



COLLIN COLLEGE

Editorial Style Guide

The Purpose of this Style Guide

Every time we write an article, news release, social media post or brochure, we are communicating the Collin College image. When our name is put in front of the public, we shape both our reputation and our college's identity. Clarity and consistency ensure that all communication strengthens our brand.

The Public Relations Editorial Style Guide establishes guidelines for proper usage of language and text to maintain the integrity of the college's brand. The standards in this guide are based primarily on the style set by The Associated Press and used by media worldwide.

However, there are variations from AP style that are unique to Collin College. This guide also serves as a companion piece to the Graphic Standards Manual available on the Public Relations page – www.collin.edu/pr.

These guidelines are intended to apply to internal and external communication and marketing documents on behalf of the college whether in print or online. They are not intended to apply to legal, financial or academic documents, particularly assignments within the classroom. Faculty can select and implement the style most appropriate for their profession, industry or environment.

If you have a question about this guide or need clarification, please contact Public Relations at 972.758.3895.

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academic degrees

Avoid abbreviations when addressing someone's academic credentials.

Example: Dean John Jones earned a doctorate in history.

Use abbreviations, such as B.A., M.A., Ed.D. and Ph.D., only when identifying many individuals by degree and the preferred form is cumbersome. Use the abbreviations after full names, never after just last names. After a name, the academic abbreviation is set off by commas.

Example: John Jones, Ph.D., spoke.

Do not precede the name with a courtesy title and follow the name with the degree abbreviation. It is redundant.

Wrong: Dr. John Jones, Ph.D.

Right: Dr. John Jones, dean of fine arts

After first reference, refer to the individual with the "Dr." title and their last name.

Example: Dr. Jones brought the deviled eggs.

Capitalize all proper names of degrees, with or without the degree emphasis/major.

Example: Jane earned her Associate of Applied Sciences in Information Systems Cyberotechnology.

Example: David plans to earn his Bachelor of Science.

Do not use an apostrophe in a Bachelor of Arts, Master of Science, Associate of Science, etc. Master's, bachelor's are acceptable, but use associate degree (no possessive).

Also see Dr.

academic departments

See department, division, program.

academic titles

Capitalize and spell out formal titles such as Vice President/Provost, Associate Dean, Dean, etc. when they precede a name. Lowercase elsewhere.

Example: Collin College Board of Trustees Chair Jack Frost applauded the new dean's hard work.
Dean Davis will be promoted to vice president.

Lowercase modifiers such as department in "department Chair Sam Smith."

addresses

Streets

Use abbreviations Ave., Blvd. and St. only with numbered address.

Example: 9700 Wade Blvd.

Spell out and capitalize when part of a formal street name without a number.

Example: Wade Boulevard.

Spell out and lowercase when used alone or with more than one street name.

Example: Wade and Preston Park boulevards.

All similar words such as circle, drive, road, terrace, etc. are always spelled out. Capitalize them when part of a formal name without a number and lowercase when used alone or with two or more names.

Numbers

Always use figures for an address.

Example: 9700 Wade Blvd.

Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above.

Example: 3400 First Ave., 2200 34th St.

Abbreviate compass points used to indicate directional ends of a street or quadrants of the city in a numbered address.

Example: 2800 E. Spring Creek Pkwy.

Do not abbreviate if the number is not used.

Example: East Spring Creek Parkway.

Highways

When referring to a highway, use these designations: U.S. Highway 75, U.S. Route 9, state Route 44, Interstate Highway 30, FM 644. On second reference, only for Interstate: I-30

advisor

Preferred form. Do not use "adviser" in relation to college counselors.

affect/effect

“Affect” should be used as a verb. Avoid noun form to eliminate confusion. “Effect” should be used as a noun. Avoid using verb form to eliminate confusion.

Example: Tim’s blurred vision affected his shot. The effect was an air ball.

Example: The effect of smoking is lung cancer.

ages

Always use figures when the context does not require years, or years old. It is assumed the age is in years. Ages used as adjectives before a noun require hyphens.

Example: The 5-year-old girl answered the question. The girl who is 5 answered the question. Darlene Young, 88, painted the picture.

Example: The 44-year-old plumber was not available for comment.

Example: The Feldman brothers are in their 20s. (no apostrophe)

among, between

In most instances, between references two items/people and among refers to three or more. Between can be correct in relation three or more items if those items are considered one pair at a time. Do not use “amongst.”

anxious, eager

These words do not mean the same thing. Anxious is an uneasiness of the mind or brooding fear.

Example: When the clowns arrived, Marcy got very anxious and promptly left.

Eager is an enthusiastic or impatient desire or interest.

Example: Marcy was eager for the clowns to leave her house.

biannual, biennial

Biannual means twice a year and is synonymous with semiannual. Biennial means once every two years.

Example: Springfest and Collin’s Got Talent are biennial events.

Black Box Theatre

Smaller theatrical venue located on Plano Campus (Spring Creek) to the left of the John Anthony Theatre main entrance.

Board of Trustees

Always capitalize any reference to the college’s Board of Trustees. Second references of “Board” should also be capitalized.

Example: The Collin College Board of Trustees approved the motion. The Board took action last Tuesday night.

boy

Acceptable until the 18th birthday. Man is acceptable after that.

cannot

capitalization

Proper nouns

Capitalize the first letter in a word which identifies a unique place, person or thing.

Example: King Kong, Elvis Presley, Plano, Cinco de Mayo.

Proper names

Lowercase common words unless they are modified with a proper noun.

Example: Mississippi River, Rocky Mountains, Plano Campus, Preston Road.

Lowercase the common words if they are used with a proper noun in plural.

Example: Plano and Frisco campuses, Preston and Park roads, Joe Pool and Lewisville lakes.

Popular names

Capitalize words that are not proper nouns or proper names but are the effective equivalent. This practice should not, however, be interpreted as a license to ignore the general practice of lowercasing the common noun elements of a name when they stand alone.

Examples: the Badlands, the Series (World Series).



Derivatives

Capitalize words which are derived from a popular noun and still depend on capitalization for their meaning

Examples: Christianity, English, Spanish, Marxism.

Do not capitalize derivatives in which the word's meaning does not depend on its capitalization.

Example: french fries, venetian blind, herculean.

Sentences

The first word of any sentence should be capitalized. See compositions and titles for further capitalization rules.

capitol/capital

Use “capitol” in reference to state and country capitol buildings, not the actual seat of the government.

Example: The Texas capitol building is located in Austin.

Use “capital” in reference to something being of high importance, accumulated goods and money and the seat of a governmental entity.

Example: You will need a lot of capital to start a business.

Example: Jaywalking is a capital offense in Celina.

Example: The capital of Texas is Austin.

Cary A. Israel Health Sciences Center

Facility on the McKinney Campus (Central Park) which houses most of the college's health sciences programs. Completed in 2016, it includes multiple simulation labs.

Center of Excellence in Nursing

Not a physical location, but a designation by the National League for Nursing. First received in 2011 and reaffirmed in 2015 and 2020.

Central Park Campus

See McKinney Campus (Central Park).

chair, vicechair

Use the gender-neutral term “chair” and “vice chair” rather than “chairman” and “vice chairman.”

certification credentials

Do not add periods.

Example: CB – Certified Bookkeeper, PMP – Project Management Professional, CNA – Certified Nurse Aid, CMA – Certified Medical Assistant

Collin College

The college brand name is Collin College. This name should be used in marketing, publicity, promotional and informational materials.

Use Collin College on first reference and either Collin or “the college” on subsequent references.

Do not capitalize “college” when used by itself in reference to Collin College.

Example: The college closes on Thursday.

Collin County Community College District

The legal name of the college. The legal name will be used when conducting official college business or when referring to the college in materials that will be circulated outside of the college's service area – Collin County, Rockwall County, and the city of The Colony.

See also Collin College.

Collin College campuses

Use full name of Collin College campuses, not abbreviations: Allen Center, Collin Higher Education Center, Courtyard Center, Frisco Campus (Preston Ridge), McKinney Campus (Central Park), Plano Campus (Spring Creek), Public Safety Training Center, Rockwall Center, Technical Campus, and Wylie Campus. Future campuses include Celina Campus and Farmersville Campus.

Collin College Technical Campus

Preferred name for a campus in Allen dedicated to technical trades and workforce learning. The shortened “Technical Campus” is acceptable when it is clear that the text refers to the Collin College facility. The campus, located at 2550 Bending Branch Way in Allen, features specialized facilities for automotive and collision repair, HVAC, and construction trades including carpentry, electrical work, and plumbing. The campus opened in the fall of 2020. A ribbon cutting was held Sept. 11, 2020.

Collin County

Includes the cities of: Allen, Anna, Blue Ridge, Celina, Fairview, Farmersville, Frisco, Josephine, Lavon, Lowry Crossing, Lucas, McKinney, Melissa, Murphy, Nevada, New Hope, Parker, Plano, Princeton, Prosper, St. Paul, Westminster, Weston and Wylie. North of Dallas County. Abuts Fannin, Grayson, Denton and Hunt counties.

Collin email

Collin College’s student email solution. Written as two words. Replaced “CougarMail.”

Collin Higher Education Center (CHEC)

A university center located at 3452 Spur 399 in McKinney, Texas, which offers bachelor’s, master’s and doctorate-level classes through its university partners. It also serves as the district administration building, housing the President’s office, human resources, public relations, the business office, the college foundation and the business office. The center was opened in January 2010.

colons

See *punctuation* sub-entry.

commas

See *punctuation* sub-entry.

complement/compliment

Complement is a noun and a verb denoting completeness or the process of supplementing something.

Example: That tie complements your outfit.

Compliment is a noun or verb that denotes praise or the expression of courtesy.

Example: Rajesh complimented Tom on his tie.

composition titles

Apply these guidelines to books, magazines, computer games, movies, operas, plays, songs, television programs, lectures, speeches and works of art titles.

Italicize the names of all such works except the Bible and books that are primarily catalogs of reference material. In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, handbooks, etc.

Examples: *The Color Purple*; *For Whom the Bell Tolls*; Encyclopedia Britannica; Merriam-Webster’s Collegiate Dictionary; The Collin College Catalog.

Put the names of articles, speeches, plays and works of art in quotations.

Examples: David Onsetto published the article “It’s the College Life For Me.” Surprisingly, it borrowed heavily from “The Gettysburg Address” and included a reprint of “Starry Night.”

Capitalize an article or words of fewer than four letters if is the first or last word in a title.

Examples: *The Day After Tomorrow*; *An Affair to Remember*; “I Have a Dream” by Dr. Martin Luther King, Jr.; *The Star-Spangled Banner*.

Most website and app names are capitalized without quotes or italics.

contractions

Preferred college style is to spell out words which might be written as contractions. However, contractions may be used in conveying informal speech. Consider the audience and tone when writing.

conference centers

Written with full campus name with Conference Center in initial caps. Lowercase on its own. The only exception is the Plano Campus (Spring Creek) Living Legends Conference Center which splits that construction with “Living Legends.” Lower case in general use.

Example: The McKinney Campus (Central Park) Conference Center is newer than the Plano Campus (Spring Creek) Living Legends Conference Center. Both are great conference centers.

Convergence Technology

Use in reference to program available through the Engineering and Emerging Technologies under Business, Information & Engineering Technology division.

convergent technology

Use in reference to the combination of voice, video and integrated data over an IP network.

Core Values

Always capitalize the first letter of each word in the core values. Also, use ampersands (&) between dual values: Learning, Service & Involvement, Creativity & Innovation, Academic Excellence, Dignity & Respect and Integrity.

Cougar Den

Student recreation center at Frisco Campus (Preston Ridge). This name is **not** used to refer to the McKinney Campus (Central Park) Student Center.

Cougar News

The college’s employee and student online newspaper. Write as two words and italicize.

CougarAlert

Emergency communication system for students and employees. Students and employees must subscribe to www.collin.edu/cougaralert.html to receive alerts by text message, phone message or email. Written as one word with an initial cap on the second word.

CougarMail

Former name of Collin email. Officially changed on 1/16/20.

CougarQ

Pronounced “Cougar queue,” this system allows students to do other tasks while waiting for an advisor without having to stand in line. Written as one word with a capitalized letter Q.

CougarWeb

Name for the college’s customized portal. Written as one word with an initial cap on the second word.

Courtyard Center (CYC)

Located at 4800 Preston Park Blvd. in Plano. Houses the Collin Corporate College, department offices of Continuing Education, Grants Management, Seniors Active in Learning (SAIL), and the Collin Small Business Development Center (SBDC). Registration, the bookstore and the police also have offices at the center.

dashes

See *punctuation sub-entry*.

dates and times

Do not abbreviate days of the week. Do not abbreviate months if used without specific day. Spell out month if used with only the year.

Right: November 2005

Right: Nov. 15, 2005

Wrong: Nov. 2005

Always spell out: March, April, May, June, July.

If date in reference is in the future, include day of the week, month and day. The year does not need to be included if the event is within the same year.

Example: Monday, July 11.

If more than one date is being referenced in a series, hyphenate the days of the week, then the dates.

Example: Monday-Sunday, July 11-17.



In reference to sites, dates and times, the correct order is date, time and site.

Example: Sunday, July 17, 2-4 p.m. at the John Anthony Theatre.

Always use numerals to indicate a year.

Example: 1984 was a very bad year for Eloise.

Example: Max lost the cufflink in 1990.

Always use noon or midnight instead of 12 p.m. and 12 a.m., respectively.

Use figures for times and include p.m. and a.m. — lowercase with periods. Do not use “o’clock.”

Example: 2 p.m.; 11 a.m.; 10-11 a.m.; 8 a.m.-2 p.m.

Avoid redundancies like 10 a.m. this morning, 8 p.m. last night, 3 p.m. in the afternoon.

The use of “th” and “st” in reference to dates and times after numerals is unacceptable.

days of the week

Never abbreviate, always capitalize.

dean

Capitalize when used as a formal title before a name. Lowercase in other uses.

Example: Fine Arts Dean John Jones introduced Janet Hess, dean of mathematics; the dean.

Dean’s List

To qualify for this distinction, each student must take a minimum of 12 credit hours of coursework and maintain a grade point average between 3.5 and 3.99.

decades

Examples: 1980s, 1830s.

Examples: ’50s, ’90s, the Roaring ’20s

degrees

See *academic degrees*.

department, division, program

Formal department and division names are uppercased. The word “department” is also uppercased but should only be used if it adds clarity to the subject being discussed. The words “program” and “division” are lowercased unless they are part of a formal name. The words “department,” “division,” and “program” are lowercased when used alone.

Example: The English Department hosted the event.

Example: Nancy said Business Information and Technology hosted an event.

Example: The division is responsible for the streamers.

dilemma/problem

These two words do not mean the same thing. A dilemma is a conundrum in which there are two or more alternatives.

Example: Shawn’s dilemma involved choosing between cereal, pork chops or biscuits.

A problem has no obvious solution.

Example: Shawn encountered a problem involving a leaky roof.

directions

Lowercase compass directions – north, south, east, west – when referring to a direction.

Example: McKinney is north of Plano, yet south of Oklahoma.

Uppercase those words when referring to a specific region.

Example: The campuses are located in North Texas. Lisa is from Midwest Oklahoma. Mordecai is from the Northwest.

Uppercase well-known areas.

Example: Although located in Northern Illinois, Chicago’s South Side is popular for its tissue paper.

districtwide



division titles

See *department, division, program*.

Dr.

Formal title extended to faculty and staff who have received a doctorate in education (Ed.D.), philosophy (Ph.D.) or jurisprudence (J.D.)

Also see *academic degrees*.

dual, duel

A “duel” is a contest between two people. A contest between three or more individuals is not a duel. “Dual” denotes consisting of two parts.

Example: The tennis players dueled during a Saturday match.

Example: The program had dual components, which confused some of the students.

email

Lowercase “e” and “m.” DO NOT include a hyphen.

enquire/enquiry

Use inquire/inquiry.

ensure/insure

“Ensure” means to guarantee something. “Insure,” however, means to take insurance out on someone or something.

entitled

Used when referring to expected ownership or to designate something or someone. See titled.

Example: Jed is entitled to the position.

e-schedule

Lowercase “e” and “s” with a hyphen when it refers to the electronic version of the college’s class schedule.

every day, everyday

Every day is used as an adverb meaning “each day.” Everyday is an adjective meaning commonplace.

Example: Miles runs 10 laps every day.

Example: Chasing the dogs around the neighborhood is an everyday affair.

every one, everyone

Use two words when referring to an individual item. “Everyone” is a pronoun for all people involved.

Example: Every one of the dogs had rabies.

Example: Everyone wants to throw a party.

exhibit, exhibition

An exhibit is a specific work of art or item on display. An exhibition is the display of more than one exhibit.

Founders Day

April 6, 1985. The day that voters in Collin County approved the establishment of the Collin County Community College District. Written plural non-possessive.

Founders Hall

Located on Frisco Campus (Preston Ridge)

Frisco Campus (Preston Ridge)

9700 Wade Blvd. in Frisco. Points of interest include the learning resource center, convergence lab, Cougar Den, an expanded conference center (2014) and general education classes. Formerly Preston Ridge Campus. Opened in 1995.

full time, full-time

Hyphenate when used as a compound modifier.

Example: Darcy is a full-time professor.

Example: Darcy works at the college full time.

fundraising

fundraising, fundraiser

girl

Acceptable until 18th birthday. Woman acceptable afterwards.

grade point average

Spell out where available, all lowercase. Use GPA in second reference. Plural: grade point averages.

health care

Written as two words.

hyphens

See *punctuation* sub-entry.

imply, infer

A writer or speaker implies. The listener infers.

in, into

“In” indicates location whereas “into” indicates motion.

Example: Nick was in the room already.

Example: Boris walked into the room.

inquire, inquiry

Preferred use. Do not use enquire/enquiry.

internet

Lowercase “i.” One word.

See also *website*.

Jr., Sr.

Always use “Jr.” or “Sr.” Do not use comma before “Jr.” or “Sr.” Never spell out and always use a period after it even if it does not end a sentence.

Always uppercase.

Example: Drew Brees Jr. signed autographs at the fair.

John Anthony Theatre

Large theater space on Plano Campus (Spring Creek) located near the main entrance to the atrium.

login, log in

“Login” is a noun referring to the name and password used to enter a secure website. “Log in” is the verb form denoting the action of entering your name and password.

long term, long-term

Two words, use dash if it serves as a compound modifier.

Example: The college will do well long term. The college has long-term problems.

long time, longtime

Two words, unless it modifies something.

Example: It has been a long time since we had lunch. Peanut butter and jelly have been longtime lovers.

magazine names

Do not place in quotation marks. Use italics. Do not capitalize “magazine” unless it is officially part of the publication’s name.

Example: *Harper’s Magazine*; *Newsweek* magazine

master plan

Capitalize when written in the construction “Collin College Master Plan.” Lowercase when written by itself.

McKinney Campus (Central Park)

Located at 2200 W. University Dr. in McKinney, this was Collin College’s first campus. Points of interest include the Cary A. Israel Health Science Center (2016), a dental clinic, a conference center (2015) and McKinney Campus Student Center (2016). The campus was home to the law enforcement and fire sciences academies before the Public Safety Training Center is completed in 2018. **Note:** The McKinney Campus Conference Center address is 2400 Community Avenue, which is different from the main campus address.

mid-

Use a dash only if the second word is capitalized.

Example: midmorning, midsemester, midterm,
mid-Atlantic, mid-America

months

Spell out unless used with a specific date. Never abbreviate March, April, May, June and July.

Abbreviate Aug., Sept., Oct., Nov., Dec., Jan. and Feb.

Spell out months if used with just a year.

Example: Pedro's birthday is March 9. Katie left Jan. 4. Heather will leave in January. Heather left in January 1972.

more than, less than

Use instead of, over or under in all cases for quantity. Over and under refer to location.

Right: More than 3,000 students attended the game.

Wrong: Over 3,000 students attended the game.

NJCAA

National Junior College Athletic Association. Collin College competes in the North Texas Junior College Athletic Conference (NTJCAC) of NJCAA Region V.

nationwide

newspaper names

Capitalize "the" in a newspaper's name if that is the way the publication prefers to be known. Do not place name in quotes. Italicize it.

Example: The Dallas Morning News has great classified ads.

9/11

Sept. 11, 2001 is the preferred use in written reference to the terrorist attacks on the United States.

numerals

Only spell out numbers one through nine. For numerals 10+, use digits. Always spell out the number if it begins a sentence.

Example: Of the 49 students that participated, only five finished the exercises.

Example: Ten of the 12 students failed.

Use the previous rule when a number is used as a modifier.

Example: There was a nine-way tie in the conference.

Example: The 25-minute meeting was entirely too long.

online

One word, no hyphen.

over, under

Do not use in reference to number approximation. See more than, less than.

part time, part-time

Hyphenate when used as a modifier.

Example: Joe is a part-time employee.

Example: Joyce works part time at Staples.

phone numbers

Format phone numbers with periods between sets of numbers rather than dashes or parentheses.

Right: Please contact Marcy Cadena-Smith at 972.758.3896.

Wrong: Please contact Marcy Cadena-Smith at (972) 758-3896.

Pike Hall

Lecture Hall on McKinney Campus, located at the intersection of C and D wings. Named for Walter Pike, an early administrator of Collin College

Plano Campus (Spring Creek)

Located at 2800 E. Spring Creek Parkway in Plano. Points of interest include the Plano Campus Living Legends Conference Center, John Anthony Theatre, Blackbox Theatre, The Art Gallery at Collin College, home courts for all Collin College sports teams and general education classes. Formerly Spring Creek Campus. This was Collin College's second campus. It opened in 1989.

Plano Campus (Spring Creek) Living Legends Conference Center

Preferred name for the conference center at Plano Campus (Spring Creek). Lowercase conference center when not using with Living Legends.

political parties and philosophies

Capitalize both the name of the party and the word party when used together.

Example: the Republican Party.

Also capitalize Communist, Conservative, Democrat, Liberal, Republican, Socialist, etc. when referring to a specific party or its members.

Lowercase these words when referring to a specific philosophy.

Example: communism, communist, fascist.

Short form punctuation for associating a person with a political party and state is: Sen. Kay Bailey Hutchison (R-Texas); Sen. Florence Shapiro (R-Plano). Only use this in first reference in pieces for publications which may not recognize local politicians.

President's List

To qualify for this distinction, each student must take a minimum of 12 credit hours of coursework and maintain a perfect 4.0 grade point average in that coursework.

Preston Ridge Campus

See Frisco Campus (Preston Ridge).

principal, principle

Principal is a noun referring to a person or thing first in rank or authority.

Examples: Ellen is the school principal. Her abilities were the principal reason for her promotion.

Principle refers to a fundamental law, truth or doctrine.

Example: The college is based on the principle that all should be educated.

professor

Never abbreviate. Uppercase when used before a name. Do not include in second references.

Public Safety Training Center

Education and training facility for the college's law enforcement and fire science academies. Located at 3600 Redbud Blvd. in McKinney, Opened in 2018.

public schools

Capitalize all words when referring to public school's entire name.

Example: Martha Hunt Elementary School, Hedgecoxe Elementary School, Barney Fife Memorial High School.

punctuation

Colon (:)

Colons are commonly used to introduce lists, tabulations, texts, etc.

Do not capitalize the first word after a colon unless it is a proper noun or a start of a sentence.

Example: Dr. Matkin promised one thing to the board: Collin faculty would work even harder than last year.

Colons also can denote emphasis.

Example: Dr. Matkin guaranteed one thing to the college board: success.

Commas (,)

Collin College uses the Oxford Comma, meaning that we use a comma before the final conjunction when listing items in a series. This is a change from Associated Press Style.

Right: Dennis brought the apples, spiral notebooks, and cowboy boots to the party.

Wrong: Dennis brought the apples, spiral notebooks and cowboy boots to the party.

Use a comma before “and/or” when denoting an independent clause or when leaving it out would create ambiguity.

Example: Carol forgot to turn off the stove, and Earl had to drive back home to turn it off.

Dashes (—)

Separates thoughts/words into parenthetical statements. Always put one space on each side of the dash in all instances. Created automatically in most word processing program by use of spaces on each side. Can be created on a Mac by holding shift, option, -. Use a dash in the following instances:

Abrupt Changes

Use dashes to denote an abrupt change in thought in a sentence.

Example: Daniel collected stamps — just like Eric — until they turned into bitter rivals.

Series Within a Phrase

Denote a list within a phrase with a dash.

Example: Leonardo’s favorite presidents — Harrison, Lincoln, Tyler and Grant - were featured in the history book.

Attribution

Use a dash to attribute at an end of a quotation.

Example: “The walls were shaking, the earth was quaking.” — Brian Jones

Hyphens (-)

Most often used to join words, ideas, numbers together. Written without spaces to either side. Use a hyphen in the following instances:

Ambiguity

Use a hyphen to avoid ambiguity in a statement.

Example: The small-business men attended the conference.

Example: The county finally re-covered that pot-hole.

Compound Modifiers

When two or more modifiers come before a noun, a hyphen is used between them. Do not hyphenate adverbs that end in -ly and very.

Example: The full-time professors applauded the committee.

Example: Nicole refuses to wear hand-me-down clothing.

Hyphenate a compound modifier if it follows the noun and a to be verb to avoid confusion.

Example: Seamus is quick-witted.

Two-Thought Compounds

Example: socio-economic

Compound Proper Nouns and Adjectives

Example: mother-in-law, t-shirt, x-ray

Prefixes and Suffixes

Example: pre-election

Example: co-workers

Numerals

Use a hyphen in dates, times, sports/games scores, heights.

Example: The event runs from Friday, Sept. 12-16.

Example: The shop is open from noon-6 p.m.

Example: The man’s sleeping hours are from 8 p.m.-5 a.m.

Example: The Tigers won 6-5 Saturday night.

Example: Xavier, 6-5, is tall enough to change everyone’s light bulbs.

Quotation Marks (“”)

Always use quotation marks to indicate a direct quote. Also, cite the speaker following the quote using a comma before the end quotation marks.

Example: “The Board of Trustees is proud of its students,” Chairman Grace Howard said.

If a full paragraph of quoted material is continued, do not use close-quote marks on the first part of the quote. Place open-quote marks before the continuation of the quote.

Example: "... and then Earl came home and found the stove still on.

"Earl never forgave Carol for the mistake of wasting so much time and energy for such a silly incident, and they divorced six months later."

pupil/student

Use pupil for children in kindergarten through eighth grade. Use student or pupil for those in ninth-12th grade. Use student for college and beyond.

quotation marks

See *punctuation* sub-entry.

Rockwall Center (RW)

2301 South John King Blvd. in Rockwall. This is abbreviated "RW" on college maps.

room

Capitalize room when used with a figure. Do not hyphenate accompanying room letters.

Example: Room 172A.

SAT

Use only initials in reference to Scholastic Aptitude Test or the Scholastic Assessment Test.

seasons

Lowercase unless they are part of an event's name.

Example: The spring semester will be the best ever.

Example: The Winter Olympics will never come to Timbuktu.

semesters

Specific semesters are capitalized. Do not use a comma between the season and the year.

Example: The Fall 2005 semester commences next week.

Sr., Jr.

See *Jr., Sr.* entry.

Southern Methodist University

Use full title in first reference. Use SMU in second reference.

Spring Creek Campus

See *Plano Campus (Spring Creek)*.

states

Spell out the name of the 50 U.S. states in the text of stories. You may abbreviate in datelines, photo captions, lists, etc. The eight state names that are never abbreviated are: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

When including a city with a state, use a comma directly behind the city's name and before the state. Some major cities can be referenced alone.

Recognizable cities in the area can also stand alone.

Example: New York City is the largest city on the eastern seaboard.

Example: Houston is a large city in Texas.

Example: Plano, McKinney and Allen are all located in Collin County.

Do not use postal abbreviations. Preferred state abbreviations used in datelines, photo captions, lists, etc., are:

Ala.	Fla.	La.	Mont.	N.C.	Tenn.
Ariz.	Ga.	Md.	Neb.	N.D.	Ver.
Ark.	Del.	Mass.	Nev.	Okla.	Va.
Calif.	Ill.	Mich.	N.H.	Ore.	Wash.
Colo.	Ind.	Minn.	N.J.	Pa.	W.Va.
Conn.	Kan.	Miss.	N.M.	R.I.	Wis.
Del.	Ky.	Mo.	N.Y.	S.C.	Wyo.

statewide

teachers college

No apostrophe. Teachers colleges are found within universities.

Technical Campus

See *Collin College Technical Campus* entry.

teenager

Teen, teenager and teenage (adj.) are acceptable. Do not use teenaged.

Texas A&M University-Commerce

Spell out in first reference. Use A&M-Commerce in second reference.

textbook

The Art Gallery at Collin College

An arts display space located in Plano Campus Room A175. It hosts local, national and student artists, as well as special exhibitions.

The Dallas Morning News

Always include “The” and italicize.

The University of Texas at Austin (UT)

Spell out and use UT in second references. Always include “The” and “at Austin.”

The University of Texas at Dallas (UTD)

Not “in Dallas” or “Dallas.” Use UTD in second reference. Always include “The” and “at Dallas.”

theater, theatre

Use “theater” unless “theatre” is official part of the name.

Example: The John Anthony Theatre is a site for many great plays. I prefer the Cinemark theater to watch movies.

their, there, they’re

Their is a possessive pronoun.

Example: The Cornells went to their house and drank their wine.

There is an adverb indicating direction.

Example: Pernell went over there.

They’re is a contraction for “they are.” See entry for contractions.

Example: They’re going to bring the sandwiches.

Times

In reference to hours of the day, drop the “:00” in all instances. Also, if two times are indicated as both “a.m.” or “p.m.” then indicate as such only after the second time. “AM,” “PM,” “pm” and “am” are not acceptable except in certain lists within the schedule of classes.

Right: The class runs from 8:30 a.m.-4 p.m.

Wrong: The class runs from 8:00 a.m.-4 p.m.

Right: The class runs from 8-11 a.m.

Use midnight or noon, not 12 a.m. or 12 p.m. Avoid redundancies such as:

Wrong: The program starts that evening at 8 p.m.

Wrong: The program starts that morning at 9 a.m.

The usage of “o’clock” is unacceptable.

Titles

Individuals’ titles are lowercase when used after the name or on their own.

Example: Dr. Neil Matkin is the district president of Collin College.

Example: Dr. Neil Matkin, college president, welcomed faculty and staff at All College Day.

If titles come before the name, the title is capitalized.

Example: Collin College President Dr. Neil Matkin spoke at All College Day.

In first reference, use the individual's entire title and name.

Example: Human Resources Vice President Floyd Nickerson attended the luncheon.

In second references, use only the individual's last name unless they have a doctorate.

Example: Walter congratulated Dr. Nelson Rich for his good work in biology. However, Dr. Rich cited his students' hard work for the many accomplishments.

titles of classes

Do not capitalize classes or courses that are referred to in general. Capitalize classes or courses if they are language courses, indicate a country or other proper noun, or include a specific number or name.

Right: My Spanish course is difficult.

Right: My course in Latin American politics is easier than my French class.

Right: The Introduction to Humanities course is easy.

Right: My foreign language course is difficult.

Right: The humanities course is easy.

titled

Term used for the name of a composition. Do not use "entitled," which means something completely different.

Example: The book is titled *The Return of the Native*.

toward

Not towards.

trustee

Capitalize when used as a title in front of a Collin College trustee's name. Lowercase when used on its own.

URL

Most urls will not have the http or https. Exceptions include those which are outside-of-the-college urls requiring the https or http to function, those which are https and require forms, and those with Bitly or other URL shorteners.

Example: URLs with "collin.college" in them.

University of North Texas (UNT)

Spell out in first reference and use UNT in second references.

Veterans Day

Observed Nov. 11 to honor those who have served in the armed forces. Veterans is plural with no possessive.

website

One word with no dashes. Do not capitalize unless used in a composition title or the first word in a sentence.

Website addresses should be formatted accordingly: www.collin.edu. The "http://" or "https://" is not necessary unless it is a necessary part of the web address. All letters in a web address should be lowercased. Always use a period or appropriate punctuation after the website when it ends a sentence.

workforce

worldwide

World Wide Web (WWW)

This is an antiquated term. Avoid use if possible, with the exception of a website URL. When unavoidable, capitalize both spelled out and abbreviated forms. Lowercase when in use with URL.

Wylie Campus

Located at 391 Country Club Road in Wylie, this campus is Collin College's fourth major comprehensive campus. Points of interest include: an interactive art room and "The Grand Staircase" gathering area for students. The campus opened in fall 2020. A ribbon cutting was held Sept. 25, 2011

years

Always use numerals to indicate a year.

Example: 1984 was a very bad year for Eloise.

Example: Max lost the cufflink in 1990.