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1 Welcome and Introduction

Our editorial guide is a reference tool to set campus-wide standards for grammar and punctuation and to help University communicators follow a style consistent and appropriate for print and electronic materials written for and about Michigan Technological University.

The guide covers items you might not find in the *Chicago Manual of Style*, which is used for University communications, or the *Associated Press Stylebook*, used for news we send to worldwide media. It also indicates exceptions Michigan Tech makes to the stylebook—what we consider our own style.

For example:

- **Whenever possible we downstyle to be clear and readable.** We avoid an alphabet soup of acronyms, long strings of formal titles, and overuse of exclamation points. We say "use" not "utilize."
- **We are specific.** We give exact figures instead of writing "a number of." We list specific services and activities instead of "and much more."
- **We give the details.** We show, not tell, by avoiding trite phrases and clichés like "hands-on learning."
- **We spell out numbers** one through nine, and express numbers 10 and up numerically.
- **We eliminate useless words:** extra ofs, thats, and whiches, Note: and as noted, see below, following are, according to, pictured is, and other obvious phrases that are speed bumps for text-weary readers.

For spelling, style, use, foreign geographic names, and anything not mentioned in this guide or in the appropriate stylebook, refer to the latest edition of *Merriam-Webster College Dictionary*.

The guiding principle in applying any style is to maintain a consistent editorial approach within a specific piece.

Contact the copyeditor with style guide questions or comments and for more information about our brand messages, please see our brand guide.
2 Michigan Tech Standard Language
A quick reference to standard descriptions and word usage for University information for both digital and print venues.

Michigan Tech Abbreviation
Use Michigan Technological University on first reference. After that, use Michigan Tech or shorten to Tech on and after the third reference. Do not use 'Michigan Tech University.' It leads to 'technical college' misconceptions. MTU is only acceptable for Athletics. This applies to all University references including email, letters, forms, phone messages, signs, advertising, and apparel.

About Michigan Tech—Digital
Michigan Technological University is a leading public research university, home to more than 7,000 students from 54 countries around the world. Founded in 1885, the University offers more than 120 undergraduate and graduate degree programs in science, technology, engineering, and mathematics. Our beautiful campus in Michigan's Upper Peninsula overlooks the Keweenaw Waterway and is just a few miles from Lake Superior.

About Michigan Tech—Print
Michigan Technological University is a leading public research university, home to more than 7,000 students from 54 countries around the world. Founded in 1885, the University offers more than 120 undergraduate and graduate degree programs in science, technology, engineering, and mathematics. Our beautiful campus in Michigan's Upper Peninsula overlooks the Keweenaw Waterway and is just a few miles from Lake Superior.

About Houghton
The area's waters, forests, and snowfall (200+ inches annually) offer skiing, snowboarding, hiking, biking, and paddling. Historic downtown Houghton is active with locally owned shops, eateries, high-tech companies, music festivals, and parades. We embrace our size, climate, sense of adventure, and originality. Michigan Tech wouldn't be the same anywhere else on Earth—and we wouldn't have it any other way.

Commencement
They are referred to as Spring Commencement and Midyear Commencement. Don't capitalize commencement in the general sense.

Husky or Huskies
We are the Michigan Tech Huskies. We have Husky Spirit and the Huskies Pep Band is amazing.

Student ID Number
Michigan Tech ID numbers are referred to as the M number.
3 Style Conventions
Increase communication through the strategic use of language.

Abbreviations
- Avoid abbreviations in running text, except when part of names, street addresses, courtesy titles, or academic degrees.
- Although periods are used with some abbreviations, current trends in English are moving away from using them.
  - CPA; SBE; GPA; USA; US Air Force; LTC (for Lt. Col.)

Academic Degrees
-Abbreviate and capitalize academic degrees when used following a name.
  - Bachelor of Science, BS
  - Master of Science, MS
  - Doctor of Philosophy, PhD
  - Master of Business Administration, MBA
  - Bachelor of Science in Engineering, BSE
  - Doctor of Education, EdD
  - Master of Education, MEd
  - Doctor of Arts, DA
  - Master of Engineering, MEng
- Abbreviations are also capitalized when used with the full, complete degree.
  - BS in Mechanical Engineering
  - PhD in Physics
- In news stories and publications, Dr. is reserved for medical doctor only, not for PhD.
  - In Unscripted stories, Dr. can be used as a title for a PhD holder, upon second reference of the individual—the first reference should include her title as “associate professor” and/or having a PhD.

Colleges/Schools
- College of Engineering, COE
- College of Sciences and Arts, CSA
- School of Forest Resources and Environmental Science, SFRES
- School of Business and Economics, SBE
- School of Technology, SOT

Departments
- Air Force ROTC, AFROTC
- Army ROTC, not abbreviated
- Mechanical Engineering-Engineering Mechanics, ME-EM department or ME-EM

Highways
- US Highway 41, US-41
- Michigan Highway 26, M-26
PI and Co-PIs
- Principal Investigator and co-Principal Investigators spelled out without parenthetical abbreviation upon first reference. PI or co-PI on second reference.

States
- States are spelled out. Postal abbreviations (MI, etc.) are only used in address forms.
- He lives in Houghton, Michigan.

Titles
- These titles are abbreviated when preceding names.
  - Dr.
  - Mr.
  - Ms.
  - Mrs.
  - Rev.
  - Hon.
  - St.
- For military titles, on most occasions, an abbreviated title appears before the person’s full name. However, there are many exceptions to this rule. Consult the *AP Style Guide* or *Chicago Manual* for more information.
  - Lt. Gen. Janis Jones
- In subsequent references, do not continue using the title before a name. Use only the last name or the spelled-out title in lowercase.
  - Lt. General Janis Jones led her unit. The lieutenant general is 40 years old.

Upper Peninsula and UP
- Spell out Upper Peninsula on first use, UP (no periods) on second reference

United States
- Spell out United States and/or United States of America on first use, US/USA (no periods) on second reference
- If text is in all capital letters then use U.S. for clarity

Miscellaneous
- 3-D. No exceptions.
- i.e., = that is
- e.g., = for example
- terabyte, TB
- gigabyte, GB

And
- Yes, it is acceptable to begin sentences with *And*.
- The ampersand (&) should only be used for brand-specific words (e.g., Johnson & Johnson), Twitter, or in lists and titles.
# Campus Buildings and Places

**Campus Buildings**
- Building list with building numbers and abbreviations:

<table>
<thead>
<tr>
<th>Building Number</th>
<th>Building Name</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Administration Building</td>
<td>Admin Building</td>
</tr>
<tr>
<td>3</td>
<td>Michigan Tech Lakeshore Center</td>
<td>Lakeshore Center</td>
</tr>
<tr>
<td>4</td>
<td>ROTC Building</td>
<td>ROTC</td>
</tr>
<tr>
<td>5</td>
<td>Academic Office Building</td>
<td>AOB</td>
</tr>
<tr>
<td>7</td>
<td>Electrical Energy Resources Center</td>
<td>EERC</td>
</tr>
<tr>
<td>8</td>
<td>Dow Environmental Sciences and Engineering Building</td>
<td>Dow</td>
</tr>
<tr>
<td>9</td>
<td>Alumni House</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Rozsa Center for the Performing Arts</td>
<td>Rozsa</td>
</tr>
<tr>
<td>11</td>
<td>Walker Arts and Humanities Center</td>
<td>Walker</td>
</tr>
<tr>
<td>12</td>
<td>Minerals and Materials Engineering Building</td>
<td>M&amp;M Building</td>
</tr>
<tr>
<td>13</td>
<td>Hamar House</td>
<td>Hamar</td>
</tr>
<tr>
<td>14</td>
<td>Grover C. Dillman Hall</td>
<td>Dillman</td>
</tr>
<tr>
<td>15</td>
<td>Fisher Hall</td>
<td>Fisher</td>
</tr>
<tr>
<td>16</td>
<td>Widmaier House</td>
<td>Public Safety</td>
</tr>
<tr>
<td>17</td>
<td>J. R. Van Pelt and John and Ruanne Opie Library</td>
<td>Van Pelt and Opie Library</td>
</tr>
<tr>
<td>18</td>
<td>U. J. Noblet Forestry Building</td>
<td>Noblet</td>
</tr>
<tr>
<td>19</td>
<td>Chemical Sciences and Engineering Building</td>
<td>Chem Sci</td>
</tr>
<tr>
<td>20</td>
<td>R. L. Smith Building</td>
<td>MEEM</td>
</tr>
<tr>
<td>24</td>
<td>Student Development Complex</td>
<td>SDC</td>
</tr>
<tr>
<td>25</td>
<td>Sherman Field Press Box</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Ford Center</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Kanwal and Ann Rekhi Hall</td>
<td>Rekhi</td>
</tr>
<tr>
<td>30</td>
<td>Little Huskies Child Development Center</td>
<td>Little Huskies</td>
</tr>
<tr>
<td>31</td>
<td>Douglass Houghton Hall</td>
<td>DHH</td>
</tr>
<tr>
<td>32</td>
<td>Daniell Heights Apartments</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Memorial Union Building</td>
<td>MUB</td>
</tr>
<tr>
<td>37</td>
<td>Wadsworth Hall</td>
<td>Wads</td>
</tr>
<tr>
<td>38</td>
<td>West McNair Hall</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>East McNair Hall</td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>Central Heating Plant</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Lakeside Laboratory</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Storage-Service</td>
<td>Facilities</td>
</tr>
<tr>
<td>48</td>
<td>Hillside Place</td>
<td></td>
</tr>
</tbody>
</table>
First Merit Bank Building
John J. MacInnes Student Ice Arena or MacInnes Student Ice Arena
Mont Ripley, not Mount or Mt.
Student Financial Services Center is the formal name of the Financial Aid Office. Financial Aid or Financial Aid Office can be used informally.

Places
• Minnesota Duluth
• Alaska Anchorage
• Alaska Fairbanks
• Nebraska-Omaha
• Wisconsin-Madison
• Michigan-Ann Arbor
• Michigan-Flint
• Michigan-Dearborn

Country and Nation
• A “country” is a self-governing political entity.
• A “nation” designates a culture, but not sovereignty.

Capitalization

Academic Degrees
• Capitalize academic degrees when used following a name.
  o Jacqueline E. Huntoon, PhD
• Capitalize academic degrees and disciplines in full, complete use. Abbreviations are also capitalized when used with the full, complete degree.
  o Associate in Applied Science in Engineering
  o Associate in Humanities
  o Bachelor of Science in Biological Sciences
  o BS in Mechanical Engineering
  o PhD in Physics
  o Master of Engineering with an environmental engineering concentration
• Note the full degree names: Master of Engineering; Master of Forestry, but
  o He is majoring in materials science and engineering.
  o She has a master’s in physics and an associate’s in humanities.
Boards and Committees
- Board of Trustees (Board on second reference)
- University Senate
- University committees and subcommittees do not require capitalization.
- The State of Michigan . . .

Alma Mater
- Hail Alma Mater (the song)
- Michigan Tech is my alma mater.

AM/PM
- 9 p.m., not 9:00 p.m.
- a.m., not AM (or small upper case)
- 9 a.m.-3 p.m. (with a hyphen)
- 8-11 a.m.
- 10:30 a.m.-1 p.m. (not 10:30 a.m.-1:00 p.m.)
- But, from 9 a.m. to 3 p.m.

College and School
- The College and the School are capitalized when referring to the College of Engineering, College of Sciences and Arts, School of Business and Economics, School of Forest Resources and Environmental Science, and the School of Technology.
  - He was appointed dean of the College.
  - The School has seen significant enrollment increases.

Co-op Program
- Capitalize Cooperative Education Program but not co-op program.

Commencement
- They are referred to as Spring Commencement and Midyear Commencement. Don't capitalize commencement in the general sense.

Course Titles
- Course titles are capitalized with or without course numbers.
  - Introduction to Film; but, in a general sense, introductory film class
  - CM3230 Thermodynamics for Chemical Engineers

Department and Office
- Department and Office are capitalized in the full, formal use.
  - Department of Mechanical Engineering-Engineering Mechanics; but not in ME-EM department or mechanical engineering-engineering mechanics department
  - The Registrar's Office
  - Admissions Office
Enterprise Program
- Enterprise Program for the overall program
- An Enterprise program for an individual one

Headlines
- Capitalize headlines, but not articles, prepositions, or to-be verbs.
  - John Gagnon Makes Trouble
  - The End is Near or What

Named Professorships and Chairs
- He created the Jimi Hendrix Professorship in Music. (Notice it is not professor.)
- Jane Smith, Jimi Hendrix Professor and chair, music department.
- She holds the Jimi Hendrix Professorship and is chair of the Department of Music.

Principal Investigator (PI) and Co-Principal Investigator (Co-PI)
- Principal Investigator and co-Principal Investigators spelled out without parenthetical abbreviation upon first reference. PI or co-PI on second reference.

President
- Capitalize when it precedes a name.
  - President Richard Koubek
  - Martha Sloan, president of the Senate

Programs
- Capitalize as part of formal name, but programs otherwise.
  - Summer Youth Programs
  - There are many youth programs available.

Regions of the Country
- Capitalize specific, named geographical areas.
  - Midwest
  - Midwestern states

Semesters
- Unless at the beginning of a sentence, academic semesters should not be capitalized
  - Register for fall 2018

Student ID Number
- Michigan Tech ID numbers are referred to as the M number.
**Titles**
- Capitalize all academic titles when used before a name.
  - Professor Craig R. Friedrich; but: Craig Friedrich, professor of mechanical engineering-engineering mechanics
  - Dean Tim Schulz; but: Tim Schulz, dean of the College of Engineering
- Do not capitalize if used in the general sense.
  - She had risen to the rank of professor.
  - He was appointed vice president.
  - She has a master’s degree in physics.
- Italicize and capitalize Newsletter, Magazine, or Newspaper when it appears as the name of the publication.

**University**
- University is capitalized when referring to Michigan Tech, but not university or universities in the general sense unless part of a formal title.

**Vice President, Vice Provost**
- Do not hyphenate. Capitalize before a name; otherwise leave them lowercase.

**ZIP Code**
- All capital letters, as it is an acronym for Zone Improvement Plan.

**Dates, Times, Numbers**

**Dates**
- Spell out dates and include the day of the week and year for informational purposes.
  - Wednesday, January 23, 2008; not January 23rd, 2008 or 1/23/08

**Graduation Years**
- Graduation years can be abbreviated to the last two digits preceded by an apostrophe.
- No punctuation
  - MS ’92 PhD ’09
  - BS English Literature ’78 MS Rhetoric and Technical Communication ’92
  - Jack Johnson ’11 ’15
  - Exception: early 1900s and late 1800s alumni, use full year: 1887, 1915

**Time**
- a.m./p.m. is correct in text/narrative. AM/PM is acceptable in design.
  - 9 p.m., Saturday, April 28, 2012
- noon and midnight are preferable to 12 p.m. and 12 a.m.
- 5th is correct. Don’t use superscripts unless for scientific or technical accuracy.
Numbers
- Zero to nine are always spelled out; 10 and up are written as numerals except at the start of a sentence or for headlines.
- Spell out a figure when beginning a sentence even though numerals are used elsewhere in the text.
- Numbers of more than three figures are pointed off with commas, except SAT scores.
  - 1,259 women
  - $4,700,900
  - 1220 SAT
- "Hungarian Rhapsody No. 2" (abbreviate number)

Credit Hours
- Use numerals to refer to credit hours.
  - 6 credits

Percent, Percentage
- Use the word percent instead of the symbol %.
- A numeral is used before the word percent, unless it comes at the beginning of a sentence.
- Percent refers to an exact number.
  - Thirty percent of their wages went to taxes.
  - The power play is running at 25 percent.
- Percentage is used when there is no exact number.
  - The percentage of their salaries that went to taxes was significant.

Room Numbers
Put the building name first before room numbers.
- Administration Building G20
- Fisher Hall 135

Telephone Numbers
- Use hyphens in telephone numbers.
- Do not place area codes in parentheses
  - 1-888-688-1885
  - 906-487-2319

Inclusive Language
- They is the preferred pronoun to s/he.
- The Center for Diversity and Inclusion at Michigan Tech uses the abbreviation LGBTQIA* when referring to lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual, and ally students.
- Be mindful of your audience and write with inclusive, culturally-sensitive language. Michigan Tech's Center for Diversity and Inclusion offers resources and training.
Names and Titles

Academic Titles
- Capitalize all academic titles when used before a name.
  - Professor Craig R. Friedrich; but: Craig Friedrich, professor of mechanical engineering-engineering mechanics
  - Dean Tim Schulz; but: Tim Schulz, dean of the College of Engineering
- Do not capitalize if used in the general sense.
  - She had risen to the rank of professor.
  - He was appointed vice president.
  - She has a master's degree in physics.

Multiple Names
- Female, then male, then last name.
  - Valerie and Richard Koubek

Titles of Airplanes, Ships, Trains
- Italicize
  - RV Agassiz
  - USS Hancock

Titles of People
- The following titles are abbreviated when preceding names.
  - Dr.
  - Mr.
  - Ms.
  - Mrs.
  - Rev.
  - Hon.
  - St.
- For readability, short titles can appear before the name. Longer titles should appear after the name.
Titles of Works

- Italicize the titles of books, plays, motion pictures, oratorios or operas, magazines, published documents, newspapers, periodicals, television series, and journals.
  - *Fear and Loathing on the Campaign Trail*
  - *The New Yorker*
  - *Field of Dreams*
  - *The Simpsons*
  - *ACS Chemical Biology*
  - *Michigan Tech Magazine*
  - *Research*

- Use quotation marks for titles of unpublished matter, parts of published works, articles from journals, single episodes from radio and television series, and titles of short musical compositions when used in text.

- Italicize and capitalize Newsletter when it appears as the name of the publication.

- If italics are not available, use underlines. If underlines are not available, capitalize the first letter of each word.
4 Punctuation

To utilize all available means of communication, use strategic and correct punctuation.

- Punctuation following *italics*, **bold**, etc., should be the same style.

Accents

- a là uses the accent under the “tilde” (~), in the upper left-hand corner of the keyboard
- résumé uses Option+e (for Macs) and Control+e (for PCs)

Apostrophes

- In words showing joint possession, only the last word takes the possessive form.
  - secretary-treasurer’s report
  - Jones and Company’s product
  - John and Becky’s child
- When two or more persons possess something individually, each of their names takes the possessive form.
  - the buyer’s and seller’s signatures
  - the dean’s and the professors’ offices
- Use an apostrophe to denote a contraction or omission of letters.
  - it is becomes it’s
  - 1978 becomes *(the Class of) ‘78*
- Use the apostrophe to form the plural of lowercase letters and symbols. It’s not necessary for capital letters and numbers, including years.
  - p’s and q’s
  - As and Bs (grades)
  - IOUs
  - during the 1990s
- When a word ends with s, only add an apostrophe to the end to make it possessive.
  - Students’ not students’s
  - Its (possessive) not it’s.
- Year references do not need an apostrophe before the “s.”
  - 1990s

Bulleted Lists

- Depending on design, the first letter of the bulleted items may be capitalized or not; maintain consistency
- Precede the list by a colon if introductory statement is an independent clause
- Do not add punctuation at the end of list items
- Full sentences in list items may or may not be punctuated; maintain consistency

Colon

- In lists, use a colon if the introductory statement is an independent clause.
  - There are many summer courses available:
    - Accounting
- Thermodynamics
- Calculus

- If the introductory statement is not an independent clause do not use the colon.
  - The fellows are
    - experts in their field
    - in demand across the nation
    - full of important information

- For more on lists, see *Chicago Manual of Style*

**Comma, Serial Comma**
- Include the comma before "including" and "as well as." But, do not use "as well as" when "and" would suffice.
- Macomb, Michigan (comma as an appositive)
- Wednesday, July 14, 2010
- et al (no periods, no comma if after one word)
- In 1979, the world continued to spin on its axis.
- Using a comma in introductory phrases is determined on a case-by-case basis depending on length, need for a pause, etc.
- No comma before Inc., but use one before degrees or certifications listed after a name.
  - Acme Co. Inc.
  - , PC
  - , MD
  - , PhD
- Michigan Tech uses the serial comma, the second comma in this example, except in news stories and Tech Today, which follow *Associated Press* style:
  - The Huskies defeated Northern, Minnesota, and Wisconsin.

**Ellipses**
- Use three periods with spaces before and after:
  - We had to show the way . . . that was the end of the conversation.
  - The meeting was just okay . . . the bitterness faded slowly.
  - The beginning . . . is the end.

**En Dash**
- The En Dash is acceptable for design purposes, pages, and date listings, otherwise use a hyphen instead.
- Use a hyphen (-) instead for inclusive page references unless preceded by the word from, in which case to must be used.
  - 1998-99, 2002-04, 1999-2000, 1905-06 (note the 0 remains in years)
  - 3-11, 85-6, 113-6, 100-5, 1,002-8, 321-5, 455-501
- University of Wisconsin-Madison, University of Minnesota-Duluth

**Em Dash**
- Do not use spaces on either side of the em dash.
• On Windows, Alt+0151 or Ctrl+Alt+minus; on a Mac Option+Shift+hyphen
• Use an em dash, also referred to as the dash, to precede a reference to an author following a direct quotation.
  o "I am simply a human being, more or less."–Saul Bellow, Herzog (1964)
• Use em dashes to set off clauses that are logically and structurally independent, also for amplifying or explaining.
  o Tonight’s program—a program that has won national acclaim—is underwritten . . .
  o He had a plan to win the game—a plan he hoped would work.

Hyphen
• For hyphenated compounds in titles capitalize only the first element in hyphenated titles of works unless the second element is a proper noun or adjective.
  o Death-defying Feats by Nineteenth-century Tightrope Walkers
  o An All-American Girl: How a Non-English-speaking Immigrant Made Good
• Do not capitalize the second element if modifying the first element or both elements constitute a single word.
  o 20th-century literature
  o English-speaking people
  o first-year student
• When used as an adjective in a title, the number following the hyphen is lowercase.
  o Twenty-third Conference on Sludge
  o Twenty-first Century Literature
• Although modern practice tends toward deleting traditional hyphens (reestablish, toolmaker), they should be retained where they are used in the original title. Only capitalization and punctuation may be altered in a title.
• Hyphenate adjectival phrases formed of two or more words preceding the nouns modified where ambiguity might result.
  o well-known woman
  o first-class act
  o joint-stock company
  o matter-of-course attitude
  o solid-state circuit
  o land-use legislation
  o cross-cultural education
  o steady-state research
  o decision-making body
  o full-semester course
• Use a hyphen when the meaning varies with the absence of a hyphen.
  o co-op (instead of coop)
  o re-form the program (instead of reform which has a different meaning)
• Hyphenate when the first vowel of the added word would suggest mispronunciation.
  o pro-ally
  o demi-equitant
  o ante-urban
• Do not hyphenate adjectives formed of two proper names having their own fixed meaning.
  o Old Testament times
  o New York subways

• Several words are hyphenated when they are used as an adjective, but open when used as a noun.
  o decision-making skills, good at decision making
  o critical-thinking pattern, it required critical thinking
  o cutting-edge design, the design was cutting edge
  o full-time, full time
  o man-made, man made
  o on-site, on site
  o problem-solving, problem solving

• Do not hyphenate -ly words, combinations of adverb and adjective, or adverb and participle unless ambiguity would result.
  o highly developed areas
  o the fallen tree blocked the road

• Compounds of non-words ordinarily do not require a hyphen, except when used with a proper noun. Consult Merriam-Webster's Dictionary; if the compound does not appear there, use a hyphen.
  o non-alumni
  o non-civil engineering
  o nondegree-seeking student

• Do not hyphenate prefixes when joined to roots except in a combination with words beginning with their terminal vowel or sometimes when used with a w or a y.
  o biweekly
  o coauthor
  o coeducation
  o cocurricular
  o preprofessional
  o prelegal
  o postwar
  o coworker

• Hyphenate when self forms the first element of a compound.
  o self-conscious
  o self-denial

Period
• et al (no period)
• PO Box in forms; PO box in text (no period)
Quotation Marks
- Use quotation marks for articles and chapters.
  - "In the Warmth of the Dome."
- Use quotation marks for titles of unpublished matter, parts of published works, articles from journals, single episodes from radio and television series, and titles of short musical compositions when used in text.

Spaces
- Use only single spaces after the period; avoid double spaces.

5 Digital Writing
* A brief guide for writing for the web.
- Always try to link keywords. Don’t use:
  - "click here"
  - spelled out URLs
  - "website"
  - To link words: Command + K (Mac); Control + Command + K (PC)
- Avoid adding links at the end of the sentence. Try not to link periods.
- URLs are all lowercase
  - Do not include http:// or www in URLs unless necessary for functionality
- Avoid indicating left or right directional, as this changes depending on mobile device.
  - "Refer to the chart on the right."
  - "Using the navigation to the left . . ."

Touts
Touts are notable statistics using a graphic design.
- The stat should appear first, followed by a description.
  - 187 active research faculty
  - Michigan Tech was ranked No. 1 by *USA Today*
- Spell out large numbers when room allows. If you must abbreviate “thousand” or “million” use a capital letter.
  - $60,000,000, $60 million, or $60M
  - 60,000, 60 thousand, or 60K
- If referencing a "number one ranking," write out as follows:
  - Michigan Tech was ranked No. 1 by *USA Today*
- In descriptions, use lowercase except for proper nouns or where words should normally be capitalized. No period at the end.
  - public university in Michigan for mid-career salaries of graduates
  - companies recruit on campus during Career Fairs
  - Study Abroad locations around the world

Social Media
* A field guide is available that provides information about writing for social media.
6 Commonly Misspelled Words

We've compiled a list of the most commonly misspelled (or mis-punctuated) words. We recommend keeping it handy for consultation prior to publishing your work.

- $122 million contract
- 3-D printing
- class work
- coursework
- Five percent solution
- biofuel
- birth date
- campuswide, University-wide (one of the few-wide compounds that needs a hyphen)
- Center for Pre-College Outreach, pre-college programs
- co-edited, coauthor
- crazy smart
- cross country
- cross-cultural
- database
- ever-changing
- firsthand
- job site
- long-term
- MEEM building
- name tag
- nonresident
- postdoc
- powertrain
- pre-cruise
- re-enroll
- safe house
- semiconductor
- sing-along
- school work
- start-up (noun), start up (verb)
- student athlete vs. student-athlete
- takeout (noun), take out (verb), take-out (adjective)
- theatre major, theatre building
- training or orientation, not onboarding
- ultrahigh-performance editors; their achievement scores were ultrahigh
- underrepresented vs. under-represented
- vice president
- weeklong
- year-end
- yearlong
- year-round
7 Publications Checklist

• University Name—full name of the University appears on the front or back of the publication
• Equal Opportunity Statement—Include EOS statement on all publications. Two versions are acceptable:
  o Michigan Technological University is an equal opportunity educational institution/equal opportunity employer, which includes providing equal opportunity for protected veterans and individuals with disabilities.
  o Michigan Tech is an EOE which includes protected veterans and individuals with disabilities.
• Verify that all URLs are correct
• Spellcheck
• Add social media references, if applicable (hashtags, links, and/or icons)
• Review for safety protocol issues in the photos, if applicable