



4500 Steilacoom Blvd SW, Lakewood, WA 98499-4004

Clover Park Technical College Style Guide

The College Relations Office at Clover Park Technical College uses *The Associated Press Stylebook* as its primary reference for all College Relations produced publications including the website, blog, social media and media releases. The following style guide lists rules and exceptions specific to CPTC.

A

academic degrees

A bachelor's degree, a Bachelor of Applied Science, associate degree (no possessive)

Degrees at CPTC:

Bachelor of Applied Science in Manufacturing Operations (BASMO)

Associate of Applied Technology (AAT)

Associate in Applied Science – Transfer (AAS-T)

Associate in Pre-Nursing (DTA/MRP)

Associate of Applied Technology (DTA/MRP)

Degrees and Certificates: <http://www.cptc.edu/degrees-certs>

acronyms

Spell out name of group, title or organization on first reference without acronym in parentheses. Use acronym on all other references with no periods.

List of groups and national organizations commonly used:

The American Association of Women in Community Colleges (AAWCC)

Associated Student Government (ASG)

Student Leadership and Service Center (SLSC)

Northwest Career & Technical High School (NCTHS)

Northwest Commission on Colleges and Universities (NWCCU)

adviser

Not advisor.

ages

Spell out one through nine; numerals for 10 and above.

alumnus/alumna/alumni

Alumna is female graduate (plural alumnae), alumnus is gender-inclusive (plural alumni)

B

Board of Trustees

Bookstore

Capitalize when referencing CPTC's Bookstore.

Building

Capitalize when describing specific building number. Can abbreviate to Bldg.

Ex. Building 4; Bldg. 4; They met in the building.

CPTC's official building names:

Building 2

Building 3

Building 5

Building 6

Building 10

Building 11

Building 12

Building 14

Building 15

Building 16

Building 17

Building 19

Building 21

Building 22

Building 23

Building 25

Building 31

Computer Lab

Health Sciences Building/Facility

Learning Resource Center

McGavick Conference Center

Personal Care Service Center

Rainier Room

Rotunda

Student Center

Tutoring Center

Veterans Resource Center

Warehouse

Zero Energy House

C

campus

Capitalize when in formal title.

Ex. The South Hill Campus. The students studied on campus.

Clover Park Technical College

Spell out on first reference; abbreviate on following references (unless on social media).

college

Capitalize when in CPTC's formal name; lowercase on all other references.

Ex. The college has 43 programs.

Commencement

Capitalize when referring to CPTC's annual graduation event.

Core Themes

Capitalize on all references: Workforce Preparation, Student Success, Institutional Excellence.

course Titles

Capitalize official names of course titles.

Ex. She is taking Public Speaking *or* He is taking Math 107.

D**datelines for media releases**

City is listed in all caps with comma and state abbreviated.

Ex. LAKEWOOD, Wash.

dates

Month-day-year. Abbreviate month when a day follows, except March, April, May, June, July. Spell out month if there is no day.

Ex. Dec. 25, 2014. December 2014.

departments

Capitalize when using formal name.

CPTC's departments:

Adult Basic Education

Advising & Counseling

Assessment Center

Bookstore

Budget & Finance

Hayes Child Development Center

College Relations

Continuing Education

Custodial Maintenance

Direct Reports
E-Learning
Enrollment Services
Event Services
Financial Aid
Foundation
Human Resources
Information Technology
Institutional Research
Instruction
International Programs
Northwest Career & Technical High School
Opportunity Grant
Payroll & Benefits
Plant Services
Security
Student Disabilities
Student Programs
WorkFirst/Worker Retraining
Workforce & Economic Development

F

foundation

Capitalize formal title; lowercase if not in formal title.

Ex. The CPTC Foundation; The foundation.

Get Started Workshop

Capitalize when using formal name.

headlines

Capitalize all words in headlines.

instructor

Capitalize if used as title before name; lowercase if used after name.

L

Library

Learning Resource Center *or* Library & Computer Lab

M

McGavick Conference Center

Also known as the Student Center.

media names

Italicize media names.

Ex. The Suburban Times

N

names

No comma used with Jr. and Sr.

Ex. John Smith Jr.

O

office titles

Capitalize formal names.

Ex. The Advising and Counseling Office.

president

Capitalize president when used before the name in an official title; lowercase when not used in title.

Ex. CPTC President Dr. Lonnie Howard. Also speaking was Dr. Lonnie Howard, CPTC president.

Program Information Sessions

Capitalize when using formal name

programs

Capitalize program names.

CPTC's official program names:

Accounting

Architectural Engineering Design

Automotive Collision Technician

Automotive Technician

Aviation Maintenance Technician

Bachelor of Applied Science in Manufacturing Operations

Central Service/Sterile Processing

Computer Information Technology

Computer Networking & Information Systems Security

Cosmetology

Culinary Arts

Dental Assistant

Early Care & Education

Electrician Low Voltage Fire/Security

Environmental Sciences & Technology

Esthetic Sciences
Graphic Technologies
Health Unit Coordinator
Heating & Air Conditioning Refrigeration/Service Technician
Hemodialysis Technician
Human Services
Interior Design
Manufacturing Technologies
Massage Studies
Material Science-Composites
Material Science-Nondestructive Testing
Mechatronics Technician
Medical Assistant
Medical Histology Technician
Medical Laboratory Technician
Nursing
Pastry Arts
Pharmacy Technician
Professional Pilot
Retail Business Management
Surgical Technology
Sustainable Building Science
Welding Technology

punctuation

Periods after web addresses at the end of a sentence.

Ex. For more information, visit www.cptc.edu.

Q

quarters

Capitalize quarter and season when describing a specific quarter.

Ex. Fall Quarter starts in September.

states

Spell out the names of all 50 states, except in datelines.

Ex. He was born in Tacoma, Washington.

T

telephone numbers

Use dashes with no parentheses.

Ex. 253-589-5555

time

a.m., p.m., lowercase with no spaces. Use noon and midnight instead of figures.

titles

Abbreviate when used before a name.

Ex. The presentation was given by Dr. John Smith.

Transforming Lives Campaign**W****website**

One word, lowercase.