Style Guide
2017-2018
This Style Guide has been prepared to provide consistency and clarity to the publications, periodicals, and website of Western New England University. These standards are recommended for all printed/web-based materials except those that are governed by specialized guidelines such as legal documents, research reports, journalistic material, charts and graphs, etc. If you have any questions, please call 782-1545.

*Note: This guide is generally based on the 16th edition of The Chicago Manual of Style, and Merriam Webster’s Collegiate Dictionary, 15th Edition. The Western New England University Style Guide represents the institution’s own house rules that should take precedence over these publications.
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**Abbreviations**

**Proper Representation of the University Name**

Western New England became a university on July 1, 2011. It is essential that all members of the University community consider themselves to be ambassadors in educating the public, the media, prospective and current students, and alumni about this important achievement.

For this reason **NEVER** abbreviate the University name as WNE or WNEU in professional communications, publications, or on the Web. An alternative secondary reference would be “the University” or simply, “Western New England.”

Similarly, please be mindful that even referencing the institution as WNE, WNEU, or the old acronym WNEC in formal or casual conversation detracts from the important brand identity of the University that significant human and financial resources have been focused toward. If all members of the University set the best example, others will follow.

**Other Abbreviations**

When abbreviating other names, spell out the entire name on the first reference followed by the letters in parenthesis. The abbreviation, without periods, can be used thereafter.

**CORRECT:** The Campus Activities Board (CAB) sponsored the program.

Single or multiple letters, numbers used as nouns, and abbreviations without periods form the plural by adding “s” alone, for instance, the Three Rs, YMCAs, CDs, IOUs, MBAs, PAs, OGLs, twos and threes, and the 1920s. These are plural, not possessive—do not add an apostrophe.

There are some exceptions: the plural for page, for instance, is pp.

The University of Chicago Press now recommends that Jr. and Sr., like II and III, no longer be set off by commas:

**CORRECT:** Irving Smith Jr., president of XYZ Company, is on vacation.

**CORRECT:** John Hanson III will graduate this year.

Morning and afternoon are designated in copy by lower case letters a.m. and p.m. Never use uppercase. Always use periods. Midday should be written as 12:00 noon. Midnight should be written as 12:00 midnight.
States are abbreviated using the two-letter postal code rather than their formal abbreviation. If you mention a city, always include the state unless it is Springfield (in local references), or a major city. “Washington, DC” is also treated this way.

Do not use “&” in place of “and” unless it is in the title of a company or program, etc.

Grade point average is abbreviated as GPA, no periods between letters.

Also see page 8, “Degrees” for additional abbreviations.

**Alphabetization**

Words with hyphens or apostrophes are alphabetized with regular words without regard to the hyphens or apostrophes.

- Ben-Gurion, David
- Braun, Theodore
- D’Annunzio, Gabriele
- de Knuif, Paul
- De la Mare, Susan
- De Valera, Carmen
- Deventer, Jacob
- Green, Donna Caswell

**Capitalization**

Use the official name of campus facilities with capitals in formal communication.

**CORRECT:** She works for the College of Pharmacy and Health Sciences.
**CORRECT:** He works in the Office of Information Technology.

On second reference, when you don’t use the proper name, capitalize such places as Hall, Center, and Field.

**CORRECT:** The St. Germain Campus Center houses the Career Development Center.
**CORRECT:** The Center also houses the Office of Campus Events.

School of Law, NOT Law School
Department of Mathematics, NOT Mathematics Department
NOTE: When referencing Western New England University, always capitalize “University.”

CORRECT: Western New England University is in Springfield, MA.
CORRECT: The University enrolls 3,800 students.

Capitalize “University” only when it refers to Western New England University.

Note it is correct to still use “college” in lowercase in such references as “going to college,” “transitioning to college,” or “the college search process.”

Majors—All undergraduate majors, concentrations, and courses are now capitalized. Hyphenated majors have initial caps only.

CORRECT: Pre-pharmacy
CORRECT: Five-year Bachelor/MBA
CORRECT: Mass Media concentration

Use initial capitals for references to the Internet and the Web, but not for a “webpage” or “website.”

Do not capitalize western in the phrase “western Massachusetts.”
Do not capitalize greater in the phrase “greater Springfield.”

General references to semesters should be lowercased. Seasons of the year are not capitalized. Specific semesters may be capitalized.

CORRECT: Registration for Fall Semester 2018 will begin tomorrow.
CORRECT: Registration will begin in fall 2017.
CORRECT: Students may begin in the spring semester.

Buildings/Grounds

Alumni Healthful Living Center
Berkshire Hall
Blake Law Center (NOTE: do not include “S. Prestley”)
Campus Utilities Building
Center for the Sciences and Pharmacy
Commonwealth Hall
D’Amour Library
Emerson Hall
Evergreen Townhouses
Franklin Hall
Gateway Village
George E. Trelease Memorial Baseball Park
Golden Bear Stadium
Hampden Hall
Herman Hall
Churchill Hall
Deliso Hall
Flynn Family Golden Bear Pavilion
Kevin S. Delbridge Welcome Center
LaRiviere Living and Learning Center
Leadership Garden
Plymouth Residence Complex
Rivers Memorial Hall
St. Germain Campus Center (NOTE: Do not include “D.J.”)
Southwood Hall
Suprenant Field
Sleith Hall*
Windham Hall

*Note: Sleith Hall Room 100 is now referred to as the Lyman and Leslie Wood Auditorium

If you are using the last name of a building with two names, you must still capitalize the name.
   **CORRECT:** Churchill Hall

Capitalize names of specific committees and lowercase second references.
   **CORRECT:** The Graduation Committee met Thursday.
   **CORRECT:** The committee planned to meet again today.

Capitalize Board of Trustees, but not trustee (except before the name, as a title).
   **CORRECT:** The Board of Trustees meets three times a year.
   **CORRECT:** She has been a trustee for two years.

Capitalize all references to the Western New England University Alumni Association and the Annual Fund.

Do not capitalize freshman, first-year, sophomore, junior, or senior when referring to individuals, but do capitalize names of organized entities.
   **CORRECT:** Class of 1940 or the Senior Class
Capitalize Email only when it begins a list or a new sentence.

**CORRECT:** Email Deb about the problem.

**CORRECT:** Please email Deb about the problem.

Do NOT capitalize the seasons.

**CORRECT:** summer, fall, winter, spring semesters.

Also see page 8, “Degrees” and “Titles” for capitalization usage.

## Degrees

The following is a list of degrees granted by Western New England University. This list indicates the formal terms and preferred abbreviations used by the University for names of programs.

- **AALS**  
  Associate of Arts in Liberal Studies

- **BA**  
  Bachelor of Arts

- **BBA**  
  Bachelor of Business Administration

- **BALS**  
  Bachelor of Arts in Liberal Studies

- **BS**  
  Bachelor of Science

- **BSBA**  
  Bachelor of Science in Business Administration

- **BSBE**  
  Bachelor of Science in Biomedical Engineering

- **BSCE**  
  Bachelor of Science in Civil Engineering

- **BSCJ**  
  Bachelor of Science in Criminal Justice

- **BSE**  
  Bachelor of Science in Engineering

- **BSEE**  
  Bachelor of Science in Electrical Engineering

- **BSIE**  
  Bachelor of Science in Industrial Engineering

- **BSME**  
  Bachelor of Science in Mechanical Engineering

- **BSW**  
  Bachelor of Social Work

- **JD**  
  Juris Doctor

- **JD/MBA**  
  Combined Juris Doctor and Master of Business Administration

- **JD/MSA**  
  Combined Juris Doctor and Master of Science in Accounting

- **JD/MS**  
  Combined Juris Doctor and Master of Science in Organizational Leadership

- **JD/MRP**  
  Combined Juris Doctor from the School of Law and Master of Regional Planning from UMass

- **JD/MSW**  
  Combined Juris Doctor from School of Law and Master of Social Work from Springfield College

- **LLM**  
  Master of Laws in Elder Law and Estate Planning

- **MA**  
  Master of Arts in English for Teachers

- **MA**  
  Master of Arts in Mathematics for Teachers
<table>
<thead>
<tr>
<th>Degree</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA</td>
<td>Master of Arts in Communication</td>
</tr>
<tr>
<td>MBA</td>
<td>Master of Business Administration</td>
</tr>
<tr>
<td>MEd</td>
<td>Master of Education in Curriculum and Instruction</td>
</tr>
<tr>
<td>MFA</td>
<td>Master of Fine Arts in Creative Writing</td>
</tr>
<tr>
<td>MSA</td>
<td>Master of Science in Accounting</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Engineering</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Civil Engineering</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Electrical Engineering</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Engineering Management</td>
</tr>
<tr>
<td>MS/MBA</td>
<td>Master of Science in Engineering Management/ Master of Business Administration</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Industrial Engineering</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Mechanical Engineering</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Applied Behavioral Analysis</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Elder Law and Estate Planning</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Law</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Organizational Leadership</td>
</tr>
<tr>
<td>MS</td>
<td>Master of Science in Sport Leadership and Coaching</td>
</tr>
<tr>
<td>OTD</td>
<td>Doctor of Occupational Therapy</td>
</tr>
<tr>
<td>PharmD</td>
<td>Doctor of Pharmacy</td>
</tr>
<tr>
<td>PharmD/MBA</td>
<td>Doctor of Pharmacy and Master of Business Administration</td>
</tr>
<tr>
<td>PharmD/MS</td>
<td>Doctor of Pharmacy and Master of Science in Organizational Leadership</td>
</tr>
<tr>
<td>PhD</td>
<td>Doctor of Philosophy in Behavioral Analysis</td>
</tr>
<tr>
<td>PhD</td>
<td>Doctor of Philosophy in Engineering Management</td>
</tr>
</tbody>
</table>

Communication major, NOT Communications  
Sport Management NOT Sports Management  

When referring to someone’s academic credentials, please include periods in the degree.

**CORRECT:** Robert Black, Ph.D.

The names of academic degrees and honors should be capitalized when using the exact name of the degree, but not when referred to in general terms:

**CORRECT:** Joseph received a Bachelor of Arts in English.  
**CORRECT:** He received a bachelor’s degree.

Do not capitalize or italicize cum laude, magna cum laude, and summa cum laude.
Whenever possible include the graduation year of alumni in the first reference of their names or in photo captions. Make sure the apostrophe before the graduation date opens to the left.

**CORRECT:** Joseph Armstrong ’97 was an English major.
**INORRECT:** Joseph Armstrong ‘97 was an English major.
**CORRECT:** Linda White L’72 is an attorney in Springfield.
**CORRECT:** Joe Peterson G’12 received his MBA at the University.
**CORRECT:** Pat Bran LLM’13 is an elder law attorney.

Use “G” to denote all master’s alumni.

**Hyphenation**

**The following words are hyphenated:**

| college-level | full-time | man-made |
| degree-seeking | hands-on | part-time |
| eye-opening | long-standing | off-campus |
| first-year | long-term | two-year program |

(in reference to law students, but not to the First Year Program)

**The following words are NOT hyphenated:**

| coauthor | lifelong | postseason |
| cocaptain | lifesaving | postsecondary |
| cochair | longtime | pregame |
| cocurricular | monthlong | prelaw |
| coeducational | multiyear | premedical |
| coinventor | noncredit | preprofessional |
| cosponsor | nondegree | reaccreditation |
| cotaught | nondegree | readmission |
| coursework | nontraditional | vice president |
| email | online | webpage |
| fieldwork | postbaccalaureate | website |
| healthcare | postgraduate | yearlong |
| homepage | postgraduation |

*See Websters dictionary for a complete listing of nonhyphenated words with the prefix “co, non, post, pre, re.”

Hyphenate fund-raising when using it as a compound modifier.

**CORRECT:** Fund raising was a success.
**CORRECT:** Our fund-raising campaign was a success.
Use on-campus when you describe things. Use on campus when you show location.
  
  **CORRECT:** Students live in on-campus housing.
  **CORRECT:** I will live on campus.

Hyphenate all compound words that begin with “self.”
  
  **CORRECT:** self-restraint, self-knowledge, self-conscious

Hyphenate compound words that begin with “ex” and mean former.
  
  **CORRECT:** ex-president, ex-husband, ex-mayor

Hyphenate compound words used as adjective phrases.
  
  **CORRECT:** Her new job demanded high-tech skills.
  **CORRECT:** He is a recent alumnus of the University.

Do not hyphenate compound words with an adverb ending in “-ly” or those used as nouns.
  
  **CORRECT:** The newly appointed director discussed the program.

The suffix “-like” is used to form new compound words and is not hyphenated unless the base word is a proper name.
  
  **CORRECT:** The athlete had catlike movements.
  **CORRECT:** The city had Tokyo-like traffic congestion.

The word-forming prefixes listed below are nearly always written as one word unless:

- the second element is a capitalized word or numeral—un-American, pre-1920
- the word must be distinguished from homonym—re-cover, re-create
- the second element consists of more than one word—pre-Civil War, non-English-speaking people
- the first letter of the word following the prefix is the same as the last letter in the prefix—non-native, co-op

**Prefix Example**

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>bio-</td>
<td>bioengineering</td>
</tr>
<tr>
<td>co-</td>
<td>coauthor</td>
</tr>
<tr>
<td>multi-</td>
<td>multidisciplinary, multisport</td>
</tr>
<tr>
<td>non-</td>
<td>nonviolent</td>
</tr>
<tr>
<td>post-</td>
<td>postdoctoral</td>
</tr>
<tr>
<td>pro-</td>
<td>progovernment</td>
</tr>
</tbody>
</table>

Also see “Hyphenating Numbers.”
Numbers

Apostrophes with Numbers

Do not use an apostrophe to form the plural when referring to a decade as a single period of time, but do express the year in numerals.

INCORRECT: the 1920’s, the 80’s
CORRECT: the 1920s, the ’80s

When identifying alumni by their class years, the year is set off by an apostrophe before, no comma after. If alumni have two degrees, the first year is written as described above then place a slash (/) after it and a G (for graduate degree), L (for law degree), or PharmD (for pharmacy) and then an apostrophe and the second year with no space in between.

CORRECT: Noell Rodriguez PharmD’15
CORRECT: Donald Clark ’87 is an alumnus of Western New England.
CORRECT: Keith Saunders ’63/G’66 is a member of the Alumni Association.

Be sure the apostrophe opens to the left. To ensure proper orientation, press the shift and option keys along with the right bracket key.

Graduation Years

Alumni earn graduation years. Do not attribute a graduation year to someone who has not yet graduated, or only attended here.

Current students should be referred to as freshman, sophomore, junior or senior by a class, example Class of 2021.

Law students are referred to as L1-L4. PharmD students are referred to as PY1-PY4. Graduate students are called “candidates.”

Numbering with %

When referring to AACSB International accreditation, we say that we are “among fewer than 5% of business schools in the world to hold this accreditation.”


Hyphenating Numbers

twenty-one, twenty-two, etc.
thirty-one, thirty-two, etc.
one hundred one, one hundred two, etc.
two hundred forty-one, two hundred two, etc.
one thousand, etc.

Spell out fractions in text material. Hyphenate them when they are used as adjectives or adverbs, but not when they are used as nouns.

CORRECT: The book is three-fourths completed.
CORRECT: Nearly one quarter of the students are women.

Telephone numbers are written with a hyphen or period.

INCORRECT: (413) 781-3111
CORRECT: 413-781-3111
CORRECT: 800.456.7656

Campus extension numbers, if used, are preceded by the abbreviation Ext. (as in Ext. 1540).

Money

For dollar amounts beyond thousands, use the dollar sign, number, and appropriate word.

INCORRECT: The grant was $14,000,000.
CORRECT: The renovation was $12.8 million.
INCORRECT: The budget was $82,600,000.
CORRECT: The budget was $82.6 million.

Years, Months, and Days of the Week

Names of the months and days of the week are always spelled out in text. Do not use “on” with dates when its absence would not lead to confusion. To describe sequences or inclusive dates use a hyphen (-) or “to.”

INCORRECT: The program ends on December 15, 2018.
CORRECT: The program ends in December 2020. (no comma)
CORRECT: He was on sabbatical during summer 2017. (no comma)
CORRECT: The program ends in December.
INCORRECT: Apply here May 7 to 9, 8 a.m. to 10 a.m.
CORRECT: Apply here May 7-9, 8:00 to 10:00 a.m.
CORRECT: Apply here May 7-9, 8:00 a.m. - 4:00 p.m.
**Time**

Figures are used in designations of time with a.m. or p.m.

INCORRECT: The concert begins at 8 p.m. in the evening.
CORRECT: The concert begins at 8:00 p.m.
CORRECT: The concert begins Friday evening at 8:00.
CORRECT: The concert begins at 8:30 p.m.
CORRECT: The concert begins 8:30 Friday evening.

For 12:00 a.m. and 12:00 p.m., use noon and midnight.
CORRECT: The session will end at 12:00 noon.
CORRECT: He came to work at 12:00 midnight.

**Punctuation with Numbers**

Use a comma in numerals of 1,000 and above, except for temperatures, dates, and SAT scores.

CORRECT: 2,235; 15,456
CORRECT: The typical freshman SAT score ranges from 1000 to 1400.
CORRECT: The program started in 2008.

**Usage of Numbers and Numerals**

Spell out numbers one through nine. Number 10 and above should be written as numerals. Use figures for dimensions, percentages, ages, distances, computer storage capacities, and several others. Grade levels are an exception—always spell them out.

CORRECT: nine secretaries
CORRECT: 10 buildings
CORRECT: 4 inches
CORRECT: He teaches ninth grade.
CORRECT: She has a daughter, Jill, two and a half.

Always spell out a number at the beginning of a sentence.
CORRECT: Two thousand five hundred full-time undergraduate students are included in Western New England University’s enrollment of 3,800.

Spell out numerical designations first through ninth and use numerals with appropriate letter suffixed for 10th and above.
CORRECT: The first semester, the second vice president
CORRECT: The 10th sample, our 50th anniversary
Do NOT use “st,” “th,” etc. with dates.

**INCORRECT:** Submit applications by October 14th.

**CORRECT:** Submit applications by October 14.

Use numerals for percent expressions and use the % mark.

**CORRECT:** 85% of freshmen live on campus.

### Preparing Text for Publication or the Web

Members of the Division of Marketing and External Affairs work on the Macintosh platform. If you are supplying text for printed or electronic publications to them, please save documents in Word. **Do not send text in Publisher or WordPerfect, we do not have this software.**

- **Important:** When typing copy, leave only one space after periods or other end punctuation.

- Never capitalize all letters in an article, to make it easier to flow copy into our design software for print or the website.

- Only underline text that is a hyperlink and provide the corresponding html address.

- When copying text from the Web, you may have to reformat apostrophes and quotation marks as they may copy as inch (”) and foot (’) marks. **INCORRECT:** The title of his lecture is "College—Then and Now"

  **CORRECT:** The title of his lecture is “College—Then and Now”

- Titled or Entitled? When referencing books, chapters, or articles, use titled. **CORRECT:** She recently published an article titled “How to Build Retention.”

### Punctuation

Use a comma before and/or in a series of three or more items.

**CORRECT:** red, white, and blue

**CORRECT:** animal, vegetable, or mineral

The comma is usually omitted after short introductory adverbial phrases unless misreading is likely:

**CORRECT:** On Wednesday he tried to see the governor.

**CORRECT:** After breakfast he got into his car.
Use commas to set off the individual elements in addresses and names of geographical places.

CORRECT: Please send pictures to 46 Mill Street, Springfield, MA.
CORRECT: The plane landed in Rome, Italy.
CORRECT: I go to school at the Springfield, MA, campus.

Introductory phrases such as “Last year” and “In 1966” do not require commas. When in doubt, LEAVE IT OUT.

**Italicizing and Use of Quotation Marks**

Italicize names of books, newspapers, journals, magazines, newsletters, films, plays, collections of poetry and long poems published separately, symphonies, operas, blogs, ships, and airplanes.

A semicolon is used in a list containing commas.

CORRECT: He leaves his wife, Shiela; his son, John; and his daughter, Martha.

Use quotation marks around articles, poems, songs, television programs, articles and features in periodicals and newspapers, chapters, titles of short stories, essays, individual selections in books, and the titles of lectures.

The colon should be placed outside the quotation mark.

The comma is always placed inside the quotation mark.

The period is placed inside the quotation mark.

The semicolon should be placed outside the quotation mark.

Place the exclamation point or question mark inside the quotation mark when it is a part of the quoted matter; otherwise, outside.

In running quotations, each new paragraph should begin with open quotation marks.

(Place the period inside the parentheses or brackets when the matter enclosed is an independent sentence forming no part of the preceding sentence; otherwise, outside.)

Parents Association does NOT have an apostrophe.
Spelling

Preferred spellings of usages adopted as style:
- advisor, not adviser
- alumnus or alumna, ( alum is acceptable, but not preferred)
- alumni or alumnae
- catalogue, not catalog
- chair and vice chair, not chairman, chairperson, or chairwoman
- coeducational, not co-educational
- curricula as plural, not curriculums
- data, not datums
- gauge, not gage
- memoranda as plural, not memorandums
- phonathon, not phonothon
- wholistic not holistic (when referring to the University’s specific program)

Alumna is feminine singular, alumnus is masculine singular, alumni is male and female plural, alumnae is female plural.

Titles and Forms of Address

Do not put a courtesy title before a person’s name if a degree title follows. Use the abbreviations only after a full name, never after just a last name. In most cases lowercase titles unless they precede a name.

Titles such as CPA should be preceded by a comma and should be written in full caps with no periods. When used after a name, a courtesy title is set off by commas.

CORRECT: Alan Wharton, CPA, works for an accounting agency.

The title Dr. may be used when the person holds an earned doctoral degree, either a Ph.D., Ed.D., D.V.M., Pharm.D., or M.D.

INCORRECT: Mr. Rollins, Ph.D.
INCORRECT: Dr. Gary Rollins, Ph.D.
INCORRECT: College Dean Dr. Robert Jones
CORRECT: College Dean Robert Jones
CORRECT: Robert Jones, president of the University
CORRECT: Dr. Gary Rollins
CORRECT: Gary Rollins, Ph.D., will address the educators.
CORRECT: Peter Quinn, director of alumni affairs
CORRECT: Director of Career Services Peter Quinn
One is an instructor, lecturer, or intern “in” a subject, but a professor, associate professor, or assistant professor “of” the subject.

Note: In formal usage, such as acknowledgments, list of contributors, lists of names in catalogues, etc., titles following a personal name can be capitalized.

Do not capitalize titles used without a name.

CORRECT: The director of copywriting services has many duties.
CORRECT: The creative director agonizes over design details.

Courtesy titles such as Mr., Mrs., Miss, and Ms. are generally not used in either first or subsequent references.

Titles before names when a civil or military title is used with the surname alone must be spelled out.

CORRECT: Professor Rollins

However, with full names, most titles are abbreviated.

CORRECT: Col. Robert Mills
CORRECT: Sen. John Kerry

Reverend or its contraction, “Rev.,” is never placed in direct juxtaposition with the person’s family name. There must always be an intermediate qualifier.

INCORRECT: The Rev. Moser
CORRECT: The Rev. Frederick Moser
or The Rev. Mr. Moser

The following are the correct ways to write the titles of other University organizations:

INCORRECT: Downe’s Hall of Fame  INCORRECT: Deans List
CORRECT: Downes Hall of Fame  CORRECT: Dean’s List
INCORRECT: Parent’s Association  INCORRECT: Presidents List
CORRECT: Parents Association  CORRECT: President’s List
Website References

There is no need to include http:// at the beginning of a website address.

Capitalize email only when it begins a list or a new sentence.

Capitalize “web” only when in reference to “the Web.”

INCORRECT: web site
CORRECT: website
INCORRECT: web page
CORRECT: webpage
INCORRECT: home page
CORRECT: homepage
INCORRECT: on-line
CORRECT: online

Official Webpage/Publication Design, and Content Guidelines

Because the quality and accuracy of information published by the University on its Web servers directly affects the institution’s reputation and image, it is essential that such information follow minimal guidelines of content and structure. It is also essential that information published electronically is consistent with the same high standards as other forms of published information (e.g., print, audiovisual, etc.). The official webpage/publication design and content guidelines have been developed to provide an overall standard design for Official Pages/Publications while also providing for the individualization of campuses, departments, and other University related organizations (e.g., official committees or task forces, major service units, etc.). These guidelines in no way intend to limit staff who supervise their area’s ability to produce their own material.

Official webpages/publications shall:

1. Be created for the purpose of carrying out official University business;
2. Be subject to University approval;
3. Comply with the Americans with Disabilities Act by being accessible to screen reading devices that are used by people with visual impairments (i.e. all images will contain ALT tags containing information about that image). For more information visit www.section508.gov;
4. Contain the following basic components:
   a. The title of the webpage/publication, and the name of the organization/department/unit publishing the page
   b. A contact email address so that questions, corrections, or comments can be appropriately directed
   c. Links to the campus or University homepages, as appropriate

5. Be designed based on good usability principles:
   a. Don’t make users have to think too much—the webpage should be obvious and self-explanatory.
   b. Don’t test a user’s patience—the less you require of them to use your site, the more likely a random visitor will actually try it out.
   c. Manage to focus user’s attention—focus the user’s attention to specific areas of the site/page with a moderate use of visual elements to help your visitors get from point A to point B without thinking of how it actually is supposed to be done. In other words: the less thinking that needs to happen behind the scenes, the better the user’s experience, which is the aim of usability in the first place.
   d. Strive for feature exposure—letting the user see clearly what functions/options are available is a fundamental principle of a successful user interface design.
   e. Don’t be afraid of the white space—when a new visitor approaches a design layout (a webpage), the first thing he/she tries to do is to scan the page and divide the content area into digestible pieces of information. If you have the choice between separating two design segments by a visible line or by some white space, it’s usually better to use the white space solution.
   f. Don’t use more words than are necessary—visitors don’t read webpages, they scan them. Large blocks of text are very hard to scan and intimidate visitors. Use short bolded headlines and a couple of supporting sentences whenever possible.
   g. Make obvious what is clickable—webpages should not contain items that look like buttons or links but do not function as buttons or links. In support of that, only text that are links should be underlined on a webpage.
h. Use well thought out hierarchy, grouping, and labeling in your navigation—listing too many links makes the navigation unwieldy and too few may hide important information. Think about the user’s lexicon when choosing labels for links or pages that are a collection of links to other pages. For example, a student might not know that the bursar’s office is where one pays bills; so a link labeled “Bill Payment” might be a better choice than “Bursar’s Office.”

6. Be designed to address the issues of varying user screen resolution and the slow loading of images and video. Additionally, all navigational aids which are inline images should also contain alt tags giving equivalent informational or navigational functions for users of web browsers which cannot display images;

7. Do not have dead-end or malfunctioning links;

8. Comply with any other pertinent University publications policies/standards/guidelines or campus procedures.

Webpages/publications will minimally comply with the W3C//DTD HTML 4.01 Transitional HTML standards as defined by the Web Consortium (www.w3c.org).

Information contained on official webpages/publications shall contain no statements of a fraudulent, defamatory, harassing, abusive, obscene, or threatening nature. Such information will be removed from display. Additionally, the University has special concern for incidents in which individuals are subject to harassment or threat because of membership in a particular racial, religious, gender, or sexual orientation group.

Official webpages may contain external advertising if University policy allows such advertising in print media and only if such advertising is specified pursuant to a valid contractual agreement between the University and a third party.