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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.