



University *of* La Verne

# Editorial Style Guide

Revised January 2025

## Introduction

The Office of Strategic Marketing and Communications developed the University of La Verne Editorial Style Guide to ensure consistency and accuracy across materials produced by the university's divisions and offices.

Using the *Chicago Manual of Style* and Merriam-Webster dictionary as a base, this guide also emphasizes the distinctive stylistic preferences and conventions specific to the University of La Verne. It addresses commonly used terms, potential challenges, and departures from standard style guides to better reflect the university's identity.

This living document is updated regularly, with the latest version available at **[laverne.edu/marcomm](https://laverne.edu/marcomm)**

For questions or comments regarding these guidelines, please contact us at **[marketing@laverne.edu](mailto:marketing@laverne.edu)**

## A

**Academic calendar** — Academic calendar names such as term, semester, and session all have distinct meanings and should not be used interchangeably. The university’s academic calendar is as follows:

- Terms — The university has three terms annually. They are fall, spring, and summer.
- Semester — The university has two semesters. They are fall and spring. The fall semester is a part of fall term. The spring semester is a part of the spring term. Academic programs on the semester calendar include traditional undergraduates, College of Law, and most LaFetra College of Education graduate programs on the La Verne Campus.
- Session — There are two eight-week sessions embedded in each semester. Academic programs on the session calendar include most regional campus and online programs and College of Business and College of Law and Public Service graduate programs.
- January Interterm — An abbreviated academic period that occurs during the month of January as part of the semester academic calendar.

**Alumnus, alumni, alumna, alumnae** — Use these terms to refer to former students of the university. Students need not have earned a degree to be considered alumni; anyone with a minimum of 12 credits is included. Do not use “alum” unless necessary in a quote.

- alumnus: man (singular)
- alumni: men; and a group of men and women
- alumna: woman (singular)
- alumnae: women (plural)

**ASULV** — The student government organization of the University of La Verne. On first reference, use Associated Students of University of La Verne.

### **Athletics facilities**

- Arnett Field at Ortmayer Stadium — Home of football and soccer. Can be referred to simply as Ortmayer Stadium but cannot be referred to as only Arnett Field.
- Ben Hines Field — Home of baseball.
- Campus West Athletics Facilities — Home of baseball, softball, multi-purpose fields, and hammer ring.
- Carrasco Hammer Ring — Hammer ring at Campus West Athletics Facilities.
- Las Flores Park — Home of water polo, swimming, and diving teams.
- Moseley Strength & Fitness Center — Formal name for the weight room.
- Ortmayer Stadium — Home of track and field, football, and soccer.
- Sports Science and Athletics Pavilion — Home of basketball and volleyball. Can be referred to on second reference as “the Tents.”

**Attribution** — In general, quote attribution should be past tense (i.e. – “she said” or “he said”). In rare cases, present tense (he says) may be acceptable if context supports it.

## B

**Board of Trustees** — Capitalize when used as the full and proper name of the university's governing body. Lowercase when shortened to reference "the board" or "the trustees." Uppercase trustee when used as a title before a name; Trustee Wendy Lau.

## C

**Campus Accelerated Program for Adults (CAPA)** — The Campus Accelerated Program for Adults offers undergraduate degree programs for adult learners. Use full name on first reference. CAPA is acceptable on subsequent references.

**Campuses** — The University of La Verne has locations throughout California including its historic campus in La Verne, the College of Law and Public Service campus in Ontario and five regional offerings (see ULV Regional entry). Online is not considered a campus. In certain instances where it is necessary to identify the La Verne campus as a specific geographical location, "historic campus in La Verne" is preferred to "main campus in La Verne" as main campus denotes the campuses have a hierarchy.

**Campus buildings and spaces** — Some of the more commonly referenced buildings and spaces are included here, along with others that are frequently misused.

- Center for Neurodiversity, Learning, and Wellness
- Fasnacht Court — It's the courtyard outside of Founders Hall.
- Founders Hall — No apostrophe. It is dedicated to the founders of the university.
- Hanawalt House
- La Fetra Auditorium or La Fetra Lecture Hall — Both names are acceptable. The lecture hall is located on the ground level floor of the Mainiero Science and Education Building.
- Ludwick Center for Spirituality, Cultural Understanding, and Community Engagement. Ludwick Center is acceptable on subsequent references.
- Mainiero Science and Education Building — It's located next to Founders Hall. This is where the science department is located.
- Quay Davis Executive Board Room — Located adjacent to Citrus Hall and The Spot. Formerly known as the Executive Dining Room.
- Randall Lewis Center for Entrepreneurship, Innovation, and Social Impact (Located in Ontario)
- Randall Lewis Center for Well-Being and Research
- Sports Science and Athletics Pavilion — Can be referred to on second reference as "the Tents." Do not use an ampersand.
- Sara and Michael Abraham Campus Center
- Sara and Michael Abraham Center for Veteran Student Success

- The Spot — Uppercase The
- Wilson Library
- Woody Hall

**Campus Times** — The *Campus Times* is a weekly student newspaper published by the Communications Department, except during examination and vacation periods. It is produced by journalism students at the University of La Verne.

**Civic and community engagement** — Use the name in this order, whether referring to the campus office or the core value. Do not say community and civic engagement. Capitalize when using as the formal office name as in Office of Civic and Community Engagement.

**Colleges** — Their full names are always capitalized. They are the College of Arts and Sciences, College of Business, LaFetra College of Education, College of Law and Public Service, and the Cástulo de la Rocha College of Health and Community Well-Being.

**Commas** — Follow *Chicago Manual of Style* and use the serial comma (i.e. – One, two, and three. Not one, two and three.)

**Commencement** — Capitalize the official university ceremony for graduates.

**Contractions** — Use sparingly. They are fine in quotes.

**Convocation** — Capitalize the official university ceremony that opens the start of the academic year every fall.

**Course catalog** — Not catalogue. The University of La Verne Catalog is an annual publication with an effective date of the first day of the fall semester/term.

**Course names** — Course titles should be capitalized. Do not use quotes or italics.

**Courtesy titles** — Use Dr. only if the subject is a medical doctor and the story relates to the medical field. Use Rev. on first reference when referring to members of the clergy. In all other cases, use the person’s name followed by their credentials, if the credentials are relevant or necessary.

- The university will welcome John Doe, PhD.

**COVID-19** — The name of the virus responsible for the pandemic that began in 2020 is severe acute respiratory syndrome coronavirus 2, or SARS-CoV-2. The name of the disease caused by SARS-CoV-2 is COVID-19, which stands for “coronavirus disease 2019.”

## D

**Degrees** — Should not be capitalized unless preceded with “Bachelor of Arts” or “Master of Science.”

- He earned a Master of Science in Leadership and Management. He graduated with a leadership and management degree. The university offers programs in computer science, criminology, and psychology (not Computer Science, Criminology, and Psychology). Do not use periods in degree abbreviations. Use PhD, MBA, MSLM, etc.

**Departments and offices** — Capitalize the formal names of departments and offices. Do not capitalize informal names and incomplete designations. A generic term that is capitalized as part of the name of an official body remains capitalized when it is used in the plural to refer to two or more names and applies to both.

- English Department
- English and History Departments

**Dormitories** — Residence halls are the preferred term for student housing.

**Dr.** — Do not use the courtesy title Dr. before a name unless the person has a medical or veterinary degree.

**Dr. Rita Patel Thakur Academic Advising Center** — The academic advising office in the College of Business.

## E

**Emeritus** — Not the same as retired. The title emeritus (for a man) or emerita (for a woman) is awarded to many but not all retired faculty members who keep their rank. The plurals are emeriti (for more than one professor, male or female) and emeritae (for more than one female professor). Place the word “emeritus” after the title.

## F

**Fasnacht Court** — It’s the courtyard with a fountain outside of Founders Hall.

**First-generation students** — Refers to students whose parents or grandparents did not graduate with a bachelor’s degree from a four-year college or university.

**First Year La Verne Experience (FLEX)** — This program refers to the university’s signature La Verne Experience academic initiative. Incoming freshmen on all campuses and programs are placed in over 25 FLEX Learning Communities with similar interests into the same set of two classes designed to lay the foundation for success in and outside the classroom. Use the full name on first reference. FLEX may be used on second and subsequent references.

**Founders Hall** — No apostrophe. This building is dedicated to the founders of the university.

## G

**Gender neutral pronouns** — When referring to a person, use the third person plural (they, them, their, themselves) if preferred by the person instead of the third-person singular (he/she, his/hers, him/her, himself/herself).

**Graduation years** — Bachelor's degree alumni on first reference should have graduation years following their last name.

- Joe Smith '88.

Graduate degree alumni should have their degree abbreviation and year offset by commas.

- Joe Smith, MBA '13, teaches in the program.

Alumni who hold bachelor's and graduate degrees get both.

- Joe Smith '88, MBA '13, teaches in the program.

## H

**Hispanic-Serving Institution** — This is a federal designation given to universities with a Hispanic population of 25 percent or more. There is a hyphen between the first two words.

**Historic** — Style dictates it is preceded by "a" rather than "an."

## I

## J

**January Interterm** — An abbreviated academic term that occurs during the month of January as part of the semester academic calendar.

**Judge Edmond Emmett O'Brien and Muriel Faith O'Brien Career Center** — The career center within the College of Business

## K

**Kern County Region** – This region is one of five locations that serves adult learners. ULV supports students throughout Kern County at a Bakersfield location. (see ULV Regional entry)

## L

**LaFetra/La Fetra** — Tony LaFetra is a former trustee at the University of La Verne. The college is the LaFetra (no spacing) College of Education, so named because of a \$10 million gift from Tony.

**La Fetra** — The lecture hall is the La Fetra Auditorium or La Fetra Lecture Hall. Tony preferred no space in his last name, but his family established the lecture hall, hence the difference.

**La Verne** — This is the name of the city in which the university's central campus is located. Avoid referring to the university solely as "La Verne," and instead use the full title University of La Verne, or ULV.

**La Verne Community Television / LVTV** — The University of La Verne Communications Department contracts with the city to run La Verne Community Television. It is also referred to as LVTV or LVTV-3.

**La Verne College** — University of La Verne was named La Verne College from 1917 until 1977, when the name changed to University of La Verne.

**La Verne Experience** — Refers to a specific, signature academic program for traditional undergraduates at the university, blending curricular and co-curricular elements. Avoid using the phrase outside of this context.

**La Verne Magazine** — La Verne Magazine is a city magazine published by students in the University of La Verne Communications Department. This is different from Voice magazine, which is the official magazine of the University of La Verne published by the Office of Strategic Marketing and Communications.

**La Verne Portal** — The La Verne Portal is the university's intranet through which many services, including Banner, faculty/staff email, and Blackboard can be accessed. The La Verne Portal is commonly confused with MyLaVerne, which is a branded name for the Banner self-service website.

**Leo and Lea** — Leo and Lea are leopard mascots for the University of La Verne.

**Latino/Latina** — A term for people of Latin American heritage, or if preferred by the person. Also appropriate to use Latinx as a gender-neutral term.

**LeoFM** — The campus radio station for the University of La Verne.

**Leopard** — The official team name of University of La Verne for athletics and competitive groups. Always capitalize. May be used to refer to members of the campus community. Leo and Lea are the university mascots.

**Lordsburg** — Original name of the city of La Verne. It was changed to La Verne by popular vote in 1917.

**Lordsburg College** — Original name of the University of La Verne when it was founded in 1891 until it was changed in 1917 to La Verne College.



## L

**Los Angeles Region** — This is one of five locations that serves adult learners in the cities of Burbank and Santa Clarita. (see ULV Regional entry).

**Ludwick Center for Spirituality, Cultural Understanding, and Community Engagement** — Named for donors Art and Sarah Ludwick. The Ludwick Center is acceptable on second and subsequent references.

## M

**Mainiero Hall** — This building is located next to Founders Hall and houses the science department.

**MyLaVerne** — A branded name for the Banner self-service website. MyLaVerne is commonly confused with the La Verne Portal, which is the university's intranet.

## N

**Names** — Use first and last names of people on first reference. Use last name of people on second and subsequent references.

**NCAA** — The National Collegiate Athletic Association is the athletic association in which University of La Verne competes. The university is in Division III. It can be referred to as NCAA on first reference.

**NCAA Division III** — The division of the NCAA to which University of La Verne belongs. Can be shortened to NCAA DIII or DIII on second and subsequent references. Can be referred to as D3 or d3 for stylistic purposes or on social media, i.e., #d3baseball.

**Nonprofit** — The University of La Verne is registered as a nonprofit organization. No hyphen.

## O

**Office of Student Engagement and Leadership** — Formerly the Office of Student Life. The name was changed in 2021.

**Orange County Region** — This is one of our regions that serves adult learners in the county of Orange. As of Nov. 2024, ULV does not have a physical location. (See ULV Regions section)

## P

**President**— Only capitalized when used before their name or as part of the formal name of their office. Do not capitalize as a standalone.

- President First name Lastname attended the event.
- The president attended the event.
- Send the file to the President’s Office.

## Q

## R

**Randall Lewis Center for Entrepreneurship, Innovation, and Social Impact** — Named for donor Randall Lewis. Use “Lewis Center” sparingly as shorthand so as not to confuse this center with the Randall Lewis Center for Well-Being and Research. “Lewis Center” may be used on second and subsequent reference in limited circumstances.

**Randall Lewis Center for Well-Being and Research** — Named for donor Randall Lewis. Use “Lewis Center” sparingly as shorthand to not confuse this center with the Randall Lewis Center for Entrepreneurship, Innovation, and Social Impact. “Lewis Center” may be used on second and subsequent reference in limited circumstances.

**Regional and Online Campuses (ROC)** — Regional and Online Campuses (ROC) is the administrative unit that manages regional and online programs other than the College of Law and Public Service. ROC is not a standalone brand or sub brand, so avoid using the name or acronym in copy for external audiences, unless referring to the office’s administrative function. Instead, refer to the university’s regional campuses, or to specific University of La Verne campus or regional names.

**Residence halls** — We use this term rather than dormitories or dorms. Campus residence halls are Citrus Hall, Vista La Verne Residence Hall, and Oaks Residence Hall.

## S

**San Bernardino and Riverside Region** — This is one of five regions that serves adult learners. As of Nov. 2024, ULV does not have a physical location. (See ULV Regions section)

**Santa Clarita Campus** — Regional campus located on the campus of College of the Canyons in Santa Clarita, California.

**Sara and Michael Abraham Campus Center** — Named for donors Sara and Michael Abraham. Use full name on first references. Abraham Campus Center or Campus Center are acceptable on second and subsequent references.

**Sara and Michael Abraham Center for Veteran Student Success** — Named for donors Sara and Michael Abraham.

**Second Year La Verne Experience (SoLVE)** — The second-year program of the university's signature La Verne Experience academic initiative. Use full name on first reference. SoLVE is acceptable on second and subsequent references.

**Semesters** — See the Academic calendars entry.

**Sessions** — See the Academic calendars entry.

**State Bar of California** — The state agency that provides accreditation for the University of La Verne's College of Law. Can be referred to as the State Bar on second or subsequent references. Do not use "Cal Bar," "CalBar," or other shorthand, per the State Bar of California's preferences and style mandates.

**Southern California Intercollegiate Athletic Conference (SCIAC)** — Regional athletic conference in which University of La Verne competes. It is pronounced sky-ak. Can be referred to as SCIAC on second and subsequent references.

**Sports Science and Athletics Pavilion** — Can be referred to on second reference as "the Tents." Do not use an ampersand.

## T

**Telephone numbers** — Use area codes with hyphens for all telephone numbers. This practice has become necessary because of the increasing use of cell phones.

- For domestic: 909-448-xxxx
- For international numbers (country code, city code, telephone number): 011-44-20-7535-1515
- For 800 numbers: 800-222-7474

**Terms** — See the Academic calendars entry.

**Titles** — Faculty and staff titles are capitalized if they precede a name and are lowercase if they appear after or are used as a standalone.

- Professor Ahmed Ispahani taught the Business 101 course. Shannon Mathews, dean in the College of Arts and Sciences, taught the English 200 course. I do not know which professor or dean taught Business 350.
- Exception applies if the title is endowed or is by itself a proper name. For example, The professor held the Fletcher Jones Endowed Chair in Biology.

## U

**ULV** — This acronym can be used on a second reference, when it is part of a campus organization name (such as the ULV Chamber Singers), and on social media posts. It can be used sparingly as a graphic element (i.e., social media icon) when space is a constraint, and the full university name will not fit.

**University** — Capitalize only in the proper name of the University of La Verne. When referring to the University of La Verne as just “the university,” the word university should be lowercase.

- The University of La Verne has five regions. The university has five regions.

**ULV Regions** — The University of La Verne offers classes at its historic campus in La Verne, through regional locations and online. Today, the University of La Verne maintains a regional and online presence in the following areas: Los Angeles, Orange, Kern, Riverside/San Bernardino, and Ventura counties, in addition to our College of Law and Public Service located in Ontario, CA. Professor Ahmed Ispahani taught the Business 101 course. Shannon Mathews, dean in the College of Arts and Sciences, taught the English 200 course. I do not know which professor or dean taught Business 350.

**URLs** — URLs are all lowercase. It is not necessary to include “http://” or “www” when writing a URL. Do not underline or italicize URLs. If possible, do not break a URL in a line of text.

## V

**Ventura County Region** — This is one of five regions that serves adult learners. One of the university’s five regional campuses and one of two military centers. As of Nov. 2024, ULV does not have a physical location. (See ULV Regions section).

**Voice magazine** — The University of La Verne’s official magazine, produced by the Office of Strategic Marketing and Communications. *Voice* is different than *La Verne Magazine*, which is published by students in the University of La Verne Communications Department.

## W

## X

## Y

## Z