

LaGrange College

Style Guide



ABOUT THE STYLE GUIDE

The following guide has been designed by the Communications and Marketing Office to give you a helpful reference to commonly asked style questions pertaining to LaGrange College.

Why adopt a style across campus? Each individual comes from a different background and generation. Each writes for a different audience and a different purpose. The news media have adopted the “Associated Press Stylebook” as their national rulebook to maintain consistency. For this guide, specifically tailored entries have been developed through careful thought on what is best for an academic setting and what does not confuse nor alienate our constituents.

This style guide is the accepted style for LaGrange College written communications directed to the public, such as advertisements, brochures, calendars, catalogs, flyers, newsletters and tabloids, posters, recruitment

materials and our Web pages. Using it as a guide for your written correspondence would be helpful to the campus community as well.

This editorial style is not applied to monographs, scholarly research, journal articles, faculty-written books or articles, dissertations, etc. Its guidelines should never be confused with that of the “Stylebook of the American Psychological Association.”

This style guide differs from the “Associated Press Stylebook” in several ways. Before distributing news releases, the Communications and Marketing Office will ensure that content follows Associated Press Style.

To suggest issues for future revisions of this style guide, please e-mail Dean Hartman (dhartman@lagrange.edu) or Debby Baker (dbaker@lagrange.edu), or send suggestions through campus mail.

a

abbreviations and acronyms—Do not use on the first reference; instead, use the official name. An abbreviation may be used later if it would not confuse the reader. Avoid the overuse of abbreviations or acronyms so the reader is not burdened by an “alphabet soup.”

academic dean—The formal title is *Vice President for Academic Affairs and Dean*. See **academic titles, administrative titles** for capitalization rules.

academic degrees—Use lowercase *bachelor’s degree* or *master’s degree* for general purposes: *bachelor’s degree in biology*, *bachelor’s degree in English*. Use uppercase for formal degree names: *Bachelor of Arts in History*, *Master of Arts in Teaching*. Use such abbreviations as *B.A.*, *M.A.* and *Ph.D.* only when identifying many individuals by degree. When abbreviating a degree such as *B.A.* or *M.B.A.*, be sure to use periods. Also: an associate degree (no possessive).

academic departments and divisions—Capitalize the formal names of academic departments and divisions: *Religion and Philosophy Department*, *Science and Mathematics Division*. Lowercase informal references: *the department*, *religion and philosophy*. Official titles of academic divisions are *Art*, *Core Program and Interim Term*, *Professional Programs*, and *Science and Mathematics*. In most instances in news releases, department names will be lowercase.

academic titles, administrative titles—Capitalize titles such as president, vice president, professor, chairman and dean when they precede or

follow a name or when the title and name appear in a listing. In news releases, such titles will be lowercase when they stand alone or when they follow a name. Per Associated Press style, news releases will not include the title Dr. before a name unless referring to a medical doctor. **Named professorships and chairs** are always capitalized, either when standing alone or after the designees’ names: *John Wesley*, *Ely R. Callaway, Sr.*, *Professor of International Business*; *John Wesley*, *Fuller E. Callaway Professor of Music*; *Fuller E. Callaway Professor of Art and Design* *John Wesley*.

administrative departments—The full names are capitalized: *Registrar’s Office*, *Financial Aid Office*. In most instances in news releases, such names will be lowercase.

Admission—Notice the lack of an *s* at the end of *Admission* in *Admission Office*.

adviser—Not *advisor*.

Alumni Association—*LaGrange College Alumni Association* on first reference. *Alumni Association* can be used on the second reference; it will be lowercase in news releases.

Alumni Office—*Alumni and Parent Relations Office* is the official title.

alumnus, alumni, alumna, alumnae, alum—Generally, an *alumnus* (*alumni* is the plural) is a man who attended a school. An *alumna* (*alumnae* is the plural) is a woman who attended a school. *Alum* is a casual term for either a male or female. Use *alumni* when referring to a group of men and/or women who attended. Our college has about 10,000 living alumni.

a.m., p.m.—Lowercase and use periods in textual material. There is a space between the figure and a.m. or p.m.: *10 a.m.*, *10:30 p.m.* Notice the lack of :00 on *10 a.m.* Avoid redundancies such as *We met in the morning at 9 a.m.* Note: 12 noon or 12 midnight is redundant. Simply use *noon* or *midnight*.

annual—An *annual* event is one that has been held two successive years. *First annual* should be strictly avoided.

Athletic Director—Not *Director of Athletics*. See **academic titles, administrative titles** for capitalization rules.

b

Board of Trustees—Capitalize when referring to the formal *LaGrange College Board of Trustees* or the *Board of Trustees*. Subsequent references can be the *board*, *trustees* or *board members*. In news releases, Board of Trustees will be lowercase when standing alone.

buildings—See Appendix B for a list of LaGrange College buildings.

c

Cabinet—Capitalize the term for the body of advisers to the president, except in news releases: *Cabinet* or *President's Cabinet*.

Callaway Campus—Refers to the southernmost portion of the campus donated to the College by Callaway Foundation, Inc., in 1992. Use of this label can confuse visitors; include only when referring to the historic gift and the property's origins.

Callaway Education Building—Do not use Callaway *Educational* Building.

Callaway Foundation, Inc.—*The* does not come before the name, and *Inc.* always is preceded by a comma.

Capitalization—For specific rules, see a specific topic in this style guide. For example, **academic degrees, academic departments and divisions, academic titles, and administrative departments.**

Challenging the mind. Inspiring the soul.—LaGrange College's tagline (note the periods), which reflects the spirit and philosophy of the institution. It is sometimes used as part of the College logo; see the Visual Identity Program for guidelines.

Chair—When mentioning the head of an academic department or academic division use *chair* rather than *chairman* or *chairwoman*. *Chair, chairman* or *chairwoman* may be used for the head of a committee, task force or other group.

Chapel—In referring to the building or the services held therein, *Chapel* is always capitalized, even in the case of an adjective: *Chapel service*.

Class of ...—*Class* is capitalized when referring to the graduation year of a particular LaGrange College class: *Class of 1958* (except in news releases).

College—When referring to LaGrange College as *the College*, capitalize it (except in news releases).

Columns—The name of LaGrange College’s magazine for alumni and friends. For postal regulations, it officially is known as *LaGrange College Columns*, and is published three times a year by the Communications and Marketing Office.

committee—Capitalize the full names of committees: *the Cultural Enrichment Committee*. Lowercase shortened and informal versions: *A committee on academic integrity will meet*.

company names—Abbreviate *company, companies, corporation, incorporated, limited* when a business uses one of these words at the end of its proper name, but spell out if the designation comes within the name: *Ford Motor Co., Delta Air Lines, Inc.* Use a comma before *Inc.* or *Ltd.*, except when preparing an article for the media, in which case the comma is deleted.

d

dates—Do not use a comma between the month and year, or season and year, unless a specific date is given: *The semester system began in fall 1999.* A comma follows the year when used with a month and day in textual material: *The holiday will be celebrated on Jan. 21, 2004, at LaGrange College.* Also, spell out months when they stand alone or appear with a year: *November 1999.*

Dean—See **academic titles** for capitalization rules.

Dean’s List—Capitalize unless it is being included in a news release.

degrees—See **academic degrees**.

Distinguished Service Alumni Award, Malcolm Shackelford Distinguished Alumnus Award—*The Distinguished Service Alumni Award* is presented at commencement exercises. Note that *Alumni* and not *Alumnus* is used. The *Malcolm Shackelford Distinguished Alumnus Award* is presented at Homecoming. Note that *Alumnus* and not *Alumni* is used.

Dr.—This academic title is used in College publications to refer to those who have obtained a doctoral degree. It is not used in news releases per Associated Press style, which reserves that label for medical doctors.

drop/add—Not *drop-add*, or *drop add*.

e

e-mail—Not *email* or *e mail*

f

Fellow—Uppercase this honorary designation denoting outstanding achievement or service: *She is a Fellow of LaGrange College. He is a Fellow of the American Psychological Association.* LaGrange College Fellows have made cumulative gifts of \$50,000 to the College.

First Lady—Always uppercase when used in reference to the wife of the college president. It is considered a job title.

first-year student—use instead of freshman

fraternities, sororities—The full, formal name should be used on the first reference: *Pi Kappa Phi*. Avoid use of nicknames, but abbreviations are acceptable, such as *AOII*. Avoid use of the word *sorority* after the name since many are actually chartered as fraternities: *Phi Mu* not *Phi Mu sorority*.

GA., Ga., Georgia—Associated Press style dictates that the abbreviation for the state of Georgia is *Ga.* The U.S. Postal Service delivery address code for Georgia—but not for use elsewhere—is *GA*. See the entry for **states**.

Georgia's oldest private college—Founded in 1831 as a women's academy, LaGrange College can properly be identified with this terminology.

givathon—Not give-a-thon

Greek—Use it capitalized in reference to fraternities and sororities.

Gulley, F. Stuart—The proper name for the president of LaGrange College is *Dr. Stuart Gulley*. *Dr. Gulley* or *the president* may be used in subsequent references.

the Hill—A nickname for the College's campus; note the lack of quotation marks.

home page—Not *homepage*, *Homepage* or *Home page*.

Homecoming—Capitalize when referring to LaGrange College's annual alumni event (except in news releases).

HOPE scholarship—Georgia residents who maintain a 3.0 average may receive \$3,000 annually in HOPE funds to attend LaGrange College. HOPE stands for Helping Outstanding Pupils Educationally.

i

italics—For College copy, never italicize or underline the titles of books, periodicals, chapters, articles, etc. As appropriate, use quotation marks as directed by Associated Press style.

j

Jr., Sr., III, IV, etc.—When preparing an article, do not use a comma to separate a name from Jr., Sr., III, IV, etc.

l

LaGrange College—Not *La Grange College* (no space between "La" and "Grange"). The preferred usage for image purposes is to spell out *LaGrange College* rather than using *LC* or *LaGrange*. On a second reference, acceptable terms are *the College*, *LaGrange* and, sparingly, *the institution* or *Georgia's oldest private college*.

LaGrange College logo—Digital copies of the College logo (wordmark) can be obtained from the Communications and Marketing Office. Rules for usage are found in the Visual Identify Program guidelines.

Leadership Council—Capitalize when the formal name is used; in news releases, lowercase *the council*. This volunteer group's mission is to advance the College, and it selects three annual priorities on which to focus its attention.

lectures—Put the full title of lectures in quotation marks: *The subject of his lecture is “A Passion for Poetry.”*

N

Nick Allen Pavilion—Correct name for the shelter in the picnic area near the tennis courts on the south end of campus.

P

Panthers—Capitalize the LaGrange College mascot. Women’s teams are not referred to as *Lady Panthers*.

phonathon—Not phon-a-thon

president—See **academic titles** for capitalization rules.

Price Theater—Not *Theatre*. However, the department is referred to as the *Theatre Arts Department*.

professor—The term *professor* is used very specifically; it is not a generic term for anyone teaching at the college. It should be used only in reference to those who have official status as *full professors*. Other designations are *associate professor*, *assistant professor*, *adjunct professor* and *instructor*. See **academic titles** for capitalization rules.

Q

Quadrangle—Capitalize when referring to the space on the Hill.

Quadrangle Society—The Quadrangle Society was established in 1994 to recognize those persons who have provided for LaGrange College through a planned gift.

quotation marks—As a general rule, use periods and commas inside quotations marks. For more Associated Press guidelines regarding punctuation, consult the Communications and Marketing Office.

R

Rev.—When this description is used before an individual’s name, precede it with the word *the*, because, unlike *Mr.* and *Mrs.*, the abbreviation *Rev.* does not stand for a noun; therefore, it also is acceptable to refer to someone as *the Rev. Dr.* Exception: *Rev.* without *the* is acceptable in lists and tabular material.

S

SACS—*Southern Association of Colleges and Schools* on the first reference; the acronym without periods may be used on subsequent references. When referring to the College’s official accreditation by this body, the following statement must be used: LaGrange College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate’s, bachelor’s, and master’s degrees.

servant-leadership—not servant leadership

semesters, quarters—Lowercase. No comma precedes the year: *fall semester 1999*.

Scroll—The student literary magazine, which is published once a year.

Speakers Bureau—Do not use an apostrophe.

states—In LaGrange College publications and news releases, all states are abbreviated with traditional abbreviations (listed below)—not two-letter all-caps postal codes—and only when preceded by a city name; however, spell out the names of the two states that are not part of the contiguous United States and of the continental states that are five letters or fewer: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Exception: state names are spelled out in *Columns* feature stories.

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

student-athlete—Notice the hyphenation.

student handbook—Called the *Student Handbook and Panther Planner*.

t

titles—See **academic titles, administrative titles**.

u

the United Methodist Church—Don't capitalize *the*.

v

vice presidents—Below are the official titles of College vice presidents:

- Executive Vice President for Administration
- Vice President for Academic Affairs and Dean
- Vice President for Advancement
- Vice President for Enrollment Management
- Vice President and Dean for Student Life and Retention

w

Waight G. Henry Jr. Leadership Award—is the correct title for the honor given to the most outstanding graduating student at commencement.

Wall of Outstanding Alumni—Alumni are added to the Wall of Outstanding Alumni each year at Homecoming. Also included in the display in Smith Hall are the president of the Alumni Association, the Distinguished Service Alumni Award winner and the Malcolm Shackleford Distinguished Alumnus Award recipient.

World Wide Web—In later references, *the Web* is acceptable. Also, *Web site*, *Web page*.

LAGRANGE COLLEGE

The College's origins reach back to the settlement of West Georgia in the early 1800s. When the land between the Flint and Chattahoochee Rivers was secured by the Indian Springs Treaty of 1825 and was opened to settlers in 1827, one of the five counties formed on the western border of the state was named Troup, in honor of Governor George Michael Troup.

The Georgia Legislature passed an act on Dec. 24, 1827, providing for the selection of a county seat. It was named LaGrange, after the country estate of the Marquis de Lafayette, the Revolutionary War hero who had visited the region in 1825 as the guest of Governor Troup. The site for the town was purchased in 1828, and LaGrange was incorporated late that year.

On Dec. 26, 1831, the charter for LaGrange Female Academy was granted at the state capitol. Andrew Jackson was president of the United States, and there were only 24 states in the union. Abraham Lincoln was 22 years old. The Creek Indians had been moved from the LaGrange area for only six years, and Atlanta did not yet exist. There were no fountain pens, typewriters or automobiles, and the fastest means of transportation in the region was by horse. The only other college in the state was Franklin College, now the University of Georgia.

The first location of LaGrange College was in a large white building at what is now 406 Broad Street. The school moved to its present location, the highest geographical point in LaGrange, after the construction in 1842 of the

building now known as Smith Hall. In 1847, the school became LaGrange Female Institute, and the charter was amended to allow the school the power to confer degrees. The name was changed to LaGrange Female College in 1851.

As the Civil War progressed across Georgia, Smith Hall served as a hospital for wounded soldiers. Several colleges were forced to close their doors, but classes at LaGrange Female College continued uninterrupted.

The Georgia Conference of the Methodist Episcopal Church South took ownership of the College in 1856. Today, it is an institution of the North Georgia Conference of the United Methodist Church.

In 1920, Bishop Warren Aiken Candler suggested that LaGrange Female College be moved to Atlanta. Students, the community and people of all denominations reacted by giving their time and money for the improvement of the College. Every schoolgirl in town was seen wearing a badge bearing the words "Save our college for me," and the drive brought in a quarter of a million dollars in donations.

LaGrange Female College became LaGrange College in 1934, opening the door for several males to attend. They were considered such a distraction that most remained only one semester. It was more than 10 years before men were actively recruited again. In 1953, the college officially became coeducational.

Today, LaGrange College is a four-

year liberal arts and sciences college ranked in the top ten and as a “best value” among 106 Southern comprehensive colleges by U.S. News & World Report. Enrollment stands at more than 1,000 students, and the student-faculty ratio is 11-to-1.

The College offers 51 academic and pre-professional programs, including graduate degrees in education, through a traditional day program, an Evening College and an off-site degree-completion program in Albany, Ga. LaGrange College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate’s, bachelor’s, and master’s degrees.

The College has welcomed students of all faiths and denominations since its inception, and it has a strong emphasis on servant-leadership.

LaGrange College holds a membership in the National Collegiate Athletic Association (NCAA) Division III. Men compete on intercollegiate sports teams in baseball, basketball, cross country, golf, soccer, swimming and tennis. Women’s intercollegiate sports include basketball, cross country, soccer, softball, swimming, tennis and volleyball. Below is a listing of building names as used in LaGrange College publications.

LAGRANGE COLLEGE BUILDINGS

Banks Building	Gulley Gateway
Boatwright Hall	Harwell Room (Quillian Building)
Callaway Academic Building	Hines Conference Toom (Lewis Library)
Callaway Auditorium	Jolly Lecture Room
Callaway Education Building	Jones Zone (Student Center)
Callaway Science Building	Lafayette-Henry Room (Smith Hall)
Candler Cottage	LaGrange College at Albany
Candler Residence Hall	Mabry Gipson Student Center (Turner Hall)
Chapel	Maidee Smith Patio
Hawkes Hall	Mariotti Athletic Lounge (Mariotti Gym)
Hawkins Hall	Melson Room (Banks Library)
Henry Residence Hall	Millennial Park (dedicated in honor of Dr. Charles D. Hudson H'80)
Hudson Natatorium	Moshell Learning Center (Lewis Library)
Lamar Dodd Art Center	Murphy Oak
Lewis Library	Nick Allen Pavilion
Manget Building	Nixon Parlor (Hawkes Hall)
Mariotti Gymnasium	Shibley Cell and Molecular Biology Laboratory (Callaway Science Building)
Mitchell Building (at Sunny Gables)	Softball Complex
National Maintenance Services	Suber Archives and Special Collections (Lewis Library)
Pitts Dining Hall	the Quadrangle (improvements made in honor of Lillian Clark '24 H'89)
Pitts Residence Hall	Turner Residence Hall (within the Student Center)
President's Home	Williamson Stadium (normal construction: "at Cleaveland Field in Williamson Stadium")
Price Theater	Wheelock Study Room (Lewis Library)
Quillian Building	Whorton Room (Smith Hall)
Smith Hall	
Sunny Gables Alumni House	
Turner Hall	
<i>Other areas, rooms and facilities:</i>	
Bailey Room (Smith Hall)	
The Boopie (Jones Zone, Student Center)	
Buchanan Patio	
Callaway Recital Hall (Callaway Education Building)	
Cleaveland Field (baseball field)	
Cobb Board Room (Smith Hall)	
Dickson Assembly Room (within the Student Center)	
Edmondson Parlor (Smith Hall)	