

# Donnelly College Stylebook

## A

### **abbreviations and acronyms**

Avoid acronyms on first reference unless the organization is widely recognized by their initials. The following abbreviations are acceptable upon second reference:

### **academic/administrative titles**

Titles such as president, dean, and professor are capitalized when preceding a person's name. When following a name, the title is lowercased. Never abbreviate titles: *President Monsignor Stuart Swetland*

### **academic degrees**

Avoid abbreviating on first reference; Use an apostrophe in *bachelor's degree*, *a master's*, etc. but there is no possessive in *Bachelor of Arts* or *Master of Science*; No apostrophe should be used in *associate degree*; On second reference, use abbreviations such as *B.A.* or *Ph.D.* after a full name: *John Smith, Ph.D., spoke at the meeting.*

### **academic departments**

Capitalize academic departments when used as a formal name and lowercase when used informally. Do not abbreviate the word department: *The Department of Science* (formal), *the science department* (informal).

### **Accreditation statement**

Please use the following text when in need of an accreditation statement: *Donnelly College is accredited by The Higher Learning Commission and a member of the North Central Association, 30 North LaSalle Street, Suite 2400, Chicago, IL 60602; (800) 621-7440; www.ncahlc.org.*

### **address** Donnelly's address should be shown in the following format:

Donnelly College  
608 N. 18th Street  
Kansas City, KS 66102

### **adjunct**

Should be lowercased: *adjunct*.

### **African American**

When used as a noun, *African American* is not hyphenated. When used as an adjective, a hyphen is used.

### **Alumni designation**

When referring to a Donnelly alum who graduated with a degree, include their degree and graduation year: Mr. John Smith, AS '05, BAS '09. When referring to an alum who did not graduate, include the last year they attended: Mr. John Smith, '05.

### **Alumni Hall of Fame**

Use on first reference. Can use Hall of Fame on second reference. Correct: The 2015 inductees into the Alumni Hall of Fame. Incorrect: The inductees into the 2015 Alumni Hall of Fame.

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

Use alumnus (plural: alumni) when referring to a man who has attended Donnelly. Use alumna (plural: alumnae) for similar references to a woman. Use alumni when referring to a group of men and women.

### **a.m., p.m.**

Acceptable in all uses to designate time.

### **Archdiocese of Kansas City in Kansas**

The sponsor of Donnelly College. Archdiocese acceptable on second reference.

### **Asian American**

When used as a noun, *Asian American* is not hyphenated. When used as an adjective, a hyphen is used.

### **associate degree** Lowercase when referring to the degree in general.

**Associate of Arts** Capitalize when referring to the specific degree itself: *Associate of Arts*, *Associate of Science*, *Associate of Applied Science*. Abbreviations are appropriate on second reference: AA, AS, AAS.

## B

### **baccalaureate**

Use *bachelor's degree* in informal cases. For formal cases, such as commencement, use the formal *baccalaureate*.

**bachelor's degree** Lowercase when referring to the degree in general.

**Bachelor of Arts** Capitalize when referring to the specific degree itself: *Bachelor of Arts, Bachelor of Science, Bachelor of Applied Science*. Abbreviations are appropriate on second reference: *BA, BS, BAS*.

### **Benedictine Sisters of Mount St. Scholastica**

Use the following only: *Benedictine Sisters of Mount St. Scholastica, Benedictine sisters, sisters*.

### **Board of Trustees**

Capitalize when first referencing Donnelly's governing body, second reference can be *the board*.

## C

### **Catholic**

Capitalize on all references.

**comma (,)** Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: *The flag is red, white and blue*.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast*.

Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude*.

### **course work**

## D

### **Donnelly College**

*Donnelly College* should be used at first reference; second reference can be one of the following: 1) *college*, 2) *campus*, 3) or *Donnelly*; Donnelly College should NEVER be referred to as a 1) school, or 2) university.

### **donnelly.edu**

### **dormitory**

Use *residence hall* instead.

## E

### **email addresses**

The word email should not have a dash and should be lowercased; email addresses themselves should NOT be italicized.

### **employment opportunity postings**

Part-time employment opportunities should be posted to the web immediately; full-time opportunities should be posted one week after all-staff email is sent.

## F

### **facebook.com/DonnellyCollege**

### **fonts**

See Brand Guidelines.

### **freshman**

Use first-year student.

## G

### **grade point average**

Use *GPA* in all references.

### **grades**

Capitalize when you refer to a letter grade. When pluralizing, use an apostrophe before the s. *John Smith received all A's.*

## H

### **health care**

## I

### **I-35**

### **I-435**

### **Information Technology (IT)**

Use Information Technology on first reference, IT on second reference.

### **Internet**

Donnelly's logo suite can be found here, and is available for download. Please contact the Creative Coordinator with specific questions about the College logos.

## J

### **jpeg, jpg**

Acronyms for common type of image compression mechanisms used on the Web.

### **Jr., Sr., II**

Place comma between name and Jr., Sr., II. *John Smith, Jr.*

## K

### **Kansas City, Kan.**

The city where Donnelly College is located. The abbreviation KCK can also be used as a second reference when appropriate.

## L

### **Leadership 2000**

A program designed to foster an in-depth understanding of interrelationships and complexities of Wyandotte County through a series of face-to-face discussions with local leaders. Donnelly College is a sponsor of Leadership 2000.

### **logo suite**

Donnelly's logo suite can be found here, and is available for download. Please contact the Creative Coordinator with specific questions about the College logos.

**Licensed Practical Nursing/LPN** Do not use. Please use Practical Nursing program on first reference and PN program on second reference.

## M

### **minority**

Avoid this phrase. Use *students of color*.

**Most Reverend Joseph F. Naumann** Appropriate on first reference and in official publications and events. Archbishop Joseph Naumann or Archbishop Naumann acceptable on second reference.

## N

### **National Association for the Advancement of Colored People**

NAACP is acceptable on second reference, unless in a headline where the abbreviation can be used. Donnelly College is a lifetime member of the NAACP-KCK Branch.

## O

### **online**

One word in all cases.

**OSB** *Sister Jane Smith, OSB.*

## P

### **phone numbers**

Phone numbers should be shown in the following format: (XXX) XXX-XXXX.

### **photo releases**

Photo release forms to be collected from all new employees, students are covered upon approval of their information in the directory.

### **Practical Nursing program**

PN program is acceptable on second reference.

### **president**

Refer to the president as *Steve LaNasa* or *Steve LaNasa, Ph.D.* Capitalize when preceding his name: *President LaNasa*. Lowercase otherwise: *Steve LaNasa, Donnelly's president, attended the meeting.*

## R

### **registrar**

Lowercase unless referring to a title or office. *Amber Bloomfield-Martinez, Registrar; Office of the Registrar.*

### **residence hall**

The term *residence hall* should be used at all times. Never use the terms dormitory or dorm.

## S

**school** Do not refer to Donnelly College as a school. Donnelly College on first reference, the College or Donnelly on second reference. Institution may also be used when appropriate.

**soccer club** For first reference, use Donnelly College Soccer Club; second reference use DCSC or soccer club. Use of the informal logo in place of Donnelly College is also acceptable.

**Social Media** Donnelly is present on three social media sites, including facebook, twitter and LinkedIn.

### **state abbreviations**

Use *Mo.* to abbreviate Missouri and *Kan.* to abbreviate Kansas. Check AP Stylebook for other state abbreviations, or contact the Marketing Coordinator.

## T

**time** 8 a.m., 8:30 a.m., 8 – 10 a.m., 8 a.m. – 12 p.m.

**twitter.com/DonnellyCollege**

## U

### **United States, U.S.**

United States is the proper noun; U.S. is the adjective.

### **up-to-date**

## W

### **webpage**

**website**

**World Wide Web**

The Web is acceptable as a second reference.