

BARUCH COLLEGE

Editorial Style Guide

Office of Communications, Marketing & Public Affairs

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1 Writing for Baruch College **4**

- Collaborating with the Office of Communications, Marketing & Public Affairs
- Baruch College Accolades
- Baruch College History
- Baruch College's Mission Statement
- Brief List of Descriptive Terms for Baruch College

2 Official Names Related to Baruch College **7**

- Our Schools
- Buildings and Places
- Institutes and Centers
- Academic Departments
- Degree and Other Programs
- Organizations
- Governing Bodies and Accrediting Agencies
- Endowed Deans, Chairs, and Professorships

3 Referring to People **13**

- Academic Degrees, Licenses, and Credentials
- Professorial Rank, Faculty Appointments, and Job Titles
- Names and Courtesy Titles (Dr., Mr., Ms.)
- Degree Listings for Baruch Students and Alumni
- Race and Ethnicity
- Terms for People with Disabilities

4 General Style, Grammar, and Punctuation **18**

- Acronyms and Abbreviations
- Days, Dates, and Times
- Months and Seasons
- Specific Style Issues
 - Abbreviations
 - Ampersands
 - Capitalization
 - Commas
 - Compound Adjectives
 - Contractions
 - Currency
 - Dashes
 - Decimals
 - Emphasizing Text
 - Italics
 - Lists: Bulleted and Numbered
 - More Than vs. Over
 - Number Ranges
 - Numerals
 - Percentages
 - Phone Numbers
 - Possessives
 - Quotation Marks
 - Run-In Lists
 - Trademarks and Registrations
 - URLs

5 Common Words, Phrases, and Baruch-Specific Miscellanea **25**

SECTION 1:

Writing for Baruch College

The *Baruch College Editorial Style Guide* provides direction for written communications specific to Baruch College. The guidelines that follow apply to print and digital materials. Adhering to these guidelines will simplify decision making when writing and editing and keep our institutional communications consistent and professional. This, in turn, will make it easier to collaborate and share content across various departments as well as media and marketing outlets.

At Baruch we generally write for a wide range of audiences at all levels of the educational spectrum: from high school students who are applying to college to professionals seeking an advanced degree. We also serve one of the most diverse student populations in the United States, many of whom speak English as a second language.

For these reasons, use plain English. It is easy to read, engaging, relevant, succinct, and credible. It also helps us communicate with a much broader range of people. Please avoid:

- slang
- clichés
- hyperbole
- exclamation marks
- repetition
- exaggeration or wordiness—anything that smacks of sales material

If you make a claim about excellence, back it up with Baruch data and a comparison to local, regional, national, or international data—whatever proves the point. Readers want clear, straightforward, helpful information, so keep your copy concise and sharp. Help them get the key points and conceptual takeaways they need through short words, simple sentences, and an engaging, logical flow.

Collaborating with the Office of Communications, Marketing & Public Affairs (OCMPA)

This guide is a working document and will be updated regularly as needed. If a topic is not addressed in these pages, please consult the following reference materials:

- > *The Chicago Manual of Style*: for punctuation and style
- > *Merriam-Webster's Collegiate Dictionary*: for spelling, hyphenation, and word usage (available online at merriam-webster.com)

You may also contact the Office of Communications, Marketing & Public Affairs (OCMPA) with any questions on style and wording as well as for project guidance:

- > communications@baruch.cuny.edu
- > 646-660-6105

Please also note that OCMPA must guide, prepare, and/or review all materials for event publicity, recruitment, advertising, and other marketing purposes. The media relations team within OCMPA must also review and approve any releases and pitches aimed at media outlets, and all media requests must be evaluated, cleared, and/or handled by the media staff. If you are developing media-related materials, please refer to this guide for matters of editorial style and then contact OCMPA for guidance, approval, and assistance.

Baruch College Accolades

OCMPA promotes the many accolades and honors that Baruch garners throughout the year. The rankings we incorporate in various materials include those regarding top colleges, best value, and greatest social mobility from *U.S. News & World Report*, *Forbes*, The Princeton Review, and *Washington Monthly*, among other outlets. For current rankings and more information, visit baruch.cuny.edu/pressroom/ataglance.htm. This page is updated regularly.

Baruch College History

Baruch College dates back to the founding, in 1847, of the Free Academy, the first free public institution of higher education in the nation. (The Lawrence and Eris Field Building at 17 Lexington Avenue occupies the site of the Free Academy.) Established in 1919 as City College's School of Business and Civic Administration, the school was renamed in 1953 in honor of Bernard M. Baruch—statesman, financier, and alumnus. In 1968 the school became an independent senior college in The City University of New York (CUNY) system.

Baruch College's Vision

Through excellence in teaching, scholarship, research, student outcomes, and community engagement, Baruch College will amplify its established leadership in urban public higher education. It is our passion and purpose to elevate the prospects of our talented, diverse students. We inspire, educate, and help them achieve social mobility. We accomplish these objectives through meaningful scholarship, excellent teaching, and distinctive educational programs that develop students' knowledge, perspectives, and skills.

Baruch College's Mission Statement

Baruch College provides an inclusive, transformational education in the arts and sciences, business, and public and international affairs to students from New York and around the world and creates new knowledge through scholarship and research. A Baruch education is a financially accessible and powerful catalyst for the social, cultural, and economic mobility of students and a strong foundation for lifelong learning and community impact. Our distinguished undergraduate and graduate academic programs offer extraordinary value. Our diverse and outstanding faculty and staff are themselves lifelong learners, who continue to develop their expertise as teachers and administrators, augment their success as scholars and practitioners, and exercise their talent as creators of art and facilitators of student success.

Brief List of Descriptive Terms for Baruch College

When writing for both internal and external audiences, we want to reinforce, as relevant, accolades that Baruch has received in particular areas and use language that speaks to, or helps emphasize, the work we—including our students and alumni—do.

Following is a brief list of words and phrases to consider.

Advancing
American Dream
Building
Career-focused
Catalyst
Challenging
Collaboration / Collaborative
Compassion
Confident
Connected
Create
Develop
Diverse
Drive / Driven (students)
Engaged
Experiential learning opportunities
Forward-looking
Frontier
Global
Innovative
Interdisciplinary
International
Leading
Legacy
Multidisciplinary
Notable faculty
Relevant, real-world experience
Rigorous
Robust
Social mobility
Straightforward
Strivers
Student-focused (hyphenate only as attributive adj, when it appears before the noun it is describing)
Thought leader/ship
Transcend/ing
Transform/ational
Vision/ary

SECTION 2:

Official Names Related to Baruch College

It is important to reference the College and its entities properly and consistently, especially in the case of entities named after donors.

Official name: **Bernard M. Baruch College of The City University of New York**

Acceptable usage:

- Baruch College
- Baruch (internal use only)

Our Schools

The **Austin W. Marxe School of Public and International Affairs** is widely recognized in the areas of municipal government, nonprofit and educational administration, international affairs, and policy analysis and evaluation.

Short forms:

- the Marxe School of Public and International Affairs
- the Marxe School
- Marxe (internal usage only)

The **George and Mildred Weissman School of Arts and Sciences** offers more than 50 areas of study that blend rigorous theory with practical experience.

Short forms:

- the Weissman School of Arts and Sciences
- the Weissman School
- Weissman or WSAS (internal use only)

The **Zicklin School of Business** offers a wide range of full- and part-time business degree programs that are internationally accredited by the Association to Advance Collegiate Schools of Business.

Short forms:

- the Zicklin School
- Zicklin or ZSB (internal use only)

The **Division of Continuing and Professional Studies** offers nondegree and certificate programs.

Short form: CAPS

Buildings and Places

Administrative Building (135 East 22nd Street)

Athletics & Recreation Complex (ARC) (*Note:* The ampersand is part of the official title.)

Barbara Kent Plaza (outside 25th Street entrance to Newman Vertical Campus)

Baruch Performing Arts Center (BPAC)

Bernie West Theatre (Field Building)

Clivner=Field Plaza (formerly known as the 25th Street Plaza)

Conference Center (two separate facilities: the William and Anita Newman Conference Center, 151 East 25th Street; the William and Anita Newman Vertical Campus Conference Center, 55 Lexington Avenue)

Engelman Recital Hall (*Note:* This is the official shortened form of the name; the full name, which should be used on first reference, is Rosalyn and Irwin Engelman Recital Hall [in BPAC].)

Free Academy (established 1847; precursor of City College and Baruch College)

The Graduate Center, City University of New York

Information and Technology Building (151 East 25th Street) (*Note:* Not the Library Building.)

Lawrence and Eris Field Building (Field Building, 17 Lexington Avenue, colloquially 17 Lex)

Library Building (*Note:* This term is obsolete and should not be used. The official name is the Information and Technology Building.)

Mason Hall (the Field Building auditorium, formerly the Pauline Edwards Theatre)

Mishkin Gallery (Sidney Mishkin Gallery; 135 East 22nd Street)

Nagelberg Theatre (Rose Nagelberg Theatre [in BPAC])

Newman Hall (Steven L. Newman Hall; 137 East 22nd Street)

Newman Library, the William and Anita Newman Library, the library

One Bernard Baruch Way (use as the official mailing address of the College plus appropriate box number)

Rose Nagelberg Theatre (Nagelberg Theatre [in BPAC])

School of Business and Civic Administration (Baruch ancestral institution, established in 1919)

School of Business and Public Administration (early College name)

17 Lexington Avenue (street address for Lawrence and Eris Field Building at 17 Lexington Avenue, the College's original/flagship building, also called 17 Lex)

Steven L. Newman Hall (Newman Hall; 137 East 22nd Street)

25th Street Plaza (*Note:* This term is obsolete. The official name is the Clivner=Field Plaza.)

William and Anita Newman Conference Center (Information and Technology Building conference center)

William and Anita Newman Library (the Newman Library, the library)

William and Anita Newman Vertical Campus (Newman Vertical Campus, NVC, 55 Lexington Avenue)

Institutes and Centers

Baruch College Survey Research (BCSR)
Baruch Computing and Technology Center (BCTC)
Bernard L. Schwartz Communication Institute (Schwartz Communication Institute)
Bert W. and Sandra Wasserman Trading Floor (Wasserman Trading Floor)
CCI-Corporate Communication International
Center for Educational Leadership
Center for Innovation and Leadership in Government
Center for Nonprofit Strategy and Management (CNSM)
Center for Teaching and Learning (CTL)
Center for the Study of Business and Government (CSBG)
Center on Equality, Pluralism and Policy (CEPP)
Computer Center for Visually Impaired People (CCVIP)
Corporate Communication International (CCI)
CUNY Institute for Demographic Research
Early Learning Center (College's daycare center)
Field Center for Entrepreneurship (Lawrence N. Field Center for Entrepreneurship)
Graduate Career Management Center (GCMC)
International Student Service Center (ISSC)
Jewish Studies Center (JSC, the Sandra Kahn Wasserman Jewish Studies Center)
Lawrence N. Field Center for Entrepreneurship (Field Center for Entrepreneurship)
New York Confucius Institute for Global Finance at Baruch College (NYCIGF@Baruch)
New York Federal Statistical Research Data Center
Newman Real Estate Institute (Steven L. Newman Institute)
Robert Zicklin Center for Corporate Integrity (Zicklin Center for Corporate Integrity, ZCCI)
Sandra Kahn Wasserman Jewish Studies Center (Jewish Studies Center, JSC)
Schwartz Communication Institute (Bernard L. Schwartz Communication Institute)
Small Business Development Center (SBDC)
Sponsored Programs and Research (SPAR)
Starr Career Development Center (SCDC) (*Note: Starr is the donor-given name, not an acronym, and therefore should not be capitalized STARR.*)
Steven L. Newman Real Estate Institute (Newman Real Estate Institute)
Student Academic Consulting Center (SACC)
Subotnick Financial Services Center
Weissman Center for International Business (WCIB)
Zicklin Center for Corporate Integrity (Robert Zicklin Center for Corporate Integrity, ZCCI)

Academic Departments

Unless they have endowed names, all academic departments should be styled *Department of [.....]*:

- Department of History, Department of English

Exceptions:

- Allen G. Aaronson Department of Marketing and International Business
- Paul H. Chook Department of Information Systems and Statistics
- Narendra Paul Loomba Department of Management
- William Newman Department of Real Estate
- Stan Ross Department of Accountancy
- Bert W. Wasserman Department of Economics and Finance

Degree and Other Programs

Advanced Certificate in School Building Leadership

Advanced Certificate in School District Leadership

Bachelor of Arts (BA)

Bachelor of Business Administration (BBA)

Bachelor of Science (BS)

Bachelor of Science in Education (BSEd) (for alumni usage only; program discontinued)

Baruch/Mount Sinai Graduate Program in Health Care Administration (for alumni usage only; joint program discontinued)

Doctor of Philosophy (PhD)

Doctor of Professional Studies (DPS)

Doctoral Program in Business (Baruch/CUNY program)

Executive Programs

Executive Doctorate in Business Program (EDB)

Executive Master of Business Administration (EMBA)

Executive Master of Public Administration (EMPA)

Executive Master of Science (EMS): Following are programs leading to the EMS. The program name should be lowercase in running text but may be uppercase in event and other marketing materials.

1. Finance (EMS in finance)
2. Human Resource Management (EMS in Human Resource Management)
3. Industrial and Labor Relations (EMS in industrial and labor relations)
4. Marketing (EMS in marketing)

Harman Writer-in-Residence Program (full official title: Sidney Harman Writer-in-Residence Program)

Macaulay Honors College (full official title: William E. Macaulay Honors College at CUNY)

Master of Arts (MA): Following are programs leading to the MA. The program name should be lowercase in running text but may be uppercase in event and other marketing materials.

- Arts Administration (MA in arts administration)
- Corporate Communication (MA in corporate communication)
- Mental Health Counseling (MA in mental health counseling)

Master of Business Administration (MBA)

Master of Business Administration in Healthcare Administration (program)

Master of International Affairs (MIA)

Master of Public Administration (MPA)

Master of Science (MS): Following are programs leading to the MS. The program name should be lowercase in running text but may be uppercase in event and other marketing materials.

- Financial Engineering (MSFE; however, MFE is commonly used)
- Industrial/Organizational Psychology (MS in industrial/organizational psychology)

Master of Science in Education (MSEd): Following are programs leading to the MSEd. The program name should be lowercase in running text but may be uppercase in event and other marketing materials.

- Educational Leadership (MSEd in educational leadership)
- Higher Education Administration (MSEd in higher education administration)

Modular Executive MS Programs

National Urban Fellows (NUF) MPA Program

PhD (Doctor of Philosophy degree): Usage example regarding capitalization: PhD in industrial/organizational psychology

Organizations

Alpha Phi Omega (APO) (primarily alumni affiliation group; also revived student service club)

Baruch Benchmark Society (part of the BCF)

Baruch College Alumni Association (BCAA)

the Baruch College Fund (BCF)

Beta Gamma Sigma (graduating business school honor)

Board of Trustees (cap when referring to CUNY and BCF)

The City University of New York system, The City University of New York, The City University, CUNY, CUNY system, The University

Graduate Student Assembly (GSA)

17 Lex Society (part of the BCF)

Undergraduate Student Government (USG)

Governing Bodies and Accrediting Agencies

American Institute of Certified Public Accountants (AICPA, American Institute of CPAs)

Association to Advance Collegiate Schools of Business International (AACSB International, also AACSB)

Middle States Association of Colleges and Schools (MSA)

Middle States Commission on Higher Education (MSCHE)

Network of Schools of Public Policy, Affairs, and Administration (NASPAA) (formerly the National Association of Schools of Public Affairs and Administration)

New York State Education Department

New York State Society of Certified Public Accountants (NYSSCPA)

Endowed Deans, Chairs, and Professorships

The following is an alphabetical list (by donor surname) of current endowed entities:

Lillie & Nathan Ackerman Visiting Distinguished Professorship of Equality and Justice in America
(*Note:* The ampersand is part of the official title.)

William Aldinger Chair in Banking and Finance

Bloomberg Chair in Business Journalism

Irwin and Arlene Ettinger Chair in Accountancy

Field Family Chair in Entrepreneurship

Lawrence N. Field Professorship in Entrepreneurship

Neuberger Berman/Schwartz Family Finance Chair

Neuberger Berman/Zicklin Family Chair

Peter Jonas Professorship in Entrepreneurship

Willem Kooyker '71 Dean of the Zicklin School of Business

David Krell Chair in Finance

Albert Lippert Chair in Marketing

Robert P. Luciano Chair in Health Care Policy

Marxe Chair in International Economics and Governance

Marxe Chair in Western Hemisphere Affairs

Marxe Dean of the Austin W. Marxe School of Public and International Affairs

Eli and Claire Mason Professorship in Accountancy

William Newman Chair in Real Estate Finance

William M. Newman Directorship in Jewish Studies

Ruth Printz O'Hara '52 Professorship in Holocaust Studies

Stan Ross Professorship in Accountancy

Emanuel Saxe Chair in Finance

Marvin M. Speiser Chair in Finance

Bert Wasserman Professorship in Finance

Irving Weinstein Professorship in Accountancy

George Weissman Professorship in International Business

Lawrence and Carol Zicklin Chair in Corporate Integrity and Governance

Note: For verification of endowed titles, please contact Angela Camacho, director of donor and board relations, at 646-660-6063.

SECTION 3:

Referring to People

Academic Degrees, Licenses, and Credentials

Spelling and Format

Do not use periods in academic degrees, licenses, and other credentials:

- MA, MS, MPA, PhD, JD, CPA

When referring to a degree in running text, note correct apostrophes and styling:

- bachelor's degree; Bachelor of Arts; BA
- master's degree; Master of Science; MS; Master of Arts; MA
- doctoral degree; doctorate (not “doctorate degree”); PhD, EdD, PsyD

Inclusion of Degrees in Text

As an institution of higher education, we value educational and professional credentials. At the same time, as writers and editors, we need to make an effort to maintain readability and accessibility.

On the first in-text reference to an individual who holds a graduate degree, use the academic initials (e.g., MA, MS, PhD). Never use *Dr.* and the academic degree together in the same reference, and always offset the degree with commas. Do not include periods or spaces within the degree abbreviation.

On the second in-text reference to a given individual, use *Dr.*, not *Professor* or *Prof.* On the third and subsequent references, just use the individual's last name with no title:

- Nancy Brown, PhD, is a professor of economics. Dr. Brown joined the institution in 1990. She is renowned for her work in chaos theory. Brown specifically investigates how nonlinear factors influence global markets.

Master's Degrees: If an individual does not hold a doctorate, his or her master's degree(s) should be included. For non-academic staff members whose degrees may not be directly related to their job, you may omit the degree reference if the individual prefers.

If an individual, including a faculty member, holds a doctorate, master's degrees will not be included. The exception is if the master's degree represents a specialized field or a field different from that represented by the doctorate (e.g., MPA or MBA for an individual with a PhD in an unrelated field).

In this case, the master's is listed after the PhD:

- Nancy Brown, PhD, MPA, is an English professor.
- John Smith, MPA, directs the internship program with government offices.
- Sally Jones, PhD, has taught biology at Baruch for seven years.
(*Note:* Here, it is assumed that her master's is related to her PhD.)

Bachelor's Degrees: Bachelor's degrees are generally not included for faculty and staff. Note correct use of apostrophes and styling (above).

Inclusion of Degrees in Headlines and Captions

Do not use professorial titles (or *Prof.*) in headlines; use *Dr.* if someone has a PhD. Dean and president titles can be used in headlines and captions, such as Dean Brown.

Do not include degrees or professional or academic titles in captions if they are used in the text. If someone appears in a photo but is not referenced in the accompanying text, then include the degree and title in the manner explained above.

Professorial Rank, Faculty Appointments, and Job Titles

The term professor should never be used in a generic way. The word “professor” indicates the highest earned rank in the professoriate, following that of assistant and associate professor. There is also a ranking system among adjunct professors who do not have tenure-line positions. Therefore, it is important to use an individual’s correct professorial title and rank in all materials.

In running text, capitalize job titles only before a person’s name, not after the name and not in isolation of the name:

- Mary Jones, vice president of facilities, said the College would remain open after the snowstorm.
- Director of Student Affairs John Smith announced the opening of a new student computer center.

It is preferable, however, to put long titles after a name. Also note that job titles may be capitalized outside of running text, such as in lists, directories, stationery, event programs, job descriptions, and marketing materials.

Keep abbreviations (CEO, VP, etc.) in capitals. Spell out vice president on first reference, but not CEO. If vice president appears before the person’s name, then capitalize it: Vice President Mary Jones. If it appears after, then use all lowercase: Mary Jones, vice president.

In text do not capitalize departmental affiliations unless the full department name is used:

- Sue Stein, administrative assistant for the Stan Ross Department of Accountancy, is accepting all applications.
- Sue Stein, administrative assistant for the accounting department, is accepting...
- Mary Richards, associate director of the Office of Alumni Relations, is heading the project.
- Mary Richards, associate director of alumni relations, is heading the project.

Capitalize endowed professorships. Do not preface the title with the (unless The with a capital T is required per the endowment agreement):

- Linda Allen, PhD, William Aldinger Chair in Banking and Finance

Do not capitalize occupational descriptions:

- The student received résumé assistance from career counselor Jane Smith.

Double-check titles for *for* or *of* (vice president for..., director of...)

Do not hyphenate titles following *vice*:

- vice president

Do hyphenate titles or positions following *co*:

- *co-director*; *co-author*; *co-chair* (*Note*: Use *chair* [not *chairman*] for men and women, whether in the generic sense or referring to a specific person.)

Names and Courtesy Titles (Dr., Mr., Ms.)

On first reference to an individual, use his or her full name and degree and title, if applicable (see section on Academic Degrees). Use *Dr.*, *Mr.*, or *Ms.* on second reference, unless the woman prefers *Mrs.* or *Miss*. Children under 18 should be introduced using their full name, then subsequently referred to by first name. (*Note*: If you are writing about couples and families, courtesy titles [*Mr.*, *Ms.*, *Mrs.*] may help clarify the text.)

Do not use a comma before *Jr.*, *Sr.*, *III*, etc.

Degree Listings for Baruch Students and Alumni

We list all degrees, undergraduate and graduate, earned at Baruch. If a graduate student earned a bachelor's at another institution, we do not include it. The styling outlined below is used for the first mention of a student or alumnus/a in running text; the person's last name only should be used in subsequent references. Also, please be aware that a [Standard Release Form](#) is required for the use of names and likenesses of students featured in Baruch videos, audio, or photography.

In running text, the names of current undergraduate students are styled with their two-digit class year following in parentheses:

- John Smith ('18)

In some cases, major may also be indicated:

- John Smith (Finance '18)

If expected graduation year is not known, refer to the student by academic level:

- John Smith, a sophomore, spoke at the gathering. (*Note*: *Sophomore*, *junior*, and *senior* are not capitalized, and “*first-year student*” is preferred to *freshman*.)

For graduate students, we indicate the degree(s) as an abbreviation as well as the class year:

- Jacob Jones (MBA '18)

For graduate students who earned a Baruch undergraduate degree, we include both the undergraduate year and graduate degree and year:

- Jane Wong ('15, MBA '18)

In a list that might appear outside of running text, such as in a masthead or Board of Trustees list, you may omit the parentheses around the graduation year to conserve space:

- Lawrence N. Field '52, DCS-Hon. '04
- Michael J. Freeman MBA '70, PhD '77
- John Smith '18
- Jane Wong '15, MBA '18

Honorary Degrees

A select group of alumni has been recognized by the College with honorary advanced degrees. The styling of those degrees follows the above rules:

- Lawrence N. Field ('52, DCS-Hon. '04)

Alumni References

- Alumnus: male singular
- Alumni: male/mixed/generic plural
- Alumna: female singular
- Alumnae: female plural
- Alum: singular, informal only
- class of (year): lowercase

Maiden Names

When an alumna received her Baruch degree(s) before she married, we often—if she doesn't specifically object—include her maiden name in parentheses, since that's how her classmates knew her:

- Concetta (Nazzaro) DeLauro ('49) was a member of the Boosters.

Race and Ethnicity

Race or ethnicity should be referenced only when it is pertinent to the story. The author and editor should make special effort to use the descriptor preferred by the person in reference.

- > Do not hyphenate *African American*, *Asian American*, and so forth, whether used as an adjective or noun. The term *African American* is preferred to *Black*, which when used, should be uppercased.
- > *Hispanic*, *Latino*, and *Latina* (for a woman) are broad terms that may be used to designate Spanish-speaking persons as well as those descended from the Spanish-speaking people of Mexico, South and Central America, and the Caribbean. However, the terms are not interchangeable. In any case, these terms should not be used in noun forms, and when possible, a more specific term (e.g., *Mexican*, *Mexican American*, *Cuban*, *Cuban American*, *Puerto Rican*) should be used. The term *Latinx* is also sometimes used as a gender-neutral form of *Latino/a*.
- > Similarly, individuals of Asian descent may wish to be described according to their country or geographic area of origin (e.g., *Chinese*, *Indian*, *Japanese*, *Sri Lankan*). Note that Asian and Asian American (*Chinese and Chinese American* and so forth) are not equivalent or interchangeable.
- > *Native American* and *Alaskan Native* are used in lieu of American Indian or Indian.

Terms for People with Disabilities

Disability, disabled: General term used for functional limitations that inhibit one or more of the major life activities, such as walking, lifting, learning, or breathing. When referring to an individual who has a disability, do not specify the disability unless it is pertinent to the story. If it is, it is best to use “people first” language or to be specific:

- The writer, who has a disability, uses speech technology to write manuscripts.

(Not: The disabled writer...)

Preferred: The writer, who was born with cerebral palsy... (specify the actual condition)

Do not use a disease name as a descriptive adjective or noun:

- She has diabetes. (Not: She is a diabetic.)

Do not use *victim*, *sufferer*, *afflicted with...*, and other terms implying helplessness.

Do not use *handicap* and *handicapped*, which are now limited to describing laws and situations (e.g., handicapped parking).

These guidelines are provided by, and copyright of, the National Center on Disability and Journalism. For comprehensive guidelines on this topic, please refer to the National Center on Disability and Journalism’s *Style Guide* (available online at ncdj.org/style-guide).

SECTION 4:

General Style, Grammar, and Punctuation

Acronyms and Abbreviations

On first use, spell out the full name and enclose the acronym in parentheses. On subsequent references, you may use the acronym. If the acronym is not used elsewhere in the document, do not include it in parentheses:

- The Securities and Exchange Commission (SEC) investigated the fraud. The SEC determined that the company misled investors.

Exceptions: GPA, GRE, GMAT, and other very common and easily understandable terms, which do not need to be spelled out in the first instance.

Other terms that are commonly known by their acronyms can be explained parenthetically after the acronym or in running text:

- The event is co-sponsored by BPAC (Baruch Performing Arts Center) and Lincoln Center for the Performing Arts.
- The building will feature HEPA (high-efficiency particulate air) filters.

Spell out proper names, such as the National Endowment for the Humanities (NEH), on first reference.

Do not use periods in acronyms, except for *U.S.* In running text, the abbreviation *U.S.* is acceptable when used as an adjective, but *United States* as a noun should be spelled out. Do not use *U.S.A.*

Use the article (a or an) according to the way the acronym or abbreviation sounds when read aloud, not how the words sound when they are spelled out:

- an NEH grant
- a CDC study

Spell out state names, except in lists, where the state's shortened form may be used.

Only use two-letter postal codes in addresses:

- He grew up in Duluth, Minnesota.
- She is a New York State employee.

Days, Dates, and Times

Days and Dates

For clarity use a day of the week-month-date format. When writing about an event that took place, or will take place, in the current calendar year, do not use the year:

- Monday, September 1, was the first day of the school year. (It is presumed this refers to the current calendar year.)
- The inaugural conference was held Wednesday, September 1, 2009. (Note that when writing about past events, you can often omit the specific date and just write "The inaugural conference was held in September 2009.")

Set off the year with a comma in text. If the date is not specified, do not use a comma:

- September 1 or September 1, 2008 (not September 1st)
- September 1, 2008, was the first day of the academic year.
- September 2008

Do not use ordinal numbers (1st, first) in dates. Use numerals for references to centuries (10th century and beyond). *Do not use superscript text for the ordinals:*

- the 20th century
- the 21st century

Decades may either be spelled out or expressed in numerals with apostrophes.

Do not use number fragments for years, such as '00s, or pluralize decades, such as 2000s, 2010s. Instead use phrases to convey the time:

Incorrect usage:

- during the '80s and '90s

Correct usage:

- during the eighties and nineties
- the first decade of the 21st century
- the second decade of the 21st century

For year ranges, follow the first year with an en dash (not a hyphen; see section on punctuation) and the last two digits of the second year:

- 1996–99 (same century)
- 1996–2001 (spanning centuries)

Times

Use *am* and *pm* without periods and with a space after the numeral. Capital letters, *AM* and *PM*, are also acceptable, but it is imperative to be consistent through a document or across a platform.

Use *noon*, *midnight* (not: 12 am or 12 pm).

In time ranges given in a brochure or on an invitation, use an en dash (see section on punctuation). If the given times in a range are both in the morning or afternoon, then do not repeat *am* or *pm*:

- 5–8 pm (correct)
- 5 pm–8 pm (incorrect)
- 5 am–8 pm (correct)

The above styling is appropriate for brochures, posters, and other marketing materials. However, in running text do not use the dash to mean “to”:

- from 5 pm to 8 pm (in running text; not from 5–8 pm)
- noon to 3 pm (Example: The meeting was scheduled for noon to 3 pm.)

Months and Seasons

Capitalize and spell out all months and days in running text. Lowercase seasons unless they are part of a title or semester designation:

- The online course launched in Fall 2015. (*semester*)
- The Spring Carnival was a resounding success. (“Spring Carnival” is the name of an annual Baruch College event.)
- The carnival was held in spring 2009. (*season*)

Specific Style Issues

Below is an alphabetized list of rules for specific style issues that could be treated in more than one way. To ensure consistency, adhere to the following rules. If an item is not covered here, refer to *The Chicago Manual of Style*.

Abbreviations

Do not use abbreviated forms like *hrs.* and *yrs.* Do not abbreviate Street and Avenue:

- 17 Lexington Avenue

Ampersands

Only use & when it is part of the official or trademarked term or name:

- *U.S. News & World Report*
- Office of Communications, Marketing & Public Affairs

Note: Never use a serial comma with an ampersand.

Capitalization

In Running Text

Capitalize proper nouns, including endowed titles:

- Emanuel Saxe Distinguished Lectures

Capitalize titles when they appear before an individual's name, but not after (see page 14).

On first reference, refer to Baruch College using the full name. Later, when you refer to the College, capitalize the C. This rule also applies when referring to one of Baruch's three schools in text. However, if more than one school is being described in text, then for clarity, each school needs to be referred to by its accepted shortened form (see page 7):

- Baruch College is within easy reach of Wall Street, Midtown, and the global headquarters of major companies and nonprofit and cultural organizations. The College's more than 18,000 students make up one of the most ethnically diverse student populations in the United States.
- The Zicklin School of Business offers a wide range of full- and part-time business degree programs that are internationally accredited by the Association to Advance Collegiate Schools of Business. The School's undergraduate programs prepare students for careers in all phases of business.
- Baruch College recently launched a Master of International Affairs program. It is a collaborative program between the Austin W. Marxe School of Public and International Affairs, the Zicklin School of Business, and the George and Mildred Weissman School of Arts and Sciences. The three schools each bring many experts to the table. Housed in the Marxe School, the program draws on Zicklin's renowned business faculty and expertise in the arts and sciences from Weissman.

Note: This rule does not apply to programs, departments, centers, or institutes. On first reference, use the entity's full name with proper capitalization, but on subsequent reference, *program*, *department*, *center*, or *institute* is lowercased:

- The Department of Fine and Performing Arts offers students a variety of courses. The department's distinguished faculty have extensive experience in the field.

- The Steven L. Newman Real Estate Institute is housed in the Zicklin School of Business. Now, more than ever, the institute has a vital role to play.

In Headlines

In headlines capitalize the first letter of every word except prepositions that have fewer than five letters (*for, in, to*), articles (*the, a, an*), and conjunctions (*and, or, but*). Capitalize a preposition of fewer than five letters or an article only when it is the first word in the second line of a headline (if a headline breaks) or so styled as the official name of an entity:

- Faculty at Baruch College
- Baruch College Celebrates Anniversary
- The Baruch College Fund Announces a New Campaign

Commas

Always use a comma, known as a serial or Oxford comma, before the “and” or “or” that is used before the final item in a series:

- Applications will be accepted from students, faculty, and staff.

Always place commas inside of quotation marks:

- When asked about “The Tell-Tale Heart,” the student spoke passionately about the short story for 15 minutes.

Compound Adjectives

When two words are used to describe a noun, and appear before the noun, hyphenate the two words—unless the first word ends in *ly*. When two words form an adjective and appear after the noun, then do not hyphenate the words:

- He purchased a business-class ticket.
- He likes to fly business class.
- The Zicklin School of Business is nationally ranked in several categories.

Contractions

Use contractions sparingly outside of direct quotations. This applies to website copy, promotional materials, event collateral, magazine articles, profiles, and official correspondence. Contractions can be used more frequently in social media.

Currency

Whole dollar amounts are written without a decimal and two zeros:

- \$9

Add USD for international marketing:

- \$15,000 USD

If a dollar amount starts a sentence, it should be written out in word form (“Nine dollars...”). Often a better solution is to rewrite the sentence.

Dollar amounts \$1 million and above should be expressed in numerals and words:

- The benefactor pledged \$1 million toward scholarship programs.

Dashes

There are two types of dashes:

- > Em dash, the traditional punctuation mark that can take the place of a comma, semicolon, colon, or parentheses.

Em dashes should be used sparingly. If possible, rewrite a sentence to use commas or parentheses. Use proper em dashes, not two hyphens, and do not include a space before and after the em dash:

- The bookstore’s entire inventory—including Baruch-branded mugs and T-shirts—will be offered for sale at a 25 percent discount.
- > En dash, a symbol (–) used to connect number ranges. Longer than a hyphen, the en dash is one half the length of the em dash. See “Number Ranges” below for usage.
- The Office of College Advancement produced an annual report for Fiscal Year 2015–16.

Decimals

Whole numbers and full percents should not include a decimal followed by zeros:

- Total enrollment increased by 11 percent.

Exception: If you are dealing with a set of data that has some whole numbers and some with decimals, then for consistency and clarity consider including the decimal and zeros for the whole number:

- The attendance rate climbed to 92.6 percent, and subsequently the average grade reached 98.0 percent.

(See below on use of the percent symbol.)

Emphasizing Text

Let the writing speak for itself. Avoid using capital letters, boldface, italics, marks, or exclamation points for emphasis. In print and on screen, these render text less readable than standard type.

Italics

Use for publication titles: books, newspapers, and journals; use also for titles of films, television shows, and music albums, as well as gallery and museum exhibition names.

Use italics sparingly for emphasis and generally only within someone’s quotation.

Lists: Bulleted and Numbered

Bulleted and numbered lists are an effective way to present information. Ideally, items should be brief, and the list no longer than 10 or so items. Consider that a list of eight or more items could be broken into two shorter lists, based on subcategories. Each list must have at least three items.

When bulleted lists contain items that are more than a very brief sentence, it is usually better to present the information in paragraph form. Other points to consider:

- > In general do not use end punctuation, unless it is a full solo bulleted sentence, in which case use a period.
- > If any item is more than one sentence, use a period after each item.
- > Use consistent language structure for each bulleted item.

More Than vs. Over

“More than” is preferred to “over” to indicate an approximate number or amount:

- Dr. Smith, an expert in anthropology, has published more than 200 papers in the field.

Number Ranges

When writing out a range of numbers, use the style of the highest number, and use an en dash with no spaces on either side. See Numerals section for more:

- 7–10 (not seven–10)

Numerals

- One to nine are spelled out, unless there is another number in the sentence that is 10 or above. In that case, use numerals for both.
- Use numerals for 10 to 999,999.
- For 1 million and up, a combination is used.
- For *U.S. News & World Report* and other rankings, you may use a hashtag to represent the word number. Examples: #1, #14, #26.

Use a comma to separate thousands, unless you are referring to test scores:

- 2,246,000 voters
- The average SAT score for incoming freshmen climbed to 1247.

When a number is part of a proper noun, common usage dictates:

- W-2 Form

Spelled-out floor locations are preferred in all instances for floors one through nine. Use ordinal numbers for 10th Floor and above:

- Please come to Newman Vertical Campus, Fourth Floor, Room 4-440.
- Walk-ins are welcome: Lawrence and Eris Field Building, 15th Floor, Room 1503.

Percentages

In running text, spell out *percent*:

- More than 80 percent of Baruch students graduate debt free.

In charts and lists, use the percentage symbol:

- 80%

Phone Numbers

Write U.S. phone numbers as follows. Do not use a 1 at the beginning:

- 646-312-2000

Possessives

The standard rules outlined in *The Chicago Manual of Style* apply. For proper nouns that end in s, x, or z, our style is to add the apostrophe + s:

- Dr. Adams's scholarly interests include Cold War politics and Stalinist science.

Quotation Marks

Double quotation marks should be used when quoting what someone said or wrote and for specific titles of events:

- According to *U.S. News & World Report*, “The majority of American college students graduate with loads of debt.”
- More than 300 students attended the lecture “Presidential Presence: From Thomas Jefferson to William Jefferson Clinton.”

Use quotation marks for titles of short stories and book chapters, headlines from newspapers and journals, and for song titles. (If given, italicize the name of the book, newspaper, or journal in which the article appears.) On digital platforms, hyperlink title only, not quotation marks:

- In the article “[Ignoring North Korea’s Nuclear Threat Could Prove to Be a Dangerous Mistake](#)” in *The Washington Post*, President Wallerstein states that North Korea is a greater threat than many realize.

If quotation marks are used around a title or to quote someone inside a quotation, the comma or period, if needed, is placed inside the quotation marks.

(Note: Always use single quotation marks for quotes or titles inside a quotation.)

- After attending the lecture “Presidential Presence: From Thomas Jefferson to William Jefferson Clinton,” students submitted feedback about the event.
- According to Marxe Dean Jones, “Baruch students are grateful to have such a stellar faculty. One junior recently told me that Professor Smith had ‘changed my life, not just taught me microeconomics.’”

Run-In Lists

Lists that appear in running copy require that numerals or letters indicating divisions be enclosed in parentheses. No punctuation precedes the first parenthesis if the last word of the introductory phrase is a verb or preposition. The items are separated by commas, unless commas are used inside an item:

- Baruch is regularly recognized for having (A) strong academics, (B) a strong alumni network, and (C) an affordable price tag.

In lists of lengthy items, some of which may have commas, use semicolons to separate the items:

- Students are taught to employ impeccable logic; clear, concise language; and a polite manner.

Trademarks and Registrations

Trademarked™ and registered® items should be marked the first time or the most prominent time they appear on a page. The copyright symbol© should be used alone; it is redundant to include both the word “Copyright” and the symbol.

URLs

Do not use *http://* or *www* before web addresses. Use a period after a web address if it appears at the end of a sentence:

- baruch.cuny.edu
- Learn more about the Center for Teaching and Learning at ctl.baruch.cuny.edu.

SECTION 5: Common Words, Phrases, and Baruch-Specific Miscellanea

A

Aaron Silberman Concert Series

Advanced Placement Program (AP Program)

Advanced Placement test (AP test)

Alexander String Quartet, Alexander String Quartet residency

American Institute of Certified Public Accountants (AICPA)

Associate of Arts degree, the associate degree

Associate of Science degree, the associate degree

B

bachelor's-level (hyphenate only as attributive adj, when it appears before the noun it is describing)

Baruch Alumni Magazine (BAM)

the Bearcat (mascot)

Bearcats (students, esp. student-athletes)

Bernard Baruch Dinner

Bernard Mannes Baruch (1870–1965) (alumnus of City College's class of 1889 and Baruch College namesake)

Braille

bulletin (official generic term for College catalogs: *Undergraduate Bulletin*, *Graduate Bulletin*)

C

campus-wide (see list of -wide adjectives under "W")

cancel, canceled, canceling, cancellation

Capstone Seminar

co-author (n, v)

co-ed

co-host (n, v)

Commencement (initial cap when referring to a Baruch commencement)

continuing education (but the Division of Continuing and Professional Studies)

continuing studies (when used generically; see above)

Convocation (initial cap when referring to a Baruch convocation)

co-sponsor (n, v)

credit hour (n, adj)

cross-reference (n, v)

CUNYfirst

D

database

daycare

doctoral program (generic)

Dollars & Sense (Note: The ampersand is part of the official title.)

Downtown (of Manhattan, otherwise downtown)

E

e.g.

email (n, v)

emeritus (sing., masc.), emerita (sing., fem.), emeriti (pl., masc., or pl., masc. and fem.), emeritae (pl., fem.)

English as a second language (ESL)

Entrepreneur magazine (publication that sometimes conducts college rankings)

Equal Employment Opportunity Commission (EEOC) (but equal opportunity used in a generic sense—not the legal one—would be lowercased)

extracurricular

F

Freshman Seminar

Fulbright scholar

full-time (hyphenate only as attributive adj, when it appears before the noun it is describing)

Full-Time MBA Program

fundraising (n, adj)

G

GMAT (Graduate Management Admission Test)

grade point average (GPA)

the *Graduate Bulletin*

GRE (Graduate Record Examinations)

H

healthcare administration (Executive MBA program)

healthcare policy (MPA specialization)

Honors Program (cap in reference to Baruch's undergraduate honors program)

I

i.e.

internet

L

Lexicon (College yearbook)

LexisNexis®

LGBTQ (abbreviation for Lesbian, Gay, Bisexual, Transgender, and Queer or Questioning.

The more inclusive LGBTQIA adds Intersex and Asexual.)

long-term (hyphenate only as attributive adj, when it appears before the noun it is describing)

M

master's-level (adj)

midyear

Milt Hinton Jazz Perspectives Concert, Milt Hinton Jazz Perspectives Workshop

Money magazine

multicultural

multimillion-dollar (adj)

N

New York metropolitan area

New York State resident (but: state resident)

Nobel laureate

Nobel Prize

Nobel Prize winner

Nobel Prize-winning

non- (as compound, use hyphen only when absolutely necessary for clarity; e.g., nonresident, nondegree, noncredit, non-need-based)

Northeast

O

off-Broadway (n, adj, adv)

off-campus (hyphenate only as attributive adj, when it appears before the noun it is describing)

offsite

on-campus (hyphenate only as attributive adj, when it appears before the noun it is describing)

online

onsite

open house

open-access (hyphenate only as attributive adj, when it appears before the noun it is describing)

out-of-state resident (better to say out-of-state student or nonresident)

P

part-time (hyphenate only as attributive adj, when it appears before the noun it is describing)

Part-Time MBA Program (*Note:* The term Flexible MBA Program is no longer in use.)

percent (*Note:* When quantified the number appears as a figure: 16 percent, 55 percent. In charts and lists, use the percentage symbol %.)

P.O. Box

policymaking

postbaccalaureate (adj)

postdoctoral (adj)

post-master's (adj)

postsecondary

preprofessional

Princeton Review (publishing company and rankings organization)

problem solving (n)
problem-solving (adj)
public affairs (adj)
public policy (adj)
Pulitzer Prize
Pulitzer Prize winner
Pulitzer Prize-winning

Q

question-and-answer (hyphenate only as attributive adj, when it appears before the noun it is describing)
queuing

R

R&D (research and development)
recordkeeping
re-entry
ROI (return on investment)

S

SAT (Scholastic Assessment Test)
Saxe Lecture(s) (Full name: Emanuel Saxe Distinguished Lectures in Accounting)
schoolwide
SEEK Program (Full name: Percy Ellis Sutton SEEK [Search for Education Elevation Knowledge] Program) (undergraduate enrichment program)
spring, spring semester (capitalize when referring to a specific academic term: Spring 2016)
Social Security number (on space-limited forms, S.S. # okay)
socioeconomic
study abroad
study abroad programs
summer, summer session (capitalize when referring to a specific academic term: Summer 2017)

T

theater (not theatre unless in proper noun where “re” is the proper spelling)
The Ticker (undergraduate student newspaper)
time-sharing (hyphenate only as attributive adj, when it appears before the noun it is describing)
Title IX (law prohibiting sex discrimination in federally assisted education programs)
TOEFL (Test of English as a Foreign Language)
toward
Trustee(s) (in reference to the BCF)

U

the *Undergraduate Bulletin*
university-wide
up-to-date (adj)

Upper East Side

Upper West Side

U.S. (okay as adjective; avoid as noun)

U.S. News & World Report

V

VA (Veterans Administration)

W

Wallerstein, Mitchel B. (current president of Baruch College)

Wasserman Trading Floor/Subotnick Financial Services Center

WBMB (student radio station)

the Web

website

well-

advised

informed

known

qualified

-wide (adj, adv; use hyphen when first part of compound is more than one syllable)

campus-wide

city-wide

college-wide

community-wide

institution-wide

nation-wide

schoolwide

statewide

university-wide

worldwide

WiFi

workforce

workstation

Y

-year (hyphenate only as attributive adj, when it appears before the noun it is describing, e.g., four-year scholarship)

___-year-old (as “an 18-year-old”)