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United Kingdom and the United States. The independent professional communication in international and national advertising. A legal identity is a high level of professional accreditation and communication.

To be credible, the material should be clear and consistent. While individual publications continue to change, a code of ethics is a communication from a number of USF offices in print and digital formats. [The book and management](#) provide a look and feel for the industry, this guide is designed to help create a common voice that will enhance USF's credibility and professionalism.

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Follow the guidelines when creating non-academic, non-technical documents that are intended for internal and general public audiences. This includes communication for a national audience as well as professional development, alumni, donors, legislators, business and the general public.

Special kinds of writing, such as professional papers, dissertations, technical publications and academic books should conform to the accepted style of the discipline.

This guide is primarily for USF and includes the most common United Kingdom higher education. United Kingdom Communication and Marketing follows the Associated Press style and the elements from the AP Stylebook are included in this guide. For example: Use *Dr.* in reference to a professional before the name of an individual who holds a doctorate of dental degree, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of physical therapy. Do not use *Dr.* before the name of an individual who holds the type of doctoral degree. (Note: Public address is not a United Kingdom style only to highlight the example.)

The [AP Stylebook](#) is available for free fact and for United Kingdom the USF Library.

AAU An association of 71 leading research institutions in the U.S. and Canada. USF

academic majors See capitalization

academic papers Capitalize the principal word of academic paper and journal article, including preposition and conjunction of formal letters. Punctuation mark a word the name of the article.

academic titles

Capitalize and spell out formal titles preceding a name. *Ex. Professor Jane Smith*

Locate and prepositional department designations following a name when appearing in a title. *Ex. John Doe, chair of the Department of Chemistry. The chair of the Department of Chemistry.*

Do not capitalize occupational designation or identifier, even if it appears before a name. *Ex. The honor was awarded to oceanographer Jane Smith*

Only use an individual's full name and title on reference. On brief reference, use only the last name. If an individual has a multiple last name, follow their preference.

accreditation

acronyms A list of most commonly used acronyms is provided in the Appendix. This applies to all college and university acronyms. Unless the acronym is clearly understood, do not follow an organization's full name with an abbreviation, acronym in parentheses or boldface. Note: USF is acceptable on second reference, as are BOT (Board of Trustees) and BOG (Board of Governors). A few nationally recognized acronyms are acceptable on first reference, such as CIA, FBI, IRS, NASA and NATO. Entrance examinations, such as ACT, SAT, LSAT, GMAT, GRE, MAT and MCAT all do not need to be spelled out on first reference.

adjuncts Part-time, temporary instructors

administration Local, faculty and general office

admissions office Office of Undergraduate Admission, Office of Graduate Admission, USF Health Office of Admission

alma mater Local office

alumni association See [USF Alumni Association](#)

assistant/associate professor See [Faculty](#)

Board of Governors The Board of Governors is the governing body for the State University System of Florida. On first reference, use the Florida Board of Governors. On subsequent reference, *BOG* is acceptable.

Board of Trustees On first reference, acceptable alternatives to the name of the governing body include: the University of South Florida Board of Trustees and the USF Board of Trustees. Use capital letters on first reference. On subsequent reference, *BOT* is acceptable. The board has the following committees:

- Academic and Campus Environment
- Finance
- Governance
- Audit & Compliance
- Strategic Initiatives

boilerplate Public relation/marketing materials that refer to a standard description about an organization that is used for a variety of purposes: for example, the last paragraph of a newsletter. USF's boilerplate is as follows:

Abbreviations of USF, Florida

The University of South Florida, a high-impact research university dedicated to student success and committed to community engagement, generates an annual economic impact of more than \$6 billion. With campuses in Tampa, St. Petersburg and Sarasota-Manatee, USF serves approximately 50,000 students who represent nearly 150 different countries. For four consecutive years, U.S. News & World Report has ranked USF as one of the nation's top 50 public universities, including USF's highest ranking ever in 2023 (No. 42). In 2023, USF became the first public university in Florida in nearly 40 years to be invited to join the Association of American Universities, a prestigious group of the leading universities in the United States and Canada. Through hundreds of millions of dollars in research activity each year and as one of top universities in the world for securing new patents, USF is a leader in solving global problems and improving lives. USF is a member of the American Athletic Conference. Learn more at www.usf.edu.

building names Capitalize and spell out building when part of a proper name, but not when used alone or in a general collection.

Capitalize formal building name or accepted formal reference to a building. On second reference, lowercase when proper name indicated. All lowercase when using a generic designation.

The Empire State and Chrysler buildings are in New York City.

My class is in Cooper Hall.

The tour group walked past the David C. Anchin Center.

I walked to the library.

They had coffee in the USF Bookstore.

I'm working in an engineering lab.

Name of building available on the official campus map:

[USF Tampa campus](#)

[USF St. Petersburg campus](#)

[USF Sarasota-Manatee campus](#)

Bulls, USF Bulls Commonly refer to USF's athletic team. All a capital letter. Reference to team and program should be lowercase: *the Bulls football team, the women's basketball program.*

C

campus Use the locative adverb *campus* after referring to the geographic location.

For example:

- *The library is on campus.*
- *The library is on campus.*
- *The library is on campus.*
- *The library is on campus.*

After establishing a relationship with the University of South Florida reference, the acceptable Tampa campus, St. Pete Beach campus, or Manatee campus to implement campus operations, the USF.

For example:

- *The library is on campus.*

campuswide One word. All of: *citywide, countrywide, statewide, nationwide* and *worldwide*.

Acceptable if the word becomes long and cumbersome, a in the -ide.

capitalization In general, avoid unnecessary capitalization unless referring to an official name.

University, college: Capitalize *University* and *college* when a part of an official name: *The University of South Florida, New York University, Muma College of Business*. Lowercase when used as a plural.

Princeton and Yale universities.

The colleges of nursing and engineering.

Lowercase *university* and *college* on second reference.

I earned my bachelor's degree at the University of South Florida.

The university has a strong liberal arts program.

The College of Marine Science offers a rigorous curriculum.

The college has an outstanding faculty.

...e : Capitalize for position when used immediately before a name. Leave for position when used alone or when followed by comma. If the formal name of a department is part of title, capitalize even if it follows the name:

The president spoke.

Jane Doe, director of the Division of Patents and Licensing, is here.

Director of Patents and Licensing Jane Doe has arrived.

An individual's full name and title are used only on a reference. On subsequent reference, use the last name.

...e a, d, c, ... e : Use to indicate the class and course, single or multiple (and complete) title of the name carries a proper noun name.

She registered for Biology 101.

Her History of Civilization class is cancelled.

My chemistry class is fascinating.

a, , , , g a : Leave major, minor and program of study except for those proper nouns:

Mary is a music major.

Greg earned a degree in biology.

I'm a French major.

Patil College of Global Sustainability
J. D. Genhart Honors College
College of Marine Science
USF Health Morsani College of Medicine
USF Health College of Nursing
USF Health Taneja College of Pharmacy
USF Health College of Public Health

commencement Capitalize when referring to USF.

composition titles Proper nouns make a condition of book, movie, play, poem, album, song, opera, radio and television program, lecture, speech, book of art and drama. Do not use proper nouns for a title, app, or a brand name of video, online or analog edition of game.

curricula, curriculum, curricular Curriculum is the singular form for a program of academic course or learning activity (*the mathematics curriculum*). Curricula is the plural for curriculum. Curricular is the adjective form of curriculum in *the Chemistry Department's curricular philosophy*.

curriculum vita, curricula vitae Curriculum vita is singular, curricula vitae is plural.

degrees See academic degree.

doctor, doctorate See academic degree.

dormitory/dorm See edifice.

dual degree Dual degree, a phenomenon, is the noun. Dual-degree is the adjective.

emeritus, emerita Place *emeritus* (masculine, singular) or *emerita* (feminine, singular)

d ing food ball ea on.

housing See e de, ce a .

Living Learning Communities Re idental tidentcomm nthe th empha i on academic majo o an a ea of pecial int e t The li of Li ing Lea ning Comm nthe on the Tampa camp i a ailable [he e](#). Ho ing & Re idental Ed ca on e [Re idental Comm nt P og am](#) on the S Pet b g camp .

nondegree One o d. U e a h phen in , , deg ee- ee , g.

numerals In gene al, pell o t oneth o gh nine: U e g e fo 10 o abo e and hene e p eceding a nt of mea e o efe ing t age of people, animal , e ert o thing .

U e , g , e f , :

ACADEMIC COURSE NUMBERS: *History 6, Philosophy 209.*

ADDRESSES: *210 Main St. Spell o t n mbe ed t ed nine and nde : 5 Sixth Ave.; 3012 50th St.; No. 10 Downing St. U ethe abb e id on A e., Bl d. and S onl th a n mbe ed add e : 1600 Pennsylvania Ave. Spell them o t and captali e th o t a n mbe : Pennsylvania Avenue.*

AGES: *a 6-year-old girl; an 8-year-old law; the 7-year-old house. U e h phen fo age e p e ed a adjed e befo e a no no a b t t e fo a no n. A 5-year-old boy, b t the boy is 5 years old. The boy, 5, has a sister, 10. The race is fo 3-year-olds. The woman is in her 30s. 30-something, b t Thirty-something t t a ert e.*

PERCENT, PERCENTAGES: U ethe % ign hen pai ed th a n mbe , th no pace: *Average hourly pay rose 3.1% from a year ago; her mortgage rate is 4.75%; about 60% of Americans agreed; he won 56.2% of the vote. Fo amo rt le than 1%, p ecedet the decimal th a e o: The cost of living rose 0.6%. Fo a ange, 12% to 15%, 12%-15% and between 12% and 15% a e all accept ble.*

o campus, on campus Today, both phenomena are before a nation.

He lives on campus.

She lives in an off-campus apartment.

organizational titles

Rhea Law is the president of the University of South Florida.

USF has both on-campus dean and off-campus dean. For example:

- *Anthony Rolle is the dean of the College of Education.*
- *Paul Kirchman is the Sarasota-Manatee campus dean of the College of Arts & Sciences.*

p.m., a.m

Bethany Carter 1994-1999
Judith Genhart 2000-2019
Stephanie Call 2019-2021
Rhea Lamm 2021-present

professor Capitalize only if it precedes a proper name. Lowercase if it refers to a generic description and is not an additional title. Treat *associate professor* and *assistant professor* in the same manner.

rankings Use the abbreviation for number in conjunction with a general indicator position or rank: *Times Higher Education ranks USF No. 4 in the U.S. for its efforts to eliminate poverty.*

residence halls Use the term *residence halls*, not dorm or dormitory. Residence hall should not be used as the proper name of the hall.

Jane Thomas lives in Endeavor Hall.

SAT Stand for Scholastic Aptitude Test. SAT is acceptable on reference. Do not use period.

scholar Lowercase except when used in named scholarship.

*USF Presidential Scholars Award
National Hispanic Scholars*

scholarship Lowercase except when used in proper name.

*Joe applied for the USF Honors College Scholarship
Mary received a scholarship.*

seasons Lowercase *spring, summer, fall, winter* and derive each a *springtime* nickname of a formal name, i.e., *Winter Olympics*.

semesters Lowercase reference to semester intervals.

She will teach during the fall semester.

study abroad Do not think phenomena are studied abroad.

USF offers many study abroad programs.

Next summer I will study abroad.

She is going to study abroad for a semester.

USF's study abroad program is extensive.

SUS Refer to the State University System of Florida, which consists of 12 public universities throughout the state. The universities are:

Florida Agricultural & Mechanical University

Florida Atlantic University

Florida Gulf Coast University

Florida International University

Florida Polytechnic University

Florida State University

North College of Florida

University of Central Florida

University of Florida

University of North Florida

University of South Florida

University of West Florida

syllabus, syllabi

USF Alumni Association Capitalize on the effectiveness. Look for connections between effectiveness and the alumni association.

USF Foundation Capitalize on the effectiveness. Look for connections on the effectiveness.

USF Health The overarching organization for the health disciplines, including the multidisciplinary faculty and the planning of doctors and allied health professionals. USF Health is based primarily on the Tampa campus; some programs in other facilities, clinical sites and campuses throughout Tampa Bay. They include:

The USF Health Morsani College of Medicine MD program is based in the 13-story USF Health Downtown, which opened in 2020 as a keystone of the Water Street Tampa redevelopment. The facility also houses the Health Innovation and the USF Health Taneja College of Pharmacy will move there in 2023.

The South Tampa Center for Advanced Healthcare, a clinical facility serving multidisciplinary care for patients close to USF's primary teaching hospital, Tampa General Hospital.

The Morsani Center for Advanced Healthcare, which serves multidisciplinary care on the Tampa campus.

The Center for Advanced Medical Learning and Simulation (often referred to as CAMLS), located in downtown Tampa, is one of the world's leading simulation facilities dedicated to training health care professionals.

The USF Health College of Nursing has most of its programs on the Tampa campus, but also operates on the St. Pete Beach and Sarda-Mandela campuses.

Use the full name of USF Health college on the effectiveness:

USF Health Morsani College of Medicine
USF Health College of Nursing
USF Health Taneja College of Pharmacy
USF Health College of Public Health

If for a national audience, identify USF Health as part of the initiative:

University of South Florida Health, Northwell Health, Formlabs and Tampa General Hospital join forces to create 3D-printed nasal swabs to test for COVID-19.

OR

University of South Florida Morsani College of Medicine.

USF System This term is applied when the event is consolidated on July 1, 2020. Examples of the name include: *university-wide, One USF, all three campuses.*