



# EDITORIAL STYLE GUIDE

**Cougars Climb Higher**

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*These guidelines will be reviewed regularly to respond to  
changing conditions and new information.*

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UPDATED AUGUST 2021

The *Kean University Editorial Style Guide* is designed to maintain consistency in style, spelling and punctuation across all Kean editorial, marketing and promotional content, including correspondence, news releases, publications, emails, printed materials, videos and electronic or web copy written and used by all academic departments and administrative offices.

For the most part, Kean University follows the latest edition of *The Associated Press (AP) Stylebook and Briefing on Media Law* for these kinds of communication. The *Kean University Editorial Style Guide* contains Kean-specific information as well as editorial areas where Kean's style diverges from AP style.

For guidelines on anything not covered in the *Kean University Editorial Style Guide*, refer to the latest edition of *The Associated Press (AP) Stylebook and Briefing on Media Law*. To confirm spelling and/or hyphenations not referenced in Kean's style guide or the AP style guide, refer to [merriam-webster.com](http://merriam-webster.com). If you have further questions about Kean's editorial style, contact University Relations at [news@kean.edu](mailto:news@kean.edu) with "Editorial Style Guide" in the subject line.

For information regarding the use of the Kean University logo, as well as the University's official fonts and colors, refer to the [Kean University Branding Style Guide](#).

Additional information regarding the University's colleges, programs and senior leadership can be found in the [Kean University Organizational Chart](#).

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# Abbreviations

## Academic Degrees

Abbreviations for degrees are written with periods except for degrees comprised of three or more capital letters. Abbreviations for degrees with three or more capital letters are written without periods.

Registered Nurse (RN), is not a bachelor's level academic degree. It is written without periods. Degrees offered at Kean University:

## Undergraduate

- B.A. (Bachelor of Arts)
- BFA (Bachelor of Fine Arts)
- BID (Bachelor of Industrial Design)
- B.S. (Bachelor of Science)
- BSN (Bachelor of Science in Nursing)

## Graduate

- M.A. (Master of Arts)
- M.Arch. (Master of Architecture)
- MBA (Master of Business Administration)
- MPA (Master of Public Administration)
- M.S. (Master of Science)
- MSN (Master of Science in Nursing)
- MSW (Master of Social Work)
- DPT (Doctor of Physical Therapy)
- Ed.D. (Doctor of Education)
- OTD (Doctor of Occupational Therapy)
- P.D. (Professional Diploma)
- Ph.D. (Doctor of Philosophy)
- Psy.D. (Doctor of Psychology)
- SLPD (Doctor of Speech-Language Pathology)

<b>CORRECT</b>	B.A., B.S., M.A., M.Arch., M.S., Ph.D., Ed.D., Psy.D., MBA, DPT, MFA
<b>INCORRECT</b>	BA, BS, MA, MArch, MS, PhD, EdD, PsyD, M.B.A., D.P.T., M.F.A

## Courtesy Titles

The titles Dr., Mr., Ms., Mrs. and Miss are not used, except when contained in direct quotes or in writing a letter or email.

Dr. is used for medical doctors only.  
Rev. is used before someone's name.

## ID

ID, as in student ID, is written without periods.

<b>CORRECT</b>	To be admitted, students must have their student ID.
<b>INCORRECT</b>	To be admitted, students must have their student I.D.

## Kean University

Kean University is shortened to Kean, not KU or K.U., across all media, including social media and social media usernames.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• Students at Kean get a world-class education.</li><li>• Kean students get a world-class education.</li><li>• @Kean_History</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• Students at K.U. get a world-class education.</li><li>• Students at KU get a world-class education.</li><li>• @KU_History</li></ul>

## Academic Years and Semesters

For a graduated class, use “Class of 2021.” “Class” is capitalized and the year is written in full.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• The Class of 2021 is the largest in Kean University's history.</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• The class of 2021 is the largest in Kean University's history.</li><li>• The Class of '21 is the largest in Kean University's history.</li></ul>

Semesters are written as Fall 2021 or Spring 2022, with the season capitalized and the year written in full.

Kean also capitalizes the season before the word “semester.”

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• The program will launch in Fall 2021.</li> <li>• The program will launch in the Fall semester.</li> </ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• The program will launch in fall 2021.</li> <li>• The program will launch in the fall semester.</li> </ul>

## Acronyms

Avoid acronyms unless they are commonly recognized, such as SAT, NASA and IBM. Otherwise, use the full name of the organization followed by the acronym in parentheses, if the acronym will be used later in the document.

On second reference and throughout the rest of the document, use the acronym only.

All acronyms and abbreviations are written without periods, unless the organization’s proper name includes periods.

For New Jersey Center for Science, Technology and Mathematics, use NJCSTM, but not on first reference. Use the full name of the Center on first reference.

The term STEM applies to the NJCSTM building, called the STEM Building, as well as academic programs in both NJCSTM and The Dorothy and George Hennings College of Science, Mathematics and Technology.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• The College of Business and Public Management (CBPM) has programs that give students an edge in a global economy. In Fall 2020, CBPM moved into the new Hynes Hall on the Union campus.</li> <li>• Michael Graves College (MGC) is predicated on taking design and architecture to a wider public audience. MGC is composed of two schools, the Robert Busch School of Design and the School of Public Architecture.</li> <li>• The New Jersey Center for Science, Technology and Mathematics (NJCSTM) offers a vibrant teaching and research environment. NJCSTM is dedicated to preparing a new generation of innovators.</li> <li>• The Dorothy and George Hennings College of Science, Mathematics and Technology (CSMT) offers many math, science and computer science programs. CSMT has a record of success.</li> </ul>
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<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• CBPM (<i>on first reference</i>) is home to the Small Business Development Center, which provides services and resources to small business owners and entrepreneurs.</li> <li>• MGC (<i>on first reference</i>) is predicated on taking design and architecture to a wider public audience. It is composed of two schools, the Robert Busch School of Design and the School of Public Architecture.</li> <li>• NJCSTM (<i>on first reference</i>) offers a vibrant teaching and research environment. It is dedicated to preparing a new generation of innovators.</li> <li>• CSMT (<i>on first reference</i>) offers many math, science and computer science programs.</li> </ul>
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# Alumni

## General Use

Kean University uses the words “alumnus” or “alumna” only for graduates of the University. Those who attended the University but did not graduate are not alumni. Avoid the use of the word “alum.”

- Alumnus: male singular
- Alumni: male plural or mixed male and female plural
- Alumna: female singular
- Alumnae: female plural

## Adding Graduation Year of Kean Alumnus/Graduates

When referring to an alumnus or alumna, add the graduation year after the name, following the examples below.

For the proper apostrophe before the graduation year, type the single quotation mark twice, ‘’, and then delete the first one.

## Bachelor’s Degree from Kean University

<b>CORRECT</b>	John Doe ’02 (Note: there is no comma after the name)
<b>INCORRECT</b>	John Doe, ’02

## Graduate Degree from Kean University

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• Jane Doe '12 M.S. (if only the master's degree was attained at Kean)</li><li>• John Smith '17 Ph.D.</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• Jane Doe M.S. '12 (if only the master's degree was attained at Kean)</li><li>• Jane Doe, '12 M.S.</li><li>• John Smith Ph.D. '17</li><li>• John Smith, '17 Ph.D.</li></ul>

## Multiple Degrees from Kean University

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• Jane Doe '14, '18 M.A. (if undergraduate and graduate degrees are from Kean)</li><li>• Jane Doe '06, '10 M.A., '17 Ph.D. (if all degrees are from Kean)</li></ul>
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## Honorary Degree

To note an honorary degree, add '[YEAR]H' after the name, without a comma. Note that there is no space between the [YEAR] and H. Only Kean University honorary degrees are noted.

<b>CORRECT</b>	John Doe '16H
<b>INCORRECT</b>	John Doe, 'H16

## Kean Alumnus with an Honorary Degree

If a person is a Kean alumnus who also has a Kean honorary degree, first list the Kean degree, followed by the honorary degree.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• Jane Doe '78, '14H</li><li>• Jane Doe '78, '18 M.S., '14H</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• Jane Doe, '78, 'H14</li><li>• Jane Doe '78, M.S. '18, H'14</li></ul>



## Ampersand/And

Avoid the use of the ampersand and use “and” in all cases unless an ampersand is part of an organization’s proper name.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• College of Business and Public Management</li><li>• <i>U.S. News &amp; World Report</i></li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• <i>U.S. News and World Report</i></li><li>• AT and T</li></ul>

## Business Card Template

The following is the default style for Kean University business cards.

### First Name Last Name, Doctoral-level Degree

Title

Department

email@kean.edu • (908) 737-xxxx • Mobile: (xxx) xxx-xxxx • Fax: (908) 737-xxxx

1000 Morris Avenue, Union, New Jersey 07083

(Note, a doctoral-level degree and mobile and fax numbers are optional.)



# Capitalization

## Administrative, Academic and Faculty Titles

Capitalize a person's title only when it appears before a name. Lowercase titles in all other uses. Titles are lowercase when used without a name.

In written materials, Kean University does not use the term Dr. before the name of a person who has a doctoral degree. Instead, Kean University uses the doctoral degree abbreviation, set off by commas, after the full name on first reference. In each subsequent reference, use only the last name. Dr. is used before a name only for medical doctors.

### CORRECT

- Kean University President Lamont O. Repollet, Ed.D.
- Lamont O. Repollet, Ed.D., president of Kean University
- The president of Kean University is reappointed every three years.

Be sure that the proper doctoral degree is noted. Checking with the person directly is the best way to ensure that you are including the correct doctoral degree.

Note that in speeches, introductions and other oral presentations, it is appropriate to use the term "Doctor" for someone who has achieved a Ph.D. or other doctoral degree.

Kean University offers the following doctoral degrees:

DPT (Doctor of Physical Therapy)

Ed.D. (Doctor of Education)

OTD (Doctor of Occupational Therapy)

Ph.D. (Doctor of Philosophy)

Psy.D. (Doctor of Psychology)

SLPD (Doctor of Speech-Language Pathology)

### CORRECT

- John Doe, Ed.D., is the director of Kean University's Center for Leadership and Service.
- Jane Doe, Ph.D., has taught at Kean for 15 years.
- John Doe, Psy.D, heads the University's counseling services.
- Jane Doe, SLPD, is director of the University's Speech and Language Clinic.

### INCORRECT

- Dr. John Doe is the director of the university's reading education program.
- Dr. Jane Doe, Ph.D., has taught at Kean for 15 years.

When listing a series of people with their titles, try to be consistent in formatting so the capitalization of titles will be the same for all.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• Kean University President Lamont O. Repollet, Ed.D., Professor Jane Doe, Ph.D., and Department of Counselor Education Chair William Jones, Ed.D., are co-chairing the committee.</li> </ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• Dr. John Doe; Dr. William Jones</li> <li>• Kean University President Lamont O. Repollet, Ed.D., Jane Doe, professor of history, and Department of Counselor Education Chair William Jones, Ed.D., are co-chairing the committee.</li> </ul>

All examples of faculty and academic titles below have correct Kean style.

### Dean

- Kean University College of Liberal Arts Dean Jane Doe, Ph.D.
- Jane Doe, Ph.D., dean, Kean University College of Liberal Arts

### Associate Dean

- Kean University College of Business and Public Management Associate Dean John Doe, Ph.D.
- John Doe, Ph.D., associate dean, Kean University College of Business and Public Management

### Assistant Dean

- Kean University College of Business and Public Management Assistant Dean Jane Doe
- Jane Doe, assistant dean, Kean University College of Business and Public Management

### Executive Director

- Kean University School of Physical Therapy Executive Director John Doe, DPT
- John Doe, DPT, executive director, Kean University School of Physical Therapy

### Distinguished Professor

- Kean University Distinguished Professor Jane Doe, Ph.D.
- Jane Doe, Ph.D., distinguished professor, Kean University

### Professor Emeritus

- Kean University Professor Emeritus Jane Doe, Ph.D.
- Jane Doe, Ph.D., professor emeritus, Kean University

### Associate Professor

- Kean University Associate Professor John Doe, Psy.D.
- John Doe, Psy.D., associate professor of early childhood and family studies at Kean University

## Assistant Professor

- [College, School or Program] Assistant Professor Jane Doe, Ph.D.
- Jane Doe, Ph.D., assistant professor, [College, School or program]

## Professor

- Kean University [College, School or Program] Professor John Doe, Ph.D.
- John Doe, Ph.D., professor, Kean University [College, School or program]

## Lecturer

- Kean University [College or Program] Lecturer Jane Doe
- Jane Doe, lecturer, Kean University [College, School or program]

## Clinical/Half-time Instructor

- Kean University [College, School or program] Instructor John Doe
- John Doe, instructor, Kean University [College, School or program]

## Adjunct Professor

- Kean University Adjunct Professor Jane Doe
- Jane Doe, adjunct professor of biology, Kean University.

## Academic Degrees

When referencing academic degrees, the full degree title is capitalized, as in “Bachelor of Arts” and “Master of Science.” When adding the degree subject, the subject is in lowercase, as in “Bachelor of Arts in history” and “Master of Arts in biology.”

Languages and parts of the world are always capitalized, in every use, including in academic degrees.

The degree is lowercase in less formal uses, such as “bachelor’s degree” and “master’s degree.”

Associate degree is written without an apostrophe and an s.

### CORRECT

- John Doe received his Master of Arts from Kean University.
- John Doe received his Bachelor of Arts in history from Kean University.
- John Doe received his Bachelor of Arts in Spanish from Kean University.
- Jane Doe graduated from Kean University with a master’s degree in public administration.
- Jane Doe received her associate degree from Union County College before getting her bachelor’s degree at Kean University.

<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• John Doe received his master of arts from Kean University.</li> <li>• John Doe received his bachelor of arts in history from Kean University.</li> <li>• John Doe received his Bachelor or Arts in spanish from Kean University.</li> <li>• Jane Doe graduated from Kean University with a Master’s degree in public administration.</li> <li>• Jane Doe received her associate’s degree from Union County College before getting her bachelor’s degree at Kean University.</li> </ul>
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## Additional Capitalization Rules

“Freshman,” “sophomore,” “junior” or “senior” are not capitalized, unless in a headline or title.

When referring to a class or as a modifier before a noun, use the singular — freshman. When referring to a group of individuals in their first year at Kean, use freshmen. When referring to an individual, use freshman.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• The freshman class is the most diverse of any class admitted to Kean University.</li> <li>• The freshman dance club wowed the audience with its performance.</li> <li>• The freshmen took on the sophomores in intramural soccer.</li> <li>• John Doe is a freshman.</li> <li>• Jane Doe is a freshman.</li> </ul>
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The word “the” is capitalized in a name or title when it is a part of the official name. Otherwise, “the” is lowercase.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• the College of Liberal Arts</li> <li>• <i>The New York Times</i></li> </ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• Jane Doe graduated from The College of Liberal Arts at Kean University</li> <li>• Jane Doe has the <i>New York Times</i> delivered daily.</li> </ul>

The official name of a department is capitalized, but no other variations.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• the Department of History</li> <li>• She is a student worker in the history department.</li> </ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• Jane Doe works in the department of history.</li> <li>• Jane Doe works in the department of History.</li> <li>• Jane Doe works in the History Department.</li> </ul>

# Colleges

## **College of Business and Public Management (CBPM)**

Global Business School  
School of Accounting and Finance  
School of Criminal Justice and Public Administration  
School of Management and Marketing  
Small Business Development Center (SBDC)

## **College of Education (COE)**

School of Curriculum and Teaching  
School of Health and Human Performance  
School of Special Education and Literacy  
Educational Leadership (Ed.D.)  
Teaching Certification Office

## **College of Liberal Arts (CLA)**

School of Communication, Media and Journalism  
School of English Studies  
School of Fine and Performing Arts  
School of General Studies  
School of Psychology  
School of Social Sciences  
Department of History  
Center for Interdisciplinary Studies

## **The Dorothy and George Hennings College of Science, Mathematics and Technology (CSMT)**

School of Computer Science and Technology  
School of Environmental and Sustainability Sciences (SESS)  
School of Mathematical Sciences  
School of Natural Sciences

## Michael Graves College (MGC)

School of Public Architecture, Kean USA

Robert Busch School of Design, Kean USA

Michael Graves School of Architecture, Wenzhou-Kean University

Robert Busch School of Design, Wenzhou-Kean University

Note that Michael Graves College does not have “The” in its name.

<b>CORRECT</b>	Michael Graves College is housed in the Green Lane Academic Building.
<b>INCORRECT</b>	The Michael Graves College is housed in the Green Lane Academic Building.

## Nathan Weiss Graduate College (NWGC)

School of Communication Disorders and Deafness

School of Nursing

School of Physical Therapy

School of Physician Assistant Studies

Department of Counselor Education

Department of Graduate Social Work

Department of Occupational Therapy

Advanced Studies in Psychology

Athletic Training

Kean Psychological Services

Class Center for Autism Assessment and Services

## New Jersey Center for Science, Technology and Mathematics (NJCSTM)

B.S./Biomedicine B.S./M.S. program (five-year)

- Computational Mathematics
- Math and Science Education
- Molecular Biology/Biotechnology
- M.S./Biotechnology

Institute for Life Science Entrepreneurship (ILSE)

## School of Online Education

Kean Online

## Commas

Generally, when writing a list in a sentence, do not use the Oxford or serial comma, a comma before the words “and” or “or.” Add a comma only to avoid confusion in a long sentence or a sentence with other commas or punctuation.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• science, technology and mathematics</li><li>• the College of Education, the College of Liberal Arts, and the College of Science, Mathematics and Technology</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• science, technology, and mathematics</li></ul>

## Compass Directions

The directions north, south, east and west are written in lowercase.

## Course Names

The proper name of a course is capitalized but is not put in quotation marks or italicized. When writing about a course but not using the formal name, use lowercase.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• ENG 1030 College Composition</li><li>• She teaches college composition.</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• Eng 1030 college composition</li><li>• She teaches College Composition at Kean University.</li><li>• “ENG 1030 College Composition”</li><li>• <i>ENG 1030 College Composition</i></li></ul>



# Dates and Time

## Dates

Write the names of the days of the week in full. Do not use abbreviations except for a table, chart or calendar, or when space is limited. When abbreviating the days of the week for those purposes, use: Sun., Mon., Tue., Wed., Thu., Fri., and Sat.

Write the names of the months in full. Do not use abbreviations, except for a table, chart or calendar, or when space is limited. When abbreviating the month for those purposes, use: Jan., Feb., Aug., Sep., Oct., Nov. and Dec. (March, April, May, June and July are never abbreviated.)

Avoid writing dates in numbers, such as 3/10/19. The format of Month/Date/Year is not uniform around the world and can be confusing for international students or visitors.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• December 5, 2020</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• 12/5/20</li><li>• 12/5/2020</li></ul>

Include the day of the week with a specific date on first reference.

<b>CORRECT</b>	The conference will be held on Tuesday, December 6.
<b>INCORRECT</b>	The conference will be held on December 6.

Use cardinal numbers, not ordinal numbers.

<b>CORRECT</b>	The conference will be held Monday, January 1, 2020.
<b>INCORRECT</b>	The conference will be held Monday, January 1st, 2020.

Do not use a comma if referring only to the month and the year.

<b>CORRECT</b>	The conference was held in January 2017.
<b>INCORRECT</b>	The conference was held in January, 2017.

When referring to a decade, do not include an apostrophe.

<b>CORRECT</b>	1940s; the 70s
<b>INCORRECT</b>	1940's; the '70's

## Time

Use a.m. and p.m., lowercase with periods. Do not repeat a.m. or p.m. if an event occurs entirely in the morning or the afternoon/evening.

When writing top-of-the-hour times do not include zeroes for the minutes.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• The meeting will be held from 9 – 11 a.m.</li><li>• The meeting will be held from 9:30 a.m. – 12:30 p.m.</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• The meeting will be held from 9:00 – 11:00 a.m.</li><li>• The meeting will be held from 9 a.m. – 11 a.m.</li></ul>

As an alternative, use “midnight” and “noon” to avoid confusion with 12 a.m. and 12 p.m.

## Email Signature Template

Kean University uses a standardized email signature that does not include personal messages of any kind, including inspirational quotes. In addition, video links and other attachments should be added only for specific emails, and should not be part of any standard email signature since the attachments may be sent multiple times to one user in the course of an email correspondence.

When signing emails, use “Sincerely,” “Best regards,” “Regards,” “Yours sincerely,” and other office-appropriate closings. Less formal closings should not be used in office email correspondence.

The font for all emails is sans serif.

### Kean University Email Signature Template

(Note, a doctoral-level degree and mobile and fax number are optional.)

First Name Last Name, Doctoral-level Degree

Title

Office

Kean University

1000 Morris Avenue

Union, NJ 07083

e: email@kean.edu

p: (908) 737-xxxx

m: (xxx) xxx-xxxx

f: (908) 737-xxxx

www.kean.edu

# Headlines

All main headlines are written with initial capital letters, without italics.

<b>CORRECT</b>	Kean University Announces New Doctoral Program
<b>INCORRECT</b>	Kean University announces new doctoral program

Pronouns are capitalized in a title.

<b>CORRECT</b>	Large-scale Violence and Its Aftermath
<b>INCORRECT</b>	Large-scale Violence and its Aftermath

Short verbs are capitalized in a title.

<b>CORRECT</b>	<i>Life Is Short</i> Exhibit Opens Next Week
<b>INCORRECT</b>	<i>Life is Short</i> Exhibit Opens Next Week

In most cases, articles, prepositions and conjunctions are not capitalized. An exception is any preposition with at least five letters, which is capitalized.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>Liberty Hall at Kean University Announces <i>Toys Through Time</i> Exhibit</li><li>Kean Partners with County Colleges on Pathway to Kean Program</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>Liberty Hall at Kean University Announces <i>Toys through Time</i> Exhibit</li><li>Kean Partners With County Colleges On Pathway To Kean Program</li></ul>

Sub-headlines, or secondary headlines below the main headline in news releases, are written in lowercase, except for the initial letter and any proper nouns. The secondary headline is written in italics.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>Kean University Announces New Doctoral Program <i>Program expected to draw students from across the country</i></li><li>Liberty Hall at Kean University Announces <i>Toys Through Time</i> Exhibit <i>Toys from the 1860s to the 1960s on display</i></li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>Kean University Announces New Doctoral Program <i>Program Expected to Draw Students from Across the Country</i></li><li>Liberty Hall at Kean University Announces <i>Toys Through Time</i> Exhibit <i>Toys from the 1860s to the 1960s on display</i></li></ul>

## Inclusive Language

When in doubt about the best language to use, contact University Relations at [news@kean.edu](mailto:news@kean.edu). The general guidelines are as follows:

In keeping with Associated Press (AP) style, capitalize Black and Indigenous when used in the context of race and culture. Lowercase “white.” Capitalize, with no hyphen for dual heritage terms, when referring to ethnic or cultural identification with a specific region: African American, Asian American, Hispanic, Latino, etc.

According to AP style, American Indian or Native American is acceptable for the Indigenous in the U.S. Follow the person’s preference. For individuals, use the name of the tribe.

Use “international students” not “foreign students.”

When writing about people with physical or emotional challenges, it is best to use the specific medical term or the term from the affiliated association, when known.

**CORRECT**

John Doe, who has autism, wrote the book.

**INCORRECT**

John Doe, who is autistic, wrote the book.

An individual’s circumstances should not become that person’s identity. Hence a “homeless person” should be referred to as a “man/woman who is homeless or experiencing homelessness” and “the disabled” or “disabled people” should be referred to as “people with disabilities.”

Avoid using “victim,” “suffers from” and other negative words.

Use gender-neutral titles such as “chair” or “chairperson” (not chairman or chairwoman), and humankind (not mankind).

Use he or she in most cases, unless the individual requests a specific gender-neutral pronoun.

Restructure sentences to remove gender-exclusive nouns or pronouns. A simple strategy is to use the plural rather than the singular.

**CORRECT**

Students must have their IDs to attend the concert.

**INCORRECT**

A student must have his/her ID to attend the concert.

# Kean University

When referring to Kean University as a specific institution of higher education in the body of text, University is capitalized. When referring to Kean University as a university, it is not.

Kean University is shortened to Kean, not KU or K.U., across all media, including social media and social media usernames.

Kean University in the United States is referred to as Kean USA only when distinguishing it from the Wenzhou-Kean University campus in China. Wenzhou-Kean University may be shortened to Wenzhou-Kean or WKU on second reference.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• Kean University’s main campus is in Union, New Jersey. The University also has instructional sites in Toms River, Manahawkin and Jefferson, New Jersey and Wenzhou, China.</li><li>• Kean University is a diverse university with five instructional sites and Kean Online.</li><li>• Students at Kean get a world-class education.</li><li>• Kean students get a world-class education.</li><li>• @Kean_History</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• Kean University’s main campus is in Union, New Jersey. The university also has instruction sites in Toms River, Manahawkin and Jefferson, New Jersey and Wenzhou, China.</li><li>• Kean University offers a world-class education. It is a diverse University with five instructional sites.</li><li>• K.U. students get a world-class education.</li><li>• KU students get a world-class education.</li><li>• @KU_History</li></ul>

After using the full name of a Kean University college or school on first reference, the college may be referred to as the College, with capital C, or the School, with a capital S, when referring specifically to that college or school.

A college may also be referred to by its abbreviation on later reference if the abbreviation was added in parentheses to the first reference.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• The College of Education held a seminar on technology in the classroom. The College plans a series of seminars addressing contemporary education issues.</li> <li>• The College of Liberal Arts (CLA) is offering a summer study abroad program. CLA students will travel to London, Paris and Amsterdam.</li> <li>• The School of Environmental and Sustainability Sciences (SESS) is a leader in sustainability science. SESS students conduct research at sites throughout New Jersey.</li> </ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• The College of Education held a seminar on technology in the classroom. The college plans a series of seminars addressing contemporary education issues.</li> <li>• The College of Liberal Arts is offering a summer study abroad program. CLA students will travel to London, Paris and Amsterdam.</li> <li>• The School of Environmental and Sustainability Sciences is a leader in sustainability science. SESS students conduct research at sites throughout New Jersey.</li> </ul>

## Names

Double-check the spelling of all names before printing or publishing.

Use the full name and title of a person on first reference. For subsequent references, use only the last name. Kean does not use Dr., Mr., Mrs., Ms. or Miss on any reference, except in writing a letter.

Include middle initials, or any other initials that are part of a person’s professional name. If a person uses two initials instead of a first or middle name, separate the initials by a space.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• John Wayne</li> <li>• Samuel L. Jackson</li> <li>• C. Everett Koop</li> <li>• J. K. Rowling</li> </ul>
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Do not use a comma with Jr., Sr., II or III.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• John Doe Jr.</li> <li>• John Doe III</li> </ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• John Doe, Jr.</li> <li>• John Doe, III</li> </ul>

# Numbers

Spell out zero through nine and use numerals for the number 10 and above. Do not use ordinal numbers in dates.

<b>CORRECT</b>	two, five, 10, 63, 192, 15th, 71st, 88th
<b>INCORRECT</b>	3, 7, ten, forty-five, three hundred fifteen, twelfth

Do not use superscript for ordinal numbers.

<b>CORRECT</b>	20th, 35th, 50th
<b>INCORRECT</b>	20 <sup>th</sup> , 35 <sup>th</sup> , 50 <sup>th</sup>

Include a comma for the numbers 1,000 and greater.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• 2,500</li><li>• \$15,000</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• 2500</li><li>• 15-thousand dollars</li></ul>

Use the % sign when paired with a numeral, with no space in most cases. Amounts less than 1% have a zero before the decimal point. In casual uses, use words rather than figures and numbers.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• 50%; 78%; 0.6%; 52.8%</li><li>• She said he has a zero percent chance of winning.</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• 50 percent; 78 percent; .6 percent; 52.8 percent</li><li>• She said is had a 0% chance of winning.</li></ul>

Dollar figures use the dollar sign. Large monetary numbers, starting with millions, are written with the denomination noted.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• The \$3,000 contract was awarded to XYZ Corporation.</li><li>• The \$1.1 million project was awarded to XYZ Corporation.</li></ul>
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For telephone numbers, always include the area code in parentheses, followed by a space and the rest of the number, separated by a hyphen. Include the numbers in parentheses if using “KEAN” or other letters to represent numbers. Do not use the Kean University extension only.

<b>CORRECT</b>	(908) 737-KEAN (5326); (908) 737-5326
<b>INCORRECT</b>	908-737-5326; 908.737.KEAN (5326); Ext. 71234; X71234

Telephone numbers may be written with letters, following the same guidelines.

<b>CORRECT</b>	(908) 737-KEAN (5326)
<b>INCORRECT</b>	908-737-KEAN (5326); 908.737.KEAN (5326)

## Often-misused Words

### Doctorate/doctoral

Doctorate is a noun. Doctoral is an adjective.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• He holds a doctorate in biochemistry.</li> <li>• She has a doctoral degree in biochemistry.</li> </ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• He holds a doctorate degree in biochemistry.</li> <li>• She obtained a doctoral in biochemistry.</li> </ul>

### Dean’s List

Both words are capitalized.

### Faculty

Takes a plural noun.

<b>CORRECT</b>	<ul style="list-style-type: none"> <li>• The faculty are attending a professional development workshop.</li> <li>• Faculty attend professional development workshops each year.</li> </ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"> <li>• The faculty is attending a professional development workshop.</li> <li>• Faculty attends professional development workshops each year.</li> </ul>



## Freshman/freshmen

When referring to a class or as a modifier before a noun, use the singular — freshman. When referring to a group of individuals in their first year at Kean, use freshmen. When referring to an individual, use freshman.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• The freshman class is the most diverse of any class admitted to Kean University.</li><li>• The freshman dance club wowed the audience with its performance.</li><li>• The freshmen took on the sophomores in intramural soccer.</li><li>• John Doe is a freshman.</li><li>• Jane Doe is a freshman.</li></ul>
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## Full time/part time and full-time/part-time

Written without a hyphen unless modifying a noun.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• He works full time.</li><li>• He has a full-time job.</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• He works full-time.</li><li>• He has a full time job.</li></ul>

## Grade-point average

A hyphen separates the first two words.

## GPA

Acceptable for all references to grade-point average. If, for a specific reason, grade-point average is required, it has a hyphen between “grade” and “point.”

## Internet

Lowercase (internet)

<b>CORRECT</b>	The speech is available on the internet.
<b>INCORRECT</b>	The speech is available on the Internet.

## Nonprofit

No hyphen

## Off-campus/on-campus and off campus/on campus

Written without a hyphen unless modifying a noun.

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• She has off-campus housing.</li><li>• She lives off campus.</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• She has off campus housing.</li><li>• She lives off-campus.</li></ul>

## Theatre/Theater

Kean University uses “theatre” unless the official name of an entity spells the word as “theater.”

Kean has the Theatre Conservatory in the College of Liberal Arts, Little Theatre, Wilkins Theatre and the Bauer Boucher Theatre Center which houses both Murphy Dunn Theatre and Zella Fry Theatre.

The Bauer Boucher Theatre Center is home to Premiere Stages, Kean’s professional Equity Theatre program. Wilkins Theatre is also one of the primary homes for Kean Stage, Kean’s professional presenting series. The other Kean Stage venue is Enlow Recital Hall.

## Vice President

No hyphen

## Webpage

One word, lowercase (webpage)

## Website

One word, lowercase (website)

## Sentence Spacing

Separate sentences with one space, not two.

<b>CORRECT</b>	At Kean, we believe in a smarter approach to education that pairs world-class instruction in our classrooms and labs across the globe with real-world professional experience that leads to career success. Find your path at Kean.
<b>INCORRECT</b>	At Kean, we believe in a smarter approach to education that pairs world-class instruction in our classrooms and labs across the globe with real-world professional experience that leads to career success. Find your path at Kean.

## Titles of Published and Recorded Works, Conferences and Other Materials

To identify a published or recorded work, a speech and other materials, use italics. The only exception is course titles. Kean uses italics, and not quotation marks, for all of the materials that fall into these categories of proper nouns:

academic papers  
albums and songs  
books  
computer games  
conferences  
events  
exhibitions

lectures  
magazines  
movies  
newspapers  
operas  
plays

poems  
radio and television shows  
speeches  
websites  
works of art

<b>CORRECT</b>	<ul style="list-style-type: none"><li>• <i>The New York Times</i> covered the Brooklyn City Council race.</li><li>• <i>Nimble: Thinking Creatively in the Digital Age</i>, a conference at Michael Graves College, featured world-renowned speakers.</li><li>• The president's speech, <i>Kean in the 21st Century</i>, was posted online.</li></ul>
<b>INCORRECT</b>	<ul style="list-style-type: none"><li>• "Time" magazine covered the president's address.</li><li>• "Nimble: Thinking Creatively in the Digital Age," a conference at Michael Graves College, featured world-renowned speakers.</li><li>• The president's speech, "Kean in the 21st Century," was posted online.</li></ul>

## Voicemail Greeting Script

All Kean University personnel are expected to record voicemail greetings for incoming phone messages that fully identify the staff member, the office and the University. Use the following script to guide you in recording your voicemail greeting.

Hello. You have reached (your first and last name), (title), in the (office/program/college) at Kean University. I am unable to take your call at this time. Please leave a message after the tone, and I will return your call as soon as possible. Thank you.

You may wish to add further instructions, such as the best way to reach you. Remember to speak slowly and clearly when stating your email address, mobile phone number, or any alternative contact information that you will share on your voicemail greeting.

Hello. You have reached (your first and last name), (title), in the (office/program/college) at Kean University. I am unable to take your call at this time. You may leave a message after the tone, but the best way to reach me is [via email at (state your email address)] / [on my mobile phone at (state your mobile number)]. I will get back to you as soon as possible. Thank you for your call.

### Examples:

*Hello. You have reached Jane Doe, director of internal programming in the College of Education at Kean University. I am unable to take your call at this time. Please leave a message after the tone, and I will return your call as soon as possible. Thank you.*

*Hello. You have reached Professor Jane Doe in the Global Business School at Kean University's College of Business and Public Management. You may leave a message after the tone, but the best way to reach me is by email at janedoe@kean.edu. I will get back to you as soon as possible. Thank you for your call.*