Evans School Style Guide

We default to AP Style for all items not covered in this document.

academic departments
- use lowercase (i.e., the history department) except when using specific proper nouns

admission vs. **admissions**
- admission (no "s") requirements, admissions director, admissions committee
- do not capitalize unless formally: Admissions Director Brad Pitt

admitted vs. **accepted**
- students are *offered* admission to Evans School programs
- if they choose the Evans School after being offered *admission*, they are indicating their *acceptance*

alma mater
- lowercase treatment

alumni/alums
- alums (plural) is acceptable and a gender-neutral reference to alumni
- alum is singular; alums or alumni plural. Be consistent; do not vacillate from alums to alumni
- gender-specific, and also correct, examples:
    o alumnus: singular, male
    o alumni: plural, male/female
    o alumna: singular, female
    o alumnae: plural, female

a.m. and p.m.
- always lowercase with periods

capital/capitol
- capital: Assets, wealth (monetary); a government seat.
- capitol: A building or place where a state legislature or other government body meets; also the proper spelling of Seattle's Capitol Hill neighborhood.

Cascade Executive Programs
- the official name is "Cascade Executive Programs," not "Cascade Center" or "Cascade Center for Public Service and Leadership"

city, state
- when using city, state, use AP style state abbreviations. Example: Seattle, Wa. Or Portland, Ore.

comma (serial or Oxford)
- the serial comma is applied preceding the conjunction in a series, for example: "The conference includes breakfast, lunch, and dinner." The Evans School uses a serial comma.

co-sponsored
- use hyphen

course names
- use lowercase (i.e., economics) for subjects and general names
- capitalize when using a specific proper name, i.e., Economics 500

Daniel J. Evans School of Public Policy and Governance
- use "Evans School of Public Policy and Governance." Do not include the "Daniel J."
- second reference is "Evans School" or "Evans School of Public Policy and Governance" (not ESPA, GSPA, or "Evans" without "School")

dates
- months should be written out. No 'th' or 'nd' or 'rd' at the end of a date. Example: "Big Lecture on May 4".
- years should not be used in eNews or invitations, unless formal or necessary.
- days of the week should not be used, for example do not say "Big Lecture on Friday, May 4".
- list in this order: date, time, location

dean, dean emeritus
- lowercase unless directly preceding an individual's name

decision-making (n. & adj.), decision-maker (n.)
- one hyphenated word
See "policy-making" and "policy-maker"

degrees
- lowercase with apostrophe (master's degree, bachelor's degree)

degree project
- lowercase; not a proper name

email
- no capitalization, no hyphen (following the NYTimes)

Evans School research centers
- when referencing Evans School research centers in external communications the center's name should appear first, then the Evans School's, then the UW's
- Example: Nancy Bell Evans Center on Nonprofits and Philanthropy at the Evans School of Public Policy and Governance, University of Washington
- The Evans School's name should always be included when referencing a center

emdash
- use to denote abrupt change in thought or emphatic pause, to offset a series in a sentence, or to attribute a quote
- do not put spaces on either side of the emdash within a sentence
- Html: **—**

endash
- use to connect continuing or inclusive numbers, such as dates
- use without spaces on either side
- Html: **–**

Evans School Policy Analysis and Research Group (EPAR)
- the first mention of the program in any materials should be "Evans School Policy Analysis and Research Group (EPAR)," and EPAR thereafter

- when referencing Evans School research centers in external communications, "Evans School Policy Analysis and Research Group" should appear first, then the Evans School's name, then the UW's

evidence-based
- one hyphenated word

Executive Master of Public Administration
- should be written as "Executive Master of Public Administration (MPA)" on first reference, and "Executive MPA" or "EMPA" thereafter; be consistent, i.e., do not use "Executive MPA" and "EMPA" in the same document
- do not use the abbreviation "ExMPA"

fundraising (n., adj.)**, fundraiser** (n.)
- no hyphen

gateway
- the Evans School does not have gateways anymore; please do not use this term as regards our degrees or curricula

Global MPA track
- use "Global MPA track" in reference to the Evans School program; it is not a stand-alone program and should always be discussed as part of the MPA

graduation year
- when including the name of a current student and/or alumni, include expected/actual degree and graduation year: John Smith (MPA '85) is a Seattle teacher.
- if the student is a graduate of the Executive MPA program, use Jane Doe (Executive MPA '95)
- if the student is a graduate of the Ph.D. program, use Joe Eastham (Ph.D. '10)
- In html, the single quote before the year is **’** (a right single quote)

- Indicate degrees from other UW programs as: Sue Jones (MPA '91, UW Social Work Ph.D. '98)

Hubert H. Humphrey Program
- the first mention of the program should be the full name "Hubert H. Humphrey Program." Succeeding mentions can refer to the Humphrey Program (not HHH or Humphrey without Program or "Humphries")
- capitalize Fellow when preceded by the word "Humphrey": "Current Humphrey Fellow Angelina Jolie;" "The Humphrey Fellows enjoyed their trip"
- lowercase fellow(s) when not preceded by the word "Humphrey": "The fellows visited Boeing."
- list years of participation as: "Humphrey Fellow John Smith (2001–2002)"

hyphen
- default to *Merriam-Webster's Collegiate Dictionary* for hyphen usage not covered in this style guide
- joins words to avoid ambiguity or to form a single idea from two or more words
- use only to avoid ambiguity—not required on all compound modifiers
- use in compound modifiers EXCEPT with "very" and words ending in "-ly": a full-time job, a very good time, a 10- to 20-year contract
- capitalize the second word in a hyphen in a title; i.e. "Decision-**M**aking for Kittens"

internet, the internet
- not capitalized

Master of Public Administration
- always spell out "Master of Public Administration (MPA)" in the first use; ok to abbreviate with "MPA" thereafter
- never use the words "Masters" or "Master's" when using the full name of the program (exception to this rule is Peace Corps Master's International)

- never use with the preposition "in" (ie. Masters in Public Administration); always use "of"

MPA, **MPA's** (plural)
- always spell out "Master of Public Administration (MPA)" in the first use; ok to abbreviate with "MPA" thereafter
- no periods in degree abbreviation
- no spaces between letters
- apostrophe when plural
- never use the word "traditional" to modify MPA or to denote a specific kind of MPA degree

mid-
- no hyphen unless a capitalized word follows, i.e., mid-America

midcareer
- no hyphen; see entry for "mid-"
- there is no longer a midcareer program at the Evans School, nor should one be referenced in Evans School documents

more than/over
- more than: refers to numerical relationships
- over: refers to spatial relationships, above

non-degree
- two words with hyphen as above

nonprofit
- one word, no hyphen as above

northwest (adj.)**, the Northwest** (n.)
- capitalize when naming "the Northwest" as a specific region.
- "northwest Washington" (the adjective remains lowercase)

Peace Corps Master's International MPA track
- use "Peace Corps Master's International MPA track" in reference to the Evans School program; it is not a stand-alone program and should always be discussed as part of the MPA

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Peace Corps Fellows/USA Program
- is now the "Paul D. Coverdell Fellows Program." Can be followed by "(formerly known as Peace Corps Fellows/USA)" in the first mention.
- should follow the same style guidelines as the Humphrey Fellows

Ph.D., **Ph.D.s** (plural)
- use periods in degree abbreviation
- no spaces between letters
- no apostrophe when plural

phone numbers
- phone numbers should always be shown using periods rather than parentheses or dashes
- example: 206.616.1640

policy-making (n. and adj.), **policy-maker** (n.)
- one hyphenated word
See "decision-making" and "decision-maker"

pre
- no hyphen unless followed by word beginning with "e"
- Examples: preschool, pre-eminent

professors
- capitalize when used before a person's name; when following name, lowercase.
- example: Associate Professor John Doe is known for his insightful lectures. Doe, associate professor at the university for nearly a decade, is an eloquent speaker.
- when referencing an Evans School professor in external communications the school's name should appear before the UW's
- example: Jane Smith, professor of public affairs at the Evans School of Public Policy and Governance at the University of Washington
- adjunct professor: Professor who has a permanent position in another department or school at the UW; at other institutions, adjunct professors may not have a permanent position at the university (definition is context dependent).
- affiliate professor: Instructor at the UW who doesn't have a permanent position
- assistant professor: A first-level professor at a college or university. Position may or may not be tenure track.
- associate professor: A mid-level, typically tenure-track professor. Position may or may not be tenure-track.
- professor: Senior-level, typically tenured. Not all professors are tenure-track.
- professor emeritus: A professor who is retired.
- visiting professor: A professor teaching at the university as a visitor from another college or university and typically for a limited time.
- only precede a name with "Dr." when referencing a medical doctor

quarters
- academic quarters should always be capitalized and should include the word "quarter"
- examples: Spring Quarter 2005; Winter Quarter 2006
- there is no "Fall Quarter"—"Autumn Quarter" is correct
- *see additional information under "seasons"*

rooms
- for on-campus locations, state the building first, then the room information, separated by a comma
- example: Parrington Hall, room 999
- if you are inviting guests from off-campus, you should also include the full name of the university and also which campus of the university
- example: University of Washington Seattle Campus, Parrington Hall, room 999

seasons
- when referring to seasons, use lowercase for spring, summer, fall, and winter. Not necessary to use a comma between the season and year
- examples: spring 2005;
- see additional information under "quarters"

spaces
- use one space after a period in print publications and on the Evans School website

specializations (faculty specialties, MPA areas of specializations)
- capitalize first letters and use ampersand
- example: Urban & Metropolitan Policy

times
- time ranges should be written like this: "5:30 to 7:00 p.m." Do not use a hyphen or an en dash.
- list in this order: date, time, location

titles
- a person's full professional title should always be capitalized without abbreviation when presented *before* their name (i.e. Governor Christine Gregoire, Advisory Board Member Sam Smith)
- professional titles should not be capitalized when presented *after* their name (Christine Gregoire, governor of Washington)
- titles of articles, publications, etc. should always be in Chicago Style with the first, last, and all words in between capitalized except for articles of speech
- titles of articles should be in quotations marks
- titles of journals, books, newspapers should be in italics (except journal acronyms, i.e., "JPAM")
- conference titles generally receive no special formatting; if there is a particular need to set the title apart from the text, italics may be used

- titles of lectures are always in double quotation marks (html: “ and ”)
- only precede a name with "Dr." when referencing a medical doctor
- see additional information under "Professors"

U.S., U.K.
- with periods

University of Washington
- first reference: University of Washington, thereafter "the University" or "UW"
- consider designating the specific UW campus (Seattle, Bothell, or Tacoma) when communicating with external audiences

Washington state, State of Washington
- use formal "State of Washington" if at all possible
- do not capitalize "state" when using "Washington state" as it is not the formal name
- refrain from using "WA" abbreviation other than in a mailing address

Washington, D.C.
- with comma and periods

web address
- all web addresses in printed materials should be written in italics
- the general Evans School web address should be shown as evans.washington.edu
- it should not include the 'www,' or the 'http://'
- www.evansuw.org is inactive and should never be used
- all other addresses should be written as website.com without the http:// and www

website
- one word, no capitalization (following the *New York Times*)

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Web-Based Communications

Hyperlinking
- Hyperlink should be attached to a descriptive or action word, or match the title of the page you are linking to. For example:
    o "<u>register now</u>"
    o "Katy Perry's <u>article</u>, "How to Succeed in Show Business"
    o "Tyler Perry's <u>book</u>, *I Played Medea"*
    o "<u>Contact us</u>"
    o "<u>RSVP</u>"
    o "<u>Subscribe</u>"
    o "<u>Admissions Requirements</u>"
- Hyperlinks on the Evans School website should open in a new window when they are external to the Evans School website, but not when they are internal within the website (i.e., when referencing another page on the Evans School site).
    o **HTML:** external links should include "target=_blank", internal links should not.
- Hyperlinks in eNews and any emailed communications should always open in a new window.
- At the first mention of Evans School faculty or Ph.D. students, the person's name (not title) should be linked to their bio on the Evans School website in any online communication.
    o The exception to this is the Message from the Dean in eNews—faculty names should not be hyperlinked in this message.
    o Example: "Professor <u>Robert Plotnick</u> said … "

Photos
- Photos should always include an alt text title. Alt text in photos should include full title of faculty or staff, and type of student.
- Use a period at the end of captions,
- Examples:
    o "Evans School Assistant Professor John Stamos"
    o "Evans School Director of Kittens Terri Gross"
    o "Evans School MPA Student Karl Cassell"
    o HTML: alt="Evans School Assistant Professor John Stamos"