



PARK  
UNIVERSITY<sup>SM</sup>

# *Park University Style Guide*

Park University has adopted *The Associated Press Stylebook* for its writing standards, and currently refers to the 2019 edition.

The director of communications and public relations within Park’s Office of University Engagement maintains the *Park University Style Guide* to serve as an additional reference for Park University faculty, staff and students when producing professional and consistent copy/text for University publications, including press releases, newsletters, periodicals, publications, brochures, fliers, etc., as well as website copy, official University e-mails and advertisements.

In most instances, the *Park University Style Guide* supersedes *The Associated Press Stylebook*. Questions regarding style should be referred to Brad Biles, director of communications and public relations at [brad.biles@park.edu](mailto:brad.biles@park.edu).

***IMPORTANT NOTICE: It is Park University policy to require that all publications prepared for external audiences be approved by the University’s communications team — the director of communications and public relations, director of strategic communications and/or the associate vice president for university engagement — within the Office of University Engagement, prior to distribution.***

### **INSTITUTION NAME**

- On first reference, use “Park University”
- On second reference, use of “Park” or “University” is acceptable
  - Note: when referring specifically to Park University as “the University,” the word “University” is capitalized; when referencing a university in general, it is lowercase.
- Use of “PU” or “P.U.” is not acceptable
- “Park University” should be used for most historical references of “Park College” (prior to January 1, 2000), unless the use of “Park College” is relevant; when applicable, use “then-Park College”

### **PARKVILLE CAMPUS BUILDINGS/AREAS COMMONLY REFERENCED**

- Alumni Hall (includes Jenkin and Barbara David Theater; David Theater is OK on second reference)
- Breckon Sports Center (also known as “The Breck”)
- Career Development Center (located in Mabee Learning Center/Academic Underground)
- Charles Smith Scott Observatory
- Chesnut Hall (residence hall)
- Comfort Field (baseball facility)
- Copley Quad (residence hall)
- Copley-Thaw Hall
- Dearing Hall
- Ed Bradley Sports Medicine Center (located in Park Avenue area across from Parkade Battleground)
- Field House and Intramural Center (formerly known as Labor Hall)
- Findlay-Wakefield Science Hall
- Graham Tyler Memorial Chapel (and home of the International Center for Music)
- Hawley Hall
- Hemingway Field (soccer practice facility)
- Herr House

- Julian Field (soccer complex)
- Louise Morden Board Room (located in Mabee Learning Center/Academic Underground)
- Mackay Hall
- Mabee Learning Center/Academic Underground
- McCoy Meetin' House
- McAfee Memorial Library
- Millsap Foyer (main/south entrance to the Mabee Learning Center/Academic Underground)
- Norrington Center
- Old Kate Court (outdoor basketball court to the south of Chestnut Hall)
- Parkade Battleground (home to Park's esports teams; located in Park Avenue across from Ed Bradley Sports Medicine Center)
- Park Avenue (area of Academic Underground between Parkade Battleground and study areas)
- Park Distance Learning Conference Center (located in Parkville Commercial Underground)
- Park House (home to the George S. Robb Centre for the Study of the Great War; Robb Centre on second reference)
- Park University Bookstore (located in Mabee Learning Center/Academic Underground)
- Parkville Commercial Underground
- President Condit Underground Exit
- President Mackenzie Underground Entrance
- Robert W. Plaster Free Enterprise Center (future home of the School of Business and Park Global Warrior Center; Plaster Center on second reference)
- Synergy Services (on campus property, but not a part of the University)
- Thompson Commons (student center)
- University White House (president's residence)
- Pirate Café
- Pirate Grounds (coffee shop)
- Watson Literacy Center (located in Mabee Learning Center/Academic Underground)

## **PARK UNIVERSITY COLLEGES/SCHOOLS**

- College of Education and Health Professions
  - School of Behavioral and Health Sciences
    - Department of Nursing
    - Department of Social Work
    - Department of Psychology and Sociology
  - School of Education
- College of Liberal Arts and Sciences
  - School of Applied, Natural and Social Sciences
    - Department of Computer Science and Information Systems
    - Department of Criminal Justice Administration
    - Department of History, Political Science and Interdisciplinary Studies
    - Department of Mathematics
    - Department of Natural and Physical Sciences
  - School of Humanities
    - Department of Art and Design
    - Department of Communication, Journalism and Public Relations
    - Department of English and Modern Languages
    - International Center for Music

- College of Management
  - Hauptmann School of Public Affairs
  - School of Business

### **PARK UNIVERSITY CAMPUS CENTER LOCATIONS**

- Parkville, Mo. (flagship campus)
- Downtown Kansas City, Mo.
- Independence, Mo.
- Lenexa, Kan.
- Gilbert, Ariz.
- Austin, Texas
- El Paso, Texas
- Little Rock Air Force Base, Little Rock, Ark.
- Davis-Monthan Air Force Base, Tucson, Ariz.
- Luke Air Force Base, Glendale, Ariz.
- Barstow Community College, Barstow, Calif.
- Camp Pendleton Marine Corps Base, Oceanside, Calif.
- Victor Valley College, Victorville, Calif.
- Moody Air Force Base, Valdosta, Ga.
- Mountain Home Air Force Base, Mountain Home, Idaho
- Scott Air Force Base, Belleville, Ill.
- Hanscom Air Force Base, Bedford, Mass.
- Fort Leonard Wood, Waynesville, Mo.
- Whiteman Air Force Base, Knob Noster, Mo.
- Malmstrom Air Force Base, Great Falls, Mont.
- Holloman Air Force Base, Alamogordo, N.M.
- Cherry Point Marine Corps Air Station, Cherry Point, N.C.
- Grand Forks Air Force Base, Grand Forks, N.D.
- Minot Air Force Base, Minot, N.D.
- Defense Supply Center Columbus, Columbus, Ohio
- Wright-Patterson Air Force Base, Dayton, Ohio
- Tinker Air Force Base, Midwest City, Okla.
- Beaufort Marine Corps Air Station, Beaufort, S.C.
- Charleston Air Force Base, North Charleston, S.C.
- Naval Support Activity Mid-South Millington, Millington, Tenn.
- Fort Bliss, El Paso, Texas
- Goodfellow Air Force Base, San Angelo, Texas
- Lackland Air Force Base, San Antonio, Texas
- Laughlin Air Force Base, Del Rio, Texas
- Randolph Air Force Base, Universal City, Texas
- Hill Air Force Base, Ogden, Utah
- Fort Myer, Arlington, Va.
- Headquarters Marine Corps / Headquarters Battalion Henderson Hall, Arlington, Va.
- Marine Corps Base Quantico, Quantico, Va.
- Fairchild Air Force Base, Spokane, Wash.
- Francis E. Warren Air Force Base, Cheyenne, Wyo.

Note: 32 of the 41 campus locations are a part of military installations.

## **PARK FACTS**

- Founded: 1875
- Location: Parkville, Mo. (flagship campus)
- Campuses: 41, providing face-to-face instruction in 22 states, plus online internationally
- School colors: Canary and wine
- Mascot: Pirates, “Sir George”
- Website: [www.park.edu](http://www.park.edu)
- Total acreage on Parkville Campus: 700
- Oldest buildings: Park House (circa 1840) and Mackay Hall (construction began in 1886, occupied in 1893)
- Accreditation: Higher Learning Commission
- Number of degree programs: 77 (Associate: 8; Bachelor: 54; Master: 14; Specialist: 1) – Fall 2019
- Number of certificate programs: 31 (Undergraduate: 13; Graduate: 18) – Fall 2019
- Unduplicated annual headcount: 16,172 (AY 2018-19; below numbers from Fall 2019)
  - 9,546 undergraduate students nationwide (58% male, 44% female)
  - 1,869 graduate students nationwide (41% male, 59% female)
  - 1,596 students at the Parkville Campus (41% male, 59% female)
  - 375 students live on the Parkville Campus (40% male, 60% female)
  - 300 students at the Gilbert Campus (64% male, 36% female)
  - 285 undergraduate students at the Gilbert Campus (64% male, 36% female)
  - 6,706 military-related students (by payment type) nationwide (65% male, 35% female)
  - 59% of students nationwide are military-related
- Degrees awarded (AY 2018-19): 2,583, plus 109 certificates
- Students from all race/ethnic categories other than white: 55% (Fall 2019)
- International students: 253 (from 58 countries) – Fall 2019
  - Top 10 countries: Brazil 39; Kenya 23; Nepal 16; China 13; Mongolia and Saudi Arabia 11; Azerbaijan and Uzbekistan 9; Russia 8; Chile 7
- Full-time staff/faculty: 398 staff/118 faculty (plus 951 adjunct faculty nationwide) – Fall 2019
- Library holdings: 359,934 (including 345,767 digital/electronic materials) – FY 2019
- Total grant aid awarded to all undergraduate students (AY 2018-19): \$25,262,614
- Endowment: \$58,966,210 (end of FY 2019)
- Living alumni (number of undergraduate alumni of record): 76,526 – FY 2018

## **PARK UNIVERSITY DEGREE OFFERINGS**

(2019-20 academic year from website on 3/25/2020)

### ***UNDERGRADUATE***

- Associate of Arts
  - Liberal Arts
- Associate of Science
  - Construction Management
  - Criminal Justice Administration
  - Information and Computer Science
  - Management
  - Management/Accounting
  - Management/Logistics
  - Social Psychology

- Bachelor of Arts
  - Biology
  - Communication Studies
  - Criminal Justice Administration/Corrections
  - Criminal Justice Administration/Law Enforcement
  - Criminal Justice Administration/Security
  - English
  - Fine Art
  - History/European and Classical
  - History/Public History Concentration
  - History/U.S. History
  - Multimedia Journalism and Public Relations
  - Organizational Communication
  - Political Science/American Politics
  - Political Science/International Politics
  - Psychology
  - Sociology
  - Spanish
- Bachelor of Fine Arts
  - Fine Art
  - Graphic Design
  - Interior Design
- Bachelor of Music
  - Music Performance/Piano
  - Music Performance/Orchestral Strings
- Bachelor of Public Administration
  - Public Administration/Business Relations
  - Public Administration/Criminal Justice
  - Public Administration/Fire Service Management
  - Public Administration/Homeland Security
  - Public Administration/Public Service
- Bachelor of Science
  - Accounting
  - Biology
  - Business Administration/Accounting
  - Business Administration/Computer Information Management
  - Business Administration/Corporate Financial Management
  - Business Administration/Digital Marketing
  - Business Administration/Economics
  - Business Administration/Entrepreneurship
  - Business Administration/Healthcare
  - Business Administration/Human Resource Management
  - Business Administration/International Business
  - Business Administration/International Business and Economic Development
  - Business Administration/Labor Economics
  - Business Administration/Logistics
  - Business Administration/Management
  - Business Administration/Marketing Concentration
  - Business Administration/Personal Financial Planning
  - Business Administration/Professional Sales
  - Business Administration, Project Management

- Chemistry
- Chemistry and Engineering
- Construction Management
- Criminal Justice Administration/Corrections
- Criminal Justice Administration, Law Enforcement
- Criminal Justice Administration, Security
- Economics
- Fitness and Wellness
- Geography
- Information and Computer Science/Computer Science
- Information and Computer Science/Cybersecurity
- Information and Computer Science/Data Management
- Information and Computer Science/Information Technology
- Information and Computer Science/Networking and Security
- Information and Computer Science/Software Development
- Information Systems
- Interdisciplinary Studies
- Management
- Management/Accounting
- Management/Computer Information Systems
- Management/Corporate Financial Management
- Management/Digital Marketing
- Management/Engineering Administration
- Management/Entrepreneurship
- Management/Healthcare
- Management/Human Resources
- Management/International Business
- Management/Logistics
- Management/Marketing
- Management/Personal Financial Planning
- Management/Professional Sales
- Management/Project Management
- Mathematics
- Mathematics and Engineering
- Military History
- Social Psychology
- Bachelor of Science in Education
  - Early Childhood Education
  - Early Childhood Education/Teaching Young Children
  - Elementary Education
  - K-12 Education/Art
  - K-12 Education/Mild - Moderate Cross-Categorical Disabilities
  - K-12 Education/Spanish
  - Middle School Education/Language Arts
  - Middle School Education/Mathematics
  - Middle School Education/Science
  - Middle School Education/Social Science
  - Secondary Education/Biology
  - Secondary Education/Chemistry
  - Secondary Education/Earth Science
  - Secondary Education/English

- Secondary Education, Mathematics
- Secondary Education/Social Science
- Bachelor of Science in Nursing
  - Nursing (Pre-Licensure)
  - Nursing (RN to BSN)
- Bachelor of Social Work
- Undergraduate Certificate
  - A Skilled Helper (Adult)
  - A Skilled Helper (Pre-Adult)
  - Computer Networking
  - Cybersecurity
  - Diversity and Social Justice
  - Entrepreneurship
  - Geographical Information Systems
  - Global Communication
  - Human Resource Management
  - Industrial Organizational Psychology
  - Personal Financial Planning
  - Professional and Technical Writing
  - Project Management
  - Terrorism and Homeland Security
  - Unmanned Aerial System

#### *GRADUATE*

- Graduate Artist Diploma
  - Music Performance
- Master of Arts
  - Master of Arts in Communication and Leadership
  - Master of Arts in Industrial-Organizational Psychology
  - Master of Arts in National Security Studies
- Master of Business Administration
  - 4+1 Bachelor's to MBA
  - Executive Master of Business Administration
  - Master of Business Administration/Business Administration
  - Master of Business Administration/Business Analytics
  - Master of Business Administration/Disaster and Emergency Management
  - Master of Business Administration/Finance
  - Master of Business Administration/Global Business
  - Master of Business Administration/Homeland Security
  - Master of Business Administration/Human Resource Management
  - Master of Business Administration/Management Accounting
  - Master of Business Administration/Management Information Systems
  - Master of Business Administration/Marketing
  - Master of Business Administration/Project Management
  - Master of Business Administration/Public Accounting
  - Master of Business Administration/Quality and Innovation Management
- Master of Healthcare Administration
  - 4+1 Bachelor's to MHA
  - Master of Healthcare Administration/Business Analytics
  - Master of Healthcare Administration/Disaster and Emergency Management
  - Master of Healthcare Administration/Finance



- Master of Healthcare Administration, Healthcare Administration
- Master of Healthcare Administration/Global Business
- Master of Healthcare Administration/Homeland Security Concentration
- Master of Healthcare Administration/Human Resource Management
- Master of Healthcare Administration/Management Accounting
- Master of Healthcare Administration/Management Information Systems
- Master of Healthcare Administration/Marketing
- Master of Healthcare Administration/Project Management
- Master of Healthcare Administration/Quality and Innovation Management
- Master of Education
  - Master of Education/Educational Leadership – Principalship
  - Master of Education/Educational Technology for Teachers
  - Master of Education/Language and Literacy
  - Master of Education/Organizational Leadership and Adult Learning
  - Master of Education/Teacher Leadership - Urban Education
- Master of Music
  - Master of Music in Performance/Cello
  - Master of Music in Performance/Piano
  - Master of Music in Performance/Viola
  - Master of Music in Performance/Violin
- Master of Public Administration
  - 4+1 Bachelor's to MPA
  - Master of Public Administration/Criminal Justice Administration
  - Master of Public Administration/Disaster and Emergency Management
  - Master of Public Administration/Global Governance
  - Master of Public Administration/Management Information Systems
  - Master of Public Administration/Nonprofit and Community Services Management
  - Master of Public Administration/Project Management
  - Master of Public Administration/Public Management
- Master of Science
  - Master of Science/Information Systems and Business Analytics
- Master of Social Work
- Graduate Certificate
  - Business Analytics
  - Creative and Life Writing
  - Disaster and Emergency Management
  - Finance
  - Global Business
  - Global Governance
  - Health Services Management and Leadership
  - Homeland Security
  - Human Resource Management
  - Leadership of International Healthcare Organizations
  - Management Accounting
  - Management Information Systems
  - Marketing
  - Music Performance
  - Nonprofit Leadership
  - Project Management
  - Public Accounting
  - Quality and Innovation Management

- Educational Specialist
  - Educational Administration

Note that when writing about individual degree programs in a story/article, such as a Bachelor of Arts in public relations, the program is lowercase; if in a list, OK to capitalize the program

## **ABBREVIATIONS**

- Use the ampersand (&) only if used by a company in its official name (*Procter & Gamble*); otherwise, spell out
- Degrees should not be abbreviated; use full name such as “Bachelor of Science,” “Bachelor of Music,” “Master of Science,” “Master of Arts,” “Doctor of Philosophy,” etc.
- U.S. is acceptable on first reference
- Military titles — Refer to *Associated Press Stylebook*

## **ALUMNI**

- Individuals should be listed with their graduation year:
  - John Doe, '76
  - Jane Doe, MPA '91
  - Joe Smith, '09, MBA '11
  - Jill Johnson, '62, Ph.D.
  - Andy Baxter, x71 (the “x” is for those who were a part of a class, but did not graduate; note no apostrophe used in this instance)
- Married couples:
  - Robert, '55, and Margaret (Williams), '57, Frost
  - Steve and Eileen Rogers, both '66
  - Steve and Eileen (Jackson) Rogers, both '66

Note the direction of the apostrophe before the class year. Microsoft Word will likely auto-correct it when you type the apostrophe. This apostrophe can be created by holding the “Ctrl” key and hitting the “apostrophe” key twice.

- “Park University Alumni Association” and “Park University Alumni Council” on first reference; “Alumni Association” and “Alumni Council” acceptable on subsequent references.

## **APOSTROPHE**

- Use an apostrophe with bachelor’s (degree) and master’s (degree), or bachelor’s degree and master’s degree.
- “associate degree” (not “associate’s degree”)

## **ATHLETICS**

Park University’s flagship Parkville Campus competes in the National Association of Intercollegiate Athletics (NAIA is acceptable on first reference, but preference is to spell out on first reference) and in the Heart of America Athletic Conference (HAAC on second reference; effective August 1, 2020).

- Mascot: Pirates

Park competes in 18 intercollegiate sports:

- Men: Baseball, Basketball, Cross Country, Golf, Soccer, Track and Field (indoor/outdoor), Volleyball
- Women: Basketball, Cross Country, Golf, Soccer, Softball, Track and Field (indoor/outdoor), Volleyball, Beach Volleyball

- Coed: Esports

Current members of the Heart of America Athletic Conference with Park\*:

- Baker University (Baldwin City, Kan.)
- Benedictine College (Atchison, Kan.)
- Central Methodist University (Fayette, Mo.)
- Clarke University (Dubuque, Iowa)
- Culver-Stockton College (Canton, Mo.)
- Evangel University (Springfield, Mo.)
- Graceland University (Lamoni, Iowa)
- Grand View University (Des Moines, Iowa)
- MidAmerica Nazarene University (Olathe, Kan.)
- Missouri Valley College (Marshall, Mo.)
- Mount Mercy University (Cedar Rapids, Iowa)\*
- Peru State College (Peru, Neb.)
- William Penn University (Oskaloosa, Iowa).

\* Park and Mount Mercy do not offer football; other sports offered by the HAAC that Park does not compete are bowling and wrestling.

Park University's Gilbert Campus will compete in the NAIA and in the California Pacific Conference\* beginning in 2020-21 (Cal Pac on second reference; effective July 1, 2020).

- Mascot: Buccaneers

Park-Gilbert (OK on second reference) competes in 15 intercollegiate sports:

- Men: Baseball, Basketball, Cross Country, Golf, Soccer, Track and Field (outdoor), Volleyball
- Women: Basketball, Cross Country, Golf, Soccer, Softball, Track and Field (outdoor), Volleyball, Beach Volleyball

Current members of the California Pacific Conference with Park:

- University of Antelope Valley (Lancaster, Calif.)
- Benedictine University at Mesa (Mesa, Ariz.)
- Cal State University Maritime Academy (Vallejo, Calif.)
- University of California, Merced (Merced, Calif.)
- Embry-Riddle Aeronautical University (Prescott, Ariz.)
- La Sierra University (Riverside, Calif.)
- Marymount California University (Rancho Palos Verdes, Calif.)
- Pacific Union College (Angwin, Calif.)
- Providence Christian College (Pasadena, Calif.)
- University of Saint Katherine (San Marcos, Calif.)
- Sierra Nevada College (Incline Village, Nev.)
- Simpson University (Redding, Calif.)
- Soka University of America (Aliso Viejo, Calif.)
- Westcliff University (Irvine, Calif.)

\* During the 2020-21 season, only men's baseball and volleyball, and women's softball and volleyball with play at Cal Pac Conference schedule, but are not eligible for conference championships. All other sports will play an independent schedule. All sports will be eligible for Cal Pac Conference championships and postseason play starting with the 2021-22 academic year.

In game previews, news releases, game recaps or feature stories, use "Park University" or "Park University Gilbert" on first reference. "Park" or "Pirates" (or "Park-Gilbert" / "Buccaneers") are acceptable on all subsequent references. "PU" should never be used in any reference to Park University or its athletics programs.

## **BOILERPLATE**

The following should be included at the bottom of all news releases issued by the University (non-athletic):

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— @ParkUniversity —

*Founded in 1875 in Parkville, Mo., a suburb of Kansas City, Park University is a nonprofit, private institution that is a national leader in higher education. In 2000, Park achieved university status and currently serves 16,172 students at 42 campuses in 22 states and online, including Parkville, Independence and Kansas City, Mo.; Lenexa, Kan.; Gilbert, Ariz.; Barstow and Victorville, Calif.; Austin and El Paso, Texas; and 33 military installations across the country. [www.park.edu](http://www.park.edu)*

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## **CAPITALIZATION**

- Capitalize “Commencement,” “Honors Convocation,” etc., when referring to the official names of Park University events.
- Do not capitalize the word “online”
- Do not capitalize names of fields of study, programs, major areas or major subjects (except for proper names), unless a specific course is noted.
  - *She is majoring in Spanish and economics.*
  - *Each student must meet distribution requirements in the humanities, social sciences and natural sciences.*
- Park University Board of Trustees on first reference; Board of Trustees acceptable on subsequent references; “trustee Vince Clark”

## **COMMA**

- Do not use a comma before the words “and” and “or” in a series.
  - *More than 30 academic departments and programs offer courses in liberal arts and sciences, engineering, management, music and education.*
  - But do use in this instance: *More than 30 academic programs in music, education, management, engineering, and liberal arts and sciences.*
- Place a comma after digits signifying thousands, except when referring to a year.
- Introductory words such as “however” or “namely” should be immediately preceded by a comma or semicolon and followed by a comma.
- Do not use a comma in names ending in “Jr.” or “Sr.” or a Roman numeral (II).
  - *John Smith Jr.*
  - *Richard W. Johnson II*

## **DASH**

- Both the em dash ( — ) and en dash ( – ) should have a single space before and after the dash.
  - *Your true home and heart are — and for decades have been — right here with us.*

## **DATES**

- When writing a date for an event in the future, include the day of the week (Wednesday, May 7)
  - If the event is within the same calendar year, do not include the year; if a future year, include the year, but not the day of the week (March 3, 2015)

- If date has passed, do not include the day of the week or year if in same current year; if previous year, include year (April 2 / April 2, 2010)
- Abbreviate months when used with a date (Feb. 8); if with a previous/future year without a specific date, spell out (January 2010)
- If referring to a decade, there is no apostrophe between the zero and “s” (1970s)
- Never include “st” / “nd” / “th” on dates, such as “April 4th”

## **DEPARTMENTS/OFFICES**

- Names of specific departments/offices are capitalized, such as “Office of University Advancement” or “Department of Criminal Justice Administration”
- Note that with few, limited exceptions, office names are typically administrative/non-academic; and department names are usually reserved for academic units.

## **E-REFERENCES**

- e-mail — The word “e-mail” is a common noun and is not capitalized within a sentence. If on a form, use “E-Mail”
- e-mail addresses — The preferred format for e-mail addresses is all lowercase (*john.doe@park.edu*)
- internet — not capitalized
- online — One word, no hyphen, not capitalized
- website — One word, no hyphen, not capitalized
- URLs — No need to include “http://” or “https://” or “www.” before the web address (but use if you are hyperlinking text)

## **FACULTY/STAFF NAMES**

- Use first and last names on first reference and last name only on subsequent references.
- If a person has a doctorate degree (Ph.D., Ed.D., M.D., etc.), include on first reference (John Brown, Ph.D.); all other degrees are not referenced.
  - On subsequent references, only use last name (use of “Dr.” is not needed)

## **FIGURES**

- Ages – Always use figures.
  - *The boy is 3 years old.*
  - *The house is 60 years old.*
  - *The boy, 7, has a sister, 10.*
  - *A 5-year-old boy.*
- Use figures for numbers 10 and over, including ordinal numbers (14th, 21st). Use numerals, even if the number is below 10, when indicating the following: figures containing decimals, statistics, percentages, sums of money, times of day, days of month, latitude and longitude, degrees of temperature, dimensions, measurements and proportions.
- Days of month. Do not follow numerals with “rd,” “th,” “st” and “nd”
  - *April 6*
  - *June 1*
- For figures of one million or more, spell out the word “million”
  - *\$150 million capital campaign*
  - *12.5 million*

- Spans of years are written as follows:
  - 1861-65, 1880-95, 1898-1902, 1903-04, 1985-86
- Spell out numbers of centuries from first through ninth and lower case (*the third century, the ninth century*), but use numerals from the 10th and over.
  - *the 12th century*
- Hours of the day (7 p.m. or 7:30 p.m.); never 7:00 p.m.
- Amounts of money with the word “cents” or with the dollar sign: \$3 (*not \$3.00*), \$5.09, or 77 cents, unless tabulated in columns.
- Do not begin a sentence with numerals; supply a word or spell out the figures. Note: numbers below 100 should be hyphenated when they consist of two words (*fifty-five*).

## **FOUNDING DATE**

Park University was established as Park College in 1875. In 2000, Park achieved university status and was renamed Park University.

## **HYPHEN**

- Do not hyphenate “vice president”
- Hyphenate “part-time” and “full-time” when used as an adjective.
  - *He is a part-time instructor in the English department.*
  - *She works full time in the computer laboratory.*
- Hyphenate any modifying word combined with “well” that precedes its subject.
  - *She is a well-qualified instructor for the course.*
  - *The dean is well qualified to handle that issue.*
- Do not use a hyphen to connect an adverb ending in “ly” with a participle in such phrases as:
  - *highly qualified student*
  - *elegantly furnished home*

## **ITALICS / QUOTATION MARKS**

- Titles of plays, television shows, songs, articles, chapters or divisions of a publication should be noted in quotation marks; titles of books, magazines, journals, operas are in italics

## **MISSION/VISION STATEMENTS & CORE VALUES**

### **Mission Statement**

Park University transforms lives through accessible, student-centered, quality higher education.

### **Vision Statement**

Park University will meet learners’ needs for a lifetime.

### **Core Values**

- We expect *accountability* for our actions at all levels, to each other and to Park University.
- We treat all with *civility* and *respect* while being open and honest in our communication.
- We seek *excellence* in all we do, with passionate learning as our highest priority.
- We celebrate *global citizenship* through our connected learning and working environment, liberal arts education and community stewardship.
- We embrace *inclusivity* that fosters diversity, teamwork and collaboration.
- We act with *integrity* through honesty, efficiency and reliability.

## SPELLING/USAGE

- Acronyms — can use on second reference (example: College of Liberal Arts and Sciences = CLAS), but do not put “(CLAS)” immediately after the full name in the first reference. It is assumed the reader knows what you are referencing on second reference acronym
- ACT/SAT — Acceptable on first reference for American College Testing/Scholastic Assessment Test
- Address — The address of the University’s flagship Parkville Campus is as follows: Park University, 8700 NW River Park Drive, Parkville, MO 64152 (note that “Northwest” is abbreviated without periods; River Park is two words; Drive is spelled out)
- adviser — not advisor
- affect (v): to influence; effect (n): result; effect (v): to cause
- afterward — not afterwards
- a lot — two words
- Alumni —
  - *Alumna: singular; a woman (Sarah is an alumna.)*
  - *Alumnus: singular; a man (Fred is an alumnus.)*
  - *Alumnae: (nē) plural; a group of women (The ladies are alumnae.)*
  - *Alumni: (nī) plural; a group of men or a group of men and women (Sixty alumni attended the event.)*
  - Alum can be used informally for a man or a woman, but do not add “n” at the end.
- Annual — Events cannot be described as annual until they have been held at least two consecutive years. Never use the term “first annual”.
- CEO/CFO/CIO — spell out chief executive officer / chief financial officer / chief information officer in first reference
- copyright / trademark symbols— In newsletters, press releases, general copywriting, etc., do not use the © or ™ symbols; these are OK for use in advertisements
- emeriti — when referring to two or more retired professors holding emeritus rank; emeritus, when referring to a male; emerita, when referring to a female.
- e-mail — The word “e-mail” is a common noun and is not capitalized.
- e-mail addresses — The preferred format for e-mail addresses is all lowercase.
  - *john.doe@park.edu*
- Esports / esports — Not hyphenated
- ensure/insure — Ensure means to guarantee; insure refers to insurance.
- entitled/titled — These are not the same; someone is “entitled” to special privileges; the title of the magazine is *Sports Illustrated*
- everyone/every one — Use two words when referring to each individual item; use one word when used as a pronoun meaning all persons.
  - *Every one of the students passed the final exam.*
  - *Everyone wants a job after college.*
- farther/further — Farther refers to physical distance. (*She ran farther than anyone else.*); Further refers to an extension of time or degree. (*He wants to further his studies.*)
- first annual — never use; if needed, use “inaugural”
- fundraiser / fundraising — Not hyphenated
- grade point average — spell out in first reference; “GPA” acceptable for second reference
- health care — two words, except when specifically referring to Park’s Master of Healthcare Administration program, the Certificate in Healthcare/Health Services Management, the Certificate in the Leadership of International Healthcare Organizations and the Bachelor of Science degree in Healthcare Management
- i.e. / e.g. — do not use; use “for example” or “such as”
- internet — not capitalized

- Jr. / Sr. / III — No comma after the person’s name (Chris Baker Sr.; Jeff Walker III)
- more than/over — More than is used with numbers; over refers to spatial relationships.
  - *More than 30 graduates attended.*
  - *The flag flew over the building.*
- nonprofit — one word, no hyphen; not-for-profit
- number — when used in rankings, “ranked No. 1” is acceptable; do not use the # symbol, unless for use in advertising
- online — lowercase, unless at the start of a sentence
- Park College — Should only be used if absolutely needed when referring to the name of the University prior to 2000 in a historical perspective.
- Parkville Campus — should be referred to as the “flagship campus” not “main campus” or “home campus”
- percent — In most instances, do not use the % symbol; spell out “percent” (one word); note that the symbol, in some instances, such as ads/fliers, etc., may be used.
- Phone numbers — always include area code and include in parentheses “(816) 584-xxxx”
- quotemarks — Periods and commas go inside quotemarks; semicolons and colons go outside (unless part of a title)
- resume — (to continue); résumé (document of employment background/skills)
- Seasons of the year — lowercase, unless referring to a specific academic semester (*Spring 2015*)
- Spacing — Only use a single space after a period, semi-colon or colon; do not use double- or triple-spacing.
- toll-free
- toward — not towards
- university — capitalize when in reference to Park University; otherwise, lowercase
- URLs — Avoid using “http://” or “https://” or “www.” before a website
- website — One word; lowercase
  - Park University’s website should be written as “www.park.edu” or “park.edu”
  - “webpage” / “webmaster” / “webmaster” are also one word
  - For extremely long URLs, use a service such as BitLy to shorten.
- work-study — hyphenate

## **STATES**

Use *AP Stylebook* guidelines that were in effect prior to spring 2014 (such as “Mo.” or “Kan.”). Postal codes (such as “MO” or “KS”) should only be used when including mailing addresses.

## **TELEPHONE NUMBERS**

Always include the area code within parentheses, such as “(816) 584-xxxx”

## **TIMES OF DAY**

- Always use “a.m.” or “p.m.” (it is never uppercase, such as AM/PM or A.M./P.M., or lowercase without periods)
- Use “noon” when referring to the day time; “midnight” when referring to the night time (do not use “12 p.m.” or “12 a.m.”)
- Do not use “:00” for times on the hour (such as 7:00 p.m.); just use “7 p.m.”
- For events that have a start/end time, use the word “to” (“The event will be held from 9 a.m. to 3 p.m.”) in news releases, articles, etc. If for a poster/postcard/flier, etc., an en dash or em dash is acceptable.



## TITLES

Typically, it is lowercase title if it appears after a person's name; uppercase if it appears before the name. ("Senior Vice President Joe Simpson said..." or "Joe Simpson, senior vice president, said...")

## TITLES

- Italicize book titles, magazines, journals, newsletters, newspapers and names of sailing vessels; plays, movies, TV shows, songs/compositions, operas in quotemarks
- Always include the first name or initials of a person the first time he/she appears in an article. Use last name only for subsequent references.
  - *John H. Smith, Ph.D., teaches History 101.*
  - *Smith is liked by many of his students. (no need to add "Dr." before the name if previously referenced with a doctoral or medical degree)*
- Never use "Mr.," "Mrs.," "Ms." or similar titles in written copy.
- Do qualify the title "professor" with associate or assistant before a person's name
  - *Alice Edwards, associate professor of Spanish*
- Adjunct faculty should be referenced as "adjunct instructor" not "adjunct professor"
  - *Steven Wilson, adjunct instructor of communication arts*
- Department heads are referred to as "chairs" not chairman or chairwoman.