

# **Herkimer College Editorial Style Guide**

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## **Introduction**

The Herkimer College Editorial Style Guide is intended to help the campus community communicate clearly and consistently about the College, for both internal and external audiences. The style guide generally follows The Associated Press Stylebook. AP style is the standard writing style for journalism, public relations, and marketing communications. The AP Stylebook is updated bi-annually. As style and usage continue to evolve, the style guide will be updated as needed. Please send suggestions and questions to Rebecca Ruffing, Director of Public Relations, at [ruffingrj@herkimer.edu](mailto:ruffingrj@herkimer.edu).

## **abbreviations and acronyms**

Only use abbreviations and acronyms on the first reference that are widely recognized (DNA, FBI, NASA). Try to use the initials in context (i.e. The median ACT score for this class was 25). In general, use periods for abbreviations and acronyms with two capitalized letters and omit the periods for those with three or more capitalized letters. Use periods and no space when an individual uses initials.

- U.S.
- USA, CIA, PPO
- J.K. Rowling

## **academic degrees**

Use associate degree, not associate's degree. Use an apostrophe in bachelor's, master's, etc., but no possessive in Bachelor of Arts or Master of Arts. In general, avoid abbreviations of degrees by using a phrase such as: Fred Smith, who has a bachelor's in mathematics.

Use the following for Herkimer's associate degrees:

- Associate in Arts
- Associate in Science
- Associate in Applied Science
- A.A., A.S., A.A.S.

Use abbreviations such as B.A., M.A. and Ph.D. with periods only when it is necessary to identify individuals by degrees on first reference. Use these abbreviations only after someone's full name, not just a last name: Sally Smith, Ph.D., presented a course.

Note: When referring to bachelor's degrees, master's, etc., lowercase on all references. When using Bachelor of Arts, Associate in Arts, etc., capitalize on all references.

## **academic divisions**

Use the following formal names when referring to Herkimer's academic divisions. Capitalize on all references:

- Humanities and Social Science Division
- Business, Health, Science, and Technology Division

You may use the following abbreviations after the first mention: HSS Division and BHST Division

## **Academic Senate**

Capitalize when referring to Herkimer College's Academic Senate.

## **academic program names**

Capitalize the official names of academic programs or majors. General areas of study are not capitalized.

- John will major in Fashion Buying and Merchandising at Herkimer College.
- John is also interested in taking some business courses while at Herkimer.

## **addresses**

Abbreviate Ave., Blvd. and St. when used with a numbered address; spell out and capitalize when naming the street with no number:

- 1250 N. Maple St.
- Maple Street
- Euclid Avenue

All other words such as Alley, Drive, Road, etc. are spelled out.

- Herkimer College's address is 100 Reservoir Road, Herkimer, NY.

Lowercase and spell out when used with more than one street name and no numbers:

- the corner of Maple and Oak streets.

Spell out First through Ninth when used as street names, but use figures for 10th and above:

- 135 First St.
- 1010 31st Ave.

Abbreviate compass directions in street addresses:

- 650 E. Fifth St.
- 700 N. Palatine Road

## **advisor**

While both advisor and adviser are grammatically correct, use advisor for consistency.

## **affect, effect**

Affect (verb), to influence; avoid the usage of affect as a noun.

- The game will affect the score.

Effect (verb) means to cause; (noun) means result.

- She will effect changes in the company.
- The effect was clear.

## **ages**

Use figures for ages.

- He is 6 years old. She is 50 years old.

Hyphenate ages when they are used as adjectives before a noun:

- A 10-year-old girl, but the girl is 10 years old. The 6- and 8-year-olds were in school.
- She is in the sixth grade. The sixth-grader is 12 years old.

## **alumnus, alumni, alumna, alumnae**

Alumnus – singular for a male graduate; alumni (plural)

Alumna – singular for a female graduate; alumnae (plural)

Alumni – plural, non-gender specific

Alum – Informal singular reference, non-gender specific

Alums – Informal plural reference, non-gender specific

NOTE: While alum and alums are fine for casual conversation, use the proper Latin names in writing and professional settings.

## **athletics**

Refer to the [AP Sports](#) guide linked here

## **Board of Trustees**

Herkimer College Board of Trustees

Do not capitalize board or trustees when they are used alone or in a second reference.

- The board members voted. The trustees were appointed. Those voting in favor included Trustee Anne Smith.

Note: When referring to boards of trustees besides Herkimer College, lowercase on all references.

## **BookMarket**

BookMarket is a trademarked name for Barnes and Noble's course material model at Herkimer College.



## **Building and office/department names**

Building names and abbreviations:

- Robert McLaughlin College Center
  - Abbreviation: RMCC
- Classroom-Administration Building
  - Abbreviation: CA
- Johnson Hall

- Abbreviation: JH
- Technology Center
  - Abbreviation: TC
- Library Building
  - Abbreviation: LB
- Physical Education Building
  - Abbreviation: PE
- Central Services Building
  - Abbreviation: CSB

Office and facility names:

- Academic Advisement Center
- Academic Support Center
- Admissions Office
- Alumni Hall
- Bookstore
- Bull Family Nature Trail
- Business Office
- Business, Health, Science, and Technology Division
- Campus Safety Office
- Career Services Office
- Center for Global Learning
- Center for Student Leadership and Involvement
- Cogar Gallery
- Community Education Office
- Counseling Center
- Cristman Pool
- Dean of Students Office
- Edward Manning and Shirley Augar Gaynor Science Center
  - Abbreviation: Gaynor Science Center
- Fitness Center
- Herkimer College Bookstore
- Herkimer County College Foundation
- Human Resources Office
- Humanities and Social Science Division
- Hummel Corporate and Professional Education Center
- Information Technologies Office
- Lloyd and Carol Bull Nature Center
- New York Power Authority Electrical Technology Smart Grid Laboratory
- Internet Academy
- Police Academy Training Center
- President's Office
- Public Relations Office
- Recreation Gym
- Registrar's Office
- Ronald F. Williams Library
- Sarkus-Busch Theater
- Student Accounts Office

- Varsity Gymnasium
- Wehrum Stadium
- WVHC Radio 91.5 FM

When referencing an office location in an external communication, write out as follows:

- Public Relations Office, Robert McLaughlin College Center, Room 255

For internal references to office locations:

- Public Relations Office, RMCC 255

### **campuswide**

Also collegewide, companywide, countywide, statewide, townwide, worldwide.

### **class years**

- Jane Smith, '19
- Jane Smith, A.A. '19

The technical terms for current Herkimer College students are:

- first-time, full-time (students in first semester who never attended college previously and are enrolled for 12 credits or more)
- new (students in first semester who never attended college previously)
- transfer (students in first semester at Herkimer, but attended another college previously)
- continuing (continuing at Herkimer College without taking a break)
- returning (returning to Herkimer College after not enrolling for one or more semesters)

In less technical applications, the preferred terms to identify class year for current Herkimer College students are **freshman and sophomore.**

### **college**

Capitalize college only when specifically referring to Herkimer College.

- The College is located in Herkimer.
- Your students are ready to start college.

### **college ready, college-ready**

Hyphenate only when used as a compound modifier preceding a noun.

- He is considered college ready in math.
- The college-ready rate increased in recent years.

### **Commencement, commencement**

Lowercase commencement unless part of a formal name.

- He spoke at last year's commencement.

- Herkimer College’s 55th Commencement Ceremony will be held on Friday.

### **composition titles**

Capitalize all words in a title, except lowercase articles (a, an, the), conjunctions (and, but, or, for, nor), and prepositions regardless of length.

Use italics for titles and subtitles of books, pamphlets, periodicals, newspapers, sections of newspapers, titles of poems, title of plays, movies, television shows and radio programs, musical compositions including titles of operas and long musical compositions, paintings and sculptures.

- *Observer-Dispatch*
- *Phaethon*
- *Connections*

Use quotation marks for titles of articles and features in periodicals and newspapers, chapters of book titles, essays, speeches, songs or short compositions.

- Jessica Marshall’s speech is titled “Destinations.”

### **course schedule**

Lowercase and use to refer to credit course schedules.

### **course titles**

Capitalize names of specific courses. Do not italicize or use quotation marks.

### **coursework**

### **credit hours**

Use numerals to refer to credit hours.

- 3 credit hours
- She is enrolled in a 4-credit-hour course.

### **dates**

Time, date, and place should be in the following order when used in copy:

- The event will take place Tuesday, August 22 at 10 a.m. at the school.

Use the year with the month only if the date does not fall in the current year.

- Next year’s ceremony will take place on Friday, May 17, 2024.

Do not use endings -st, -nd, -rd, -th with dates:

- April 1 event, not April 1st event

Do not use a comma between the month and year when it stands alone

- December 2022

Decades may be referred to as the 1980s, the 1990s, etc. Do not use an apostrophe. Use numerals.

### **days of the week**

Do not abbreviate. Always capitalize.

### **dollars**

Always lowercase. Use figures and the dollar sign (\$) and do not use .00.

- Tuition costs \$98.50 per credit hour.
- He donated \$600,000.
- She paid \$36 for a book.
- The building cost \$88 million.

### **email**

No hyphen, lowercase. Herkimer College email addresses should be lowercase:  
ruffingrj@herkimercollege.edu

Avoid breaking email addresses in a line of text.

### **emeritus, emerita, emeriti**

emeritus – a singular reference to a male

emerita – a singular reference to a female

emeriti- plural, non-gender specific

### **equal opportunity statements**

The statement below must be included in all college marketing printed materials, websites, and electronic, print, multimedia, or other promotional materials or mediums.

Herkimer College does not discriminate on the basis of race, color, gender, age, creed, religion, national origin, marital status, disability, or any other characteristic protected by federal or state law in admissions, employment, or in any aspect regarding the conduct of College business.

### **esports**

No hyphen, no space, lowercase (except when referring to the Esports Management degree program)

### **extension**

- 315.866.0300 x8259

## **Faculty-Student Association**

- Abbreviation: FSA

## **FAQ, FAQs**

Use FAQ without an “s.” FAQ contains the last “s” in “frequently asked questions.”

## **full time, full-time**

Hyphenate as an adjective before the noun. Otherwise, use two words.

- She works full time.
- He has a full-time job.

## **GPA**

## **grades**

Always capitalize the letter grade. Do not put quotes around grades.

- You must earn a C to complete the course.

## **herkimer.edu**

Omit www and http:// on all URLs for the Herkimer College website.

## **Herkimer Bookstore**

## **Herkimer County College Foundation**

- Abbreviation: HCC Foundation
- The Foundation
- The Foundation Board of Directors

## **Herkimer County Community College, Herkimer College**

Use Herkimer County Community College (Herkimer College) in official documents and formal uses. Generally, use Herkimer College as a second reference in a document. Herkimer College can be used as the first reference internally and in unofficial external communications.

- Herkimer County Community College (Herkimer College) was founded in 1966. While we remain proud of our history, as well as our status as a community college, we now use the shorter, more recognizable name Herkimer College as our nickname.

## **Jr. Sr., III**

Abbreviate as Jr. and Sr. only with full names. Do not use a comma.

- Michael Williams Jr. and Jack Smith III were here.

### **login, logon, logoff, log in, log onto, log off**

When used as an adjective or noun, one word (no hyphen):

- Please visit the login page.
- Your login password is XYZ.

When used as a verb, two words:

- Please click on the MyHerkimer tab and log in.
- When you have finished, please be sure to log off and close the browser window.
- Logging onto the server will give you access to the files you need.

### **majors (see academic programs)**

### **microcredential**

no hyphen, no space

### **MyHerkimer**

### **months**

Capitalize the names of months in all uses. When a month is used with a date, spell it out. Spell out months when they stand alone or with a year. Do not use a comma between a month with no date and a year.

- February 14, 2010
- April 2019

### **noon**

Do not put 12 before noon. Always lowercase.

### **numbers**

Spell out one through nine. Use numerals for 10 and above.

- Their 20-person family includes six children.

In general, spell out numbers at the start of a sentence:

- Incorrect: 60 students were in the class.
- Correct: Sixty students were in the class.

Or rewrite: There were 60 students in the class. A sentence may start with a year.

- 2008 was an eventful year.

For ordinals (first, second, third, etc.), spell out first through ninth when they indicate sequence in time or location: first base, First Amendment. Use numerals for 10th and above.

### **offline**

**OK**

### **online**

### **on campus, on-campus, on- and off-campus**

Two words. Hyphenate as an adjective before a noun.

- I work on campus.
- She has an on-campus job.
- On- and off-campus housing options are available.
- Housing options are available both on and off campus.

### **parentheses**

The perceived need for parentheses is an indication that your sentence is becoming contorted. Try to rewrite the sentence, putting the incidental information in commas, dashes, or in another sentence. If you do use parentheses, follow these guidelines:

- If the material is inside a sentence, place the period outside the parentheses.
- If the parenthetical statement is a complete independent sentence, place the period inside the parentheses.

### **part time, part-time**

Hyphenate when used as an adjective before a noun. Otherwise, two words.

- I work part time. She has a part-time job.

### **Phi Theta Kappa Honor Society**

Herkimer College's chapter of the Phi Theta Kappa Honor Society is Upsilon Epsilon.

Abbreviation: PTK

### **phone numbers**

Use periods to separate the telephone numbers, which differs from AP style. Use a lowercase x with no comma after the phone number, and no period or space before the extension.

- 847.123.4567

- 800.123.4567
- 847.925.6000 x6100
- x6100

### **professor**

Do not abbreviate. Only capitalize when using a formal title directly before an individual's name.  
(See academic titles)

### **room numbers**

RMCC, Room 255 OR RMCC 255 (Incorrect: RMCC255)

### **regions**

In general, lowercase north, south, northeast, northern, etc. when they indicate compass direction.

Capitalize when they designate formal regions or part of a proper noun.

- The storm is heading east.

The East Coast has a much different culture than the West Coast.

The five regions of the United States should always be capitalized (as both nouns and adjectives).

- Northeast, Northeastern
- Southeast, Southeastern
- Midwest, Midwestern
- Southwest, Southwestern
- West, Western

Local regions should always be capitalized.

- Mohawk Valley
- Central New York
- Capital District
- Hudson Valley
- North Country

### **Robert McLaughlin College Center**

Abbreviations:

- RMCC
- College Center

### **Ronald F. Williams Library Building**

The Ronald F. Williams Library Building houses the Library, Academic Support Center, Center for Global Learning, and the Herkimer Bookstore.

### **Sarkus-Busch Theater**

Note the hyphen in Sarkus-Busch.

### **seasons**

Lowercase spring, summer, fall and winter, unless part of a formal name: Summer Session, Fall Orientation.

- She will begin in fall 2019.

### **semester**

Lowercase except at the start of a sentence

- spring semester, fall 2018 semester

### **signature block (email)**

Employees should use the official Herkimer College format for e-mail signature blocks. Template is available in MyHerkimer.

Example:

#### **Rebecca Ruffing**

*Director of Public Relations*

Herkimer College  
100 Reservoir Rd  
Herkimer, New York 13350  
[315.574.4026](tel:315.574.4026)  
844-GO-4-HERK x8259 *toll free*  
315.866.9631 *fax*  
[herkimer.edu](http://herkimer.edu)



**NOTE:** Refrain from the use of quotes or philosophical statements in email signatures to avoid potential confusion that such statements represent Herkimer College.

### **time**

Do not use :00 with times: 7 to 8 a.m., 6:30 p.m.

Use figures except for noon and midnight.

Do not use redundancies such as 8 a.m. in the morning, 2 p.m. this afternoon, 12 noon, 12 midnight.

Do not use o'clock with a.m. or p.m.

Only use from with to:

- Correct: from 9 to 10 a.m.
- Incorrect: from 9-10 a.m.
- The store will be open from 10 a.m. to 2 p.m. and from 3 to 4 p.m.
- Sessions will begin at 8:30, 9:30 and 10:30 a.m.
- The event will take place at 1 p.m. Monday.

## **titles**

Capitalize and spell out titles when they precede a formal name. Lowercase in all other uses.

- President Jim Jones
- Jim Jones, president at Acme University, spoke.
- The Reverend Bill Graham has met with many presidents.
- Then Senator John F. Kennedy was elected president.
- Kate Barnes, professor of nanotechnology at Acme University, gave a lecture.

## **year**

No apostrophes when plural: 2010s, 1970s, 1950s (also see “dates”)

## **Punctuation and Symbols**

### **ampersand (&)**

Use only when part of a company's formal name. Do not use in place of and.

### **apostrophes (')**

Do not use apostrophes when using plurals for dates and abbreviations.

- 2010s, 1880s, Ph.D.s, B.A.s, 20s, VIPs, ABCs

Use apostrophes for single letters.

- He received three A's and two C's on his report card.

### **capitalization**

In general, avoid unnecessary capitals. When too many words are capitalized, they lose their importance and copy becomes more difficult to read.

Capitalize official names; in subsequent references, any common nouns or shortened forms of proper names are lowercase.

- The Academic Support Center is open. The center is located in the Library Building.

Capitalize course titles, except for articles, prepositions and conjunctions. Do not use ampersands in course titles.

- EN 101 Enhanced College Writing
- Professor Smith is teaching Literature for Children in the fall.

Capitalize the official names of academic programs or majors. General areas of study are not capitalized.

- John will major in Fashion Buying and Merchandising at Herkimer College.
- John is also interested in taking some business courses while at Herkimer.

Capitalize grade letters. Do not put quotation marks around grades.

- A grade of C or better is required to pass this course.

Capitalize College only when using it as a proper name to identify Herkimer College.

- Herkimer College is located in Herkimer, NY. The College offers numerous programs.

### **colon:**

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

- He promised this: The company will make good all the losses.
- There were three considerations: expense, time, and feasibility.

Colons go outside quotation marks unless they are part of the quoted material.

### **comma:**

Do not use commas before a conjunction in a simple series.

- Her sisters are Anne, Beth and Christine.

However, the serial or Oxford comma should be used before the terminal conjunction in a complex series.

- Herkimer College offers the courses Enhanced College Writing, College Literature, and Literature for Children.

Do use the serial comma if you're connecting items that already have conjunctions.

Do use the serial comma in complex, longer sentences.

Do use the serial comma whenever you think it helps aid readability.

Separate names and titles with commas if they follow the name:

- John Smith, Ph.D.,
- John Smith, professor of mathematics,

Do not use commas to separate Jr. and Sr. from a name.

- Martin Luther King Jr.
- Bob Smith Sr.

Use commas in figures greater than 999. Exception: street addresses, 7500 North Main St.; room numbers; telephone numbers and years, 1998.

Commas and periods go within quotation marks.

- “I visited campus,” he said.

Place a comma between the city and state name and another comma after the state name.

- She visited Des Moines, Iowa, last week.

Use a comma to set off a person's hometown and age.

- Jane Doe, Herkimer, represented the students. Joe Smith, 19, is a Herkimer College graduate.

## **dashes and hyphens**

Use em dashes (—) to set off phrases where something more than a comma is needed for greater emphasis. This denotes a major break or pause and should not be overused.

- Herkimer College — one of the 30 SUNY community colleges — is located in Herkimer, NY.
- To create an em dash in Microsoft Word: Ctrl+Alt+-(minus on numerical keypad) or Alt+0151
- To create an em dash on a Mac: Shift+Option+Minus

Hyphens are joiners. Use them for compound modifiers, to avoid ambiguity or to form a single idea from two or more words.

- Small-business owner, work-related injury, up-to-date

In general, do not hyphenate words that begin with the prefixes after, anti, bi, by, co, ex, full, in, multi, non, pre, post, re, semi, un and under unless the prefix ending is a vowel and the other word begins with the same vowel: re-elect, pre-election, co-op, under-represented.

- Hyphenate words with prefixes when they are used in front of a formal name: anti-American, post-Renaissance.
- When in doubt, look up the word in Webster's New World College Dictionary to determine if it is hyphenated.

Also use hyphens for ranges in years, page numbers, times, etc.

- 2002-03, 1998-99 (do not repeat the year on second reference for ranges)
- pages 125-258, 9/1-9/28, 10 a.m.-3 p.m.
- Note: Use a hyphen instead of an en dash, which is largely indistinguishable from a hyphen and no longer in common use.

## **ellipsis (...)**

Use an ellipsis to show the deletion of one or more words in sentences or quotes. An ellipsis also may be used to indicate a thought that the writer does not complete. Treat as a three-letter word and leave one space on both sides of the ellipsis.

- The car ... is on the bridge.

**percent**

Use % sign (Note: This is a recent change. Prior to 2019, the AP rule was to spell the word percent in full after a numeral.)

- 10%
- 2.65%

**period spacing:**

Use a single space after a period.

**quotation marks:**

In dialogue, each person's words are placed in a separate paragraph, with quotation marks at the beginning and end of each person's speech.

Periods and commas always go within quotation marks.

Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence.

Use single marks for quotes within quotes: She said, "He told me, 'I love you.'"