

# The Southeastern University

## Web site Stylebook

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Special Comments

1. Generally, abbreviations are not used without first indicating what the acronym stands for. Never assume that readers know what acronyms – particularly those for organizations – represent.

B. Days of the Week [back to [Table of Contents](#)]

1. Sun.
2. Mon.
3. Tues.
4. Wed.
5. Thu.
6. Fri.
7. Sat.

**8. On MySEU:**

- a. Do not use a period in the abbreviation (“Sun,” not “Sun.”)

C. Degrees [back to [Table of Contents](#)]

1. Note: Always include what acronyms stand for for lesser known degrees. Most are included this list.
2. AA
3. BA
4. BCA (Bachelor of Commerce and Administration)
5. BLS (Bachelor of Liberal Studies)
6. BM (Bachelor of Music)
7. BME (Bachelor of Music Education)
8. BS
9. BS in major1 and major2 (doub. maj.)
10. BSBA (Bachelor of Science in Business Administration)
11. BSW (Bachelor of Science in Social Work)
12. CPA (Certified Public Accountant)
13. DBA (Doctor of Business Administration)
14. DMA (Doctor of Musical Arts)
15. DMin
16. EdD (candidate)
17. EdD (Doctor of Education)
18. EdD (studies)
19. EdS (Educational Specialist)
20. EdM (Master of Education)
21. JD
22. MA
23. MA (studies)
24. MA in TESL (Teaching English as a Second Language)
25. MATS (Master of Arts in Theological Studies)
26. MBA
27. MD
28. MDiv
29. MDiv (equiv.)
30. MEd
31. MFA (Master of Fine Arts)
32. MLS (Master of Liberal Studies)

33. MM (Master of Music)
34. MRE (Master of Religious Education)
35. MS
36. MSSW (Master of Science in Social Work)
37. MSW (Master of Social Work)
38. PhD
39. PhD (studies)
40. Post-graduate
41. ThM

D. Miscellaneous Words [back to [Table of Contents](#)]

1. Alumni and Friends → Alumni & Friends
2. American Association of Colleges for Teacher Education → AACTE
3. Association of Christian Schools International → ASCI
4. Association of Christian Teachers and Schools → ACTS
5. Association of Institutional Research → AIR
6. Cardiopulmonary Resuscitation → CPR
7. College Level Academic Skills Test → CLAST
8. College Level Examination Program → CLEP
9. Council for Adult & Experiential Learning → CAEL
10. Council for Christian Colleges and Universities → CCCU
11. Council for Independent Colleges → CIC
12. Council on Higher Education Accreditation → CHEA
13. East → E.
14. federal Family Educational Rights and Privacy Act → FERPA
15. Florida Association of Colleges and Universities → FACU
16. Florida Association of Colleges for Teacher Education → FACTE
17. Florida League of Christian Schools → FLOCS
18. Free Application for Federal Student Aid → FAFSA
19. Frequently Asked Questions → FAQs
20. General Education Development Test → GED
21. Independent Colleges and Universities of Florida → ICUF
22. National Association of Independent Colleges and Universities → NAICU
23. Arts and Events Calendar → Arts & Events Calendar
24. Education → Ed.
25. Longfellow Boulevard → Longfellow Blvd.
26. Prior Learning Assessment → PLA
27. Question and Answer → Q&A
28. Resident Assistant → R.A.
29. Resident Assistants → R.A.s
30. Reverend → Rev.
31. RSVP (response shall verify presence)
32. Saint Louis → St. Louis
33. Southeastern University → SEU
34. South → S.
35. Student Advisory Committee → SAC
36. Student Information Sheet → SIS
37. Student Body Leadership Council → SBLC
38. To Be Announced → TBA

E. Months [back to [Table of Contents](#)]

1. Note: Only abbreviate when space is especially limited
2. Jan.
3. Feb.
4. Mar.
5. Apr.
6. May
7. June
8. July
9. Aug.
10. Sept.
11. Oct.
12. Nov.
13. Dec.

**14. On MySEU:**

- a. Do not use a period in the abbreviation (“Jan,” not “Jan.”)

F. Reverend and Other Religious Titles [back to [Table of Contents](#)]

1. Reverend (the following rule excerpts taken from The Associated Press Stylebook)

- a. The first reference to a clergyman or clergywoman normally should include a capitalized title before the individual’s name.
- b. In many cases, *the Rev.* is the designation that applies before a name on first reference. Use *the Rev. Dr.* only if the individual has an earned doctoral degree (doctor of divinity degrees frequently are honorary) and reference to the degree is relevant.
- c. On second reference to members of the clergy, use only a last name: *the Rev. Billy Graham* on first reference, *Graham* on second. If known only by a religious name, repeat the title: *Pope Paul VI* or *Pope Paul* on first reference, *Pope Paul*, *the pope* (not Paul) or *the pontiff* on second.
- d. Detailed guidance on specific titles and descriptive words such as *priest* and *minister* is provided in the entries for major denominations.

G. Time [back to [Table of Contents](#)]

1. Before Noon: ##:## a.m.
2. Afternoon: ##:## p.m.
3. **On MySEU:**
  - a. Don’t use periods in “am” and “pm.”

## II. Capitalization/Bolding [back to [Table of Contents](#)]

### A. Adjectives [back to [Table of Contents](#)]

1. Assemblies of God
2. Biblical
3. Christ-centered
4. Christian
5. English
6. Godly
7. Israeli
8. Jewish
9. Judeo-Christian
10. Mediterranean
11. Mediterranean-styled
12. Pentecostal
13. Spanish

### B. Campus Events [back to [Table of Contents](#)]

1. Dates
  - a. Make every character bold
2. "More" link
  - a. Use all lowercase letters
3. **On MySEU:**
  - a. Events Calendar
    - i. Unless using the official title of an event, capitalize only the first title of the first word. Examples:
      - 1) A Night at the Opera...Scenes
      - 2) Student-led prayer meeting
    - ii. Title caps are never to be used.
      - 1) Example: "Event name," not "EVENT NAME"

### C. Compositions (books, plays, TV shows, works of art, etc.) [back to [Table of Contents](#)]

1. Refer to Chicago Manual of Style entry "Composition Titles" for instructions on the capitalizing and italicizing of composition titles.

### D. Course Names [back to [Table of Contents](#)]

1. Refer to electronic catalog for formal names of courses.

### E. Departments & Colleges [back to [Table of Contents](#)]

1. Capitalize the first letter of every word that is not an article or preposition
  - a. See the Chicago Manual of Style for definitions of articles & prepositions

### F. News [back to [Table of Contents](#)]

1. Full Articles
  - a. Article Titles
    - i. Capitalize and make bold all letters of every word
  - b. Byline
    - i. Capitalize the "b" in the "By."
2. Previews (shown on homepage)
  - a. Article Titles
    - i. Capitalize and make bold all letters of every word
  - b. "More" link
    - i. Use all lowercase letters
  - c. "More News" link
    - i. Capitalize all letters of every word
3. Professor Names
  - a. Capitalize the title "professor" only when it is used before a professor's name.

### G. Nouns [back to [Table of Contents](#)]

1. application for admission
2. email

3. He (when referring to God, Jesus, or the Holy Spirit)
  4. Pythagorean theorem
  5. web sites
- H. Page Footers [back to [Table of Contents](#)]
1. Student Profile (full article) Syntax:
    - a. “200n - 200[n+1] SOUTHEASTERN UNIVERSITY, ALL RIGHTS RESERVED - CONTACT WEB EDITOR: (863) 248-5118 | webeditorsemailaddress@seuniversity.edu [email link with no underline]”
  2. Standard Page Syntax:
    - a. © 200n-200[n+1] Southeastern University, 1000 Longfellow Blvd. Lakeland, Florida 33801 · Main: (863) 667-5000 · Admission: (800) 500-8760 [line break]
      - i. Web Editor: [webeditor@seuniversity.edu](mailto:webeditor@seuniversity.edu) [underlined email link]
- I. Page Titles [back to [Table of Contents](#)]
1. Capitalize the first letter of each word in all page titles
  2. Write the university name, followed by a single space-padded hyphen (*not a dash*), followed by the page’s title.
  3. Example: “Southeastern University - Page Title”
- J. People [back to [Table of Contents](#)]
1. Creator
  2. God
  3. Holy Spirit
  4. Jesus Christ
- K. “Quick Links” (found on homepage) [back to [Table of Contents](#)]
1. Capitalize the first letter of each word of each option link
- L. Seasons & Months [back to [Table of Contents](#)]
1. Capitalize the first letter of all seasons and months.
- M. Site Map [back to [Table of Contents](#)]
1. Capitalize all characters, other than those of the “back to top” link and footer text, on the page
  2. Make bold each alphanumeric header character located at the top of each site map cell list
- N. Site Navigation [back to [Table of Contents](#)]
1. Capitalize the first letter of each word in all major site navigation links.  
Examples include:
    - a. Site Map
    - b. Contact Us
    - c. Job Openings
    - d. Dining Services
  2. Capitalize all letters of every word in all site navigation left vertical panels.
  3. Make bold all letters of every major site navigation link word on homepage.
- O. Software [back to [Table of Contents](#)]
1. Apple Macintosh OS
  2. Linux
  3. Microsoft Access
  4. Microsoft Excel
  5. Microsoft FrontPage
  6. Microsoft InfoPath
  7. Microsoft Office (2000, XP, 2003, etc.)

8. Microsoft Outlook
  9. Microsoft PowerPoint
  10. Microsoft Publisher
  11. Microsoft Visual Studio
  12. Service Pack (1, 2, 3, etc.)
  13. Windows (2000, 98, or 98 SE)
  14. Windows Millennium Edition (Me)
  15. Windows Vista
  16. Windows XP (Home or Professional)
- P. Standard Pages [back to [Table of Contents](#)]
1. Title Syntax
    - a. Capitalize the first letter of every word (e.g., “Southeastern University | [Department Name]”)
  2. Heading Syntax
    - a. Capitalize all letters and use HTML text size “<h1>”
- Q. Student Group/Activities [back to [Table of Contents](#)]
1. Unless otherwise specified, capitalize the first letter of every word of a student group or activity.
- R. Student (current & alumnus) Spotlight [back to [Table of Contents](#)]
1. Previews (shown on homepage)
    - a. Capitalize and make bold all letters of every word in preview heading (i.e., STUDENT’S STORY)
  2. Full Story
    - a. Heading
      - i. Capitalize all letters of every word (i.e., STUDENT’S STORY)
      - ii. Syntax: “STUDENT FNAME LNAME - MAJOR”
    - b. Subheading (Article Title)
      - i. Capitalize and make bold all letters of every word
- S. **On MySEU** [back to [Table of Contents](#)]
1. Unless specifically noted otherwise, capitalize only the first letter of the first word of titles.

### III. Copy Placement/Structure [back to [Table of Contents](#)]

#### A. Athletic Tryout Visits [back to [Table of Contents](#)]

1. Only capitalize the first letter of the featured sport(s) on pages that refer to the Athletic Tryout Visits. Indent the featured sport(s) after each Athletic Tryout Visit date on the main visit page: <http://www.seuniversity.edu/admission/visit/>.

- a. Example:

- i. Athletic Tryout Visit  
November 9-10, 2007  
Women's tennis and men's baseball
- November 14-15, 2007  
Men's and women's soccer
- February 1-2, 2008  
Men's golf

#### B. Faculty Bio Pages [back to [Table of Contents](#)]

1. Degree Lists

- a. When degree details are present, degrees from the same university should be placed on different lines. Use the following syntax, depending upon the information available:

- i. {Degree} {Institution}
  - 1) Note the absence of a comma and the presence of a single space separating the degree and the institution from which the degree was obtained.
- ii. {Degree} {Institution} ({Institution Location, if abroad})
  - 1) Note the absence of a comma and the presence of a single space separating the degree and the institution from which the degree was obtained.
- iii. {Degree} ({Clarification}) {Institution}
  - 1) Note that Clarification is capitalized to indicate that the first letter of each word of the abbreviation expansion must be capitalized
  - 2) Note the absence of a single comma and the presence of a single space separating the degree clarification and the institution from which the degree was obtained.
- iv. {Degree} ({Clarification}) {Institution} ({Institution Location, if abroad})
  - 1) Note that Clarification is capitalized to indicate that the first letter of each word of the abbreviation expansion must be capitalized
  - 2) Note the absence of a single comma and the presence of a single space separating the degree clarification and the institution from which the degree was obtained.
- v. {Degree} in {subject}, {Institution}
  - 1) Note lower case of subject
- vi. {Degree} in {subject}, {Institution} ({Institution Location, if abroad})
  - 1) Note lower case of subject

#### C. Paragraphs [back to [Table of Contents](#)]

1. No webpage paragraphs are to have first-line indentations.

#### D. Place in Tables [back to [Table of Contents](#)]

1. Site Map
2. DCAE calendars

#### IV. Formal Names [back to [Table of Contents](#)]

Do not use the conjunction “and” in formal names. Always replace “and” with the character “&.”

##### A. Buildings & Rooms [back to [Table of Contents](#)]

1. Special Notes
  - a. The word “dorm” is to be avoided. “Residence hall” is the preferred term.
  - b. Consult the campus map ([http://www.seuniversity.edu/img/maps/campus\\_map.jpg](http://www.seuniversity.edu/img/maps/campus_map.jpg)) for the names of any campus buildings not included in the list below.
2. Addison Hall
3. Aventura Hall
4. Bauer Hall
5. Bethany Hall
6. Bolin Hall
7. Bolin Studio
8. Bush Chapel
9. campus bookstore
10. Campus Restaurant
11. Career Development Center
12. Center Court Café
13. Destino Residence Hall
14. Esperanza Residence Hall
15. the Lake Holloway Room
16. Lindsey Science Building
17. Mi Casa Café and convenience store
18. Pansler Alumni-Student Union
19. the President’s Dining Room
20. Smith Hall
21. South Pointe
22. South Pointe Student Residences
23. Spence Hall
24. Sportsplex
25. Student Activities Center
26. Student Health Center
27. Ted A. Broer Stadium
28. Valencia Hall
29. Valencia Student Residences
30. Wachovia Bank
31. Wachovia Bank/ATM

##### B. Campus Spaces [back to [Table of Contents](#)]

1. Bolin sitting space (Hennesy Plaza)
2. El Prado
3. Fontana Plaza
4. Hennesy Plaza
5. James Brown Plaza
6. Lambert Plaza

##### C. Colleges [back to [Table of Contents](#)]

1. College of Arts & Sciences
  2. College of Business & Legal Studies
  3. College of Christian Ministries & Religion
  4. College of Education
- D. Course Names [back to [Table of Contents](#)]
1. Always refer to the catalog for exact syntax of course names
  2. Always capitalize language names
- E. Degree and Other Academic Programs [back to [Table of Contents](#)]
1. Army JROTC program
  2. Army ROTC program
  3. Bachelor of Arts in English
  4. Bachelor of Arts in Music
  5. Executive Master of Arts
  6. Master of Arts in Ministerial Leadership (MA)
  7. Master of Business Administration (MBA)
  8. Master of Education in Elementary Education (MEd)
  9. Master of Music
  10. Master of Science in Professional Counseling (MS)
  11. Online A.A. in Church Leadership
  12. Online A.A. in Early Childhood Education
  13. Online B.S. in Church Leadership
  14. Online B.S. in Human Services
  15. Online Master of Arts in Ministerial Leadership (MA)
  16. Online Master of Business Administration (MBA)
- F. Departments [back to [Table of Contents](#)]
1. Department of Behavioral & Social Sciences
  2. Department of Communication
    - a. Note that only the singular form (“communication”) is used in the name of the department, whereas only the plural form (“communications”) is used in the name of the area of study (“She majored in communications.”)
  3. Department of English & Foreign Languages
  4. Department of Military Science
  5. Department of Music
  6. Department of Natural Sciences & Mathematics
  7. Human Resources Department
  8. Safety & Security
- G. Documents [back to [Table of Contents](#)]
1. Code of Conduct
  2. Community Service and Student Ministry policy
  3. Student Handbook
- H. Events [back to [Table of Contents](#)]
1. {Academic Period} {Year} Commencement
    - a. Example: Summer 2006 Commencement
  2. ‘70s Bowling Night
  3. ‘80s Roller-skating
  4. SEU Idol
  5. Baseball day camp
  6. Basketball day camp
  7. Campus Luau

8. Car-less Drive-in Theatre
  9. Cheerleading day camp
  10. College Music Preparatory Workshop
  11. Constitution Day
  12. Fall Convocation Week
  13. Fellowship of Christian Athletes overnight sports camp
  14. Film/TV Broadcast Camp
  15. Guys Speak Out
  16. Impact Emphasis Days
  17. Jazz By Design
  18. Masquerade Bowline
  19. Music Educators National Conference (MENC)
  20. Mystery Bus Night
  21. National Association of Teachers of Singing (NATS) convention
  22. NCCAA Division [# (Roman numerals)] National Championship
  23. The North American Coalition for Christian Admission Professionals (NACCAP)  
Southeast Region High School Counselor Fly/Drive-in
  24. Plays
    - a. Syntax: *Name of Play*
  25. Poetry Slam
  26. Scholarship Competition for Instrumentalists and Vocalists
  27. Senate meeting
  28. Soccer day camp
  29. Social Work Awareness Week
  30. Southeastern Summer Scholars program
  31. Spring Missions Week
  32. Tennis day camp
  33. Theatre Arts Camp (or Theatre Camp)
  34. Volleyball day camp
  35. Worship Leaders Camp
  36. youth athletic camp
- I. Majors [back to [Table of Contents](#)]
1. Elementary Education (K-6) majors
  2. English & Intercultural Studies major
  3. Journalism/Public Relations major
  4. Music Performance major (Piano)
  5. Music Performance major (Voice)
  6. Sport & Recreation Management major
- J. Miscellaneous [back to [Table of Contents](#)]
1. Affirmative Action Plan
  2. Affirmative Action Policy
  3. African-American
  4. American Sign Language
  5. Bible
  6. Biblically
  7. Campus Sex Crimes Prevention Act
  8. Digital Devotionals
  9. Equal Employment Opportunity
  10. God and His creation

11. Maps & Directions [special note: only capitalize when used as a heading]
  12. Mission & Statement of Faith
  13. R&B
  14. Spirit of Christ
  15. Student Aid Report (SAR)
  16. Tuition & Fees
  17. Tuition & Fees (Traditional)
- K. Staff Offices and Departments [back to [Table of Contents](#)] Formal Title Request Status
1. The Office of Academic Advising (*approved by office*)
  2. The Office of Academic Success and Career Services (*approved by office*)
  3. Office of Admission (*approved by office*)
  4. Athletics Department Offices (*approved by office*)
  5. Business Office (*approved by office*)
  6. Chartwells Dining (*approved by office*)
  7. Development Office
  8. Office of Finance and Administration (*approved by office*)
  9. Student Financial Services
  10. First Teams (*approved by office*)
  11. Office of Human Resources
  12. Human Resources
  13. Information Technology (“IT” may also be used.)
  14. The Office of Institutional Effectiveness (*approved by office*)
  15. The Library (*approved by office*)
    - a. Use “Steelman Library” only when describing the physical building.
    - b. Use “Library Services” when referring to the programs and services of the library.
  16. President's Office
  17. Public Relations
  18. Office of the Registrar (*approved by office*)
  19. Safety and Security
  20. The Office of Spiritual Formation (*approved by office*)
  21. Student Accounts
  22. The Office of Student Life (*approved by office*)
  23. The Student Worship & Ministry Arts Tour Teams Office (*approved by office*)
- L. Organizations/Activities [back to [Table of Contents](#)]
1. Student Organizations and Teams [back to [Table of Contents](#)]
    - a. Charisma
    - b. Christian Surfers
    - c. Delta Pi
    - d. Fellowship of Christian Athletes
    - e. The Fire
      - i. Remember to treat as a singular noun when conjugating in sentences, even though it refers to a team that consists of more than one player.
    - f. First team
    - g. New Order
    - h. Phi Beta Lambda
    - i. Psi Chi
    - j. Social Work Club

- k. Soul Food
- l. Southeastern Singers choir (or simply “Southeastern Singers”)
  - i. Although “Singers” is plural, treat the name “Southeastern Singers” as a singular noun when you conjugate in sentences.
    - 1) E.g. “Southeastern Singers performs a song.”
    - 2) Rationale: It is the name of a group, which is a single entity; we don’t refer to a “Southeastern Singer” as one member of the group, but we’d refer to “a member of Southeastern Singers.”
- m. Student Body Leadership Council (SBLC)
- n. Student Advisory Committee (SAC)
- o. Student Life
- p. Surfers of Faith
- q. SU Radioactive
- r. The Sound
- s. Unpland Improv [an improvised comedy group]
- 2. Other Organizations & Businesses [back to [Table of Contents](#)]
  - a. Accrediting Association of Bible Colleges (AABC)
  - b. Affirmative Action Committee
  - c. American Association of Colleges for Teacher Education
  - d. American Psychological Association (APA)
  - e. Assemblies of God
  - f. Assemblies of God Division of Christian Higher Education
  - g. Assemblies of God National Christian Higher Education Department
  - h. Assemblies of God National Youth Department
  - i. Assemblies of God Theological Seminary
  - j. Association of Christian Schools International
  - k. Association of Christian Teachers and Schools
  - l. Association of Institutional Research
  - m. Board of Administration
  - n. Board of Directors
  - o. Builders (giving club)
  - p. Chartwells
  - q. Chartwells Catering
  - r. College Republicans
  - s. Commission on Christian Higher Education (COCHE)
    - i. COCHE is now named the “Alliance for Assemblies of God Higher Education”
  - t. Commission on Colleges of the Southern Association of Colleges and Schools
  - u. Conexiones
  - v. Council for Christian Colleges & Universities (CCCU)
  - w. Council for Independent Colleges
  - x. Council on Higher Education Accreditation
  - y. Christian Association for Psychological Studies (CAPS)
  - z. Crusaders (giving club)
  - aa. Florida Association of Colleges and Universities
  - bb. Florida Association of Colleges for Teacher Education
  - cc. Florida League of Christian Schools

- dd. Friends (giving club)
  - ee. fX Ministries
  - ff. General Council of the Assemblies of God
  - gg. Global Servants
  - hh. Global University
  - ii. The Heritage Society
  - jj. House of Grace home for tribal girls
  - kk. Independent Colleges and Universities of Florida
  - ll. Kappa Delta Pi
  - mm. Key Education Resources
  - nn. Leaders IN Community (LINC)s
  - oo. Leadership Council
  - pp. Lifesigns American Sign Language Club
  - qq. The Leadership Roundtable
  - rr. Mu Kappa International
  - ss. National Association of Independent Colleges and Universities
  - tt. National Association of Music Education (MENC)
  - uu. National Board for Professional Teaching Standards
  - vv. National Education Association
  - ww. NCCAA Division # [Roman numerals]
  - xx. Ner Tamid
  - yy. *The Oracle*
  - zz. Partners (giving club)
  - aaa. The President's Associates
  - bbb. The President's Associates Circle
  - ccc. The President's Roundtable Society
  - ddd. ROTC (Reserved Officer Training Corps)
  - eee. The Roundtable Ambassadors
  - fff. The Roundtable Council
  - ggg. Southeastern University Gift Club
  - hhh. Student Missions Association (SMA)
  - iii. SUTV
  - jjj. United Way
3. "Student Development" vs. "Student Life" [back to [Table of Contents](#)]
- a. Student Life is a division of Student Development.
  - b. Within the department of Student Development are the following divisions:
    - i. Student Life (residence life, International Students, commuter life)
    - ii. Activities (SBLC, Student Government, Student Activities)
    - iii. Spiritual Formation (Chapel, Counseling, Spirituality)
    - iv. Athletics
    - v. Student Development (discipline)
    - vi. Media Services
    - vii. First Teams
    - viii. Worship and Tour Teams
  - c. Director Duties
    - i. The Student Life director is responsible for all residence life issues and international student affairs.

- ii. The Student Development director is responsible for all student judicial affairs.

M. Programs, Funds, Scholarships, Grants, and Loans [back to [Table of Contents](#)]

1. Advanced Placement (AP)
2. Assemblies of God endowed Scholarship Program for Minority Students
3. Business and Professional Leadership
4. Church Leadership
5. College Level Examination Program (CLEP)
6. Federal Parent Loan for Undergraduate Student (PLUS)
7. Federal Pell Grant
8. Federal Perkins Loan Program
9. Federal Stafford Loan Program
10. Florida Bright Futures Scholarships
11. Florida Student Assistance Grant (FSAG)
12. Federal Pell Grant (Pell)
13. Federal Supplemental Educational Opportunity Grant (FSEOG)
14. Federal Unsubsidized Stafford Loan Program
15. Federal Work-Study Program (FWSP)
16. Florida Resident Access Grant (FRAG)
17. Funded/endowed & other scholarships
18. Herald of Joy
19. Human Services
20. International Baccalaureate (IB)
21. J. Robert Ashcroft National Youth Scholarship
22. Key Alternative Loan
23. Liberal Arts
24. National Achievement Scholars
25. National Hispanic Scholars
26. National Merit Scholars Award
27. Photo Essay - Study Abroad
28. Prior Learning Assessment (PLA)
29. Quest for Financial Freedom Scholarship Program
30. Robert C. Byrd Honors Scholarship Program
31. Social Work Program (of Southeastern)
32. Teachers Insurance and Annuity Association/College Retirement Equities Fund (TIAA/CREF)
33. Wachovia Education Loan
34. Wells Fargo Collegiate Loan

N. Schools [back to [Table of Contents](#)]

1. California Graduate School of Theology
2. Candler School of Theology at Emory University
3. Southeastern
4. Southeastern University
5. University of Maryland

O. Services [back to [Table of Contents](#)]

1. Ask-A-Librarian
2. Campus Card
3. Dining Services
4. e2Campus

5. EbscoHost
  6. Housing Services
  7. MonsterTrak
  8. Suncat
  9. SUNLINE
  10. TotalPay Card
  11. Tuition Management Systems (TMS)
  12. TurnItIn
  13. Worldcat
- P. Titles of People [back to [Table of Contents](#)]
1. Faculty Positions [back to [Table of Contents](#)]
    - a. Refer to the SFNET directory for all faculty titles.
    - b. Assistant Professors [back to [Table of Contents](#)]
      - i. Academic doctoral degree, with no full-time teaching experience, or a master's degree and not less than three years of evaluative data that demonstrates excellence in full-time college or university teaching. An ABD with not less than two years of evaluative data that demonstrates excellence in full-time college or university teaching.
    - c. Associate Professors [back to [Table of Contents](#)]
      - i. Academic doctoral degree and not less than five years of full-time teaching experience, or a master's degree and not less than fifteen years of evaluative data that demonstrates excellence in full-time college or university teaching. Master's degree plus the specialist degree (30 semester hours of graduate study in the required area of expertise), terminal master's degree, or professional doctoral degree with not less than eight years of evaluative data demonstrating excellence in full-time college or university teaching.
    - d. Full Professors [back to [Table of Contents](#)]
      - i. Academic doctoral degree, and not less than ten years of evaluative data that demonstrates excellence in full-time college or university teaching. Terminal master's degree, or professional doctoral degree with not less than fifteen years of evaluative data that demonstrates excellence in full-time college or university teaching.
  2. Miscellaneous Other Positions [back to [Table of Contents](#)]
    - a. Teacher of the Year
  3. Nicknames [back to [Table of Contents](#)]
    - a. When listing nicknames, use the following syntax:
      - i. FirstName "Nickname" LastName
        - 1) Example: Joseph "Joe" Windchesterton
  4. Staff & Other Employee Positions [back to [Table of Contents](#)]
    - a. Note: Consult the official faculty and staff directory, accessible via SFNET (<https://sfnet.seuniversity.edu/Directory/index.php>) for the correct spelling and styling of any titles not included in the list below.
    - b. Academic Advisor
    - c. Administrative Assistant
    - d. Admission Counselor
    - e. Assistant Bookstore Manager

- f. Assistant Housing Director
  - g. Bookstore Director
  - h. Campus Nurse
  - i. Chair
  - j. Coordinator of Distributed Learning
  - k. Dean
  - l. Dean of the College of Arts & Sciences
  - m. Dean of the College of Business & Legal Studies
  - n. Dean of the College of Christian Ministries and Religion
  - o. Dean of the College of Education
  - p. Department Secretary
  - q. Electronic & Distance Education Librarian
  - r. Financial Aid Counselor
  - s. Housing & Conference Services Director
  - t. Lead Cashier
  - u. Online Mentor
  - v. President
  - w. Receptionist
  - x. Student Housing Assistant
  - y. Vice President for Academic Affairs
  - z. Vice President for Administrative Services
  - aa. Vice President for Development
  - bb. Vice President for Finance and Administration
  - cc. Vice President for Student Development
5. Student Positions [back to [Table of Contents](#)]
- a. NCCAA Division [# (Roman numerals)] national champions
- Q. Web Sites [back to [Table of Contents](#)]
- 1. MySEU
  - 2. seuniversity
  - 3. SFNET
- R. Works of Art [back to [Table of Contents](#)]
- 1. "Divine Servant"

## V. Numbers [back to [Table of Contents](#)]

Always spell out numbers when they appear at the beginning of sentences.

### A. Dates and Times [back to [Table of Contents](#)]

1. News headers
  - a. mm.dd.yy (e.g., “06.20.07”)
2. Campus Events (found on homepage)
  - a. **mm.dd.yy** (e.g., “**06.20.07**”)
  - b. **mm.dd.yy - mm.dd.yy** (e.g., “**06.20.07 - 06.24.07**”)
3. Centuries (parts of rule taken from AP stylebook)
  - a. Spell out numbers less than 10: *the first century, the 20<sup>th</sup> century.*
  - b. For proper names, in addition to applying *part a* above, capitalize the first letter of each word.
4. Decades
  - a. Full decade syntax example: 1980s
  - b. Abbreviated decade syntax example: ‘80s
5. **On MySEU:**
  - a. Using date, day, and time references in announcements and the events calendar:
    - i. The full day and date must be spelled out in announcements and events on MySEU.
    - ii. The time of an event must also be written out, instead of using symbols for “at,” “from,” and “to.”
    - iii. Example: This ladies only event is on Tuesday, October 23 in Bolin Studio from 8:00 pm to 10:00 pm
      - 1) Note the *spacing* between the numbers and am/pm

### B. Money [back to [Table of Contents](#)]

1. Syntax: \$10
  - a. Exception: If any dollar amount on a given page includes the use of hundredths’ positions, all other dollar amounts on the page must be displayed similarly.
    - i. Example: \$10.87
2. **On MySEU:**
  - a. Syntax: \$3, not \$3.00

### C. Phone Numbers [back to [Table of Contents](#)]

1. Syntax note: Use only spaces, dashes, and parentheses (not dots/periods) to separate the digits of a phone number. Parentheses are used for phone number. Area codes are always listed with a number, regardless of whether the number is local.
  - a. Example: (###) ###-####
2. Local
  - a. (###) ###-####
3. Toll-free
  - a. 1 (800) ###-####
  - b. 1 (888) ###-####

### D. Quantities [back to [Table of Contents](#)]

1. Write out numbers less than 10, and use numeric digits for numbers greater than nine.
2. **On MySEU:**

- a. Use Arabic numerals (1-###) for all numbers, unless the numbers are used at the beginning of a sentence.

- i. Example:

<http://myseu.seuniversity.edu/services/security/hurricane.php>

## VI. Punctuation [back to [Table of Contents](#)]

### A. The Ampersand (&) vs. “and” [back to [Table of Contents](#)]

1. The ampersand is only to be used when connecting parts of a department, college, or division name or a site navigation link.

- a. Examples:

- i. Division of Continuing & Adult Education {name}

- ii. Arts & Events Calendar {link}

### B. Faculty Bio Pages [back to [Table of Contents](#)]

1. Degree Syntax:

BA in...

MA in...

PhD in...

## VII. Spelling [back to [Table of Contents](#)]

### A. Faculty & Staff Names & Titles [back to [Table of Contents](#)]

1. The SFNET staff directory is the official source for name spellings and formal titles of faculty and staff.

### B. Food Menu Items [back to [Table of Contents](#)]

1. **On MySEU:**

- a. Commonly misspelled menu item words:

- i. Amandine (not almondine or almandine)

- ii. Au gratin

- iii. Blintz

- iv. Corn O’Brien

- v. Cous cous

- vi. Parmesan

- vii. Parmigiano

- viii. Ratatouille

- ix. Risotto

- x. Saltimbocca

- xi. Zucchini

- xii. Note that these words are confirmed by looking them up in the American Heritage College Edition dictionary, which can be accessed online via <http://www.dictionary.com>. If they are not listed in the dictionary, the word spelling/existence is searched on the New York Times website (<http://www.nytimes.com>).

- b. Check nytimes.com for the spelling of menu item words not listed in this dictionary.

### C. Frequently Misspelled Words [back to [Table of Contents](#)]

1. Alumna/alumnus/alumni

- a. Never use “alumns” or “alums.” Only use “alumni” or “grads.”

- b. Use gender-specific forms: alumnus, alumna

2. e-mail

3. Internet

4. Intranet

5. Theatre/theater

- a. Use “theatre” when referring to the subject of study
      - b. Use “theater” when referring to the building in which movies are shown
    - 6. third-party
    - 7. Web site
  - D. Student Names [back to [Table of Contents](#)]
    - 1. Outlook directory (i.e. Global Address List) is the official spelling guide for student names.
- VIII. Title (Degree) Usage [back to [Table of Contents](#)]
- A. With the exception of "Dr." for PhD holders, do not use titles at all on the Web site – even in bios.
  - B. Use only last names, preceded by “Dr.” in the case of PhD holders, after the first reference (as in news stories). Example: First, “Dr. Sam Bennett.” Then, “Dr. Bennett.”
  - C. If an individual holds an M.D., *always* use the Dr. title before referring to that individual.
  - D. Always list degrees in increasing order of importance/specialization.
    - 1. Examples:
      - a. DO use this order
        - i. BS in...
        - ii. MS in...
        - iii. PhD in...
      - b. DO NOT use this order
        - i. PhD in...
        - ii. MS in...
        - iii. BS in...
      - c. DO NOT use this order
        - i. MS in...
        - ii. PhD in...
        - iii. BS in...
- IX. Writing Style (site-wide) [back to [Table of Contents](#)]
- A. All site copy is written in a formal tone.
  - B. **On MySEU:**
    - 1. All site copy is written in an informal/conversational tone.
- X. MySEU Supplement [back to [Table of Contents](#)]
- A. Bylines
    - 1. Bylines are used for features stories and for photography credits.
    - 2. Bylines are used for submissions of student photography and feature stories.
    - 3. Bylines are used for the staff writer’s stories, but not for staff photography.
    - 4. Feature stories are also posted on SFNET, on which writers are given credit.
  - B. Formatting
    - 1. Underlining is not used to emphasize text. Underlining is only used when a link is present. Bold and italics are used sparingly.
  - C. Personal titles in feature stories
    - 1. First and Subsequent references
      - a. The first reference to an individual in a story includes their first name, last name, and title (only if Rev. or Dr.).
      - b. Subsequent references use only the title and last name.
      - c. Examples:
        - i. First reference: The trip coordinator, Southeastern social work professor Dr. Marleen Milner...

- ii. Second reference: Dr. Milner...
- 2. More on using titles in feature stories
  - a. Titles are not capitalized unless they are the formal title.
  - b. Formal titles are not generally used for Southeastern staff, faculty, and administration if they are very long or could be stated more clearly/succinctly.
  - c. Official titles of departments and colleges are capitalized.
  - d. Examples:
    - i. "...history professor Dr. Kenneth Myers." (His official title is "Associate Professor of History.")
    - ii. "Dr. Gordon Miller, dean of the College of Arts and Sciences..."
    - iii. "...Dr. Diane Apostolos-Cappadona, a Georgetown University adjunct professor of religious art and cultural history, to speak at Southeastern to encourage an appreciation for the arts."

#### D. Phone Numbers

- 1. Parentheses are used for phone numbers on MySEU. Area codes are always listed with a number, whether the number is local or not.
  - a. Example: (863) 667-5057

#### E. Symbols

- 1. The ampersand (&) symbol is used only in official titles of departments and colleges. This can be verified on the SFNET Search Directory or on the external Web site. The word "and" is spelled out in any other instance of use.
  - a. Examples:
    - i. Safety & Security, College of Arts & Sciences
    - ii. The pool is open from 12:00 pm to 3:00 pm and 5:00 pm to 7:00 pm

### XI. Copy editor access option possibilities [back to [Table of Contents](#)]

#### A. Hard copy

#### B. Digital Copy

- 1. SFNET?
- 2. CMS "Help files"?
  - a. Both alphabetical & categorical listings choices