Writing Great Content Consistently: Usage, Style and Grammar

The Stevens Editorial Style Guide was created to educate and guide the Stevens community in the use of a single "house" style consistently and appropriately across the university for Stevens print, graphic and electronic materials. The guide is intended for faculty and staff in the use of a single "house" style consistently and appropriately across the university for Stevens print, graphic and electronic materials. This guide should also be employed by all consultants retained by Stevens.

Stevens Institute of Technology uses The Associated Press (AP) Stylebook and Merriam-Webster Dictionary. Every institution that uses multiple styles should also be employed by all consultants retained by Stevens.
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Table of contents items are hyperlinked for quick access to the topics listed.
The Stevens Editorial Style Guide was created to educate and guide communicators, faculty and staff in the use of a single style consistently and appropriately across the university for Stevens print, graphic and electronic materials. This style should also be employed by all consultants retained by Stevens.

Stevens Institute of Technology uses The Associated Press (AP) Stylebook and The Merriam-Webster Dictionary. Every institution that uses a style guide also has its own nuances. While AP style is useful as a framework, Stevens has modified this style where more appropriate for university purposes. The following guide explains how Stevens Style differs from AP style, and describes how we address certain editorial situations not clearly delineated in AP's Stylebook. Consult the AP Stylebook, available online at www.apstylebook.com, for basic style questions. In cases where Stevens Style differs from AP style, the Stevens Style takes precedence.

Here are some helpful tips to follow across all types of content:

- **Capitalize most words** in headlines (not articles and prepositions).
- **Capitalize only** the first word in subheadings.
- **Always single-space** after sentences, never double-space.
- **Do not use periods** in photo captions unless the caption is a full grammatical sentence.
- **Do not use puns** in headlines.
- **Always view a published story** after publishing, to be sure there are not different type sizes, missing photos, stray HTML code visible, or other formatting errors.
- **Always insert alt text** into the HTML code of a published piece to identify images and videos for those using screen readers or other assistive devices.
- **Avoid excessive use of “internal speak”** — phrases commonly utilized within Stevens that may not be understood by those beyond the university community.

For the correct AP and Stevens Style renditions of some commonly used terms, see page 22. For further questions on style issues, email styleguide@stevens.edu.
Stevens Style Exceptions to AP Style

Stevens Style occasionally diverges from AP style. Here are some examples:

<table>
<thead>
<tr>
<th>Stevens Style</th>
<th>AP Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>advisor</td>
<td>adviser</td>
</tr>
<tr>
<td>healthcare</td>
<td>health care</td>
</tr>
<tr>
<td>more than 10,000 students</td>
<td>over 10,000 students</td>
</tr>
<tr>
<td>phone: 201.871.1000</td>
<td>phone: 201-871-1000</td>
</tr>
<tr>
<td>Stevens', campus'</td>
<td>Stevens's, campus's</td>
</tr>
</tbody>
</table>

When formatting titles of journals, works of art, etc:

<table>
<thead>
<tr>
<th>Stevens Style</th>
<th>AP Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>The New York Times</td>
<td>no italics allowed</td>
</tr>
<tr>
<td>the journal Nature</td>
<td>no italics allowed</td>
</tr>
<tr>
<td>&quot;War and Peace&quot; or War and Peace</td>
<td>no italics allowed</td>
</tr>
</tbody>
</table>

When capitalizing headlines:

<table>
<thead>
<tr>
<th>Stevens Style</th>
<th>AP Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevens Wins New Grant</td>
<td>Stevens wins new grant</td>
</tr>
</tbody>
</table>
**Academic Degrees**

Follow the following guidelines when writing degree names and abbreviations:

- If spelling the full degree, use lowercase, except for proper nouns.
  - A bachelor's degree in computer engineering and a master's degree in engineering management

- Use lowercase for the field of study.
  - She is pursuing a B.S. in environmental engineering.

- If using the abbreviation of degree type, use periods in all degrees except those with three capital letters. Do not place any spaces between the letters.

<table>
<thead>
<tr>
<th>Formal Use [use capital letters]</th>
<th>General Use 1</th>
<th>Use 2</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Engineering</td>
<td>bachelor's degree</td>
<td>bachelor's</td>
<td>B.E.</td>
</tr>
<tr>
<td>Bachelor of Science</td>
<td>bachelor's degree</td>
<td>bachelor's</td>
<td>B.S.</td>
</tr>
<tr>
<td>Master of Business Administration</td>
<td>master's degree</td>
<td>master's</td>
<td>MBA</td>
</tr>
<tr>
<td>Master of Engineering</td>
<td>master's degree</td>
<td>master's</td>
<td>M.Eng.</td>
</tr>
<tr>
<td>Master of Science</td>
<td>master's degree</td>
<td>master's</td>
<td>M.S.</td>
</tr>
<tr>
<td>Master of Management Science</td>
<td>master's degree</td>
<td>master's</td>
<td>MMS</td>
</tr>
<tr>
<td>Master's of Engineering, Honoris Causa</td>
<td>honorary master's</td>
<td>master's</td>
<td>Hon. M.Eng.</td>
</tr>
<tr>
<td>Doctor of Science</td>
<td>doctoral degree</td>
<td>doctorate</td>
<td>Sc.D.</td>
</tr>
<tr>
<td>Doctor of Philosophy</td>
<td>doctoral degree</td>
<td>doctorate</td>
<td>Ph.D.</td>
</tr>
</tbody>
</table>

The word "degree" should not follow an abbreviation:

- She has a B.A. in philosophy. (or) She has a bachelor's degree in philosophy.

**TIP:** In stories or releases concerning holders of multiple degrees, try to write around the issue of using too many initials and "alphabet soup" as often as possible:

- Jones received a bachelor's degree in mechanical engineering at Stevens in 1988 before completing a master's in management in 1990.

**TIP:** When degree holders hold multiple Stevens degrees, list ALL degrees, from least to most advanced, with NO commas between:

- Jane Jones '56 M.S. '61
Acronyms and Abbreviations

Stevens has many acronyms that are used internally; however, these acronyms are unfamiliar to external audiences and should be avoided. A few universally recognized abbreviations are required in some circumstances (e.g., laser or sonar); others are acceptable depending on context (e.g., NASA, NCAA). Unless it’s well known, steer clear of using them. Do not use acronyms or abbreviations that the reader would not quickly recognize.

If you need to abbreviate a school or program name — or some new research you’re writing about — first spell it out with the acronym in parentheses.

- Her work with the School of Systems and Enterprises (SSE) has been recognized by the U.S. Department of Defense.
- All other references thereafter can be the acronym only (SSE).

Attribution and Class Year

Currently enrolled students (except seniors): Indicate the entire year, with the words "Class of" preceding:

- John Smith, a member of the Class of 2025, performed summer research in the university's imaging laboratories before returning to Stevens this fall.

Currently enrolled seniors: Indicate the graduation year (or anticipated graduation year) in two-digit format, with a reversed apostrophe (‘):

- Joan Smith ’18 presented her team's capstone design project at the annual Innovation Expo.

Alumni from 1940 forward: Indicate graduation year in two-digit format, with a reversed apostrophe (‘):

- Jane Smith ’12 directs investments for a leading financial firm on Wall Street.
- Jake Smith ’66 was honored for his longtime contributions to the Stevens Alumni Association.

Alumni from classes earlier than 1940: Use the "Class of" designation in all cases.

- Frederick Winslow Taylor (Class of 1883) co-founded General Motors.

Note that graduate-degree years are indicated in exactly the same format; do not use asterisks or any other special marks to distinguish from undergraduate-degree years.

Also note that, because an unusually high proportion of Stevens students enroll in five-year programs and other nontraditional pathways to their degrees, we discourage the use of the terms "freshman," "sophomore" and "junior" as these may be misleading. "Senior" is acceptable, as we still formally refer to "Senior Design Projects." Where incremental progress must be noted, you may use "first-year student," "third-year student," "fifth-year student" and so forth.
Dates and Times

When writing news stories, remember that web content is evergreen and may be viewed at a later, even much later, date. Avoid references to "today," "this week," "this month" and "next month."

Do not use -ths, -sts, etc. for dates.

- Aug. 27 [NOT Aug. 27th]

Always include the day of the week in an announcement. Never abbreviate days of the week.

- Commencement will take place Wednesday, May 21, 2014.

In an announcement or invitation, spell out the name of the month. Abbreviate all months except March, April, May, June and July in running text.


When the phrase uses only a month and year, do not separate by comma. When the phrase refers to a month, day and year, set off the year with commas.

- January 2011 was a cold month.
- Jan. 2 was the coldest day of the month.
- His birthday is May 8.
- Feb. 14, 2017, is the target date.

Use hyphens in date ranges, like this:

- The workshop will take place Monday through Thursday, July 18-21.

Write academic years like this:

- the 2011-12 academic year
**Dates and Times (cont.)**

*Fiscal Year* may be abbreviated as "FY". Use a space before the year only when the year is represented as four digits.

- In FY 2020, Stevens produced record fundraising.
  - BUT -
- The endowment report for FY20 was released today.

Don't use :00 for times that are on the hour:

- 7 p.m.
- 7:30 p.m.

Use periods after a.m. and p.m. in writing. In posters, signs, invitations and other graphical pieces, you may omit periods at your discretion.

- Write "noon" and "midnight" instead of 12 p.m. and 12 a.m.

The only exception for date and time guidelines is on Twitter or other character-constrained media. In these cases, choose the shortest-yet-clearest description of dates.

- Mon 1/24 at 4pm

**Formal and Informal Titles**

**TITLES OF PEOPLE**

Capitalize formal titles when they are used immediately before one or more names. A formal title generally is one that denotes a scope of authority, professional activity or academic activity.

- President Nariman Farvardin
- Dean Gregory Prastacos
Formal and Informal Titles (cont.)

Formal titles used after one or more names are not capitalized. EXCEPTION: Titles may be capitalized when names appear in a columnar list or when captioning an image.

- Jane Johnson, vice president of human resources
- Robert Smith, vice provost of academics, will be delivering a lecture today.

Informal titles serve primarily as occupational descriptions and are not capitalized.

- author Stephen King
- pilot Chuck Yeager

Titles of Courses, Books, Movies, Works of Art, Publications, etc.

Use italics for all newspaper, magazine and journal names. You may use either italics or quotation marks for the titles of any article, movie or song. Note that this contradicts AP style, which does not allow any italics.

Websites and web publications are NOT italicized or quoted, EXCEPT when there is also a printed component, and then they may be italicized.

- The professor's new textbook is titled *Marine Security and You*.
- Stevens will host a special discussion of van Gogh's *Sunflowers*.
- *Nature*
- *The New York Times*
- *Forbes*
- The Princeton Review
- PayScale.com
- The article was titled "Macro Effects of Social Media."

Use quote marks for course names only when the exact name is being given.

- Professor Smith's new course, "Introduction to Fluid Dynamics," will be offered in the fall.
  - BUT -
- Professor Smith will teach a new course in fluid dynamics this fall.
Bullets

Bulleted items may be capitalized or left in lowercase, depending on preference — but must be consistent throughout a single document. (Note that AP style does not allow bullet-pointed lists of any kind, but Stevens Style does.)

In general, listed items that are complete sentences should be capitalized, and those that are fragments should be rendered in lowercase. Sentences after bullet points should end in a period. Sentence fragments should not.

Commas

We use AP style for commas, which means we do not use a serial comma. This means you should NOT include a comma before the last item in a list of three or more items.

• He received his bachelor's, master's and doctoral degrees at Stevens.

Exception: If the list is complex — if items in the list are each long — include the final comma:

• The planning subcommittee also drew up a list of items to discuss in future sessions, including improvements to campus such as new dormitories and laboratories, new curricula to improve the training of the next generations of technology leaders, and future faculty hiring needs.

Exception: If the final or next-to-last item of the list in the sentence has the word "and" in it, include the final comma to ensure clarity:

• Stevens engineers graduate with the knowledge to design software, systems and networks, and protocols for cybersecurity.

Use semicolons when individual list items include commas in them. These same rules and exceptions apply in these cases as well.

Dashes and Ellipses

Always use a WIDE dash (called an "em-dash") instead of a narrow dash in sentences. Place a space before and after all em-dashes.
**Formatting, Punctuation and Special Marks (cont.)**

**QUOTATION MARKS**

We do not use "curly" quotes in most published communications. Always set copy into "straight" quotes. This is important to remember, because formatted text such as this sometimes alters its appearance or spacing when transferred to web documents, content management systems and display monitors, with potentially undesirable results.

EXCEPTION: Graphic designers may add curly quotes as a design element to printed pieces only (posters, postcards, etc.).

The period and comma ALWAYS go inside quotation marks:

- "He will stop by tomorrow," she said.

A question mark goes inside when it is part of a direct quote:

- "Will you explain distribution requirements to me?" asked the student.

A semicolon goes outside quote marks in a sentence:

- Refer to us as "conference participants"; others should be called "guests."

Use single, not double, quotation marks in headlines in all cases, even when a person is being quoted.

- A 'Landmark Day For Stevens,' Proclaims President

Use double quotation marks in stories, including when explaining a new term to readers, EXCEPT when using a "quote within a quote."

**SPACING**

Insert only one space between each sentence, never two spaces.

**Gender and Pronouns**

The following guidance is drawn from the Associated Press Stylebook (55th edition, 2020).

Gender is not synonymous with sex. Gender refers to a person’s social identity, while sex refers to biological characteristics. Not all people fall under one of two categories for sex or gender, according to leading medical organizations, so avoid references to both, either, or opposite sexes or genders, thus encompassing all people. When needed for clarity or in certain stories about scientific studies, alternatives include men and women, boys and girls, and males and females.

In stories about people who identify as neither male nor female, or ask not to be referred to as he/she/him/her, use
Gender and Pronouns (cont.)
a person's name in place of a pronoun or otherwise reword the sentence whenever possible. "They/them/their" is not as well recognized as a pronoun for a singular individual, though it is emerging in prominence. It should be used only in limited cases as a singular pronoun when alternative wording is overly awkward or clumsy or when it is the chosen pronoun of the subject. Be sure that the phrasing does not imply more than one person.

Identify people as transgender or nonbinary only if pertinent, and always use the name that the individual uses publicly (this may differ from their legal name).

Also see the Inclusive Language Resources guidance on page 23.

Numbers

Spell out the numbers one through nine; use numbers for all others. The exception is in web copy, where numerals are preferable for low numbers to make them more easily scannable. Here are some examples of proper Stevens Style when used in print:

• There were seven people at the meeting.
• There were 36 students in the class.
• There are approximately 3,800 undergraduates.

When a number is the first word of a sentence, always spell it out.

• One hundred and five alumni attended the lecture.

Spell out "million" and "billion." Use a dollar sign when referring to monetary amounts:

• The world's population has reached 7 billion.
• A record number of donors gave between $1 million and $2 million to Stevens.

Use a comma for thousands, except when writing about temperatures or SAT scores:

• 1,160 students
• The ceramic tile was heated in the lab to 2200 degrees.

PERCENT

For percentages, use only the % sign, never the words "per cent" or "percent."

• Approximately 50% of Stevens' student body hails from New Jersey.
Numbers (cont.)

QUANTITIES
Always use "more than," "less than" or "fewer than" instead of "over" or "under" when indicating numbers or quantities. Use "fewer" with items you can count individually, and use "less" for mass items.

- More than 2,000 students attended the latest Stevens Town Hall Meeting.
- The university raised more than $20 million during the fiscal year.
- Fewer than 12 papers were included in the journal.
- The foundation received less than $100 million in donations last year.

TELEPHONE NUMBERS
Use area codes, plus periods, in all telephone numbers:

- 800.555.1234
- 201.216.5000

Plurals and Possessives

PLURALS
Alumni

- Alumnus = a male graduate of Stevens
- Alumna = a female graduate of Stevens
- Alumnae = a group of female graduates of Stevens
- Alumni = a group of male or mixed-gender graduates of Stevens

Never use the informal words "alum" or "alums" in formal writing.

Do not use "alumnus" to represent an unknown male or female graduate of Stevens. Use both "alumnus" and "alumna":

- If you are an alumnus or alumna who has never given to Stevens, you are eligible for the matching program.
Plurals and Possessives (cont.)

Commonly used plurals that sometimes cause confusion are clarified below:

- curriculum (singular); curricula (plural)
- emeritus (singular male); emerita (singular female); emeriti (plural)
- faculty member (singular person); faculty (plural of faculty members)

POSSESSIVE "S"

Do not use a double "S" in any possessives. Note that this is contrary to the AP style rule.

- Stevens' longest-living graduate [NOT Stevens's]
- Many of the campus' buildings were constructed in the 1970s.

Spelling and Usage

In the case of alternate spellings or plurals, we typically use the first entry in The Merriam-Webster Dictionary. Here are some commonly used phrases and their proper renderings in AP style:

- catalog
- chair: use the term "chair" wherever possible instead of chairperson, chairwoman or chairman, except when referring to the current Stevens Board of Trustees Chairman
- the internet [always lowercase]
- the web, webpage, website, webcast, webmaster

CONTRACTIONS (WON'T, CAN'T, I'LL, ETC.)

In general, avoid contractions in professional communications. They may be used in personal letters in limited instances. When speakers quoted in a story use contractions, ask the speaker for approval to include these. They are permissible in this case.
Spelling and Usage (cont.)

INCLUSIVE LANGUAGE

It is important to write in a way that does not exclude a particular gender:

<table>
<thead>
<tr>
<th>Instead of</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>businessman</td>
<td>business executive, manager</td>
</tr>
<tr>
<td>cameraman</td>
<td>camera operator</td>
</tr>
<tr>
<td>coed</td>
<td>female student, student</td>
</tr>
<tr>
<td>fireman</td>
<td>firefighter</td>
</tr>
<tr>
<td>foreman</td>
<td>supervisor</td>
</tr>
<tr>
<td>mailman</td>
<td>mail carrier</td>
</tr>
<tr>
<td>policeman</td>
<td>police officer</td>
</tr>
</tbody>
</table>

Also see "Inclusive Language Resources" on page 23.

TENSE

For press releases, use the past tense.

- "We will break ground tomorrow," the president said in a statement.

Do not switch tenses within a single piece of writing.

USE OF PROFESSIONAL WRITING STYLE

Use a more professional word wherever possible, over a more casual choice. Some informality is acceptable for external marketing, alumni appeals, informal communications, emails and some corporate communications, but otherwise please minimize their use. "Great" career services can become "premier" or "highly ranked" career services, for example. Exceptions may be made for advertising/marketing copy.

<table>
<thead>
<tr>
<th>Rather than</th>
<th>Consider</th>
</tr>
</thead>
<tbody>
<tr>
<td>We/our</td>
<td>Stevens professors, Stevens faculty, the university campus, university professors, the university’s students</td>
</tr>
<tr>
<td>Incredible/amazing/stellar</td>
<td>Remarkable, distinguished, exceptional, noted, renowned, leading</td>
</tr>
<tr>
<td>Too</td>
<td>As well, in addition, additionally, also</td>
</tr>
<tr>
<td>Programs like chemistry</td>
<td>Programs including chemistry, programs such as chemistry</td>
</tr>
</tbody>
</table>
State Names

Spell out all state names in stories. EXCEPTION: You may abbreviate in graphical pieces, social media and web content areas where space is limited.

When abbreviating states, you may use periods or not, depending on the design of the graphical piece.

Please use the official AP abbreviations for states (available in the AP Stylebook).

- Hoboken, New Jersey [web story, media release]
- Hoboken, NJ [postcard, feature header, etc.]
- Hoboken, N.J. [printed pieces, datelines, photo captions]

URLs, Internet Addresses and Linking

Always make the website address (URL) as short as possible.

- When a URL must be broken over a line in printed context, break the line before rather than after the slash (/).

In Stevens stories and Stevens web content, links pointing to official www.stevens.edu websites should be used. Exceptions include:

- Faculty members may point to outside links for certain purposes, such as learning materials, journal extracts, course readings, etc.
- Media coverage of Stevens and other key external communications about Stevens (rankings, for example) may be linked to.
- Certain vendor services (Issuu, etc.) or official partnerships may be linked to when officially contracted.
- The Stevens Athletics website (www.stevensducks.com) is currently maintained by outside vendors and is a permissible outside link.
- It is also permissible to link to Stevens’ social media channels to drive further conversation and engagement, including official Facebook, Twitter, LinkedIn, Instagram and YouTube pages, feeds and sites.

When linking to external websites, all these links must each open in new tabs or windows. Avoid inserting excessive external links into content; all such links should be relevant and add value.
## OFFICIAL NAMES AND PLACES

### Building Names

Always consult the following website for the correct official spellings and capitalization of Stevens building names:

- [https://tour.stevens.edu/](https://tour.stevens.edu/) [primary reference]

(Note that some building names on this map use shorter, second-reference form on the map itself in order to fit the space. Use longer names on first reference.)

Use the full official names of the following buildings, labs, theaters and classrooms on first reference in writing, and shorter forms in subsequent references:

<table>
<thead>
<tr>
<th>First reference*</th>
<th>Second/subsequent references can use</th>
</tr>
</thead>
<tbody>
<tr>
<td>the ABS Engineering Center</td>
<td>the ABS Center</td>
</tr>
<tr>
<td>Kenneth J. Altorfer Academic Complex</td>
<td>the Altorfer Complex</td>
</tr>
<tr>
<td>the Lawrence T. Babbio, Jr. Center for Business and Technology Management</td>
<td>the Babbio Center</td>
</tr>
<tr>
<td>the Burchard Building</td>
<td>Burchard</td>
</tr>
<tr>
<td>Castle Point Hall</td>
<td>CPH</td>
</tr>
<tr>
<td>the Davidson Laboratory</td>
<td>the Davidson Lab</td>
</tr>
<tr>
<td>the Grace E. and Kenneth W. DeBaun Auditorium</td>
<td>DeBaun Auditorium</td>
</tr>
<tr>
<td>DeBaun Field / DeBaun Athletic Complex [both are acceptable]</td>
<td>(none)</td>
</tr>
<tr>
<td>the Gateway Academic Center</td>
<td>Gateway</td>
</tr>
<tr>
<td>the Griffith Building</td>
<td>(none)</td>
</tr>
<tr>
<td>the Hanlon Financial Systems Center (HFSC)</td>
<td>Financial Systems Center or HFSC</td>
</tr>
<tr>
<td>The Hanlon Financial Systems Lab</td>
<td>the Hanlon Lab</td>
</tr>
<tr>
<td>the Hanlon Lab for Analytics and Data Visualization</td>
<td>Hanlon 2</td>
</tr>
<tr>
<td>the Wesley J. Howe Center</td>
<td>the Howe Center</td>
</tr>
<tr>
<td>Hoxie House</td>
<td>(none)</td>
</tr>
<tr>
<td>the Morton-Peirce-Kidde Complex</td>
<td>Morton-Peirce-Kidde</td>
</tr>
<tr>
<td>the Charles V. Schaefer, Jr. Athletic and Recreation Center</td>
<td>the Schaefer Center</td>
</tr>
<tr>
<td>Edwin A. Stevens Hall</td>
<td>EAS Building</td>
</tr>
<tr>
<td>The William Hall Walker Gymnasium</td>
<td>Walker Gym / Walker</td>
</tr>
<tr>
<td>the Ruesterholz Admissions Center</td>
<td>the Ruesterholz Center</td>
</tr>
<tr>
<td>S.C. Williams Library or Samuel C. Williams Library</td>
<td>Williams Library / the library</td>
</tr>
<tr>
<td>the University Center Complex</td>
<td>(none)</td>
</tr>
</tbody>
</table>

*In event listings, alumni communications and internal newsletters only, short forms are allowed throughout.*
Building Names (cont.)

When describing events held in rooms of a building, use the following listing convention: Building first, room number or name second.

Campus Events

The formal names of special events are capitalized:

- Alumni Weekend
- Commencement
- Innovation Expo
- Stevens Awards Gala

Departments, Schools and Academic Programs

ACADEMIC PROGRAMS

Majors and minors are always lowercase in running text.

- He is a chemical biology major.
- She studied quantitative finance.
- Those graduate students are pursuing their degrees in systems engineering.

DEPARTMENTS

Capitalize specific departments when used as a proper name. If you refer generally to a department, it should be lowercase.

- Department of Computer Science, the computer science department
- Division of Human Resources, the human resources division

Note that academic departments in the School of Engineering and Science are headed by department "chairs" and no longer "directors" (the former designation for this role at Stevens).

If a professorship is an endowed chair, it must always be spelled out fully and capitalized, including the "the" before the chair name:

- The Alexander Crombie Humphreys Chair in Economics of Engineering
Departments, Schools and Academic Programs (cont.)

SCHOOLS

<table>
<thead>
<tr>
<th>First reference</th>
<th>Acceptable on second reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>the Charles V. Schaefer, Jr. School of Engineering and Science</td>
<td>the Schaefer School / SES [no periods]</td>
</tr>
<tr>
<td>the School of Business</td>
<td>the School of Business / the business school</td>
</tr>
<tr>
<td>the School of Systems and Enterprises</td>
<td>SSE [no periods]</td>
</tr>
<tr>
<td>the College of Arts and Letters</td>
<td>CAL [no periods]</td>
</tr>
</tbody>
</table>

Both "and" and "&" are acceptable forms of "and" in Stevens school names in some communications. When writing news stories and formal communications, however, always spell out "and." In graphic pieces, either is acceptable.

UNIVERSITY

When writing for external audiences, the first reference to the university should use its full, proper name. Subsequent occurrences can simply refer to "Stevens."

- Stevens Institute of Technology (first reference)
- Stevens (subsequent references)
- Mix "the university" in during subsequent references.

*Never* refer to the university as:

- "the Stevens Institute of Technology" (exception for official documents issued from the Board of Trustees)
- "SIT"
- "Stevens Tech" (exception for the Stevens Alma Mater or other legacy titles and the hashtag #stevenstech)
- "the Institute"

The word "university" is NOT capitalized, even when referring to Stevens. Only use when part of a university's official name.
STEVENS-SPECIFIC CONTENT

Boilerplate

This is the official Stevens boilerplate, last updated in March 2021. It may not be edited.

FULL VERSION (194 words)

Stevens Institute of Technology is a premier, private research university situated in Hoboken, New Jersey, overlooking the Manhattan skyline. Since our founding in 1870, technological innovation has always been the hallmark and legacy of Stevens’ education and research. Within the university’s three schools and one college, 7,300 undergraduate and graduate students collaborate closely with faculty in an interdisciplinary, student-centric, entrepreneurial environment. Academic and research programs spanning business, computing, engineering, the arts and other fields actively advance the frontiers of science and leverage technology to confront our most pressing global challenges. The university is consistently ranked among the nation’s elite for return on tuition investment, career services and the mid-career salaries of alumni. Stevens is home to two national research centers of excellence as well as interdisciplinary research programs in artificial intelligence and cybersecurity; data science and information systems; complex systems and networks; financial systems and technologies; biomedical engineering, healthcare and life sciences; and resilience and sustainability. Stevens is currently in the midst of executing a 10-year strategic plan, The Future. Ours to Create., which is growing and transforming the university, further extending the Stevens legacy to create a forward-looking, far-reaching institution with global impact.

MEDIUM VERSION (112 words)

Stevens Institute of Technology is a premier, private research university situated in Hoboken, New Jersey, overlooking the Manhattan skyline. Since our founding in 1870, technological innovation has always been the hallmark and legacy of Stevens’ education and research. Within the university’s three schools and one college, 7,300 undergraduate and graduate students collaborate closely with faculty in an interdisciplinary, student-centric, entrepreneurial environment. Academic and research programs spanning business,
Boilerplate (cont.)

computing, engineering, the arts and other fields actively advance the frontiers of science and leverage technology to confront our most pressing global challenges. The university is consistently ranked among the nation’s elite for return on tuition investment, career services and the mid-career salaries of alumni.

SHORT VERSION (63 words)

Stevens Institute of Technology is a premier, private research university situated in Hoboken, New Jersey, overlooking the Manhattan skyline. The university’s undergraduate and graduate students collaborate with faculty in an interdisciplinary, student-centric, entrepreneurial environment, leveraging business, computing, engineering, the arts and other disciplines to confront our most pressing global challenges. Stevens is consistently ranked among the nation’s elite for ROI and career services.

Graphic Styles

For guidance on official fonts, colors, brand marks, logos and all other design issues, consult the Stevens Visual Identity Guide online at www.stevens.edu/brandguide.

Official Names, Addresses and Spellings

- 1 Castle Point Terrace [must include the street number]
- First in Class [always capitalize first and last words]
- The Innovation University® [in italics, registration mark required]
- Stevens Alumni Association / SAA / the Alumni Association [never "the Alumni office"]
- StevensOnline [2 capital letters, no spaces]

Rankings

University rankings and accomplishments change frequently. For the very latest data, refer to: http://www.stevens.edu/about-stevens/rankings-and-recognition.
University-Specific Terminology and Usage

Commonly used terms, both former and current:

- first-year student [not freshman]
- healthcare: One word in all Stevens uses
- scholar-athlete: Always hyphenate

Spring 2021, Fall 2021: We capitalize the academic semesters and Summer Session as proper nouns when referring to a specific semester. In cases where it refers to fall or spring semester in general, lowercase is used.

- The Spring 2021 semester will begin on April 1.
- Commencement ceremonies take place at the end of the spring semester.

Correct names and spacing of commonly used technology terms:

- 3D [not 3-D]
- AI [no periods]
- African American, Asian American, Latin American [no hyphen]
- autonomous vehicles, semi-autonomous vehicles, self-driving cars [do NOT use the term "driverless cars" unless there are never passengers in the vehicles discussed]
- Black [to describe a group of people]
- COVID-19 [the disease]
- cybersecurity, cyberterrorism, cybercafe
- livestream, livestreaming [use no hyphen]
- nanotech
- nanotechnology
- the novel coronavirus [the virus that causes the disease]
- STEM [no periods; spell out "science, technology, engineering and mathematics" on first use except in headlines]
- virtual reality, augmented reality [VR is acceptable as abbreviation on second reference for virtual reality and AR is acceptable as a second reference for augmented reality]
- white [to describe a group of people]
INCLUSIVE LANGUAGE RESOURCES

Differentiating Commonly Used Terms

The following terms should not be used interchangeably as they have different meanings:

- **Diversity**: refers to variety and differences of many kinds, but most often used to specifically discuss or involve marginalized and/or minority social identities (race, gender, ability, sexual orientation, religion, etc.)

- **Equality vs. Equity**: The difference between equality and equity must be emphasized. Although both promote fairness, equality achieves this through treating everyone the same regardless of need, while equity achieves this through treating people differently depending on need.

- **Inclusion**: involving, centering and uplifting traditionally excluded or marginalized groups in conversations, decision-making, leadership, policies, etc.

- **Marginalized**: a group or individual experiencing exclusion or prejudice or treated as insignificant compared to the dominant group. Can refer to minority students or not. (Example: Asian students in STEM are not a minority or underrepresented; however, they do experience racism and bias and report feeling marginalized in classrooms and social settings.)

- **Minority**: refers to a sub-group of people who are smaller in population than the dominant group, usually based on ethnicity, race, religion, gender or other social identities. (Example: Native American students are the smallest racial minority at Stevens.) Minority can change depending on context. (Example: Women are not a minority in the U.S. or world populations, but they are a minority in STEM fields.)

- **Students of Color**: all students who do not identity as white. This is a commonly used descriptor in higher education, especially helpful when the writer wishes to include Asian students who are not considered an "underrepresented minority" in STEM.

- **Underrepresented**: refers to a group that is a small percentage of the whole in any context and whose needs are less represented in leadership, decision-making and resource allocation.

- **Underrepresented Minority/URM**: predominantly used in STEM contexts to refer to Black, Hispanic/Latinx, and Native American/Indigenous people who are underrepresented in STEM compared with their white and Asian peers. URM is acceptable for reports and other official documents, but in promotional content and storytelling, it is preferable to spell out the term rather than use the acronym.

- **Underserved**: refers to a group that has traditionally been under-resourced or otherwise disadvantaged by a lack of equal opportunity or access. (Example: "The Stevens ACES program introduces underserved communities to college life.")
Racial Identity

Always bear in mind that race, ethnicity and nationality are different things. For example, someone can be white (race), Jewish (ethnicity and religion) and American (nationality). There can also be overlap; for example, someone could be Black (race) and Nigerian (ethnicity and nationality).

**African American/Black**: Black and African American should not be used interchangeably.

- African American refers to people of African descent born in the United States. African American is not always the preferred label for all Black people born in the U.S. 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 and relevant. (Example: Minneapolis has a large Somali American population. The author is Senegalese American.)

- Black is an encompassing term to refer to all groups of people with dark-colored skin, especially of African or Australian Aboriginal ancestry, and generally all peoples of the African diaspora regardless of nationality. The term reflects a shared identity and culture rather than a skin color alone. Also use Black in racial, ethnic and cultural differences outside the U.S. to avoid equating a person with a skin color. When in doubt, begin with the term Black and ask for clarity from a subject, then correct if needed or relevant.

**Asian**: refers broadly to people of Asian descent (including the Far East, Southeast Asia or the Indian subcontinent including Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand and Vietnam).

- Pan Asian: an inclusive term referring to all Asian people. (*"Asian" is sometimes understood to mean only "East Asian.")

- APIDA: an inclusive acronym for Asian, Pacific Islander, Desi American.

**Hispanic**: refers to those from Spain and other Spanish-speaking countries. This term excludes Brazilians.

- Many communicators and story subjects prefer specific references to a person's ethnic origin; for example: Mexican American, Cuban American, etc.

**Latina/Latino/Latinx**: refers to those from Latin America only, meaning it includes Brazil but not Spain. Latinx is a gender-neutral neologism, sometimes used to refer to people of Latin American cultural or ethnic identity in the United States. Use the term preferred by the subject.

**Middle Eastern and North African/MENA**: this term gives respect to the specific racial and/or ethnic experiences of people from or descending from these areas. While the U.S. Census still considers these groups “Caucasian,” many prefer to be recognized distinctly from white people.
Racial Identity (cont.)

**Multiracial:** refers to people whose parents or ancestors are from different ethnic backgrounds. This can also include people who identify as biracial, multiethnic and polyethnic.

- "Mixed-race" is outdated and should not be used unless a story subject prefers the term, per the AP Stylebook. Be specific about heritages, if needed.
- "Biracial" is appropriate for people of two heritages, if needed.
- "Multiracial" is appropriate for people of two or more heritages, if needed.

**Native American:** a member of any of the indigenous/first peoples of North, Central and South America, especially those indigenous to what is now the continental U.S.

- "Indigenous" is an encompassing term to refer to all native peoples in the world, regardless of country.

**Native Hawaiian/Other Pacific Islander:** a person having origins in any of the original peoples of Hawaii, Guam, Samoa or other Pacific Islands. In a sentence, describe a person ("born in Hawaii", "Native Hawaiian") or group ("Native Hawaiians", the "Filipino community").

- When referring to a specific Native American person, it is preferable to highlight the subject’s tribal affiliation. (Example: "Native American activist and member of the Cherokee Nation, Wilma Mankiller")

  Capitalize "Tribe" when it is part of a tribe's official name.

**White/Caucasian:** the classification of white and who it refers to has changed over time and continues to shift (Example: Irish, Jewish and Italian people were not originally considered to be white, though they generally are today). It is most commonly used to reference people with lighter skin and those of European descent. Never capitalized "white" when referring to people. Also, AP style avoids the use of the term "Caucasian" except when it is part of a formal name.

### Replacing Outdated Terminology

<table>
<thead>
<tr>
<th>Instead of saying this:</th>
<th>Say this:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transsexual</td>
<td>Transgender, trans</td>
</tr>
<tr>
<td>It, “she/he”</td>
<td>They</td>
</tr>
<tr>
<td>Non-white students, ethnic students</td>
<td>Students of color</td>
</tr>
<tr>
<td>Handicapped</td>
<td>Disabled</td>
</tr>
<tr>
<td>Gays, homosexuals</td>
<td>LGBTQ people/community</td>
</tr>
<tr>
<td>Ladies, gentlemen</td>
<td>Everyone</td>
</tr>
<tr>
<td>Ladies, girls</td>
<td>Women, team</td>
</tr>
</tbody>
</table>

For additional guidance and information, see the Associated Press Stylebook's "Race-related coverage" primer, available online at [https://www.apstylebook.com/race-related-coverage](https://www.apstylebook.com/race-related-coverage) [no subscription required].