

FSCJ

**EDITORIAL
STYLE GUIDE**

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EDITORIAL STYLE GUIDE

Florida State College at Jacksonville’s Editorial Style Guide adheres to the current Associated Press Stylebook to determine editorial style and guidelines. However, there may be exceptions to this rule.

The official title of our institution is Florida State College at Jacksonville. On second reference FSCJ is acceptable when the first reference of Florida State College at Jacksonville was followed by the call-out (FSCJ). FSCJ is then accepted in any subsequent references. FSCJ is also accepted in headlines.

“Florida State College” and “Florida State College of Jacksonville” are not acceptable references of the institution.

Abbreviations and constructions such as “Fscj,” “fscj,” “FSC,” “FSC at Jacksonville” or “FSC @ Jacksonville” are not to be used. Do not use periods in “FSCJ” between each letter.

ACADEMIC SCHOOLS

Abbreviations for academic schools are not permitted. When referencing a school, the full name must be used. See correct names below:

School of Business, Professional Studies and Public Safety

School of Health, Education and Human Services

School of Liberal Arts and Sciences

School of Technology and Industry

FSCJ Online

LOCATIONS

Each campus/center should be referred to by their proper name on first reference—e.g., “FSCJ South Campus, FSCJ Nassau Center,” with “FSCJ” capitalized and the first letter of the campus name and the “C” in campus/center capitalized.

For subsequent references, just the campus name can be used without “FSCJ.” Abbreviations should not be used.

Location references should only be used when referring to event/activity locations.

DEPARTMENT AND COURSE NAMES

Capitalize the proper names of departments and offices—e.g., “Office of the General Counsel” or “Office of Institutional Effectiveness and Accreditation.” If used informally, offices and departments should be lowercased—e.g., “the advising office.”

In copy, write out “and” in department and office names, do not use the ampersand (&)—e.g., “Marketing and Communications department.” In graphic applications (e.g. fliers, brochures, etc.), the ampersand (&) can be used in place of “and.”

Courses of study should be lowercased—e.g., “business administration,” or “humanities courses.” Capitalize specific course names—e.g., “Humanities 101.”

NAMES AND TITLES

Capitalize a title that immediately precedes a name—e.g., “Vice President of Business Services John Doe.”

Lowercase the title if it follows the name or stands by itself—e.g., “The report was presented by the vice president of business services.”

Honorable mentions such as Sen. for senator, and Rep. for representative, are used on first reference only. Use last name for subsequent references.

Use “of” after “professor,” “associate professor,” or “adjunct professor.”—e.g., “Joseph Samplename, associate professor of communications.”

ALUMNI

“Alumni” is plural and refers to both male attendees/graduates and groups of male and female attendees/graduates.

“Alumnae” is plural and refers to female attendees/graduates.

“Alumnus” is singular and refers to a male attendee/graduate.

“Alumna” is singular and refers to a female attendee/graduate.

DEGREES

Degrees are lowercased when spelled out and used informally—e.g., “associate in science,” or “bachelor of science.” Note: it is always associate “in” arts or science and bachelor “of” science.

Capitalize formal title of degrees—e.g., “Bachelor of Science in Early Childhood Education” or “Associate in Arts.” Degrees are capitalized when abbreviated and use periods inbetween the letters—e.g., “B.S. in Biomedical Sciences.”

Spell out degree names on first reference and include the degree abbreviation in parenthesis after it—e.g., “Bachelor of Applied Science (B.A.S.).”

Singular reference: “bachelor’s degree,” use an apostrophe “s”
“associate degree,” do not use an apostrophe “s”

Plural reference: “bachelor’s degrees,” with an apostrophe “s” and an “s” at the end of degree
“associate degrees,” with an “s” at the end of degrees

The term “baccalaureate” can be used in place of “bachelor’s” for general, internal references and purposes. If desired on marketing materials, contact your marketing communications manager for direction and approval. Do not refer to specific degrees using the term “baccalaureate”—e.g., “Baccalaureate of Science.”

CAPITALIZATION

Capitalize “College” when referring to Florida State College at Jacksonville as an entity—e.g., “The College was established in 1965.”

Capitalize “Collegewide,” “Convocation” and “Commencement.”

Capitalize “Summer Term,” “Spring Term” and “Fall Term.” Our academic periods should only be referred to as terms.

Lowercase “state” when not used as a proper title—e.g., “FSCJ is a growing institution of higher education in the state of Florida.”

Capitalize “City” when referring to the “City of Jacksonville,” as an entity, but lowercase when “city” stands alone—e.g., “FSCJ has the best professors in the city.”

In reference to book titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art:

- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article—the, a, an—or words of fewer than four letters if it is the first or last word in a title.
- Put quotation marks around the names of all such works.

TECHNOLOGY TERMS

Lowercase “email” and do not use a hyphen.

Lowercase “online” and write it as one word.

Lowercase “web,” “website” and “webpage.”

“Internet” can be written with a capital “I” or a lowercase “i.”

Do not use the “www” in front of a URL—e.g., “fscj.edu.” This is true for copy as well as on printed materials and graphics.

PUNCTUATION AND USAGE

One space follows any and all punctuation including periods and semicolons.

Periods and commas are always placed inside quotation marks—e.g., “Partnerships and support like this help make Florida a better and safer place to live, work and raise a family,” he said. All other punctuation is placed outside quotation marks, unless it is part of the copy being quoted.

Do not use the **serial comma** in a series—i.e. the comma following the second-to-last item in a series—unless the absence of the comma causes confusion in the entire sentence. e.g.,—“Students at FSCJ will receive access to academic programs, educational support services, excellence in teaching and ongoing economic development.”

Use a **comma after all cities** when followed by the state name—e.g., “Jacksonville, Florida.” Use this format when referencing a city and state in all communications, with the exception of a mailing address, where city and abbreviated state are acceptable— e.g., “Jacksonville, FL.”

In copy, write dates using the following format—“January 1, 2018.” Write the time using one of the following formats—“3 p.m.” or “10 a.m.–2 p.m.” or “5–6 p.m.” Do not write “6:00 p.m.” with the zeros in the minute position. Only use the minutes if it is greater than zero—e.g., “4:30 p.m.” When referring to 12 o’clock in the afternoon, write “noon.” Do not capitalize “a.m.” or “p.m.” and always include the periods.

In printed or digital materials/graphics, dates can be written in the above format or abbreviated based on the discretion of the marketing communications managers.

Dashes: Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause. But avoid overuse of dashes to set off phrases when commas would suffice. There are three types of dashes: the em dash, the en dash and the hyphen.

The em dash (—) can take the place of commas, parentheses or colons—in each case to give a slightly different effect. e.g.,—“The College serves more than 50,000 students per year—across our unique schools.” The em dash is best limited to two appearances per sentence. The em dash is typically used without spaces on either side.

The en dash (–) is used to represent a span or range of numbers, dates or time,—e.g., “academic year 2016–17.” The en dash is read as “to” or “through,” depending on the context of the copy.

The hyphen (-) is primarily used to form certain compound terms. Compound terms are those that consist of more than one word but represent a single item or idea,—e.g., “high-quality professors.” Never use a hyphen in place of an en dash or an em dash.

COMMONLY USED TERMS

When using the term “**Collegewide**,” it is one word.

When using the term “**postsecondary**” as an adjective, it is one word, do not use a hyphen.

When using the term “**service-learning**,” use a hyphen between the words.

The term “**flier**” not “**flyer**” should be used to describe a paper printout used as an advertisement or announcement.

“**i.e.**” means “that is” and “**e.g.**” means “for example.” Both are lowercased.

When referencing a span of years beginning and ending in the same century, use four digits for the beginning year followed by an en dash, followed by the last two digits of the ending year—e.g., “2016–17.”

Affect/Effect: Affect is a verb, meaning to produce an effect—e.g., “Engaging and supportive professors positively affect the experience of students.” “An effect of having engaging and supportive professors is high-performing students.”

“**Its**” is possessive—e.g., “The committee made its decision at the monthly Board meeting.”

“**It’s**” is the contraction of it is—e.g., “It’s going to be a great year.”

Use “**more than**” when referring to numerals—e.g., “The College has more than 50,000 students.”

Use “**over**” when referring to spatial relationships—e.g., “The banner hangs over the tent.”

NUMBERS

Numbers: Use words to express numbers one through nine and figures to express numbers 10 and above—e.g., “The student has two courses to finish before he graduates.” “There are 13 students who passed the class with an ‘A.’”

Ordinal numbers: Use words to spell out first through ninth and figures for 10th and above—e.g., “This is the third annual campus awareness day.” “The BlueWave athletics team came in 11th place at the national competition.”


Phone numbers: Include parenthesis around the area code and a dash between the first three and last four numbers—e.g. “(904) 632-3200” or “(800) 123-4567.”

Money: Use figures—e.g., “20 cents,” “\$120.50” or “\$16 million”

Percentages: Always spell out “percent” in copy such as press releases, letters and brochures—do not use the % symbol. The % symbol should only be used as a graphic element in marketing materials in conjunction with numerals.

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