



CARTHAGE
COLLEGE

Editorial Style Guide
Office of Marketing and Communications

CARTHAGE COLLEGE

EDITORIAL STYLE GUIDE

Updated August 2024

To provide consistency and efficiency among Carthage College communications, the Office of Marketing and Communications publishes the Carthage Editorial Style Guide. This guide serves as a reference for employees and others who prepare or edit messages on behalf of the College. Entries are listed in alphabetical order, by topic.

This document addresses many editorial style questions specific to Carthage that are not covered in The Associated Press Stylebook — our primary reference — and in some cases supersedes AP guidelines. Other entries cover usage errors commonly found in College documents.

Visit our office's Resources and Policies page for the most recent version of the Editorial Style Guide:
<https://www.carthage.edu/about/offices-services/marketing-communications-office/resources-policies/>

The Office of Marketing and Communications welcomes input from members of the Carthage community. If you need clarification on entries in this style guide or would like to submit items for discussion, please email or call us.

Thank you!

Office of Marketing and Communications

Mike Moore, Senior Writer / Editor

Phone: 262-551-6021 (ext. 6021 from a campus phone)

Email: mike@carthage.edu

OTHER TOOLS

[AP Stylebook on Twitter](#)



CARTHAGE STYLE

Accelerated Certification for Teachers

To avoid confusion with the standardized test, avoid using ACT to describe the Carthage graduate program. “The certification program” is acceptable in second and subsequent references.

> See the entry on **graduate studies** for more guidance on program titles for adult learners.

acreage

The Carthage campus covers more than 80 acres.

adjunct faculty

Identify Carthage adjunct faculty members without a prefix in the first reference. Use their full titles as close to the beginning of the document as possible. Those whose titles include variations of “professor” may be identified as Prof. in subsequent references.

Example: David Doremi, adjunct professor of music, served as conductor. Prof. Doremi has 35 years of experience in the music industry.

Identifications of other adjunct faculty members may differ in narrative text and lists.

Examples:

(Narrative text) Laura Ledger, an adjunct faculty member in the Economics Department, taught the J-Term course for the first time. Ms. Ledger praised her students for their intuitive questions.

(List) Laura Ledger, Adjunct Faculty – Economics

adult education

Carthage no longer has a separate office serving adult students; designated staff members in the Office of Admissions absorbed the duties formerly provided by the now-retired Office of Continuing Studies.

A. F. Siebert Chapel

> See the entry on **facility names** for guidance.

All-America

Note that, while an individual student-athlete may be identified as an “All-American,” the “n” is omitted when referring to the award itself and the complete team of recipients. Because many sporting bodies sponsor these national awards, Carthage prefers to include the organization’s name (or abbreviation, if appropriate) to prevent confusion.

Example: The National Association of Basketball Coaches named S. Lamb Duncan '15 to the All-America second team. It's the second time he's been chosen an All-American.

all-College programs

Include the hyphen when referring to the specific subset of academic programs for all Carthage students (Honors Program, etc.).

all-conference, all-region, all-district

Generally use the formal award title in the first reference to these awards in narrative text, including the full name of the conference/region/district and sponsoring organization. Subsequent references may use abbreviations or general terms — only capitalize acronyms and proper nouns in those instances.

Example: Heddy Pleigh '07 made the All-College Conference of Illinois and Wisconsin first team in softball, becoming the first freshman in 10 years to earn all-CCIW honors. Three Carthage teammates joined her on the all-conference squad.

alumnus, alumna, alumni

Note that no individual is an “alumni”. Follow these rules:

- **Females:** Alumna is singular; alumnae is plural.
- **Males:** Alumnus is singular; alumni is plural.
- **Other gender:** Use “graduate” instead for singular; alumni is plural.
- **Mixed group:** Alumni is plural.

Alum(s) is neutral but should be used only in informal contexts.

alumni relations

The official name for the Carthage organizational unit is the Office of Alumni and Family Engagement. It is acceptable to use “alumni office” when space is limited, or in informal communications that exclusively target alumni. When directing readers to the physical location, indicate that it is located inside the Office of Institutional Advancement.

a.m. and p.m.

Use lower-case letters and include the periods. When referring to the top of the hour, it is not necessary to include “o’clock” or “:00.” However, always use noon and midnight rather than the numeric hour, unless it would cause confusion in the context.

Example: The concert starts at 2 p.m., and doors will open at noon. The performers will sign autographs at 4:30 p.m.

Art Keller Field

This title refers both to the actual playing surface and the seating area and is preferred over “Art Keller Stadium”, although subsequent references may refer generically to “the stadium”.

See the entry on **facility names** for official names of other Carthage athletic sites.

Aspire

Several elements in Carthage’s career development program follow the same naming convention:

- **The Aspire Center**
- **The Aspire Network**
- **The Aspire Program**

> See entry on **The Aspire Program™** for more guidance.

at, in

When identifying locations on campus, use either “at” or “in” depending on which preposition better fits the

sentence construction. However, use “at” when describing most outdoor sites (at Art Keller Field), areas where it’s physically impossible to enter (meet at Kissing Rock), and spaces where an activity is not limited to a narrowly defined space (at Carthage College). Use “in” when describing small enclosed spaces (in Lentz Hall 432) and municipalities (in Kenosha). Avoid using the same preposition multiple times in short sequence.

Example: The dinner is planned in the Jockey rooms at the Todd Wehr Center.

awards

- **Carthage Beacon Award**
Shorten to “Beacon Award” after the first reference or in materials for an internal audience.
- **Carthage Flame**
Don’t attach “award” to the formal title in headings. It can be used (lowercase) in running text.
- **Carthage “New Town” Award**
Include the quotes. Shorten to “New Town Award” (without quotes) after the first reference.
- **Distinguished Adult Learner Award**
- **Distinguished Alumni Award**
In 2019, this award consolidated two previous categories: the **Distinguished Lifetime Achievement Award** and the **Distinguished Lifetime Service Award**. Those titles may still be used in connection with previous recipients.
- **Distinguished Senior Award**
- **Distinguished Staff Award**
- **Distinguished Teaching Award**
This is commonly misidentified as the Distinguished Faculty or Distinguished Teacher of the Year Award. For clarity, avoid using “Distinguished” to identify the Commencement faculty speaker.
- **Light that Travels Award**

Birdie Bucks

Capitalize this component of Carthage student meal plans.

board of trustees

Capitalize only when referring to the Carthage governing body. Leave lowercase when referring to other organizations or to multiple boards. The colloquial form “the board” is acceptable in subsequent references. When identifying individual members, leave “trustee” lowercase.

Example: Mack Donald has served on the Carthage Board of Trustees for 35 years. He also has experience as an executive officer on boards of trustees with several other organizations.

bookstore

In most cases, simple references to “the bookstore” or “the Carthage campus store” work best. Slingshot

is the new provider, replacing Barnes & Noble in 2024.

breaks

Use “break” rather than “recess” when referring to a scheduled pause in the academic year. Titles for breaks follow normal capitalization rules (spring break, Thanksgiving break, etc.). It is not necessary to refer to the summer months as “summer break.”

BSN

When referring to the undergraduate degree program at Carthage, write out “Bachelor of Science in Nursing” on first reference. As part of the formal degree title, Nursing is capitalized.

building names

> See the entry on **facility names**.

business design and innovation

This is one of three tracks offered in Carthage’s graduate business program (Master of Science). When combining it with the broader program focus, shorten to “Master of Science in business – design and innovation track” or the like to avoid repetition.

The Caf

This refers to the main campus dining facility. Materials targeting outside audiences may need to indicate that it’s located in the **Todd Wehr Center**. Subsequent references can use the colloquial form (“the cafeteria”). The reserved area behind the kitchen is the **President’s Dining Room**.

Campbell Student Union

> See the entry on **facility names** for guidance.

career services

The organizational entity and physical space in Lentz Hall was renamed **The Aspire Center** in 2019. The lowercase term “career services” can be used to describe the range of services the center provides.

Carthage

Leave out “College” when referring specifically to Carthage in materials where the affiliation is clearly identified (Carthage website, The Carthaginian, electronic newsletters, alumni postcards, etc.) Use the full “Carthage College” in the first reference only for all other materials, including all news releases.

Carthage Institute of Paleontology

Refers to the research outlet headquartered in the Dinosaur Discovery Museum in Kenosha. It is acceptable to use “the institute” in subsequent references; avoid using CIP.

Carthage Spark

When space and context allow, this highly customizable program for employers can be identified as “Carthage Spark: Workplace-Delivered Education” in headings, email signatures, or logos. The College partnered with LMI Packaging to pilot the program. Note that, while promotional materials may encourage Spark partners to offer tuition benefits to their employees, that is not a core element of the program.

Carthaginian

The College's semi-annual magazine is officially titled *The Carthaginian*, with both words capitalized. For clarity, use "The Carthaginian magazine" on first reference in materials other than the magazine itself. Most commonly used in plural form, "Carthaginians" is also an inclusive term describing those in the Carthage community: students, employees, parents, donors, etc.

Center for Children's Literature

This refers to the organizational entity based at Carthage, with its main collection located in Hedberg Library. In subsequent references, use "the center".

Center for Faith and Spirituality

This refers both to the physical office space in the A. F. Siebert Chapel and the organizational entity overseeing religious life on campus. In subsequent references, it is acceptable to use "the center".

Center for Student Success

This refers both to the physical office space in the Todd Wehr Center and the organizational entity overseeing student success advising, population-specific support, and the **Student Outreach System** powered by **Navigate**. Don't abbreviate the center's name as CSS, which is most associated with the **College Success Seminar** transitions course.

chair

Where appropriate, use this in relation to describe the head of a department, board, or committee. Avoid unnecessarily gender-specific terms like "chairperson," "chairman," or "chairwoman," unless people specifically request them.

championship

Although the full title of an athletic competition or recognition is preferred in the first reference, it is often acceptable to shorten it by deleting duplicate information. Avoid repeating the name of a sport, conference, or governing body immediately after it is first introduced to the reader. An unwieldy title can be divided using lowercase words for the generic terms.

Example: Firebirds golfer Kelly Norda '11 won the NCAA Division III championship.

class year

The Carthage class year is expressed as a two-digit number, preceded by a single closed quotation mark ('YY); because software often defaults to an open quotation mark, this may have to be changed manually.

- **Undergraduate program:** The undergraduate degree is implicit in Carthage class years. Thus, the expected class year (for students pursuing either a Bachelor of Arts, Bachelor of Science, or Bachelor of Science in Nursing) or actual class year (for alumni who have obtained these degrees) should immediately follow the name.

Example: John Smith '87 won the Nobel Peace Prize today.

- **Couples:** When listing a Carthage couple with a shared last name, the years may be placed after each first name. If they have the same class year, rewrite the sentence in narrative text to prevent repetition. When both are alumni, the spouse with the earlier class year (or the one who submitted the information) is typically listed first. When only

one is an alumnus/alumna, that person is listed first.

Examples:

David '95 and Greta '97 (Swan) Dove

Latoya and Peter Jackson, both 1972 graduates, celebrated their anniversary.

> See the entry on **maiden names** for more guidance on their usage.

- **Historical:** For materials referring to graduates of 100 or more years in the past, write the class year in four-digit form and separate it from the name to avoid confusion.

Example: A. G. Bell, an 1872 Carthage graduate, was a prominent inventor.

- **Midyear graduates:** Graduates are identified with the calendar year in which they complete their studies at Carthage. If a student graduates in December 2012, he is considered a 2012 graduate even if he walks in the 2013 Commencement ceremony.
- **Social class year:** If a graduate identifies himself or herself with a year other than his or her official graduation year (for reunion invitations or class notes, for example), that “social class year” may be used in appropriate contexts.
- **Graduate program:** For students and alumni of Carthage’s existing Master of Arts, Master of Education, Master of Music, and Master of Science programs and past graduate offerings, the degree abbreviation (M.A., M.Ed., M.M., MSc) precedes the class year. For individuals with multiple Carthage degrees, list them chronologically and separate each degree-year pairing by a comma.

Examples:

Anita B. Studyen, MSc '18, became superintendent of the Earth School District.

Serkis '83, M.Ed. '86, and Ellie (Fundt) '84 Traynor

- **Parents:** In most cases, avoid assigning students’ expected class year to their parents.
> See the entry on **parents** for guidance on identifying them.

Clausen Center

Except in informal communications with students or recent alumni, write out **A. W. Clausen Center for World Business** on first reference. “Clausen Center” is acceptable in subsequent references. Although physically part of the David A. Straz Jr. Center for the Natural and Social Sciences, the center can be identified as a separate facility to prevent confusion or emphasize its business focus.

> Find more guidance in the **facility names** entry.

class, course

These terms are largely interchangeable, although “course” is preferred in formal communications. Keep in mind that “class” also may refer to the collective group of students enrolled in a particular course

Example: Prof. Stork’s class visited the maternity ward at the hospital.

coach

See the entry on **titles — courtesy and professional** for guidance on the use of courtesy titles.

coaches' associations

Write out the full name of individual sports' coaching associations in the initial reference, provided space and reading flow allow it. Use acronyms sparingly; it's often preferable to use "the coaches' association" or a similarly generic term in subsequent references.

- **American Baseball Coaches Association (ABCA)**
- **American Football Coaches Association (AFCA)**
- **American Volleyball Coaches Association (AVCA)**
- **Association of Collegiate Water Polo Coaches (ACWPC)**
- **College Swimming Coaches Association of America (CSCAA)**
- **Golf Coaches Association of America (GCAA)** – for men's golf only
- **Intercollegiate Men's Lacrosse Coaches Association (IMLCA)**
- **Intercollegiate Tennis Association (ITA)**
- **Intercollegiate Women's Lacrosse Coaches Association (IWLCA)**
- **National Association of Basketball Coaches (NABC)** – for men's basketball only
- **National Esports Collegiate Conference (NECC)**
- **National Fastpitch Coaches Association (NFCA)** – for softball
- **National Tenpin Coaches Association (NTCA)** – for women's bowling
- **National Wrestling Coaches Association (NWCA)**
- **United Soccer Coaches** – for men's soccer only; do not abbreviate as USC
- **United States Track & Field and Cross Country Coaches Association of America (USTFCCCA)**
- **Women's Basketball Coaches Association (WBCA)**
- **Women's Golf Coaches Association (WGCA)**

college

Capitalize when implicitly referring to Carthage. Leave lowercase when describing higher education institutions in general.

Examples:

Each year, the College conducts thousands of campus tours.

Of the survey respondents, 60 percent indicated their parents had gone to college.

Use the full titles of other colleges or universities in the first reference only. Include the city and state for reference unless it is clearly evident from the surrounding context.

Example: The recent Carthage graduate will pursue a master's degree at Duke University in Durham, North Carolina. Duke is ranked No. 3 in her field of study.

College Conference of Illinois and Wisconsin

Don't use an ampersand unless space limits require it. The abbreviation CCIW is acceptable in subsequent references.

College Sports Communicators

Write out full name in the first reference to this national organization, formerly known as the College Sports Information Directors of America. The abbreviation CSC is acceptable in subsequent references.

commencement

Capitalize when referring to the Carthage graduation ceremony. Leave lowercase when referring to a broader range of graduation ceremonies and speakers.

commas

Use a comma before the last item in a series of three or more (known as the Oxford comma).

Example: Every heart beats true for the red, white, and blue.

cross country

No hyphen is needed when referring to the college sport. Note that Carthage home meets are held at the Wayne E. Dannehl National Cross Country Course on the University of Wisconsin-Parkside campus.

current, currently

These modifiers are rarely necessary to indicate an existing condition (including enrollment as a student).

Examples:

The concert is open to all Carthage students. (NOT "all current students")

Ms. Johnson is a sales manager at A-Major Corp. (NOT "currently a sales manager")

Exceptions may be made in copy that shifts between past and present tenses.

dates

- **Months:** Abbreviate most months when used with a specific date, and use a comma after the year unless it ends a sentence.

Abbreviate:	Write out:
Jan.	March
Feb.	April
Aug.	May
Sept.	June
Oct.	July
Nov.	
Dec.	

However, spell out any month when used alone or with a non-specific date. Don't insert "of" between the month and year.

Examples:

Save the date! Planned for Nov. 8, 2021, the reunion will feature special events.

She plans to enter medical school in August 2023.

- **Ordinals:** Do not use ordinals in dates (ex: Jan. 2, NOT Jan. 2nd).

- **Range:** Write out a range of times or dates, rather than hyphenating, in running text. In event listings or where space is limited, use a hyphen (no spaces) for a range within the same month or an en dash (with spaces on both sides) for a range that covers multiple months.

Examples:

The event will run from 1 to 4 p.m. Thursday.

Exhibition: April 15 – May 23

Camp dates: Oct. 9-12

- **Specific vs. General:** When referring to events two or more years in the past, be judicious with the inclusion of months. The year can stand alone unless the more specific date has significance.

Example: She joined the Carthage faculty in 2004. In June 2022, she performed at Carnegie Hall in New York.

- **Years:** Omit the year for estimated or specific dates that come within 12 calendar months of the publication. Exceptions may be made to avoid confusion or to maintain consistency in list format.

Examples:

Today, Nov. 10, is the deadline to register for spring courses. Spring term begins Feb. 3.

The new building is scheduled to open this fall. Construction began in 2016.

> See the entry on **events** for guidance on the preferred order to list times, dates, and locations.

degree

Carthage awards the **Bachelor of Arts, Bachelor of Music, Bachelor of Science, Bachelor of Science in Nursing, Master of Arts, Master of Education, Master of Music, and Master of Science.**

- **Degree titles:** Write out names of a person's earned degrees in narrative text or wherever space and context allow, rather than using acronyms such as BA, MS, DD, etc. Capitalize when using exactly worded degree titles; it is not necessary to include "degree" when following a proper title. Leave lowercase when using broader degree categories; the possessive form is used for bachelor's and master's degrees but not associate degrees.

Example: Olga Ostergaard '92 has a Master in Finance from Princeton University. She previously earned a bachelor's degree at Carthage.

- **Multiple majors:** Note that a student with two or more undergraduate majors receives only one Bachelor of Arts degree.

Example: Kappen Gown '22 graduated with a degree in chemistry and public relations.

- **Special circumstances:** Where a special guest's degree abbreviation is required, it should follow the person's full name only and be set apart by commas (*Peter Piper, M.A.*)

department

Capitalize the formal name of an academic department. "Department" should come last in the phrase (Chemistry Department, NOT Department of Chemistry). Keep lowercase when referring to another institution if the official department title cannot be verified. Also leave "departments" lowercase in a series.

Example: The Modern Languages and Music departments are sponsoring the event.

diversity

Because it sets a higher standard, Carthage prefers the phrase “equity and inclusion” in most instances when describing its broad efforts to embrace students and employees from all backgrounds. When reporting statistics, the more narrowly defined term “diversity” may be more appropriate, but include the type of diversity (racial, religious, ethnic, political, geographic, etc.) for clarity.

division

When naming a Carthage entity in running text, “Division” or “School” should come first in the phrase. There are four academic divisions at Carthage:

- Division of Arts and Humanities
- Division of Natural and Social Sciences
- Division of Professional Studies
- School of Business and Economics

Leave “divisions” lowercase in a series: *the Arts and Humanities and Professional Studies divisions ...*

Division III

Always use the Roman numeral III rather than the numeric “3.” In the first reference, be sure “NCAA” precedes it. In subsequent references, the standalone “D-III” is acceptable as long as the context is clear.

directions

See the entry on **events** for guidance on listing directions to specific points on campus.

doctor

See the entry on **titles – courtesy and professional** for guidance on the use of courtesy titles.

Ehrler Hospitality Center

This space inside A. F. Siebert Chapel was formerly known as Ehrler Chapel.

ELCA

Write out the **Evangelical Lutheran Church in America** in the first reference to the religious body with which Carthage is affiliated. ELCA is acceptable in subsequent references.

email

While the preferred form is a noun (i.e., “send an email” or “contact her by email”), it is acceptable to use it as a verb when space is limited. Note that “email” is interchangeable with “email address” in list format only; in narrative text, use the full phrase or its equivalent.

Examples:

(List) Email: grand-vision@thatoneplace.org

(Narrative Text) For details, send an email to Wanda Diploma '26 at wdiploma@carthage.edu.

Ember

Clarify in materials for external audiences that Ember is the Carthage mascot. Avoid using gender-defining pronouns (he, she, him, her) when describing Ember.

Engineering Center

Formally known as the **Engineering Center at Carthage College**, the facility is located on the lower level of Lentz Hall. Omit “College” and shorten to “Engineering Center” in materials where the affiliation is clearly identified. Once all phases are complete, the center will include design studios, a maker-space, an Electro-Mechanical Lab, a Thermal-Fluid Lab, an **Engineering Learning Commons**, as well as classrooms and offices.

enrollment

Because student enrollment is in constant flux, the number should be rounded to the nearest 100 in promotional materials and most other general communications. Refer to the Quick Facts page on the Carthage website at www.carthage.edu/quick-facts/ for an updated estimate. In rare instances where a more exact count is required, please contact the Office of the Registrar.

equity and inclusion

Because it sets a higher standard, use this phrase (rather than “diversity”) when describing Carthage’s broad efforts to welcome students and employees from all backgrounds.

- **Groups vs. individuals:** Be aware that terms like “diverse,” “multicultural,” and “international” may be applied to heterogeneous groups (the full student body, a student organization, the faculty as a whole, etc.) but not necessarily to individuals. Only those students or employees who have multiple races, cultures, countries, etc., would fit the respective definitions.

Esports

Coaches prefer to capitalize this coed sport, but use your judgment and maintain consistency when multiple sports are mentioned. Note that the Carthage Esports doesn’t compete as a whole; it is divided into smaller units that compete in individual game titles, with the Firebirds often fielding multiple teams in the same game.

Example: The Carthage Esports team matched up against Harvard on April 1. In League of Legends, Firebirds Red defeated Crimson A 2-0, while Firebirds Black lost 2-1.

When writing for audiences that may be unfamiliar with the term, clarify that esports is competitive video gaming.

events

Although specific circumstances may dictate different treatment, information on Carthage events generally should be listed in this order: time, day of week, date, location.

Example: The lecture is scheduled for 4 p.m. Tuesday, March 23, in Niemann Media Theater.

The day of the week is not required in recaps of past events or descriptions of events that readers are not eligible to (or not reasonably expected to) attend.

Example: Carthage students will travel to Boise, Idaho, for a conference Aug. 2.

- **Landmarks:** In communications that invite the general public to an event on campus, listing the building and room number often is not sufficient. It is helpful to provide a reference point, as well

as the College's street address, in those instances. Parking options also may be included.

Example: The performance begins at 7 p.m. in the Wartburg Theatre, located at the David A. Straz Jr. Center for the Natural and Social Sciences on the north end of the campus. Carthage is located at 2001 Alford Park Drive.

exercise and sport science

Note there is no 's' on the end of "sport" in the Carthage major or academic department. This replaced physical education, sport and fitness instruction as a major beginning in fall 2018.

facility names

Full names of buildings or other facilities on campus should be used when space permits. Colloquial references ("the union," "the library," "the chapel," etc.) may be used in subsequent references within the same document.

- **A. F. Siebert Chapel**
Besides the main worship space, the building houses the **Ehrler Hospitality Center** and serves as the base of operations for the **Center for Faith and Spirituality**.
- the **Alice Moody Chapin Arboretum**
- **Art Keller Field**
The football, soccer, lacrosse, and outdoor track and field teams use the stadium in competitive athletics.
- **Augie Schmidt Field**
The baseball team uses the stadium in competitive athletics. Because it honors both Augie Schmidt III and IV, leave out the Roman numerals. Amenities include the **Harper Batting Cage**, the **Semler Concession Stand**, and the **Madrigano Picnic Grounds**.
- the **Campbell Student Union**
Areas within the union include the **West Living Room**, **Kieso Media Tower**, the **Winter Garden**, and the **Gaming Wall**. Dining vendors include **Pacific Harbor**, a rotation of student favorites and local eateries, and the **Red Zone** convenience store. Once renovations are complete, the campus bookstore (temporarily located in Lentz Hall) operated by Slingshot will reopen here. Very informal communications with students and other internal audiences may refer to the building as "the Stu".
- the **David A. Straz Jr. Center for the Natural and Social Sciences**
Straz Center is acceptable in subsequent references. This building houses three distinct venues:
 - the **A. W. Clausen Center for World Business**
Clausen Center is acceptable in subsequent references. The center's physical space includes the **Helen Therese Clausen Atrium**, as well as the **Troha Boardroom**.
 - the **Science Center**
This refers to the renovated east wing of the Straz Center, which opened in 2015. The building contains many named spaces, notably:

- the **Christine A. Hobbs Outdoor Learning Classroom**
 - the **Christman Pavilion Theater** – stepped seating area and video screen
 - the **Energy Dashboard, powered by Satori Energy**
 - the **Hamar Patio** – outdoor seating area between Science Center and Lentz Hall
 - the **Integrated Sciences Pavilion** – atrium just inside the main (Campus Drive) entrance
 - **Meditation Rock** – large boulder east of building
 - the **Moldenhauer Bike Plaza**
 - the **Sladek Distinguished Science Forum** (Straz 163)
- the **Wartburg Theatre**
- the **Facilities Management** building
- the **H. F. Johnson Center for the Fine Arts**
Johnson Arts Center is acceptable in subsequent references. This building includes the **H. F. Johnson Recital Hall**. It's OK to drop the formal name when combining with the facility name:

Example: Meet in the recital hall at the H. F. Johnson Center for the Fine Arts.

- the **H. F. Johnson Gallery of Art**
Although the gallery is located inside the **H. F. Johnson Center for the Fine Arts**, in most communications it is treated as a separate entity.
- **Hedberg Library**
The library itself includes these areas:
 - the **Bleeke Research Center** – seating area by windows at west end of lower level
 - the **Brainard Writing Center**
 - the **Fess Information Commons** – resources at the southwest corner of the main floor
 - the **Hanisch Garden** – between the west face of the library and the Pike River
 - the **Niemann Media Theater**
 - the **Franklin I. and Irene List Saemann Curriculum Resource Center** (Room 217) – computer lab and classroom at northwest corner of main floor; known informally as “Saemann lab” or “Saemann resource center.”
 - the **Staubitz Archives**
 - the **Teaching Commons**
 - the **Tutoring Center**

The dining and seating area at the east end of the building, home to the full-service campus **Starbucks**, is known as **Donna's Bytes**.

- **Henry Denhart Residence Hall**
Denhart Hall is acceptable in subsequent references or informal communications with campus audiences.
- **Joan C. Potente Chapel**
- **Joseph Johnson Residence Hall**

Johnson Hall is acceptable in subsequent references or informal communications with campus audiences.

- **Lentz Hall**

The building's room-numbering pattern often causes confusion, so it's acceptable to refer to the top floor (fourth), main floor (third), and lower level (second). The main floor houses grab-and-go eatery **Lentz Do Lunch**, as well as the **Nursing Learning Laboratories**, which include the Simulation Lab, Skills Lab, and Health Assessment Lab. The top floor houses **The Aspire Center**, the base for The Aspire Program. The lower level houses the **Engineering Center at Carthage College**.

- the **Leonard Entryway**

Refers to the main Carthage entrance at the northwest end of campus

- **Madrigrano Family Residence Hall**

Madrigrano Hall is acceptable in subsequent references or informal messages. The **William Hoare Reflection Grove** is located behind the building.

- the **N. E. Tarble Athletic and Recreation Center**

The area on the top floor that houses the indoor track is the **Field House**. TARC and TARC Field House are acceptable in subsequent references. The building also houses pop-up dining station **Re.Fuel** and many named spaces, notably:

- the **Dale Golf Center**
- the **HARIBO Pool** in the **Koenitzer Aquatic Center**
- the **Jon Swift Sports Medicine Center**
- the **Karstetter Racquetball Court**
- the **Marconi Athletic Strength Training Center** – student-athletes' weight room
- the **McNamara Baseball and Softball Practice Area**
- the **N.E.S.T. Recovery Room** – acronym stands for Nutrition, Exercise, Treatment, and Science
- the **Postlewaite Press Box**
- the **Semler Health and Fitness Center**
- the **Snap-on ACE Climbing Wall**

- **The Oaks Residential Village**

The Oaks is acceptable in subsequent references or informal communications with campus audiences. In some cases, it's necessary to identify the specific building (1-6).

- **The Parkway Apartments**

Informally called the Campus (or On-Campus) Apartments, this two-story rental unit across from Smeds Tennis Center is owned by the College.

- **Pat Tarble Residence Hall**

Tarble Hall is acceptable in subsequent references or informal communications with campus audiences. For prospective students, it may be useful to indicate this is an all-female hall.

- the **Phil Sander Audubon Sanctuary**

This refers to the wetlands on Carthage-owned property west of Alford Park Drive and just north

of the Smeds Tennis Center.

- **Sesquicentennial Plaza**
Refers to the walkway and seating area containing the sculpture of Abraham Lincoln and John Hay. The sculpture is titled “A Learning Moment.”
- the **Smeds Tennis Center**
When writing for external audiences, indicate that this is on the west side of Sheridan Road.
- **Swenson Residence Hall**
Swenson Hall is acceptable in subsequent references or informal communications with campus audiences. In communications with prospective students, it may be useful to indicate this is housing for graduate students.
- **Tarble Arena**
The basketball and volleyball teams compete on this court, and the facility also includes the **Wrestling Room**. Although the arena is adjoined to the TARC, they are considered separate facilities and should not be identified interchangeably.
- the **Todd Wehr Center**
This building houses the **Jockey rooms**, the 128 rooms, **The Caf**, the **Esports Arena**, the **Health and Counseling Center**, the **Center for Student Success**, and the **Engagement and Inclusion Center**.
- **The Tower Residence Hall**
Use “The Tower” in subsequent references.
- **Trinity House**
Typically, copy should clarify this is where the Carthage president resides.
- **Walter Fritsch Meditation Chapel**
- **Wiers Family Stadium**
Use this name for most references to the varsity softball complex, which reopened in fall 2023. When specifically identifying the playing surface, use **Barbara Madrigrano Field**.

In communications with existing and prospective donors, as well as long-form feature writing, make an effort to identify named spaces within these larger facilities. When a named room is not widely known, or when addressing external audiences, indicate the building in which it’s located.

> See the entry on **room numbers** for guidance on listing specific locations within buildings.

faculty, staff

These are singular nouns referring to a collective group and should be paired with a singular verb. To make faculty or staff plural, use “staff members” or “members of the faculty,” etc.

Example: The Carthage faculty is world-class. Staff members are fantastic, too.

financial aid office

Use **Student Financial Services** on first reference to the Carthage entity and Lentz Hall office. The generic “financial aid office” should be used sparingly and only in informal messaging.

> See the entry on **centers, institutes, and offices** for more guidance.

Finance and Administrative Services

This organizational entity was formerly known as the Business Office.

Firebirds

The team name applies to all Carthage sports teams (men’s, women’s, and coed) and the broader College community.

freshman, freshmen

Note that “freshman” refers to an individual student or a collective unit, while “freshmen” refers to multiple individuals.

Example: Jada Johnson is among 625 incoming freshmen. Dozens of activities are planned as part of freshman orientation.

Go, Carthage!

Note the required comma.

golf

Don’t use “golf” as a verb in any tense.

graduate programs

As of fall 2024, Carthage offers these graduate programs:

- **Accelerated Certification for Teachers**
- **Master of Arts** program in **athletic training**
- **Master of Education**
- **Master of Music** program in **music pedagogy** or **music theatre vocal pedagogy**
- **Master of Science** program in **business design and innovation, product management, or sports management**

> See the individual entry for each program for acceptable abbreviations and related guidance.

Griffin Observatory

To prevent confusion, always indicate this is located on the Kemper Center grounds in Kenosha.

hometowns

In body copy, pair a person’s hometown and state, separated by commas. In headings, lists, or other instances where space is limited, the appropriate state abbreviation listed in the **state names** entry of the AP Stylebook may be used.

- **Exceptions:** As noted in the **Kenosha** and **Milwaukee** entries, the state is not required in most references to those cities. Note that many larger U.S. and international cities also may stand alone, without a state or country. See the AP Stylebook entry on **datelines** for more guidance.

- **International students:** Typically, only the hometown and country should be listed. Only include the state, province, district, etc., if it provides information critical to the material being presented.

Example: Dave Davidson, a physics major from Brisbane, Australia, is the team leader.

- **Postal abbreviations:** Two-letter postal codes (IL, CA, etc.) should be used only when soliciting mail or listing a full address for directions to an event.

Illinois campuses

When referring to one of the College’s previous locations, it’s important to specify for clarity. All three campuses preceding the move to Kenosha were located in Illinois — Hillsboro, Springfield, and Carthage — so avoid using “the Illinois campus” and its variations.

Example: The couple met at the College’s former campus in Carthage, Illinois, in 1954.

initials

Use a space between consecutive initials in a person’s name.

Example: B. A. Baracus will speak at the A. W. Clausen Center for World Business.

Intellectual Foundations

Since 2020, this has been the title of the required general education course. To prevent confusion, “(formerly Western Heritage)” may be inserted in materials targeting alumni, retired faculty, etc.

invitational

Use instead of the colloquial “invite” in athletic event titles or descriptions. Invite is a verb.

J-Term

In communications with students, alumni, or other existing members of the Carthage community, J-Term may be used throughout a document. Otherwise, write out January Term in the first reference. Because study tours are held in the summer months, as well, clarify that in communications that focus on that segment of J-Term.

Kennedy Center American College Theater Festival

Use the abbreviation KCACTF sparingly; in most cases, “the festival” is preferred for subsequent references. Although the name emphasizes the festival’s nationwide reach, it’s useful to clarify whether a performance or award took place at the regional or national level. Note that, as part of a formal name, “Theater” stands as an exception to Carthage’s preferred “theatre”.

Kenosha

Often, the city where Carthage is located can stand alone, without the state name or abbreviation. However, in materials for prospective students or visitors, as well as in all press releases, use Wisconsin or its abbreviation, Wis., following the guidelines in the **hometowns** entry.

> See the **mailing address** entry for guidance on copy that solicits mail or gives driving directions.

kickoff, kick off

Don’t use a hyphen when using these terms to describe either the football play or the beginning of an ongoing event. Use “kickoff” as a noun or adjective and “kick off” as a verb.

Lady Reds

The former nickname for Carthage women's sports teams was retired in 2020 and should be avoided except in approved recaps of the name change.

lecturer

A coach in Carthage's athletic program only needs to be identified as a lecturer in academic contexts. The title does not need to be capitalized and generally should note the academic department.

Example: Vince Lombardo, a lecturer in the Exercise and Sport Science Department, led the weeklong workshop.

> See the entry on **titles – courtesy and professional** for related guidance.

Lincoln statue

Whenever possible, use the formal title, "A Learning Moment," to describe the sculpture of Abraham Lincoln and John Hay in Sesquicentennial Plaza at the north end of campus.

Light that Travels

Note the lowercase "that," an exception to AP style guidelines, in the title of Carthage's latest fundraising campaign. Giving totals reflect all gifts and commitments since the quiet phase began in 2017, but, in the name of clarity, materials for most audiences can refer to the July 2023 launch of the public phase as the start of the campaign.

Madrigano Family Residence Hall

Be careful to include the second "r" in this often misspelled name. Madrigano Hall is acceptable in subsequent references or informal messages.

> See the entry on **facility names** for detailed guidance.

maiden names

In most cases, maiden or birth names should be included only in the first reference to a student, alumnus, or alumna to alert classmates who knew the person by that name. The birth name should be placed in parentheses between the first and married names.

Example: Helen (Green) Brown '08 is an attorney. Ms. Brown lives in Kenosha.

> See the entry on **class years** for proper notation of couples' graduation years.

mailing address

All campus offices share the same postal address: 2001 Alford Park Drive, Kenosha, WI 53140. When soliciting mail, indicate the specific building, office, department, and/or room number along with the full postal address.

majors and minors

In most cases, use the formal title for a student's major or minor — refer to the course catalog or the Requirements page on the department's web page. Note that a student may refer to a "major" that actually is an emphasis or broader department title. To improve flow in narrative text, it is advisable to remove implied words such as "broad-field" or "cross-categorical."

Commonly misidentified majors include **communication** (no ‘s’); **geographic information science** (not “systems”); **exercise and sport science**; and **musical theatre** (not music theatre).

- **Capitalization:** Always capitalize majors, minors, and special programs that contain proper nouns (English, Chinese, etc.) and any that are unique to Carthage. All others should be lowercase in running text. In heading or list format, all may be capitalized for consistency.
- **Emphases, Concentrations, and Tracks:** When listing a student’s major, include any subfields he or she is pursuing within that major — but only if the College officially recognizes the emphasis, concentration, or track. Because terminology varies, consult the specific academic department to determine the relevant term.
- **Self-Designed:** Majors or minors that are self-designed should be identified as such. Check with the registrar’s office to determine if a proposed major/minor has received final approval from the curriculum committee. Until then, copy should reflect that the student is seeking approval.

My Aspire Plan

This core element of The Aspire Program should generally be written out on first reference as “My Aspire Plan (MAP)” or “MAP (My Aspire Plan)”. The acronym MAP can be used in all subsequent references.

> See the entry on **The Aspire Program** for more guidance.

Master of Education

Abbreviated as M.Ed., this degree is awarded to students who complete Carthage’s graduate program in education. Note that it’s often mistakenly written out as “Master *in* Education.” Three specialized concentrations are offered: **leadership in teaching, curriculum and instruction, and higher education**, along with several other concentrations that lead to licensure.

> See the entry on **graduate programs** for guidance on other program titles for adult learners.

Master of Music

Abbreviated as M.M., this degree is awarded to students who complete Carthage’s graduate program in either **music pedagogy** or **music theatre vocal pedagogy**. In headings or lists, “Master of Music in Music Theatre Vocal Pedagogy” or “Master of Music – Music Pedagogy” are acceptable to clarify the program’s focus. In narrative text, use “Master of Music program in music theatre vocal pedagogy” or generic forms such as “master’s program in music pedagogy” or “graduate program in music theatre vocal pedagogy.”

> See the entry on **graduate programs** for guidance on other program titles for adult learners.

Master of Science

Abbreviated as MSc, this is the official degree awarded to students who complete Carthage’s graduate program in business. In headings or lists, “Master of Science Program in Business” or “Master of Science – Business” are acceptable to clarify the program’s focus. In narrative text, use “Master of Science program in business” or generic forms such as “master’s program in business” or “graduate program in business.” Three tracks are offered: **design and innovation, product management, and sports management**.

> See the entry on **graduate programs** for guidance on other program titles for adult learners.

meal swipes

When Parkhurst Dining became Carthage's food service provider, this replaced "meal points" as the terminology for the primary component in student meal plans.

Milwaukee

In most instances, the state is not required when referring to Milwaukee. See the AP Stylebook entry on **datelines** for a full list of U.S. and world cities that can stand alone.

more than, over

Use "more than" when referring to numbers (including monetary amounts), instead of "over," which typically refers to spatial relationships.

MSW

As of 2018, the Loyola University Chicago Master of Social Work at Carthage program was no longer offered at Carthage. Because Loyola awarded the degree, recipients are not considered Carthage alumni.

music ensembles

- **Instrumental:** The main instrumental ensembles are the **Carthage Wind Orchestra**, the **Carthage Philharmonic**, the **Carthage Jazz Ensemble**, and the **Carthage Pep Band**.
- **Vocal:** The main vocal ensembles are the **Carthage Choir**, the **Carthage Treble Choir** (formerly Carthage Women's Ensemble), Vox Ignis (formerly the **Carthage Chorale**), and the **Lincoln Singers**.

Smaller ensembles also form periodically, such as **Ensemble AMATI** and the **President's String Quartet**. Check with the director for proper identification if discrepancies arise.

named spaces

See the entry on **facility names** for guidance on usage of named spaces on the Carthage campus.

names

- **First Name:** With rare exceptions, the first reference to any historical or living person (including musical composers, authors, and U.S. presidents) should include a first name. Either the formal or informal name (James vs. Jim, etc.) may be used, depending on the subject's preference, the type and tone of the material, etc. If the preference isn't known, lean toward the formal name in materials for external audiences and the most commonly known name for internal audiences.
- **Nicknames:** When necessary to identify someone by a nickname that isn't commonly associated with his or her first name, set it apart with quotes between the first and last names.

Example: Kent "Flounder" Dorfman joined Delta Tau Chi as a freshman.

> See the entry **titles – courtesy and professional** for more guidance.

NCAA

Following AP style, the acronym for the collegiate athletic governing body is known widely enough that

the full name does not need to be written out. Use “NCAA Division III” in the first reference for all Carthage athletic contexts. Once the level of competition is established, the more generic “NCAA tournament” (or the like) may be used in subsequent references.

numbers

Spell out:

- one through nine in most instances of running text
- any number that begins a sentence
- fractions in amounts less than one in running text (two-thirds, five-eighths)

Use numerals for:

- 10 and up in most cases
- percentages, ratios, etc. (9%, 5-to-1 ratio)
- fractions larger than one (3 ½, 4 ¼)
- sports scores or other comparisons (an 11-4 victory, a 7-2 vote)
- monetary amounts (\$8, \$2 million) – leave off cents for round dollar amounts
- measurements, including height and weight (5 pounds, 8 ounces)

office

When naming an organizational grouping at Carthage in running text, “Office” generally should come first in the phrase (see exceptions below). When “office” refers only to a physical space, rather than an official organizational segment, it remains lowercase (Todd Wehr Center office, the coaches’ office, etc.).

- the **Dean of Students Office**
- the **Office of Admissions**
In subsequent references, and in informal communications with the campus community, it is acceptable to use “the admissions office.”
- the **Office of Advancement**
In subsequent references, it is acceptable to use “the advancement office.”
- the **Office of Alumni and Family Engagement**
See the entry on **alumni relations** for more guidance.
- the **Office of Marketing and Communications**
In subsequent references, and in informal communications with the campus community, it is acceptable to use “the communications office.”
- the **Office of the President**
In subsequent references, and in informal communications with the campus community, it is acceptable to use “the president’s office.”
- the **Office of the Provost**
In subsequent references, and in informal communications with the campus community, it is acceptable to use “the provost’s office.”
- the **Office of Public Safety**

- the **Office of Residential Life**
- the **Office of Sponsored Programs**
- the **Office of Student Financial Services**
In subsequent references, and in informal communications with the campus community, it is acceptable to use “the financial aid office.”
- the **Office of Student Involvement**
- the **Ruth Johnson Office of the Registrar**
In informal communications with the campus community, use “the registrar’s office.”

parking lots

Campus parking lots were renamed in 2017 for greater clarity and uniformity. Until people become accustomed to these identifiers, it is advisable to include the former lot name in parentheses:

- **35th Street Lot**
- **14th Avenue Lot**
- **Apartment Lot**
- **Lentz Lot**
- **North Lot 1, 2, or 3** – collectively “the North parking lots”
- **Pike River Lot**
- **South Lower Lot**
- **South Upper Lot**
- **Straz Service Drive** – a limited number of assigned spaces, rather than a full lot
- **Tennis Center Lot**

Until the lot in front of The Tower is formally named, consider a generic reference to “the short-term parking spaces in front of The Tower Residence Hall.”

parents

In running text, identify parents of Carthage students or alumni in narrative form. In list format, they may be denoted by a (P) or other symbol, as long as that symbol is defined in a key at the top or bottom of that section. Don’t confuse the audience by attaching the student’s class year to the parents.

Examples:

Ruby and Rich Jemm-Stone, parents of Amethyst '25, established the scholarship.

*COMMITTEE MEMBERS: Val Halla, Melvin Lane (P), Yvette Lopez
(P) denotes Carthage parent*

Avoid misleading phrases like “current parents” and “past parents” whenever possible. The distinction is rarely important and implies that people cease to be parents when their children graduate. Write out the relationship instead.

Parkhurst Dining

In 2022, this became Carthage's food service provider. In marketing or advertising copy, "Carthage Dining, brought to you by Parkhurst" and similar phrasing is encouraged.

phone numbers

Always include the area code, prefix, and suffix, separated by hyphens (rather than parentheses or periods). The abbreviated extension may be listed as a secondary option for campus phone numbers; "ext." is the preferred abbreviation, although "x" is acceptable when space is severely limited.

Examples:

To reserve your space, call the alumni office at 262-551-2137 or ext. 2137.

Call us! x6021

Pike River

This body of water runs through the Carthage campus. In subsequent references, "the river" is preferable to "the Pike."

President

Use "President" or "President of Carthage College" when appropriate, particularly when attached to a signature. Avoid "President of the College" in most cases. John R. Swallow is the 23rd president, in addition to CEO. Past presidents may be identified as "former president" or, if officially awarded the title, "president emeritus."

> See the entry **titles – courtesy and professional** for more guidance.

product management

This is one of three tracks offered in Carthage's graduate business program (Master of Science).

professor

All Carthage faculty members who hold professorships — including associate, assistant, and visiting professors — may be identified generically as professors. However, include their full titles as close to the beginning of the document as possible.

Depending on the context and sentence construction, one of two methods may be used to identify a professor in the first reference: capitalize and write out "Professor" with the full name or list the name followed by a comma and his or her full title (lowercase). The abbreviation "Prof." should be used in all subsequent references. Avoid using any form of "professor" more than once in a sentence.

Example: Professor Mae Flowers organized the event. As an associate professor of English, she has participated in many similar activities. Prof. Flowers said the turnout encouraged her.

- **Administrators:** Those who retain professorships while serving primarily as administrators should be identified as professors only if their teaching role is relevant to the material.
- **Combining titles:** When identifying faculty with multiple appointments, remove duplicate words (typically "and") to avoid repetition.

Example: Doug Dozer is a professor of accounting, finance, and religion.

- **Doctor:** In most cases, professors should not be identified as doctors unless they hold a doctoral degree in a medical or dental field. Exceptions for ceremonial events or other special circumstances should be applied consistently.
> See **titles — courtesy and professional** for more guidance.
- **Other faculty:** See the entries on **adjunct faculty** and **lecturer** for further guidance.

pronouns

- **Gender identifiers:** When referring to an individual person repeatedly in materials, alternate using their name and preferred gender pronouns. These PGPs can be determined by asking the person directly, checking their email signature, or checking the designated field on an online form. The traditional “he” and “she” may be used for those who express no preference or do not respond. If a PGP would make the copy confusing, write around it and avoid pronouns.
- **Nonhuman creatures:** Except in rare cases, use “it” for animals rather than applying gender-specific pronouns like “he” or “she.”

Public Safety

Use the full “Office of Public Safety” to describe the campus security unit, except in internally focused messages to the campus community. Always capitalize.

quotes

- **Abbreviation:** Write out all words in direct verbal quotations rather than using abbreviations or symbols, unless doing so results in awkward sentence construction or confusion.

Examples: “He paid me 20 dollars,” John said. “I walked from the house where I lived at 212 Baker Street to the dentist’s office to see Doctor Watson.”

- **Ellipses:** Use ellipses at the beginning or end of a quote to denote preceding or continuing dialogue, or to signal an interruption in a quotation. If possible, use the special character function in the word processor or other software to create an ellipsis (Option-semicolon on Mac OS X) rather than typing three periods.
- **Headlines:** When using a full or partial quote in a headline or subhead, use single quotation marks.
- **Missing words:** When adding a clarifying word or phrase to a quote, enclose it in square brackets. When replacing a confusing or offensive word or phrase from a quote, enclose the replacement text in parentheses. However, use these tactics sparingly.

Example: “I don’t know why he went [to the cottage],” Miss Marple said. “The alibi he gave was pure (expletive).”

- **Quotes within quotes:** Set off with single quotation marks.

Examples:

“My father told me, ‘College is the key to life,’ and he was right,” Mrs. Beegstaph said.

Red Men

The former nickname for Carthage men's sports teams was retired in 2020 and should be avoided except in approved recaps of the name change.

residence halls

See the entry on **facility names** for guidance on references to Carthage residence halls. Do not use "dormitories" or "dorms" except in extremely informal settings.

remote teaching, remote learning

For Carthage programs delivered online, these are the preferred terms. Avoid "virtual learning" or "distance learning" and similar variations.

room numbers

When identifying a numbered room on campus, only capitalize "room" when it stands alone or in a list. Leave it lowercase in running text. When a room number immediately follows the building name, the word "room" may be omitted.

*Example: The talk will be held in room 207 of the A. W. Clausen Center for World Business.
Afterward, guests are invited to a reception in Hedberg Library 159.*

RSVP

Because this abbreviation represents the French phrase meaning "Please reply," it is redundant to pair it with "please" or "requested." Note that no periods are needed between the initials.

Science Center

> See **David A. Straz Jr. Center for the Natural and Social Sciences** in the **facility names** entry.

Schoology

Carthage's online learning management system was implemented in 2018.

ScienceWorks

Per the founder's wishes, the former iteration of Carthage's entrepreneurial studies program — *ScienceWorks* — should be italicized.

sculptures

Several original sculptures are displayed permanently on campus. Titles should appear in quotes (or italics, if a certain visual effect is desired), following AP style guidelines.

- **A Learning Moment** depicts Abraham Lincoln and John Hay. It's located in Sesquicentennial Plaza, near the Straz Center.
- **A Teaching Moment** depicts three children exploring nature. It's located by the Fritsch Meditation Chapel.
- **Figure** is located along Campus Drive next to the Johnson Arts Center.
- **Vortex** is located by the north entrance to the Campbell Student Union

> See the entry on **titles of works** for more guidance.

seasons

Do not capitalize spring, summer, fall, or winter in narrative text. They may be capitalized as part of a publication title (Fall 2013 edition of the Carthaginian).

semesters

The two full-length academic terms for traditional students are known as the fall semester and the spring semester. In most instances, it is not necessary to capitalize them.

semicolons

When items in a series involve internal commas, separate them by semicolons to prevent confusion.

Example: The group will travel to St. Paul, Minnesota; Austin, Texas; Jackson Hole, Wyoming; and Green River, Utah.

senior thesis

Capitalize when referring to the broader element of the Carthage curriculum. Leave lowercase when describing individual projects. The plural form is “senior theses”.

Examples:

One key piece of the Carthage Plan is the Senior Thesis.

Jonas Brother '23 will present his senior thesis on the evolution of pop music.

social science secondary education

When referring to the Carthage major, it is not necessary to attach “broad-field” or “broad-based” unless the surrounding context requires such a distinction.

spaces

Only one space is needed between sentences in a paragraph in Carthage communications.

softball

Because intercollegiate men’s softball is extremely rare, “women’s” can be left out when referring to the Carthage varsity sport.

Spark program

See the entry on Carthage Spark for guidance on this workplace-delivered education option.

sports management

This is one of three tracks offered in Carthage’s graduate business program (Master of Science).

spring break

Leave lowercase.

Staff Council

Capitalize the title of this elected board.

SURE

In running text, write out Summer Undergraduate Research Experience in the first reference to the

Carthage program. SURE is acceptable in subsequent references.

TARC

Write out N. E. Tarble Athletic and Recreation Center for all external audiences in the first reference, if space allows. “TARC” can be used for informal communications with internal audiences, and in subsequent references in any materials.

> See the entry on **facility names** for official names of other Carthage athletic sites.

Teaching Commons

This refers both to the physical space in Hedberg Library and the organizational entity devoted to faculty development at Carthage.

The Aspire Program

In most instances, use the full title in the first reference. For clarity, strongly consider attaching a descriptive clause such as “Carthage’s comprehensive four-year career development initiative.”

theatre, theater

Use “theatre” when referring to the program of study and academic department at Carthage, along with the broader artistic community. Note that the Wartburg Theatre follows this naming convention, but not the Niemann Media Theater or the Kennedy Center American College Theater Festival.

times

Use the HH:MM format, followed by the appropriate suffix (p.m. or a.m.). When referring to the top of the hour, however, it is not necessary to include “:00.” Use “noon” and “midnight” rather than the numeric hour, unless it would cause confusion in the context.

Example: The concert starts at 2 p.m., and doors will open at noon. The performers will sign autographs at 4:30 p.m.

- **Daylight saving time:** Note that the acronyms CDT (Central Daylight Time) and CST (Central Standard Time) are not interchangeable. Check the start/end dates for daylight saving time in the specific year.
- **Time zone:** All times are presumed to be Central unless otherwise noted, so specify when referring to another time zone (particularly relevant to athletic schedules).

> See the entry on **events** for guidance on the preferred order to list times, dates, and locations.

titles – courtesy and professional

In the first reference, use a person’s full name. In subsequent references, see these rules:

- **Traditional undergraduate students:** In most instances, no courtesy titles are needed when identifying students. Use first name only in the second and subsequent references.

Example: David Joseph '17 won the scholarship. David plans to major in French.

- **Administrators, staff members, and trustees:** The president of the College retains that courtesy title throughout a document, as does the provost. Most other administrators, staff

members, and trustees may be identified as Mr., Mrs., Ms., or Miss in subsequent references.

Example: John Swallow, the 24th president of Carthage, delivered the address. President Swallow thanked everyone in attendance.

- **Adult students, graduate students, and alumni:** Use a person's preferred courtesy title (Mr., Mrs., Ms., Miss, or other) in second and subsequent references. For those who don't identify with a binary gender, "Mx." may be preferable. If a female's marital status is unknown, use Ms.

Example: Tammy Howard '65 and her husband, Joe, run a small business. Mrs. Howard also volunteers at the local soup kitchen.

- **Coach:** Capitalize a coach's title only when it is worded exactly and appears directly before his or her full name. The capitalized courtesy title "Coach" also may be used in subsequent references.

Example: Head Coach Henry Header accepted the award on behalf of the men's soccer team. Coach Header was gracious in his remarks to the crowd of more than 1,000.

Don't split up the sport's name in a coach's title. Thus, "head men's soccer coach" and "women's volleyball assistant coach" are acceptable, while "men's head tennis coach" should be avoided.

- **Doctor:** In most cases, the courtesy title Dr. should be applied only to someone who holds a doctoral degree in a medical or dental capacity. It may be included in all references to that person.

Example: Dr. Bonnie Davis '01 opened a new clinic. Dr. Davis specializes in podiatry.

> See the entries on **professors**, **adjunct faculty**, and **lecturers** for more guidance.

titles of works

For most promotional materials at Carthage, put the titles of plays, lectures, journal articles, books, research projects, videos, songs, and most other original works in quotation marks (double quotes in running text, single quotes in headings). Titles of journals, magazines, newspapers, computer programs, and reference materials may stand alone without quote marks. Titles may be italicized in documents where a certain visual effect is desired; however, be consistent within the document.

The Tower Residence Hall

Use "The Tower" for subsequent references.

Torchie

Carthage's former mascot "graduated" in 2021, succeeded by Ember.

vice president

In most cases, use vice president "for" (not "of") a particular area. This applies to associate vice president and other variations, as well.

> See the entry on **titles — courtesy and professional** for guidance on similar questions.

web addresses

When directing users to the main Carthage website in print materials, it is not necessary to include the

http:// in the address. Beyond that, consistency is most important.

- **Off-campus materials:** Leave off the http://www. or https://www. prefix.
- **On-campus materials:** Use the www. prefix but leave off http:// or https://

Avoid using lengthy or complex links. In cases where readers must be directed to pages with lengthy addresses, contact the Office of Marketing and Communications to request a redirect.

Western Heritage

As of 2020-21, the title of the required first-year course changed to Intellectual Foundations. Insert “(formerly Western Heritage)” in running text when needed for clarity.

who, that

When referring to people, use the direct or indirect objects “who” or “whom.” Nonhuman entities (such as organizations and teams), inanimate objects, and abstract concepts should be identified as “that.”

Wiers Family Stadium

Use this name for most references to the varsity softball complex that opened in 2023. When specifically identifying the playing surface, use **Barbara Madrigano Field**.

win-loss record

A sports team’s record may be included in parentheses after the school name or team nickname, with wins and losses separated by a hyphen. When appropriate, the conference record may come next, separated by a comma.

Example: The Firebirds (14-1, 9-0 CCIW) won their fourth straight match.

winter break

Leave lowercase when referring to the Carthage period between fall semester and January Term.

Wisconsin Space Grant Consortium

Write out the entity’s full name on first reference, and, if space allows, add that Carthage is the lead institution for it. To maximize the impact, emphasize the connection to NASA; this can be done most efficiently by appending it to the name (“NASA Wisconsin Space Grant Consortium”). WSGC is fine in subsequent references.

year

Use the format YYYY-YY for a Carthage academic year that straddles two calendar years, except at the turn of a century. When referring to a range of two or more calendar years, use both four-digit years (YYYY-YYYY).

Examples:

Information about 2023-24 housing assignments will be mailed soon.

Reed Seed led the Red Men in scoring in the 1999-2000 season.

Professor Green Egzenham was elected to a two-year term (2027-2028).

ZIP code

ZIP is an acronym for Zone Improvement Plan and should be capitalized in all instances.