Cal Poly Pomona Editorial Stylebook

A stylebook serves three significant purposes: It acts as an arbiter of factual and grammatical accuracy, it ensures clarity and consistency, and it serves as a reference work. The Cal Poly Pomona stylebook is intended to supplement and occasionally supersede the Associated Press Stylebook, which is the industry standard.

Guidelines for Use

Why the Stylebook Is Online

Language evolves and geography changes. Names and issues unheard of a year or two ago gain currency. A stylebook in print form becomes outdated the minute it lands on someone's desk, which is why a well-used guide contains so many handwritten additions and changes. With that in mind, this stylebook shall remain as an online document that is updated and revised as needed.

How to Use This Stylebook

Like the venerable Associated Press Stylebook, this guide is both alphabetical and cross-referenced, with the intent to simplify and quicken a search. Unlike the AP Stylebook, however, you will not find the dreaded "see" instruction, which directs you to look elsewhere. Instead, all relevant information, if cross-referenced, will appear in its entirety in both places.

A

Academic degrees Use an apostrophe in bachelor's degree and master's degree but note that there is no possessive in Bachelor of Arts or Master of Science. The preferred form is to avoid abbreviations in listing degrees. Use the abbreviations B.A., B.S., M.A., M.S., Ph.D. and Ed.D. only when the use of someone's credentials is important to a story and when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. The abbreviation MBA, for Master of Business Administration, is acceptable on first reference. The use of Dr. should be limited to those who work in health care, such as physicians, dentists and veterinarians. If it is relevant to reference that someone has a

doctorate in another field, use a phrase such as *Tom Zasadzinski has a doctorate in photography.*

Administrative Affairs The Division of Administrative Affairs is now the Division of Administration Finance and Strategic Development.

Advisor Not adviser

AGRIscapes AGRIscapes opened in 2001 as the educational outreach branch of the Don B. Huntley College of Agriculture. It occupies 20 acres of farmland and facilities, including the Cal Poly Pomona Farm Store, plant nurseries, vineyard, agricultural fields, and a visitor center that is available for meetings, workshops and small conferences. AGRIscapes also hosts the annual Pumpkin Festival and thousands of children on field trips each year.

Alumnus A man who has attended a college
Alumna A woman who has attended a college
Alumni Men, or men and women, who have attended a college
Alumnae Women who have attended a college

Alumni reference When the subject of a story is an alumnus, use parentheses to set off their class and major.
Examples:
• Lois Lane ('10, communication)
• Clark Kent ('97, English)
• Peter Parker ('93, bachelor's in chemistry; '95, master's in biological sciences)

All-Steinway School Cal Poly Pomona earned the prestigious distinction in April 2015. The music department is equipped with 29 Steinway & Sons pianos. Only 170 conservatories, universities and schools of music worldwide can boast this honor. The initiative is under the College of Letters, Arts, and Social Sciences.

Ampersand Use "and" instead of "&" when referring to colleges, departments, organizations and programs. One exception is the use of the ampersand for Employee and Organizational Development & Advancement to avoid confusion with the Division of University Advancement. Do not use the ampersand in place of "and" in normal writing or when referring to academic majors.
Examples:

• College of Letters, Arts, _and_ Social Sciences

• Office of Research _and_ Sponsored Programs

• Facilities Planning _and_ Management Rewards and Recognition Committee

• A student majoring in kinesiology _and_ health promotion.

Aratani Japanese Garden Never just Japanese garden.

Area codes Use hyphens to set off the area code of phone numbers. This usage conforms with Associated Press style.
Example:
909-869-3346.

Associated Students Inc. No comma before Inc., despite what is on the logo used by the student group. This also adheres to AP style.

Attribution Use the start quote mark "and end quote mark" when attributing quotes. Quotes are used in a story to add flavor, emphasis or context. The message in the quote should be emphasized, not the person marking the quote. Attribution to the person should be placed in the middle or end of a quote. Quotation marks should not be used for basic information in a story; use a paraphrase instead. In news stories, use "said" in the attribution. For feature stories that employ the historical present, use "says."
Examples:
• "For football fans, it doesn't get any better," said Coach Sean Payton. "This is going to be the game of the century."
• The accident occurred on Campus Drive but there were no injuries, said Police Chief Dario Robinson.

B

Bachelor of Arts, Bachelor of Science There is no apostrophe in these in references. However, the possessive is used when referring to a _bachelor's_ degree. Use B.A. or B.S. only when the use of someone's credentials is important to a story and when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.
Example:

Emily has a _bachelor's_ in communication.

Black Resource Center cultural center formerly known as the African American Student Center. The center underwent a name change in 2023.

BRIC (Bronco Recreation and Intramural Complex) A 165,000-square-foot recreation center operated by Associated Students Inc. that opened in September 2014. The BRIC was cited as Leadership in Energy & Environmental Design (LEED) Gold Certified facility in 2016.

Buildings Capitalize names of buildings and formally designated places on campus. Include building numbers in parentheses, if necessary. The number for a room should be lowercase (i.e.: Building 2, room 130). Named locations should never be abbreviated to leave out the honorary name. Examples:

- Ronald W. Gregoire Hall
- Bronco Student Center, Ursa Major (or BSC, Ursa Major)
- W. Keith and Janet Kellogg University Art Gallery, never the University Art Gallery. The gallery or Kellogg gallery are acceptable on second reference.
- Rain Bird Rainforest Learning Center, never Biotrek Rainforest. The rainforest or Rain Bird centers are acceptable on second reference.
- The Collins College of Hospitality Management or The Collins College.
- Engineering Laboratory (17)
- science labs in Building 8 or the Science Building (8)
- Biotechnology Building
- CLA Building (98)
- Darlene May Gymnasium
- Dr. Andrew G. Chong Box Office

C

Cal Poly Pomona Never just Cal Poly. In direct quotes, adding "Pomona" is preferred for style and clarity but not required. In formal references, use California State Polytechnic University, Pomona. CPP is acceptable on second reference, as are university, campus and Cal Poly

Pomona. In general, CPP is acceptable on first reference for headlines, social media, and in sports and athletics.

The Cal Poly Pomona Foundation Inc. is a 501(c)(3) and 509(a)(3) Type III Functionally Integrated Supporting Organization that was established in 1966 to manage university enterprises. These include the Bronco Bookstore, Dining Services, University Village, Innovation Village, Kellogg West Conference Center and Hotel, and the Kellogg House. The foundation also administers and solicits grants and contracts that are not philanthropic, but have specified deliverables or quid pro quos: e.g., federal or state government grants that were given to the university for specific programs or projects.

The Cal Poly Pomona Philanthropic Foundation (CPP-PF) is a 501(c)(3) nonprofit organization that was created by the university to spearhead its fund-raising efforts. The philanthropic foundation accepts grants and gifts from individuals, families, corporations and private foundations. It is separate from the Cal Poly Pomona Foundation Inc. and has its own board of directors dedicated to philanthropy. The foundation is expected to begin accepting charitable on donations July 1, 2019. The acronym "CPP-PF" should only be used on internal documents, such as forms, but not for any outwardly facing documents or collateral.

Cal Poly Pomona Tasting & Auction Formerly called Southern California Tasting & Auction, this is the university's annual spring fund-raiser. The name was changed starting with the 2017 event. The tasting and auction in the W.K. Kellogg Rose Garden and the Aratani Japanese Garden includes wine tasting, a sampling of cuisine from several notable Southern California restaurants, music and other entertainment, and an auction.

California Center for Land and Water Stewardship Under auspices of the College of Environmental Design, the interdisciplinary center was created in 2011 to address environmental sustainability issues.

California State University Use the full name of the 23-campus state university system on first reference. CSU is acceptable on second reference.
Example:
• Mildred Garcia is the chancellor of the California State University system.

California State University campuses Use these names of the 23 campuses on first reference. You may drop "State" on subsequent references if it's clear that you are talking about the university and not the city. Listed are the preferred short forms and the official campus names used in formal references in parentheses.

Cal Poly Pomona (California State Polytechnic University, Pomona in formal use).

Cal Poly (California Polytechnic State University, San Luis Obispo in formal use). Alternate short form: Cal Poly San Luis Obispo.

CSU Bakersfield (California State University, Bakersfield).

CSU Channel Islands (California State University Channel Islands).

CSU, Chico (California State University, Chico). Alternate short form: Chico State.

CSU Dominguez Hills (California State University, Dominguez Hills). Alternate short form: Cal State Dominguez Hills.

Cal State East Bay (California State University, East Bay). Alternate short form: CSU East Bay.

Fresno State (California State University, Fresno). Fresno State is acceptable in sports usages.

Cal State Fullerton (California State University, Fullerton). Alternate short form: CSU Fullerton.

Cal Poly Humboldt (California State Polytechnic Humboldt) Alternate short form: Humboldt.

Cal State Long Beach (California State University, Long Beach). Alternate short form: CSU Long Beach, The Beach. Long Beach State is acceptable in sports usages.

Cal State L.A. (California State University, Los Angeles). Alternate short form: Cal State Los Angeles.

Cal Maritime (California State University Maritime Academy). Alternate short form: CSU Maritime Academy.

Cal State Monterey Bay (California State University, Monterey Bay). Alternate short form: CSU Monterey Bay.

CSUN (California State University, Northridge). Alternate short form: Cal State Northridge.

Sacramento State (California State University, Sacramento). Alternate short form: Sac State.

Cal State San Bernardino (California State University, San Bernardino).

San Diego State (San Diego State University).

San Francisco State (San Francisco State University). Alternate short form: SF State.

San Jose State (San Jose State University).

Cal State San Marcos (California State University San Marcos). Alternate short form: CSU San Marcos.

Sonoma State (Sonoma State University).

Stanislaus State (California State University, Stanislaus). Alternate short form: Stan State.

Capitalization Official names and proper nouns are capitalized. Common nouns and various shortened forms of official names are not capitalized. Use the full, official name at least once (preferably in the first reference) in a formal document.

These style guidelines for university-related terms may differ from what you have been using. For several reasons, this guide recommends a lowercase style:

• When too many words are capitalized, they lose their importance and no longer attract attention. Text is more easily read when it isn't peppered with initial caps or all caps.

• Using lowercase letters in no way diminishes the stature or credibility of an individual's position or a department's reputation. After all, even the titles "president of the United States" and "pope" are lowercase when they don't immediately precede the president's or pope's name.

• When writing promotional or marketing materials (such as brochures or print ads), emphasis can be achieved more effectively by the skillful use of white space, typeface and typestyle than by excessive use of initial caps or all caps.

• Keeping everything except full, official names lowercase also simplifies decisions about when to capitalize shortened forms of official names.

Do Not Capitalize
• *city* of Pomona
• classes: freshman, sophomore, junior, senior
• college, the
• degrees: doctorate, master's, bachelor's, baccalaureate
• department (standing alone or at the end of a name)
• form names (e.g., admission form, drop/add form)
• orientation
• program
• quarters (fall, winter, spring, summer) or semesters (fall and spring)
• school
• spring break or winter break
• *state* of California
• university (when it stands alone in reference to Cal Poly Pomona)

Capitalize only the complete and official names of colleges, schools, divisions, departments, offices, and official bodies (such as Board of Trustees, Academic Senate, Office of Research and Sponsored Programs). Lowercase informal and shortened versions of all such names.

Example:
• The College of Education and Integrative Studies offers numerous undergraduate majors. The education *and* integrative studies departments are housed in Building 5.
Exception: The Collins College of Hospitality Management, Don B. Huntley College of Agriculture and other named facilities/programs may be capitalized in their shortened forms.

The Collins College is named after Carol and James A. Collins. The Huntley College was named after a 1960 alumnus.

Colleges

Capitalize the formal names of the nine colleges:

Don B. Huntley College of Agriculture (Huntley College of Agriculture is acceptable on first reference.)

The Collins College of Hospitality Management

College of Business Administration

College of Education and Integrative Studies

College of Engineering

College of Environmental Design

College of Letters, Arts, and Social Sciences

College of Science

College of the Extended University

Lowercase college if used as a general reference.

Example:

The College of Business Administration admitted 1,400 freshman and transfer students last fall. It is the highest total in the history of the college.

Retain capitalization when referring to two or more colleges.

Example:

The Colleges of Engineering, Business Administration and Science will hold career fairs in the spring quarter.

Committee, Center, Group, Program, and Initiative Names

Unless a committee, center, group, program or initiative is officially recognized and formally named, avoid capitalizing. An ad hoc committee's name, for example, should not be capitalized. However, do capitalize the official, proper names of long-standing committees and groups, as well as formally developed programs and initiatives.

Example:

• The Strategic Planning Process started in January 2016.

• The university's presidential search committee met in executive session Tuesday.

Course Titles

Official course titles should be capitalized, but avoid quotation marks, italics or other formatting.
Example:
• Students should consider taking <u>Accounting Issues for Lawyers</u> as well as <u>Agency, Partnership and the LLC</u>.

Department Names
Capitalize official department names and office names. References using shortened or unofficial names should be lowercase.
Examples:
• The Department of Economics publishes an annual newsletter.
• Mary Tyler Moore, who teaches in the engineering department, has been promoted to associate professor.
• Faculty members from the biological sciences, chemistry and electrical engineering departments are cooperating on this project.

Include the abbreviation in parenthesis following the first reference only when you cite it later in the same story.
Example:
• The Computer Information Systems <u>*(CIS)*</u> department. … The <u>*CIS*</u> professor will lead a discussion of cybersecurity.

Grades
Capitalize and italicize grade letters and use two numerals after the decimal point in GPAs.
Example:
• She got an <u>*A*</u> in biology, which raised her overall GPA to 3.50.

Job and Position Titles
Capitalize job titles only when they immediately precede the individual's name.
Examples:
• It's common knowledge that <u>*President*</u> Obama won the Nobel Peace Prize.
• The <u>*president*</u>, Barack Obama, attended Occidental College.
• The <u>*president*</u> of the United States serves a four-year term of office.
• Have you taken a course from <u>*Professor*</u> Renford Reese?
• Sherman, a music <u>*professor*</u>, does not teach in the summer.
• John Sherman, a <u>*professor*</u> of music, does not teach in the summer.

• The *vice president* for student affairs uses a variety of means to improve students' lives on the Pomona campus.

• Jane Doe of engineering has been promoted to *associate professor*.

• Capitalize the U in University as part of the president's title if it precedes her name: The chancellor invited *University President* Soraya M. Coley to the forum.

Honorary titles are capitalized: The *Hugh O. La Bounty Chair for Interdisciplinary and Applied Knowledge* coordinated a workshop.

Descriptive titles are not capitalized. Campus *photographer* Tom Zasadzinski works in the Department of Strategic Communications.

Titles in Addresses and Display Format

When a title appears in an address or other display format (such as list of administrators in an annual report or the Investiture program), as opposed to story text, the title may be capitalized even if it appears after the name. Examples:

• Jean Warren, *Director*

• John Smith, *Associate Director*

Structures and Places

Capitalize names of buildings and formally designated places on campus. Include building numbers in parentheses, if necessary.

Examples:

• Engineering Laboratory (17)

• science labs in Building 8 or the Science Building (8)

• University Park (not the campus park)

• Parking was difficult to find in Lot D, so I went to Parking Structure 2.

• Biotechnology Building

• CLA Building (98)

Students

Do not capitalize freshman, sophomore, junior, senior or first-year student unless they appear at the beginning of a sentence or in a headline. Upper-division and first-year are preferred adjectives for students instead of upper-class and freshman.

Trademarks

Many words and names are legally trademarked and should appear with initial capitals to acknowledge that fact. Also, owners of such trademarks have a legal right to restrict the use of those trademarked terms to their specific product. As a result, avoid using trademarked names, such as Xerox, as generic terms. Instead, use photocopier unless you intend to refer to the trademarked brand name. The AP Stylebook will tell you whether commonly used words are trademarked and will also indicate if a trademarked term should be capitalized.

The symbols ® and ™, which often appear on product packaging and advertisements, are unnecessary.

Care Center New department that serves as the first place to send students who are need basic needs and support. It opened in February 2023.

Center for Community Engagement This is the name for the former Center for Community Service-Learning.

Centers for Transformation, Retention, Equity and Empowerment (TREE) a Student Affairs department made up of the six cultural and identity centers on campus.

chemistry and biochemistry department This is the name of what once was the chemistry department. Remember, don't capitalize department names unless you use the formal Department of Chemistry and Biochemistry. We generally use the informal title.

CLA The tower side of the CLA, which became the architectural centerpiece and administrative hub when it opened in 1993, closed in January 2019. The classroom side of the CLA remains open.

Soraya M. Coley The sixth president of Cal Poly Pomona. She assumed the presidency on Jan. 1, 2015. Her Investiture was held Feb. 5, 2016.

Dr. Coley and Mr. Coley Use for a joint formal salutation.

Dr. Soraya Coley & Mr. Ron Coley Use for a joint formal addressee.

President Soraya and Ron Coley Use for social event invitations and greetings

Commencement Capitalize the graduation ceremony.

Composition titles Place quotation marks around book titles, movie titles, computer game titles, opera titles, play titles, poem titles, album and song titles, television and radio and

program titles, and the titles of lectures, speeches and works of art. However, quotation marks are not used in the names of publications or journals; these titles are not italicized.

Examples:

• "The Sun Also Rises" is one Ernest Hemingway's classic works.

• The latest installment of the "Star Wars" series was a box-office smash.

• "Turandot" is Puccini's best-known opera.

• The music video for Coldplay's "Adventure of a Lifetime" is an example of CGI mastery.

• The once cutting-edge science fiction series "The X-Files" has been relaunched.

• Political icons James "The Ragin' Cajun" Carville and Mary Matalin will talk about "All's Fair: Love, War and Politics" in the Kellogg Distinguished Public Lecture Series.

Course titles Official course titles should be capitalized, but avoid quotation marks, italics or other formatting.

Example:

• Students seeking a law concentration in the College of Business Administration should consider taking <u>Accounting Issues for Lawyers</u> as well as <u>Agency, Partnership and the LLC</u>.

Cybersecurity Note that this is one word, as is cyberwarrior.

D

Degrees Use an apostrophe in bachelor's degree and master's degree, but note that there is no possessive in Bachelor of Arts or Master of Science. MBA, the abbreviation for Master of Business Administration, is acceptable on first reference. The use of Dr. should be limited to physicians, dentists and veterinarians (those working in the health care). If it is relevant to reference that someone has a doctorate in another field, use a phrase such as *Tom Zasadzinski, who has a doctorate in photography, …*

Degrees: doctorate, master's, bachelor's, baccalaureate.

Use undergraduate degrees or graduate degrees to avoid an awkward construction

Department Capitalize official department names. References using shortened or unofficial names should be lowercase.

Examples:

• The Department of Economics publishes an annual newsletter.

• Mary Tyler Moore, who teaches in the engineering department, has been promoted to associate professor.
• Faculty members from the biological sciences, chemistry and electrical engineering departments are cooperating on this project.

Divisions The Division of Information Technology is now the Division of Informational Technology and Internal Planning. The Division of Administrative Affairs is now the Division of Administration Finance and Strategic Development.

Doctorate This is the preferred form to say that a person holds a Ph.D. Use doctorate and give name the area of specialty.
Example:
• Ani Markarian holds a _doctorate_ in graphic design.

Dr. The use of Dr. should be limited to physicians, dentists and veterinarians (those working in health care). If it is relevant to reference that someone has a doctorate, the preferred form is to say a person holds a doctorate and name the area of specialty.

Dr. Andrew G. Chong Box Office The music recital hall box office manages the ticket sales and publicity for all music performances throughout the year. The facility was named after Dr. Andrew G. Chong in recognition of $25,000 sponsorship, which was the first music facility named in support of the university's All-Steinway Initiative.

E

email No hyphen.

F

Farm Store The Farm Store sells produce grown on campus and other California agricultural products, including nursery plants, snacks, dairy and gift items. The store is part of the AGRIscapes.

Fall Conference Capitalize the annual event.

Fundraiser, fundraising No hyphen in all uses.

G

Gender In this area, we generally follow the recommendations of the AP stylebook. Language around gender is evolving. Not all people fall under one of two categories for sex or gender, so avoid references to *both*, *either* or *opposite sexes or genders* as a way to encompass all people. In most cases, a plural pronoun should agree in number with the antecedent: *The children love the books their uncle gave them*. *They/them/their* is acceptable in limited cases as a singular and/or gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable. Clarity is a top priority; gender-neutral use of a singular they is unfamiliar to many readers. To provide clarity, an editor's note at the bottom of a story, website or document may helpful to readers. We do not use other gender-neutral pronouns such as xe or ze.

Chevy Goldstein Physical Chemistry and Computational Chemistry labs Goldstein's sister, Dina Perry, made a $300,000 gift to refurbish and name the labs in the College of Science.

Teri Gomez Provost and vice president for the Division of Academic Affairs. Her interim tenure started in October 2023, and she became permanent in June 2024.

Christina Gonzales Vice president for the Division of Student Affairs. Her tenure started July 1, 2020.

Grammy Award(s) Capitalize the honor that is handed out by The Recording Academy. Grammy or Grammys can be used on second reference. Do not capitalize and place a copyright symbol. Grammy is the widely accepted reference.

Ronald W. Gregoire Hall The first donor-named academic building on campus. Alumnus Ronald W. Gregoire contributed $2.5 million for completion of the project at the College of Business Administration. A dedication ceremony was held April 16, 2015.

H

Hispanic The preferred term on campus is Latinx. Hispanic refers to a person from — or whose ancestors are from — a Spanish-speaking land or culture. Use specific identification if possible, such as Brazilian, Venezuelan, Puerto Rican or Mexican-American. See Latino entry.

Don B. Huntley College of Agriculture The CSU Board of Trustees approved the naming of the college on Sept. 20, 2016. It is the second named college at the university. The first was The Collins College of Hospitality Management. Don B. Huntley ('60, animal husbandry) is a highly successful pistachio farmer in the San Joaquin Valley who made a transformative gift to the college. Huntley College of Agriculture is acceptable on second reference or for casual references.

Don B. Huntley Gallery Huntley Gallery is acceptable on second reference or casual references. Do not use Huntley Art Gallery because the gallery showcases more than art.

Hyphen (-): Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words.
Examples:
• _Small-business_ owner
• _Man-eating_ shark

In a compound modifier: Use a hyphen when two or more words that express a single concept precede a noun.
Examples:
• Tim's team scored a _first-quarter_ touchdown.
• The professor has a _know-it-all_ attitude.

A hyphen is not needed with "very" and adverbs ending with "ly".

I

internet Lower case except at the beginning of a sentence.

Interim Design Center Part of the College of Environmental Design, the 30,000-square-foot design studio is located at the east end of the campus. IDC is acceptable on second reference or for casual references.

Investiture Capitalize reference to the ceremony that conferred Soraya M. Coley as the sixth president of Cal Poly Pomona. Her Investiture was Feb. 5, 2016.

IT Division of Information Technology is now Division of Informational Technology and Institutional Planning. Provides innovative, strategic and cost-appropriate technology services in collaboration with the campus community. The IT Service Desk extension is 6776.

J

Lea M. Jarnagin Vice president for the Division of Student Affairs. Her tenure started July 5, 2016.

K

W.K. Kellogg Full name is Will Keith Kellogg. Initials used for first and middle names. No space between initials. Spell out first and middles when appropriate in context of the story.

Kellogg House The historical landmark celebrated its 90th anniversary in 2016. The home was built in 1926 by breakfast cereal magnate and Arabian horse breeder W.K. Kellogg. It is located atop Mansion Lane on the north end of campus. http://www.kellogghousepomona.com/

W. Keith and Janet Kellogg University Art Gallery Never refer to it as simply the University Art Gallery on first reference. On second reference it may be called the gallery or the Kellogg Gallery.

W.K. Kellogg Arabian Horse Center The center, located on Kellogg Drive, is a showcase facility that houses about 100 purebred Arabian horses. About 10 to 15 foals are born each year. The center offers Sunday horse shows for the public, a tradition that has continued from the days of the original Kellogg Ranch. http://www.wkkelloggarabianhorsecenter.com

W.K. Kellogg Arabian Horse Library This is the formal name of the special collections horse library, which is housed on the first floor of the University Library. (On second reference, you may use Kellogg Arabian Horse Library; avoid WKKAHL.

Robert C. Kramer The second university president served from 1966 to 1977.

L

Hugh O. La Bounty Note his name is two words. The former president of Cal Poly Pomona (1977 to 1991) served at the university in several capacities for nearly 40 years. He served as interim president in 1977 before being named the permanent president. He was the third president of the university.

Hugh O. La Bounty Endowed Chair of Interdisciplinary Applied Knowledge The university established the chair in 1996 thanks to a matching grant of $500,000 from the W.K. Kellogg Foundation. Named after the university's third president, the endowment helps bring distinguished visiting professors from academia, business, industry, the arts and government to the university.

Latinx In university publications (print and online) this is the preferred term for a person from — or whose ancestors are from — a Spanish-speaking land or culture or from Latin America. This has been noted in the prevalence of campus organizations that use Latinx as part of their name. Use specific identification if possible, such as Brazilian, Venezuelan, Puerto Rican or Mexican American. Ask the person or the organization for their preference.

Learn by doing is not capitalized, placed in quotation marks or italicized.
Example:
• For Carly, _learn by doing_ became a lifelong trait.

Hyphenate if used as a compound modifier.
Example:
• The prospective student admires the university's _learn-by-doing approach_.

Locations Capitalize names of buildings and formally designated places on campus. Include building numbers in parentheses, if necessary. Named locations should never be abbreviated to leave out the honorary name. Examples:

• W. Keith and Janet Kellogg University Art Gallery, never the University Art Gallery. The gallery or Kellogg gallery are acceptable on second reference.
• Rain Bird Rainforest Learning Center, never Biotrek Rainforest. The rainforest or Rain Bird centers are acceptable on second reference.
• The Collins College of Hospitality Management or The Collins College.
• Engineering Laboratory (17)
• science labs in Building 8 or the Science Building (8)
• Biotechnology Building
• CLA Building (98)
• Aratani Japanese Garden
• Mesozoic Garden

The Donald & Carolyn Lundberg Hall One of two wings that opened in November 2015 as part of the $10-million expansion project at The Collins College of Hospitality Management. The facility was dedicated by Hae and Shina Park. The Park family donated $1 million to the project.

John T. Lyle Center for Regenerative Studies Established in 1994 and administered by the College of Environmental Design. The center is an education and research facility and operates as living laboratory for sustainability projects. Lyle Center is acceptable in subsequent references.

M

Majors Do not capitalize, except for English and other similar proper nouns.

Manor House The Manor House is the home of the university president. Located on University Drive, close to Palmitas Residence Hall, the home was originally built for W.K. Kellogg's eldest son Karl and his family.

Rigoberto Marquez director of the Centers for Transformation, Retention, Equity and Empowerment (TREE) effective Oct. 3, 2022.

John W. McGuthry Vice president for Information Technology. His term began July 5, 2011. His title is VP for IT and Chief Information Officer (CIO).

Julian McPhee The first president of the university served from 1938-1966. He holds the longest tenure of presidency.

The Marriott Learning Center One of two wings that opened in November 2015 as part of the $10-million expansion project at The Collins College of Hospitality Management. The J. Willard and Alice S. Marriott Foundation donated $2 million to the project.

Master of Arts, Master of Science There is no apostrophe in these in references. However, the possessive is used when referring to a *master's* degree. Use M.A. or M.S. only when the use of someone's credentials is important to a story.
Example:
• Melanie earned a *master's* in journalism.

Music groups and ensembles Visit the Department of Music website for a listing of the music groups and ensembles. https://www.cpp.edu/~class/music/ensembles/index.shtml

N

Names Follow the preference that people have for use of their names. The name listed in the campus directory is not always the name the person prefers. If James Smith prefers to be called Jim, render the name simply as Jim Smith, not James (Jim) Smith.

Neutra VDL Studio and Residences Declared a National Historic Landmark in January 2017 by the U.S. Department of the Interior. Commonly referred to as the VDL House, the home in Silver Lake was designed in 1964 by Richard Neutra, an Austrian-American architect widely regarded as one of the most important Modernist architects. The VDL House is a prime example of midcentury modern architecture, which emphasizes geometric designs and airy, open floor plans. Neutra lectured at the university in the late 1960s. VDL House was donated to the university by the Neutra family in 1990. The home is open on Saturday for tours.

Numbers In general usage, spell out one through nine and use numerals for 10 and above.
Examples:
• The Broncos finished *first* in the league standing.
• She has worked at the university for *nine* months.
• The dean has to choose *10* students to attend the ceremony.

There are many exceptions to the general rule, however. Use numerals in academic course titles, addresses, ages, centuries, dimensions, distances, millions, monetary units, political districts, rank, speed, times. Spell out numbers at the start of a sentence.

Examples:

• Enrollment has surged in _Sports Marketing 305_. Her favorite class is _Composition 101_.

• The university's mailing address is 3801 W. Temple Ave. Pomona.

• The boy just turned _2 years old_.

• Students are imagining needs in the _21st century_.

• The basketball player is _6 feet 9 inches_ tall.

• The cross-country course is _8 miles_.

• San Diego has a population of _1.3 million_.

• Officials urge a _$3 million_ increase to the county budget.

• The boy had 5 cents in his pocket.

• Grace Napolitano represents the _32nd_ Congressional District.

• Cal Poly Pomona ranks _No. 4_ in the West among non-doctorate granting institutions.

• The speed limit in the parking structure is _5 mph_.

• Turn back the clock on Sunday at _2 a.m_.

• _Twelve_ cars were involved in the accident on the freeway off-ramp.

O

J. Michael Ortiz He retired as president in December 2014. He served from 2003 to 2014. Use President Emeritus Michael Ortiz for story references. He was the fifth president of the university.

P

Parking Structure 2 The university's second parking structure, formerly Lot K, is located next to iPoly High School and opened in September 2016. The structure contains 1,825 spaces, has automatic lighting, 24 stations for charging electric vehicles, 13 emergency phones and 77 cameras for security, rideshare parking, and four stops for shuttles.

Percent One word. Use figures for percent and percentages.
Examples:

• The professor said that _60 percent_ is a failing grade on the midterm.
• The tax increase will range from _8 to 16 percent_.

Ph.D. Avoid using this term. The preferred form is to say a person holds a doctorate and name the area of specialty.
Example: Ani Markarian holds a _doctorate_ in graphic design.

Phone prefixes See entry on Area Codes.

President Capitalize before the name of the university president.
Example:
• In December, _President_ Soraya M. Coley will speak at the student research conference.

Lowercase if the name is not present.
Example:
• Cal Poly Pomona's _president_ will speak at the conference.

Professor Capitalize before a person's name; lowercase if the title falls after the name. If the area of study is included, capitalize it as well.
Examples:
• In attendance was _Professor_ Mary Smith
• Civil Engineering _Professor_ Mary Smith
• English department chair Jonathan Smith, who has been a _professor_ for 20 years, is taking a sabbatical.

Retain capitalization when referring to two or more professors.
Example:
Cal Poly Pomona Professors Roseanne Welch and Peg Lamphier.

Psychology and Sociology The Department of Psychology and Sociology has split into two separate departments. They are now the Department of Psychology and the Department of Sociology respectively.

Pumpkin Festival The **Cal Poly Pomona Pumpkin Festival** is an annual event that is held on a weekend in October at AGRIscapes. It draws nearly 50,000 people and is organized by the Huntley College of Agriculture and AGRIscapes. The event has grown to include a pumpkin patch, corn maze, petting farm, pony rides, live musical entertainment, farming demonstrations

in Ag Discovery Lane, contests (pie-eating, costume, and seed-spitting), and the Insect Fair. Student clubs and organizations also have booths with food or games; the festival is a major fund-raising event for them. Since 2015, the festival has charged admission to the event to help cover expenses (police, traffic control, portable toilets, lighting) After the festival, the pumpkin patch remains open through Halloween (except on Mondays). During this period, admission is free, but free parking and activities are limited and generally include the petting farm, corn maze and hayrides. The Pumpkin Festival website is https://pumpkinfestival.cpp.edu.

Punctuation

Apostrophe: Use the apostrophe (the end quotation mark on the keyboard) and two digits to indicate when someone graduated and their major.
Example:
• Melanie Johnson ('97, communication) is a communication specialist in the Office of Public Affairs.

Colon: The most common use is at the end of sentence to introduce text, lists and tabulations.
Example:
• The ingredients of a doughnut are simple: flour, eggs, milk, sugar and baking powder.

Comma: Use to separate elements in a series, but do not put a comma before the conjunction in a simple series.
Example: The American flag is red, white _and_ blue.
Place a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction.
Example:
• Dinner consisted of pot roast, mashed potatoes and gravy, _and_ macaroni and cheese.

Ellipsis (…): Use to indicate the deletion of one or more words in condensing quotes, texts and documents. Be careful to avoid deletions that would distort meaning.

Exclamation point: Use to express a high degree of surprise, incredulity or other strong emotion. Avoid overuse and do not use for emphasis or after mild interjections. Place exclamation mark outside quotation marks when it is not part of the quoted material.

Hyphen (-): Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words.

Examples:
• _Small-business_ owner
• _Man-eating_ shark

In a compound modifier: Use a hyphen when two or more words that express a single concept precede a noun.
Examples:
• Tim's team scored a _first-quarter_ touchdown.
• The professor has a _know-it-all_ attitude.

A hyphen is not needed with "very" and adverbs ending with "ly".

Semicolon (;): Use to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies. Use to separate elements of a series when the items in the series are long or when individual segments contain material that also must be set off by commas.
Example:
• He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith of Wichita, Kansas, Mary Smith, of Denver, and Susan Smith, of Boston; and a sister, Martha Smith, of Omaha, Nebraska.

Q

Quotation marks Place quotation marks around book titles, movie titles, computer game titles, opera titles, play titles, poem titles, album and song titles, television and radio and program titles, and the titles of lectures, speeches and works of art. However, quotation marks are not used in the names of publications or journals; these titles are not italicized. Official course titles should be capitalized, but avoid quotation marks, italics or other formatting.
Examples:
• "The Sun Also Rises" is one Ernest Hemingway's classic works.
• The latest installment of the "Star Wars" series was a box-office smash.
• "Turandot" is Puccini's best-known opera.
• The music video for Coldplay's "Adventure of a Lifetime" is an example of CGI mastery.
• The once cutting-edge science fiction series "The X-Files" has been relaunched.
• Political icons James "The Ragin' Cajun" Carville and Mary Matalin will talk about "All's Fair: Love, War and Politics" in the Kellogg Distinguished Public Lecture Series.

• Students seeking a law concentration in the College of Business Administration should consider taking Accounting Issues for Lawyers as well as Agency, Partnership, and the LLC.

Quotes Use the start quote mark "and end quote mark" when attributing quotes. Quotes are used in a story to add flavor, emphasis or context. The message in the quote should be emphasized, not the person marking the quote. Attribution to the person should be placed in the middle or end of a quote. Quotation marks should not be used for basic information in a story; use a paraphrase instead.
Examples:
• "For football fans, it doesn't get any better," said Coach Sean Payton. "This is going to be the game of the century."
• The accident occurred on Campus Drive but there were no injuries, said Police Chief Dario Robinson.

R

Rain Bird BioTrek This is the cluster of educational facilities run by the biological sciences department. The facilities are named after Rain Bird in recognition of its sponsorship. The Rain Bird Rainforest Learning Center is located in Building 4A, and the Rain Bird Ethnobotany Learning Center is adjacent. The Rain Bird Aquatic Biology Learning Center is in Building 4, Room 2-626.

The Restaurant at Kellogg Ranch Operated and managed by students, the restaurant is a central component to The Collins College of Hospitality Management's curriculum. Located in Building 79. RKR is acceptable on subsequent references.

Ron and Soraya Coley This is the preferred reference in formal listings, such as the Kellogg/Voorhis Heritage Society, publications and correspondence.

Ron and Soraya Coley Endowment Fund The couple pledged $100,000 to the endowment shortly after her Investiture on Feb. 5, 2016.

Rose Float Lab and Design Complex In October 2017, the university Cal Poly Pomona has announced plans to build a new $3.7 million Rose Float Lab and Design Complex for its award-

winning Rose Float program. A Rose Float Lab Fund Raising Campaign is expected to raise $800,000. Visit www.cpp.edu/rosefloatlab for details.

Rose Garden Use for all references.

S

Scolinos Field Named after legendary baseball coach John Scolinos. Installation of lights on the field was completed in December 2015 after a $500,000 gift from alumnus Danny Andrews. Night games were hosted in 2016 for the first time in school history.

Semester conversion The university plans to convert to the semester calendar in fall 2018. Preparations for the transition started in 2015.

Singelyn Graduate School of Business Named after David and Ruth Singelyn, Distinguished Alumni from the College of Business who gifted the university $12.5 million to bolster the college's graduate programs.

Southern California Tasting & Auction Discontinue this reference. See entry for Cal Poly Pomona Tasting & Auction.

States Names of states should be spelled out. The exception is in a mailing address; the U.S. Postal Service abbreviation should be used.

Strategic Planning Process A university-wide effort led by President Soraya M. Coley to chart the university's course for the next several years while also identifying top academic and campus initiatives and the resources and facilities to achieve those objectives. The strategic planning process will fundamentally address where we are, our vision for the future, a plan to achieve this vision, a process for monitoring our success, and the resources we will acquire and apply in the execution of this plan.

Student Engagement, Leadership and Success (SELS) a department created in 2023 focused on student engagement that leads clubs and organizations on campus.

Student Health and Counseling Services This is the department that includes the former Student Health Services (SHS) and Counseling and Psychological Services (CAPS).

Student Innovation Idea Lab Opened in fall 2015 as a resource for students, faculty and business community to initiate cutting-edge and entrepreneurial student projects with marketplace potential. iLab is acceptable on second reference or casual references.

Student Services Building The facility, which opened in January 2019, replaces the iconic CLA Building in a portion of Parking Lot C. SSB is acceptable on second reference.

Bob H. Suzuki Do not use Robert as his first name. He served from 1991 to 2003. Refer to him as President Emeritus Bob H. Suzuki in stories. He was the fourth president of the university.

Swine flu The proper terminology is H1N1 influenza.

T

Frances Teves vice president for the Division of University Advancement. Her term started March 6, 2023.

Theater Use this in general references.
Examples:
• I went to the _theater_ to see a movie.
• The _theater_ at the mall is showing "Gone With the Wind."

Theatre Use this in reference to the academic department and the building on campus.

They/Them/Their See entry for Gender.

Titles Apply these guidelines for book, computer game, movie, operas, plays, poems, albums and songs, radio and television programs, and lectures, speeches and works of art.
Examples:
• Place quotation marks around the names of all works except the Bible and books that are primarily catalogs or reference material, including almanacs, dictionaries, directories, encyclopedias, handbooks and other publications.
• Capitalize the principal words, including prepositions and conjunctions of four or more letters.

• Capitalize articles or words fewer than four letters if they are the first or last word in a title.
• Capitalize the names of newspapers, magazines and journals but do not place quotation marks around the names.

Ysabel Trinidad CFO and vice president for Administration, Finance and Strategic Development. Her term began July 12, 2021.

U

Underrepresented minorities One of the hallmarks of Cal Poly Pomona is educating first-generation college students, many of whom are from underrepresented minorities. The word "minorities" implies underrepresentation in society from a historical standpoint. Avoid usage of "traditionally" with underrepresented; this implies a concerted effort to suppress representation. "Traditionally" also carries a positive connotation.

University When using university on second reference, the "u" should be lower case. Example: The university ranks in the top 10 for social mobility. Capitalize the U in University as part of the president's title if it precedes her name: The chancellor invited _University President_ Soraya M. Coley to the forum.

University names Use these names in first reference. You may drop "State" on subsequent references if it's clear that you are talking about the university and not the city. Listed are the preferred short forms and the official campus names used in formal references in parentheses.

Cal Poly Pomona (California State Polytechnic University, Pomona in formal use).
Cal Poly (California Polytechnic State University, San Luis Obispo in formal use). Alternate short form: Cal Poly San Luis Obispo.
CSU Bakersfield (California State University, Bakersfield).
CSU Channel Islands (California State University Channel Islands)*.
CSU, Chico (California State University, Chico). Alternate short form: Chico State.
CSU Dominguez Hills (California State University, Dominguez Hills). Alternate short form: Cal State Dominguez Hills.
Cal State East Bay (California State University, East Bay). Alternate short form: CSU East Bay.
Fresno State (California State University, Fresno). Fresno State is acceptable in sports usages.
Cal State Fullerton (California State University, Fullerton). Alternate short form: CSU Fullerton.

Cal Poly Humboldt (California State Polytechnic University, Humboldt). Alternate short form: Humboldt.

Cal State Long Beach (California State University, Long Beach). Alternate short form: CSU Long Beach, The Beach. Long Beach State is acceptable in sports usages.

Cal State L.A. (California State University, Los Angeles). Alternate short form: Cal State Los Angeles.

Cal Maritime (California State University Maritime Academy). Alternate short form: CSU Maritime Academy.

Cal State Monterey Bay (California State University, Monterey Bay). Alternate short form: CSU Monterey Bay.

CSUN (California State University, Northridge). Alternate short form: Cal State Northridge.

Sacramento State (California State University, Sacramento). Alternate short form: Sac State.

Cal State San Bernardino (California State University, San Bernardino).

San Diego State (San Diego State University).

San Francisco State (San Francisco State University). Alternate short form: SF State.

San Jose State (San Jose State University).

Cal State San Marcos (California State University San Marcos). Alternate short form: CSU San Marcos.

Sonoma State (Sonoma State University).

Stanislaus State (California State University, Stanislaus). Alternate short form: Stan State.

For the University of California system:
UC Berkeley
UC Davis
UC Irvine
UC Merced
UC Riverside
UC San Diego
UC San Francisco
UC Santa Barbara
UC Santa Cruz
UCLA is suitable in all references.

University Plaza Formerly called the Old Stables. It houses the Office of Student Life and Cultural Centers.

V

Sandeep Krishnamurthy Singelyn Family Dean of the College of Business Administration and the Singelyn Graduate School of Business. Krishnamurthy pronounced krish-naa-moor-tee.

W

web Lower case except at the beginning of a sentence.

webmaster One word, lower case except at the beginning of a sentence.

website One word and lower case, except at the beginning of a sentence.

Y

Year of graduation and major To give more prominence to alumni in stories, insert his or her year of graduation and major set off by parentheses. This designation also applies to writers and communicators at the colleges. Use two digits and the apostrophe mark (end single quote) to indicate when someone graduated followed by the major.
Examples:
• Clark Kent ('10, communication)
• Bruce Wayne ('97, English)
• Peter Parker ('93, bachelor's in chemistry; '95, master's in biological sciences)
• Lois Lane ('97, communication) is a communication specialist.
• By Kara Zor-El
('10, communication)