinity degrees frequently are honorary) and reference to the degree is relevant.

Geographical Terms

STATES

When the name of a state stands alone in a sentence, it should be spelled out.

Daniel "Rudy" Ruettiger attended the University of Notre Dame in Indiana.

Names of states are not required to follow these well-known cities:

Atlanta	Houston	Philadelphia
Baltimore	Indianapolis	Phoenix
Boston	Las Vegas	Pittsburgh
Chicago	Los Angeles	St. Louis
Cincinnati	Miami	Salt Lake City
Cleveland	Milwaukee	San Antonio
Dallas	Minneapolis	San Diego

Denver	New Orleans	San Francisco
Detroit	New York	Seattle
Honolulu	Oklahoma City	Washington

When the name of a city is followed by its state, the state should be abbreviated as follows:

Alaska or Alas.	Ind.	N.H.	Va.
Ala.	Kans.	N.J.	Vt.
Ark.	Ky.	N.Mex.	Wash.
Ariz.	La.	Nev.	Wis. or Wisc.
Calif.	Mass.	N.Y.	W.Va.
Colo.	Md.	Ohio	Wyo.
Conn.	Maine	Okla.	
D.C.	Mich.	Ore.	
Del.	Minn.	Pa.	
Fla.	Mo.	R.I.	
Ga.	Miss.	S.C.	
Hawaii	Mont.	S.Dak.	
Iowa	N.C.	Tenn.	
Idaho	N.Dak.	Tex.	
Ill.	Neb. or Nebr.	Utah	

Fred Rogers is from Latrobe, Pa.

Kevin Bacon is from Philadelphia.

Geno Auriemma, who is from Norristown, Pa., now coaches in Hartford, Conn.

Born in Upper Darby, Pa., Tina Fey now maintains a residence in New York.

ADDRESSES

When listing a full address (such as on the back of a brochure or on an envelope), either the style **Pa.** or the style **PA** is acceptable.

No comma should appear between the postal code and a zip code.

There should be two spaces before the zip code.

9th Avenue Parking Lot (fka West Lot)

The entrance is located at Ninth and College Avenues.

Tricky/Preferred Words

Adviser is preferred (not advisor).

Anyway is one word when used to mean “anyhow.” Otherwise it is two words.

When quoting a person in article, said is preferred (not says).

Pronouns

Students, faculty, and staff may edit their pronouns, chosen name, and gender identity within [Self-Service](#). When writing, please use a person’s chosen name.

Nicknames

When including a nickname, the nickname should be listed within quotes before a middle initial/name.

Michael "Squints" J. Palledorous threw out the opening pitch at the baseball game.

Death

Use “died,” “passing” or “death of”

Guidance for Deaths/In Memoriam in Ursinus Magazine

The following outlines guidance for listing deaths in *Ursinus Magazine* (print and online) and on the news section of the Ursinus website, as better defines how to broadly communicate them to the campus community.

Editorial Guidance for Alumni, Former Faculty/Staff, Friends of the College, and Board of Trustees:

Death:	Editorial Listing:
Alumni	1. “In Memoriam” section of <i>Ursinus Magazine</i> . (See table below for young alumni)
Former Faculty/Staff Former Trustee	1. “In Memoriam” section of <i>Ursinus Magazine</i> with short, ~100-word obit. 2. Web story and/or email communication could be necessary based on the person’s longevity or overall significant contributions to the college. 3. Potential social media posts to share news of the passing.

Friend of the College (Defined as non-alumni who were significant donors or volunteers)	<ol style="list-style-type: none"> 1. "In Memoriam" section of <i>Ursinus Magazine</i>. 2. ~100-word obit in magazine would be dependent on the level of contribution.
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Internal Communications Strategy:

A communications plan is already in place for communicating deaths to the campus community (and, when appropriate, parent and alumni audiences). Current faculty, staff, students, and trustees, as well as young alumni (depending on the circumstances) would get web stories and long "In Memoriam" obits in the alumni magazine and online.

Death:	Message Coordinated By:
Death of a current faculty or staff member	President or VP for Academic Affairs
Death of current student	President
Death of current trustee	President
Fac/Staff family tragedy	VPAA and Dept. Chair / Division VP
Young alumni (4 years out or less)	President or VP for Advancement

Words to Avoid

Be sure not to overuse

- entrepreneurial
- impactful
- integrative
- innovative
- transformative
- unique