AVC Style Guide

January 2018

ANTELOPE
VALLEY
COLLEGE

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AVC Communications

When composing any documents on behalf of AVC, it is important to write professionally and appropriately for your audience.

Write in active voice as much as possible. Write in the third person (avoid using we, you, or I). Write in the present tense. Write with simplicity. Say what you need to say in the simplest terms. Compose words inclusively, that is, without bias to race, age, gender, sexual orientation, disability, stereotypes. Avoid language that singles out any group.

More is not always better. As you refine your thoughts, choose the words that allow communication to take place. Limit sentences to 8 to 18 words; vary the length of the sentences. In the first 50 words, make your point. Have one idea per sentence and one main idea per paragraph. Anticipate readers' questions and provide answers.

All documents, including E-mails, are the property of Antelope Valley College and are public documents. They are subject to public records request and court subpoena in legal proceedings. **Think twice before expressing yourself in a way you might later regret.**

Editing and Proofing

It is recommended to **proofread all documents for both content and consistency**, each item separately.

Content Editing

Read only for content, analyzing if what is being said is clear.
- spelling (don't rely totally on spell-check!) punctuation
- grammar
- paragraph organization
- active voice

Consistency Editing

On the final pass, check just the layout and formatting, one at a time.
- margins
- typeface and point size leading/line spacing
- space between paragraphs
- alignment
- indents
- sequential numbering in procedures
- bullet size
- URL links are accurate
- Tables and graphs are readable and accurate

Correspondence and Communications

All official Antelope Valley College correspondence should adhere to the following guidelines in order to uphold the image and integrity of the office in its communications.

Agendas & Minutes

For all non-Brown Act meetings, AVC recommends an annotated agenda for all meeting minutes. (Brown Act meetings include Academic Senate meetings, the Board of Trustees' meetings, the Foundation Board meetings, and the Retirement Board meetings. *All others are non-brown act meetings.*) A consistent style for both agendas and minutes creates an ease of use of communication and allows those outside of a committee to easily determine what will happen and what did happen in a meeting. Minutes do not need to document every word that is said in a meeting, rather they should document decisions within meetings.

Three areas that must be covered in minutes:
- Issues Discussed: This is a summary of the issue, not a script of what each person said. It should be complete enough so that someone outside of the meeting can read it and understand what the issue was. It may include bullet points.
- Action Taken: Include any votes or decisions, even if that decision was to table the discussion.
- Follow Up Items: Title and action is listed of any work that is planned to be completed before another meeting takes place. It is recommended that a date of when it is to be done is included. This will provide a listing of what should be covered at the next meeting as well, if it was due by then. Minutes should avoid specific names unless required for clarity.

The Microsoft Word template is available at: http://www.avc.edu/administration/marketing

Business Cards

There is one approved style for business cards. No variations of the business card format may be used at any time. You may not produce business cards on your computer. Please contact your supervisor for business cards.

E-mail

Reader-friendly format includes:
- descriptive subject lines
- numbers for multiple steps
- bullets for clarity
- shorter sentences written in clear, understandable language
-

All business writing rules apply to e-mails. Use capitals where appropriate; avoid both all lowercase and all capitals. Send "TO" to the person/s that are expected to take action. Send a "CC" (courtesy copy) to those who need to be informed of your request. Avoid "BCC" unless absolutely necessary. Generally, it's best to cover one topic per e-mail because it

helps in filing and retrieving them later. If you cover multiple topics in one e-mail, then indicate that in the subject line.

All students, faculty (adjunct and full-time) and staff are assigned an avc.edu email address. All AVC business should be conducted with this official avc.edu email address. E-mails are the property of Antelope Valley College and are public documents. They are subject to court subpoena in legal proceedings. As it's said, an e-mail is about as private as a postcard, so think twice before expressing yourself in a way you might later regret.

E-Mail Signature

Consistent e-mail signatures across all departments and programs help to ensure that all e-mail on behalf of AVC meets professional standards, represents the quality of our work and the college's business, and provides relevant information to support business processes.

- o **Keep it simple:** Don't get overly complex when formatting your e-mail signature and keep the number of lines to a minimum.
- o **Images and logos:** Except for the official AVC logo, use of images within the e-mail signature is not recommended. Images can come across as attachments and add to the complexities of downloading an e-mail for the recipient. It is also important to note that many e-mail clients and mobile devices block the appearance of logos and images.
- o **Web addresses:** The inclusion of the AVC web address (www.avc.edu) is recommended for all college e-mail signatures. A second address specific to a department or program can be added to the signature. Avoid personal websites.
- o **Quotes:** The use of personal or favorite quotes or epigraphs in an e-mail signature is inappropriate in a professional setting and should not be used in any communications on behalf of the College.

SAMPLE E-MAIL SIGNATURE BLOCK To Personalize:

your name
your title
Antelope Valley College | Department
3041 West Avenue K
Lancaster, CA 936536
phone: 661.722.6300, ext. XXXX | fax: 661.722.6XXX| e-mail: yourname@avc.edu
www.avc.edu

Out of Office Email Reply

When you will be out of the office for an extended period of time, please create an email out-of- office response.

Letterhead & Envelopes

There is a standard Antelope Valley College template available at:
http://www.avc.edu/administration/marketing
Official mail should be sent using Antelope Valley College envelopes. Please contact your supervisor for official Antelope Valley College envelopes.

Letters

Letter writing has become more conversational in business. The average person reads at eighth- to tenth-grade level. Fewer words and more contractions make messages easier to read and understand. Simpler expressions save space – a one-page letter (or less) is ideal. There is power in simplicity.

Use one space after a period. Computer fonts differ from typewriters. An extra space is not only unnecessary; it's a visual distraction. The body (message) of the letter should always be single spaced. If you don't have your reader's name, write to their title, "Dear Human Resources Manager." Repeat the title and department on the envelope to assist proper delivery.

On letters and envelopes, always use the U.S. Post Office two-capital postal code (for example, California is CA, not Ca.), followed by the five-digit zip code.

Letters of Recommendation

Personal Letters of Recommendation

Employees are prohibited from using their title, AVC letterhead or the name of the Antelope Valley College when providing personal letters of recommendation for a person who has no relationship with the college. Use of the Antelope Valley College name or letterhead or the writer's title implies there is a relationship between the Antelope Valley College and the person for whom the letter is being written and that the writer's position is supported by the Antelope Valley College. Employees may write personal letters of recommendation in their private capacity where there is no reference to the Antelope Valley College or their employment.

Work-Related Letters of Recommendation

AVC letterhead and resources may be used in making a recommendation for a person who has a business relationship with the Antelope Valley College, when the writer personally knows the person in a professional context, and provided there is no agreement for reciprocal benefit to the writer. In order to prevent any adverse reflection on the writer or the Antelope Valley College should the subject of the recommendation not meet expectations, letters of reference should be based on personal knowledge of the ability or character of the person. Proposed work-related letters of recommendation must be approved by the writer's immediate supervisor who will retain a copy for future reference. Any letter of recommendation that may reasonably be considered to be controversial or sensitive shall be reviewed and approved by the dean or vice president prior to dissemination.

myAVC Personal Announcements

A personal announcement is a message sent to a specific user or group of users based on a variety of selected user attributes. These announcements are created and managed through the myAVC portal and can be sent to specific users, or group of users, based on attributes such as role, major, or enrolled course. Announcements can be delivered to the Personal Announcement channel in myAVC, as an e-mail, or both.

Only faculty and staff trained in myAVC announcements have access to create personal announcements. The respective vice-president or President must authorize employees who

have announcement access for their department or division. Staff that does not follow the following guidelines may have announcement access revoked.

- o **Use a descriptive subject line:** Make it clear what your announcement is about.
- o **Keep it simple:** Don't get overly complex when formatting or writing. Business writing rules apply to myAVC announcements: Use capitals where appropriate; avoid both all lowercase and all capitals. Avoid slang, technical jargon and excessive use of acronyms.
- o **Images and logos:** Use of jpegs in myAVC announcements should be used sparingly. Any text in the image must be repeated in the body of the announcement to insure regulatory compliance for persons with disabilities. It is also important to note that many e-mail clients and mobile devices block the appearance of logos or images. Do not send out jpegs of fliers or forms.
- o **Target your message:** Only send your message to individuals necessary. For example, information for staff should not be sent to students.
- o **Utilize delivery and expiration dates:** Announcements can be created in advance and scheduled for a future date. On the scheduled delivery date the announcement will be published to the appropriate channel and delivered as an email, if selected. Announcements should not be sent repetitively. Excessive email is internally generated spam.
- o **Use a signature:** All announcements share the same return email address. Use a signature that lets readers know where the announcement is originating including: name, campus phone, avc.edu email address, webpage for more information.

PowerPoint Presentations

There is a standard Antelope Valley College template for PowerPoint presentations available at: http://www.avc.edu/administration/marketing

Public Records Requests

The district has designated the Office of the Superintendent/President as the first point of contact for public records requests. This will make it easier for the district to track and process requests, which will result in providing a more prompt response. Detailed instructions for public records request can be found at: https://www.avc.edu/information/policies

Marketing Services

The Marketing and Public Information Department develops public awareness campaigns to highlight Antelope Valley College programs, events and initiatives. The office responds to inquiries from reporters, produces press releases, media advisories, media statements, speeches, social media posts, and designs brochures and other marketing materials.

If your department or division would like to highlight a particular project or other event it is working on, please contact the Marketing and Public Information Department.

The Marketing and Public Information Department has numerous tools at its disposal in which to highlight Antelope Valley College projects, initiatives, reports and other events. These include:

Advertising Buys

The Marketing and Public Information Department has a limited budget for use on mass media campaigns (billboards, radio, etc). This funding is reserved for general marketing of the college and enrollment management purposes. Should your department have funding to spend on advertising (e.g. categorical funds), you must coordinate efforts through the Marketing and Public Information Department.

Community Calendar

The Marketing and Public Information Department maintains the Google Calendar: AVC Community Events. This subscribe-able calendar is published to the avc.edu homepage and to the weekly Campus Update email that goes out to over 18,000 students, staff and community members. To add an event to the AVC Community Calendar, the event must
- Be open to the public
- Be hosted on the AVC Campus
- Be sponsored by AVC
- Have a finalized and specific date, time, title and location (no tbd or ongoing)

To personally subscribe to the Community Calendar: https://calendar.google.com/calendar/embed?src=avc.edu_s09sp509k4kak3ofcii7 tjm5i0%40group.calendar.google.com&ctz=America/Los_Angeles

Electronic Signage

The Marketing and Public Information Department maintains electronic signage across campus including: **Campus Monitors** (Lancaster Campus – 13 monitors, Palmdale – 4) and the **Digital Monument** (electronic billboard on the corner of K&30th).

Electronic signage serves as a visual communication medium to inform students, faculty, staff, and visitors about events occurring in the AVC. Standard information displayed includes (but is not limited to): upcoming programs, events held on campus; campus news; enrollment information; new classes and programs; and emergency messages.

Signage may *not* be used to:
- Endorse a political issue or candidate.
- Send personal messages (i.e. birthdays, congratulations)
- Promote or condone behavior that violates college policies, or local, state, or federal law.
- Infringe on the copyrighted or trademarked works of others. Copyrighted and trademarked materials may include, but are not limited to, logos, digital images, photographs, paintings, movies, videos and written works.
- Include commercial advertisements for businesses, organizations, entities or individuals not associated with the college.
- Promote off campus events sponsored by non-AVC entities.

All requests for placement on electronic signage must go through the Marketing and Public Information office. The creation of content for digital displays requires consideration of technical, legal and aesthetic factors. The technical considerations relate to the system's capabilities and limitations. Legal considerations relate to compliance with appropriate copyright laws. Aesthetic considerations relate to making any digital slides and digital

videos visually interesting and effective. **It is highly recommended that the services of the campus graphic designer be utilized to assure compliance.**

Campus Monitors:
- As of January 2018, monitors are located in: APL Lobby, 2 in BE, 4 in Uhazy Hall, OF1, 3 in SSV Lobby, Cafeteria, and EOP&S office on the second floor of SSV. Palmdale Center currently has two monitors and is slated to have two more installed.
- Information slides are displayed for 10 seconds each. A maximum of 25 Slides are run on any monitor.
- Request can be run on all monitors or specific monitor (Palmdale, SSV, Cafeteria, etc). Ads may be run for a **maximum of three weeks.**
- Information provided should include all pertinent information (what, when, where, contact info). Text should not exceed 50 total words.
- Any supplied graphic content must be in JPEG format (original graphics or permission provided for copyright protected graphics are allowed)
- Digital videos must be 10 seconds or less in length (exceptions may be made with special approval). Audio is not supported on any monitors.

Digital Monument:
- Each announcement is displayed for 15-30 seconds. A maximum of 8 announcements are run on the digital monument at any time.
- All requests for placement on the digital monument must be approved by the Executive Director of Marketing and Public Information. Announcements must offer broad community reach, provide recruitment value, encourage enrollment and/or contribute to campus safety. Inclusion on the digital monument will be prioritized by the Executive Director of Marketing and Public Information based on these criteria.
- Announcements may be run for a **maximum of five days** (exceptions are at the discretion of Executive Director of Marketing and Public Information).
- Information provided should include pertinent basic information. Information must be readable from a vehicle; text should not exceed 12 total words.
- All graphics must be created by campus graphic designer.

E-mail Newsletter
The Marketing and Public Information Department publishes a weekly campus update to inform staff, students and the general public of happenings at AVC. The campus update is sent to staff, all students, and public who have subscribed. Campus Update addresses approximately 18,000 people. Please submit all requests for publication no later than Tuesday at noon for inclusion in that Thursday's edition. The office reserves editorial discretion. For offices looking to create a specific email newsletter, the marketing office can assist you in setting up a separate e-mail newsletter in our Marketer system.

For immediate notification, the office can send out a myAVC notification. This communication is reserved for urgent communications and addresses only students and staff.

Governmental Relations

Antelope Valley College frequently hosts elected officials and other dignitaries at events throughout the year. **Staff should alert the Marketing and Public Information Department of the planed attendance of any such individuals.** It is important that VIPs feel welcomed on campus. The office can assist with any special considerations that need to be provided.

Protocol for Introductions

The following is the order in which individuals are to be introduced at any special event:

1. President of the Board of Trustees
2. Vice president of the Board of Trustees
3. Member of the Board of Trustees
4. California governor
5. U.S. senator
6. U.S. House representative
7. California state senator
8. California state assembly member
9. County board supervisor
10. City mayor
11. City council member
12. College president
13. College vice president
14. K-12 school board member
15. K-12 superintendent
16. Staff member representing an elected official

Media Inquiries

The Marketing and Public Information Department facilitates reporters' interview requests. **Staff should refer any direct media inquiries to the Marketing and Public Information Department.** If the Marketing and Public Information Department has already provided information on a topic, further information requested by the media and others should come from the Marketing and Public Information Department. Staff members should inform the Marketing and Public Information Department of any media inquiries in order to ensure that the Antelope Valley College is aware of any developing issues or stories. From time to time, the Marketing and Public Information Department director may request information from Antelope Valley College divisions regarding a story. Please respond in a timely manner as reporters work on tight deadlines (usually two to three hours) before a story goes to print.

Official Spokespersons

The President/Superintendent or Executive Director of Marketing and Public Information are to serve as the official spokesperson for the college. Other vice presidents or subject experts on staff may be requested by the Executive Director of Marketing and Public Information to speak on the record to the media in certain circumstances. Faculty and Staff are encouraged to speak with the Executive Director of Marketing and Public Information before speaking to the media. Generally, the board president will comment on behalf of the Board of Trustees.

Op-eds

Op-eds are published in newspapers, magazines and other similar mediums to express the opinions of the author. They are often written to discuss policy or highlight an initiative or a project.

Press Releases/Media Advisories

A press release is an announcement of a newsworthy event or announcement related to the Antelope Valley College that is distributed to media outlets. A media advisory is shorter alert to an upcoming event of interest. Press releases are prepared by the Marketing and Public Information Department and approved by the Executive Director of Marketing and Public Information in advance of distribution to designated local media. The Marketing and Public Information Department staff must be asked to review a press release before final distribution in order to ensure accuracy.

Press Conferences

A press conference is a media event in which the Antelope Valley College or other senior member of the Antelope Valley College invites journalists to hear them speak and ask questions on a topic.

Printed Marketing Materials

Brochures and fliers highlight interesting facts about the Antelope Valley College and its initiatives and/or programs. They are professionally produced and printed and are typically a few pages long. Electronic brochures can also be created. Brochures should be designed with an intended life-span of one to three years.

The Marketing and Public Information Department publishes the AVC annual report each fall. The report focuses on financial information about the district and the AVC Foundation. Additionally, it includes highlights from the previous year. Please contact the marketing department with any stories ideas.

Videos

At this time, AVC does not have support available for creating promotional and informational videos in house. Promotional videos are typically created by contract vendors and require appropriate budget.

Website and Social Media

The Marketing and Public Information Department oversees content on the Antelope Valley College website to communicate to the public and other groups. This includes the news and calendar channels of AVC homepage. For more about Antelope Valley College websites or pages see the Website Development section of this document.

Additionally, the department uses Facebook, Twitter and other social media sites to promote Antelope Valley College projects or programs. For more about Antelope Valley College social media services, see the Social Media section of this document.

Photography

The Marketing and Public Information Department provides photographic services to the college for promotional and marketing purposes. The department can also take official staff headshots, and team or group photos, which are scheduled by appointment only. Please contact the Marketing and Public Information Department to schedule. The department's first priority for photographic opportunities is major Antelope Valley College events and opportunities for promotional photos.

The images taken may be used in advertisements or other presentation materials. They may also be used by the media with the permission of the Marketing and Public Information Department. **Please note that a photo release form must be secured from any individual appearing in a photograph that will be used for a Antelope Valley College publication.** (A photo release form may be found at http://www.avc.edu/administration/marketing) Please send to Marketing and Public Information office with a cover sheet noting the date, location and title of event for filing.

The Marketing and Public Information Department also has a library of photographs that may be used for publications and other documents upon request. Photography archive material may only be used for purposes relating to the Antelope Valley College and its work.

Publications

Antelope Valley College staff produces a variety of publications throughout the year. The following elements are required for all Antelope Valley College publications:

   o **Official logo:** Other logos may also be displayed, but no logo should be larger than the Antelope Valley College logo or seal when presented together on a publication. Current digital versions of the AVC logo can be found at: http://www.avc.edu/administration/marketing
   o **Web address:** Publications can include a link to a specific page or for simplification of identity purposes address: www.avc.edu. Links to a specific page are preferred over "click instructions."
   o **Reasonable Accommodation Statement:** For event advertisement publications must include: "Upon request five business days before the event, reasonable accommodation will be provided to facilitate the participation of covered individuals with disabilities. Call (661) 722-6360."
   o **Discrimination Statement (programs, brochures):** Antelope Valley College prohibits discrimination and harassment based on sex, gender, race, color, religion, national origin or ancestry, age, disability, marital status, sexual orientation, cancer-related medical condition, or genetic predisposition. Upon request, we will consider reasonable accommodation to permit individuals with protected disabilities to (a) complete the employment or admission process, (b) perform essential job functions, (c) enjoy benefits and privileges of similarly-situated individuals without disabilities, and (d) participate in instruction, programs, services, activities or events.
   o **Quality Photography or Graphics:** Use clip art and stock photo sparingly, and customize when possible. See the photography section of this guide for more detailed information.

- AP style: Please note that Antelope Valley College publications generally follow all rules set forth by the Associated Press Stylebook. For a comprehensive editorial guide, see the appendix B of this document.

Many projects can be greatly improved with professional graphics, a service provided by the Marketing and Public Information Department on request. A graphics service request form can be found at: http://www.avc.edu/administration/marketing

Publication Approval

All publications should be submitted to the Executive Director of Marketing and Public Information for approval, along with a publication approval form (http://www.avc.edu/administration/marketing). The publications should be previously reviewed for:

- Content
- Spelling
- Grammar
- Syntax
- Compliance with state and federal laws
- Images/photography
- Correct use of logo and other branding considerations

For the sake of simplicity, each department chief should designate one person to be responsible for proofreading submitted reports before they reach the Marketing and Public Information Department for final approval.

English to Spanish Translations

For translated material to be effective with a Spanish-speaking audience, the English-language document must follow the same principles of good writing used in developing any promotional material. The Marketing and Public Information Department can arrange for document translated, if requested. The costs for translations may need to be charged to the division's account depending on length and/or complexity of the publication.

Antelope Valley College Language

Mission Statement
Antelope Valley College, a public institution of higher education, provides a quality, comprehensive education to a diverse population of learners. We are committed to student success offering value and opportunity, in service to our community.

Vision Statement
To provide quality education that enriches lives and builds futures.

Boilerplate
Antelope Valley College takes pride in providing a quality, comprehensive education for a diverse community of learners. We are committed to student success, offering value and opportunity to all members of our community. Annually, AVC serves over 18,000 students and the greater Antelope Valley community with associate degree programs, career training and basic skills education. For more information please visit www.avc.edu.

Social Media

The fastest-growing segment on the AVC's list of online resources is social media. The office's social marketing program includes Facebook, Twitter, Instagram, LinkedIn, Google+, Flickr and YouTube. Social media provides an immediate and two-way form of communication to an audience and offers a venue for communication with current students, alumni, community members, local leaders, news outlets, staff, faculty and administrators.

Links to Antelope Valley College social media sites and social media sites sponsored by the Antelope Valley College can be found at: http://www.avc.edu/information/social

Social Media for a Specific Division/Program

Participation in social media is strongly encouraged. Every day, the Antelope Valley College community interacts online. Faculty, staff and students have their own Facebook pages, Twitter accounts and online personas. At AVC, we recognize the importance of participating in these online communities. The Office of Marketing & Public Information does not manage any social media sites beyond the official college channels. However, we do encourage groups to develop and maintain their own pages. Divisions, departments or organizations creating or maintaining social media profiles must notify the Office of Marketing & Public Information. The office will maintain an inventory of all AVC-related social media.

Departments, student groups and alumni groups who create a presence on the Web should use "AVC" or "Antelope Valley College" in the title. This helps users not only find your sites, but also to clearly identify what community you belong to. **Always be honest and clear about your identity.** Program or departmental sites should be authorized in advance by the respective Vice-president or President. Sites sponsored by student organizations or in connection with specific activities must be authorized by the Dean of Student Development.

Pages should be open and accessible to the public. Facebook sites should be pages not personal accounts or private groups. Instagram, twitter and others should not be made private.
Add the AVC Webmaster as a page administrator whenever possible. This helps in the case the account is ever tampered with.

Remember that you are posting as a representative of AVC. Maintain a professional tone when posting content. Post only meaningful and respectful comments. Do not write anything about a member of the college community or other schools that could be construed as slanderous or offensive. You are ultimately responsible for what you write. Remember that what you post on the Internet can be shared with just about anyone and will be archived for years. Carefully consider content before you post! When posting pictures or videos, keep the same professional tone in mind as when you write.

Post interesting information and post regularly. AVC will occasionally share your updates on the main AVC page. Remember, a Facebook page requires an estimated five hours of time per week to maintain properly.

Website Development

The Antelope Valley College official website is located at: http://www.avc.edu/ The Marketing and Public Information Department is responsible for the overall design and content of the website. While not directly maintained by Marketing and Public Information Department staff, any page under the domain of avc.edu must adhere to specific design and branding requirements, as outlined below under Antelope Valley College Web Page Design Guidelines.

Our goal for the websites is to maintain the system's presence in the community to keep the public informed; to attract new students; and to provide current and prospective students with the services needed to begin their college career. The websites are also a resource for the community, college faculty, staff and administrators, elected and business leaders, other state agencies, supporters, and donors and alumni, and should demonstrate high-tech capabilities and academic excellence, while taking care to accommodate users with older equipment and persons with disabilities.

Responsibilities for Managing Websites

AVC Offices and Divisions
The individual divisions, whose programs and services are represented on www.avc.edu, have the ultimate responsibility for the accuracy of information specific to that division. When working on existing pages, please keep in mind that your vice president, dean or director must approve all content prior to making any final changes.

Marketing and Public Information
The Marketing and Public Information Department has the ultimate responsibility and authority regarding the appropriateness of all content on Antelope Valley College websites and sponsored sites. The Marketing and Public Information Department is charged with ensuring that the integrity of the Antelope Valley College image and brand identity are preserved throughout the websites and holds responsibility for review relative to legal requirements such as accessibility to people with disabilities, usability and copyright laws. The office reserves the right to remove content that violates any laws, policies or procedures.

AVC Webmaster
The webmaster manages the content, implementation, maintenance, improvement and support of the Antelope Valley College official website. The webmaster is responsible for the day-to-day maintenance and operation of the website and assures that all Web pages comply with appropriate policies, guidelines and standards. The webmaster also coordinates Web functions, monitors Web activities, incorporates new technologies into the websites, and enhances existing Web pages. The webmaster periodically reviews the websites to ensure they are up to date and takes action when they are not. The webmaster also coordinates training for employees responsible for publishing Web content.

Writing for the Web: Succinct Brevity

Perhaps the most critical publishing format is the Web. Visitors scan text, impatiently roaming for information. Often they click from page to page, so anticipate this as you create text.

- o Place key information at the top of each page.
- o Highlight key words in bold type or color.
- o Use descriptive subheads and bulleted lists.
- o Use an informal, conversational writing style; use contractions.
- o Sentences should be crisp, clear, and to the point.
- o Write short paragraphs to communicate a single idea.
- o Avoid underlining anything, as it can be confused with a hyperlink.

Web Page Design Guidelines

The avc.edu website is the primary communication channel of Antelope Valley College. Therefore, it is important that any official webpages appropriately represent the college's mission and commitment to excellence.

The look of the Antelope Valley College website is a deliberately designed to match Antelope Valley College branding efforts. All pages must adhere to the standards as outlined here. **Any third-party contracted to design Antelope Valley College Web pages or sites must be approved by Information Technology Services and the Marketing and Public Information Department and comply with these policies.**

Web Development Training

Staff must have proper training in order to manage content on an Antelope Valley College Web page, affiliated or otherwise. The Marketing and Public Information Department can arrange for your staff to be trained on website management. Please contact the webmaster to arrange training.

In addition, please note all websites must be compliant with Section 508 of the Workforce Rehabilitation Act. This is known colloquially as "508 compliance." This law requires electronic and information technology systems ran by a government agency to be accessible to people with disabilities. To receive training on how to make a Web page accessible, contact the webmaster.

Usage of Material Gathered from the Internet

Note that the Internet is not a public domain. There are both copyrighted and uncopyrighted materials online. **Always assume a work online is copyrighted.** Always credit the source of your information. If you do not see an individual named as the author, do not forget that the author may in fact be the organization responsible for the website. Credit the organization.

Find out if the author or owner of a work (e.g., text, video, audio, graphic, etc.) provides information on how to use the material. If the author/owner provides explicit guidelines, follow them.

Whenever feasible, ask the copyright holder for permission. If no copyright holder is specifically named, do not assume that the material is in the public domain. Assume that the copyright holder is the author, whether it is an individual or an organization. Keep a copy of your request for permission and the permission received.

Appendix A - Grammar Rules: a Refresher

This chapter reviews capitalization, tricky grammar and punctuation and presents the style used at Antelope Valley College.

Capitalization

The starting point is Bryan Garner's rule, "Use lowercase unless a rule calls for capitalization."

Capitalize proper nouns, the unique identification for a person, place, or thing. Monica. Germany. Apple. The Beatles. Cats. Broadway. Pacific Ocean.

Capitalize most abbreviations and acronyms: EOPS (no periods between letters)

Capitalize specific laws: No Child Left Behind but not the names of generic laws or theories.

Capitalize titles only when used immediately before a name in text. President Ed Knudson will arrive at noon. When the title follows: Ed Knudson, president, will arrive at noon. When referenced without a name: the president.

Capitalize specific courses, programs, initiatives and department titles.

Do not capitalize generalities: any department, any course such as geography, biology, science, language course titles, such as English as a second language. (as an area of study)

Tricky Grammar

Me, Myself, and I

I is used as a subject, while me is used as an object in a sentence. Myself can be used as a compound with I, or for emphasis after I, but not as a substitute for I or me. When using I or me as one of two subjects or objects, an easy tip is to use the one that makes sense when the other subject is omitted.

Pronouns

Must agree in number and gender with the noun it replaces (singular or plural). Intensive pronouns, ending in self (singular) or selves (plural), are used to emphasize words that precede them in the sentence.

Who/that/Which

Use *who* for human beings and *that* or *which* for animals and things. Another guide for which or that is:
- **which** – information that follows that is not essential to the sentence. (use commas)
- **that** – information is essential to the sentence. (no commas)

Subject/Verb Agreement

The phrases number of, total of, variety of and majority of may take a singular or a plural verb, and depend on whether the writer intends to refer to the group as a whole or to the members of the group. Many words—including faculty, committee, staff, board, team, class, public, group, e-mail, and data—can be both singular and plural.

- o In general, when number, total, variety or majority is preceded by a, it takes a plural verb:
  A number of penguins are expected to gather.
- o In general, when number, total, variety or majority is preceded by the, it takes a singular verb: *The number of employees expected to attend is 650.*
- o If percent of is followed by a plural word, it takes a plural verb:
  More than 60 percent of teachers are voting for the amendment.
- o With staff, use a singular verb if you are considering the group as a unit: *The entire staff is contributing to the charity.* If, however, you're speaking of the staff as individuals, the sentence would read: *Staff (members) are notified about an opportunity to study abroad.*

Prepositions at the end of sentences

This "don't" rule once forced people into saying and writing incredibly convoluted sentences. It is now realized that having a sentence end with a preposition is often the simpler and clearer choice.

Punctuation

AP says, "Using punctuation is to make clear the thought that is being expressed. If punctuation does not help make clear what is being said, it should not be there."

Apostrophe (')

Use an apostrophe to show missing letters or numbers, plurals and possession. **It is often overused.** Use an apostrophe for contractions: *won't. I'll. she'll.* Use an apostrophe for possessives: *Frances' minutes.* Hers, ours, yours, and theirs show possession, therefore there is no apostrophe.

When single letters and abbreviations form a plural, add an apostrophe and an s: *The student received three A's, two B's and several C's.* For multiple letters and numbers, including years, add only an s (no apostrophe). *VIPs. Remember the 1990s. PhDs.*

For plural nouns not ending in s, add 's: *The women's loud voices were heard by all.* For plural nouns ending in s, add only an apostrophe to a singular name: *James'* to plural names: *the Joneses'.*

For compound possession, use apostrophes appropriately. When two people share something, they share an apostrophe. When two people have separate things, they each need their own apostrophe. *You can drop off your gift basket in Charlotte and Catherine's office. Charlotte's donation will be cookies and Catherine's is tea.*

Bulleted Lists (.)

Use a bullet to draw the eye quickly to items of assigned equal importance. There are three accepted ways to use bullets:

1. Begin bulleted entries with a capital and end each with a period. Don't worry about the capitalized entry containing sentences and /or fragments, consistency is more important.
2. If the listing is very short (one to three words or so), begin with a small letter and use no period.
3. Begin bulleted entries with a small letter, end each item with a semi-colon; use and at the end of the next to last entry, put a period at the end.

Colon (:)

Use a colon to promise the completion of something just begun. Use a colon to introduce a formal statement, a premise, or a conclusion. The first word following the colon should be capitalized if the statement that follows is a complete sentence. Otherwise, make it lowercase. *Editing has one guiding principle: Be consistent throughout the document.*

Use a colon to introduce a list or series. Numbers are best to either signify an order or to indicate quantity. Otherwise, don't number (such as when a series completes a sentence).

A colon follows a salutation: Dear Mr. Perry:

Comma (,)

Use a comma to signify a slight pause in text, to separate, and to clarify. Use a comma to separate words in a series. Two schools of thought emerge as to whether a comma should be used before the final conjunction (and, or, nor, but). Called a serial comma, or an Oxford or Harvard comma, this "most popular punctuation question" has been debated for decades. Most American English authorities, including The Chicago Manual of Style and The Elements of Style, recommend the serial comma. **However** . . . newspaper style guides, including AP, once advised against it as a space-saving measure. And so it was taught in the classroom, "When in doubt, leave it out." Thus, some writers and editors went too far in omitting commas that would aid clarity. AP currently strikes a balance: **Commas in a series are for clarity and prevention of ambiguities. In a simple series, do not use a comma before the last item. If the elements are complex, uses commas for all.**

Use a comma to set off parenthetical information. Edward Knudson, president, will speak at the conference.

Use a comma to separate days from years in dates. *Liz said the deadline is June 1, 2016 for all campus press releases.* (no comma after year)

A comma is used to set off quoted material. *"You should know how to use a comma," say Mary.*

Commas are used before many titles that follow a name: *John Lewis, Ph.D.*

Commas are placed before, after or around a noun or pronoun used independently in speaking to some person, place or thing: *I hope, Bonnie, that your article is published on the cover.*

Commas are often used to begin introductory clauses: after, although, as, as if, because, before, even, even though, if, since, unless, until, when. *Before you leave the office, you should log off on your computer.*

Commas may be used to indicate that a word has been omitted. *The cat was white; the dog, brown.* (Here the comma replaces was.)

Use a comma and a conjunction to connect two independent clauses. The seven conjunctions (for, and, nor, but, or, yet, so) can be remembered with the acronym FANBOYS. They glue together sentence elements that are equal. *The student applied for financial aid, and she was able to live at home.*

Do not use a comma before Junior or Senior in a name: *Hank R. Henderson Jr.*

Dashes (—, –)
Use dashes to mark an interruption in a sentence. Dashes are often underused and can clarify a sentence that is clogged up with commas.

Em dash (—) It is acceptable to use two hyphens instead of an em dash. Use an em dash to denote a sudden break in thought that causes an abrupt change in sentence structure.
Will he—can he—obtain the necessary signatures? Do not use a space on either side of an em dash.
En dash (–) It is acceptable to use one hyphen to serve the place of an en dash. The en dash is used to indicate continuing or inclusive numbers, such as dates, times or reference numbers. The en dash is also used in place of a hyphen in a compound adjective, one element of which consists of two words or of a hyphenated word: *They decided to catch the New York–London flight.*

Ellipsis Dots (. . .)
Use ellipsis dots for quotations and pauses.

Use ellipsis dots to indicate the deletion of one or more words in quotations. If deleting words would distort the meaning of a quote, do not delete them. In direct quotations, refrain from using ellipses at the beginning or end of a statement. *"Going to a Antelope Valley College was the best decision I've ever made . . . I wouldn't have chosen any other path for my life," said the proud alumna.*

Use ellipsis dots to express hesitation or pause within a sentence.
Rick thought about updating his software. . . but then he decided to do it later.

Exclamation Point (!)

Use an exclamation point to stop, to express amusement, disappointment, or surprise. **Use sparingly (try to write expressively rather than use exclamation points).** Don't use in formal text.

Hyphen (-)

Use a hyphen to join, to form a single idea from two or more words. When in doubt, check a current dictionary.

Use a hyphen with a compound modifier when it follows the noun it modifies.
Jack Smith is a well-known speaker.

Do not use a hyphen when the same word follows the noun it modifies.
The position is full time. (adverb) *The class is for the hearing impaired.* (noun)

Use a hyphen with prefixes. The following words have a hyphen:
- all- Always hyphenate when it is an adjective: all-star team.
- anti- Hyphenate only if the next word begins with an i or is capitalized: *anti-inflammatory.*
- co- Hyphenate only if the next element starts with an o: co-organizer, except cooperate, coordinate. Use a hyphen with co-worker.
- half- Sometimes hyphenated, check the dictionary for specific examples.
- pro- Hyphenate in words that denote support for something, as in pro-ecology.
- self- Almost always hyphenated: self-appointed. Exceptions: selfhood, selfish, selfless.

Use hyphens in what are called suspended combinations: *fifth- and sixth-grade students*, as well as in joining nouns: *nineteenth- and twentieth-century*.

Use a hyphen in spelled-out fractions: *two-thirds. four-fifths*.

The word up-to-date is always hyphenated except at the end of a sentence.

Do not use hyphens in open compounds. These are widely considered as single concepts and are not hyphenated, even when they precede a noun they modify: *high school, high school student; civil rights, civil rights leader; blood pressure, blood pressure medicine; credit card, credit card debt; ice cream, ice cream cone; real estate, real estate transaction.*

Do not use a hyphen to designate dual heritage, whether the terms are used as nouns or adjectives: African American, Asian American, etc. (an exception to AP).

Period (.)

Use a period to denote the end of sentences that aren't questions or exclamations.

If a sentence ends with a word or abbreviation that already has a period, do not use an additional period: *In addition to her clothes, Elvira packed a toothbrush, toothpaste, lotion, shampoo, etc. The meeting starts at 2 p.m.*

Use a period in abbreviations and lowercase acronyms. In uppercase acronyms of more than two letters, do not use periods between letters. Use a period between letters in initials and state abbreviations (not postal codes) in text.

Do not use a period with headlines, table headings, brief captions (fragments), signatures, or addresses.

Question Mark (?)

Use a question mark at the end of a direct question. A question mark follows every question for which an answer is expected. A question mark is not necessary after an indirect question. Use a question mark with quotation marks: Place question marks within quotations if the question is part of a direct quotation. Otherwise, the question mark goes outside of the quotation. *Who said "Ask not what your country can do for you; ask what you can do for your country"?*

Quotation Marks (" ")

Use quotation marks to set off direct quotations and for introducing new words or phrases. Use quotation marks when you're quoting someone. Use quotation marks for partial quotes, but avoid unnecessary fragments. Do not use quotation marks around single-word indirect quotes, such as yes, no, and why.

Use quotation marks when introducing an unfamiliar phrase, but only for the first reference. *Foster youth are "emancipated" when they exit the system. However, emancipated youth are often not prepared to support themselves.*

Use quotation marks once to introduce a "spoken" program or a new term; thereafter omit them. *"I Can Afford College" is a campaign that delivers an encouraging message to students about applying for financial aid. I Can Afford College representatives explain how to fill out the forms and provide funding options.*

Use quotation marks with other punctuation. Commas and periods are always placed inside quotation marks. Colons, semicolons, question marks, and exclamation points are placed inside quotation marks when they are part of a direct quotation; otherwise, place them outside.

Single quotation marks are used for quotes within quotes.

Semicolon (;)

Use a semicolon to link independent clauses that are too closely related to be separate sentences. Semicolons create a more distinct break than commas. Use a semicolon to unite closely connected sentences that usually have no conjunction: *The package was sent last week; it arrived today.*
Use a semicolon in a series to separate elements that contain an internal comma.

He leaves a son, Marc Whalen, of New York; two daughters, Sandra Donahue, of Davis; and Amy Moore, of Boston; and a cousin, Bernard Miller, of Chicago.

Slash (/)
Use a slash minimally and selectively in business writing:
http://www.avc.edu You may leave a message on my cell phone 24/7.

Appendix B - Editorial Style Guide A - Z

This section includes grammar, punctuation, and commonly misspelled or misused words, as well as the style used at Antelope Valley College. For lengthier discussions, refer to the previous chapter, The Rules: a Refresher. **AVC's style defers to AP and its listed resources, not MS Word Spell Check.**

a, an

Use a before **a** consonant sound: *a historical time. a one-year employee. a universal theme.* Use **an** before a vowel sound: *an energy crisis. an honorable administrator. an 1840s invention.*

academic degrees

If mentioning degrees to establish someone's credentials, it is best to avoid the abbreviation and use words: John Jones, who holds a master of arts degree, rather than John Jones, MA. Use a comma to separate the name and degree.

You may use abbreviations such as BA, MA, EdD, and PhD only after a full name, never after a last name only. Use periods or not, but be consistent with your choice. Either say "bachelor of arts" or "master of arts" (no apostrophe) or "bachelor's degree" or "master's degree," not bachelor's of arts or master's of arts. **Associate degree has no apostrophe or s.** When the degree mentioned is specific: Master of Business Administration, both the degree and the field are capitalized. However if the word degree is used, then it is not capitalized: master of arts degree in business administration.

A person with a doctoral degree, may be referred to as Dr. However, do not precede a name with Dr. and follow it with the abbreviation for the degree in the same reference: *Dr. Sally Smith, Ph.D.* Where it's important to note the person's expertise, you could instead write: *Dr. Sally Smith, a biologist*.

academic majors

Avoid an abbreviation on first reference. The formal names of degrees offered by Antelope Valley College are associate in arts and associate in science. Lowercase all majors except those that are proper nouns: a country (European History), a language (German, French, English, Spanish), etc. when used with the word degree. *She has a bachelor's degree in history.* If the major accompanies a specific degree, it is capitalized. *Master of Science in Education. Bachelor of Science in Nursing.*

academic programs

Academic programs, such as career development and college preparation or career technical education, are not capitalized when used generically. (as an area of curriculum) The division is considering several new pathways in career development and college preparation.
If specific, capitalize.

academic rank (instructor, professor)

At Antelope Valley College, Full-time faculty are ranked as **instructor, assistant professor, associate professor, or professor.** Only a tenured faculty member may request approval for academic ranking beyond instructor. The rank of assistant professor, associate professor, or professor relate to minimum terms of service as a full-time faculty member. When in doubt, use the term, "faculty." **Faculty Emeritus** are full time faculty that are now retired from the college.

accept, except

Accept mean to receive. Except means to exclude. *I only accept written excuses. The office is open daily except Sunday.*

according to

Avoid; say instead, "said" or "announced."

acknowledgment, not acknowledgement

acronyms

In general, avoid using acronyms for identity. Some readers (especially outside audiences) find unfamiliar acronyms confusing, so when writing for the community use acronyms sparingly; don't make "alphabet soup." Think of acronyms as an option, not a requirement.

If you use acronyms, do so minimally and in the proper order. The first mention of a proper noun is spelled out, and if there is subsequent reference to it the acronym follows in parentheses: *Extended Opportunity Programs and Services (EOPS).* Thereafter, the acronym may be used consistently in place of the full words, no parentheses.

AD

Acceptable for anno Domini (in the year of the Lord) or "after death," follows year: 2009 AD. Rarely necessary.

addresses

When used as an address, abbreviations are fine for Ave., Blvd., St., Dr. and Rd. Spell out Room, Suite, and Way. Capitalize and spell out first through ninth that are street names: 606 First St. or 77 Eighth Ave. Use numbers that are an address, even if lower than ten: 7 Orchid St. or 2 Ocean Ave. Use periods to abbreviate post office box*: P. O. Box 200*

advisor

A variation from AP Style, which recognizes "adviser" as the correct usage.

aesthetic, esthetic

Aesthetic is the preferred spelling.

affect, effect

Using affect (as a verb) means to influence. Effect (as a noun) means result.
> *Attendance will affect a student's grades.*
> *The effect of his perfect attendance and diligent studying was a 4.0 GPA.*

afterward, not afterward

aid, aide
Aid is assistance. An aide is a person who serves as an assistant.

all right, not alright

allude
To **allude** to something is to speak of it without specifically mentioning it. To **refer** to something is to mention it directly.

allusion, illusion
An allusion is an indirect reference. An illusion is an unreal or false impression.

alma mater
Refers to the school one graduated from or the song of the school attended.

altar, alter
An altar is a table-like platform, typically one used in a religious service. To alter is to change.

alumnus
Alumnus refers to a man who has attended a school. Alumna refers to a woman. Plural forms are alumni and alumnae, respectively. Alumni is use to refer to a group of men and women. The term does not distinguish whether a person has graduated.

a.m., p.m.
Lowercase, with periods.

among, between
Use between for two items; use among for more than two.

ampersand (&)
Best to avoid in text unless part of a proper noun.

and/or
Better to spell out: *The penalty for talking on cell phones while driving is a $250 fine or 3 days in jail or both.*

annual, inaugural
Something is annual if it has occurred in at least two successive years. When referring to the first occurrence of an event, use inaugural. A first-time event can be called "first" or "inaugural," never "first annual."

annual meeting, annual report
Lowercase unless part of a proper name.

Antelope Valley College

Antelope Valley College or AVC. Not: Antelope Valley Community College, AV College, Antelope Valley Junior College, The JV, The JC

anti-

Do not hyphenate the following, which have their own specific meanings: *antibiotic. antibody. anticlimax. antidote. antifreeze. antigen. antihistamine. antiknock. antimatter. antimony. antiparticle. antipasto. antiperspirant. antiphon. antiphony. antiseptic. antiserum. antithesis. antitoxin. antitrust. antitussive.*

Consult a current dictionary for specific instances not addressed here.

anticipate, expect

Anticipate means to expect and prepare for something. Expect does not include preparation. *The state fair expects record attendance at next year's event. They have anticipated it by adding more support staff.*

appendix, appendixes

Appendixes is preferred over appendices as the plural of appendix.

assessment

Frequently used in reference to the college's assessment. It is redundant to reference as "assessment testing."

awards

Capitalize them: Classified Employee Award, Teacher of the Year.

backward, not backwards

basic skills

Not capitalized unless part of a proper noun.

BC

Before Christ, follows the year: 200 BC.

behalf of

In behalf of means for the benefit of or as a champion or friend. On behalf of means as an agent of or in place of.

The association raised a lot of money in behalf of charity. The attorney pleaded on behalf of the defendant.

beside, besides

Beside means at the side of; besides means in addition to.

The instructor was beside the student for the demonstration. Besides dance, they are considering taking yoga.

biannual, biennial, bimonthly, biweekly

Biannual means twice a year. Biennial means every two years. Bimonthly means every other month. Biweekly means every other week.

Bible, bible
Capitalize if referring to The Holy Bible, lowercase in generic use: a bible for web design.

birth date, not birthdate

board, board of directors, board of trustees
Capitalize only when part of a proper name: Antelope Valley College Colleges Board of Trustees.

California
Lowercase "state of," except when it is a part of the official name of a government agency. It is preferred to spell out California in text, rather than Calif. Don't use CA in text.

California State University
Always spell out the official name of a California State University on first reference.
The following campuses are officially "California State University, *campus+." On second reference, these campuses may be referred to as "CSU *campus+" or "Cal State *campus+": Bakersfield, Channel Islands, Chico, Dominguez Hills, East Bay (formerly Hayward), Fullerton, Los Angeles, Monterey Bay, Northridge, San Bernardino, San Marcos, and Stanislaus

The following campuses are officially "*campus+ State University." On second reference, they may be shortened to "*campus+ State": Humboldt, San Diego, San Francisco, San Jose, and Sonoma.
The following campuses are exceptions to the rules above: California State University, Fresno (Fresno State); California Maritime Academy (Cal Maritime); California Polytechnic State University, San Luis Obispo (Cal Poly, San Luis Obispo); California State Polytechnic University, Pomona (Cal Poly, Pomona); California State University, Long Beach (CSULB); and California State University, Sacramento (Sacramento State).

can, may
Can means able to do something. May means having permission to do something.

capital, capitol, Capitol
Capital is the city where government is located and is not capitalized. *Sacramento is our capital.*
Capitol can be a generic statement that applies to many. *Many state capitols are historic landmarks.*
Capitol is the building that houses the seat of government and is capitalized. *We will meet in the lobby of the Capitol for the event.*

catalog
Not "catalogue."

child care, not childcare

cities
Do not capitalize "city of" unless it is part of a proper noun.
I was born in the city of Lancaster. The City of Palmdale is hiring clerks.

citywide

co-
Use a hyphen when forming nouns, adjectives, and verbs that indicate occupation or status: co- author. co-pilot. co-worker. co-star. co-chairman. In other combinations, do not use the hyphen unless a new word would be formed: *coed. coeducation. coequal. coexist. coexistence. cooperate. cooperative. coordinate. coordination. But co-op.* Consult a current dictionary for instances not mentioned above.

codes and regulations:
State codes
Education Code section 70901
Education Code section 70902(b)(4)
In parens, as a reference, not within a sentence:
(Ed. Code, § 70901) or (Ed. Code, § 70901.)
(Ed. Code, § 70902(b)(4)) or (Ed. Code, § 70902(b)(4).)

State regulations
California Code of Regulations, title 5, section 55002
California Code of Regulations, title 5, section 55002(a)
In parens, as a reference, not within a sentence:
(Cal. Code Regs., tit. 5, § 55002) or (Cal. Code Regs., tit. 5, § 55002
(Cal. Code Regs., tit. 5, § 55002(a)) or (Cal. Code Regs., tit. 5, § 55002(a).)

Federal codes
42 United States Code section 12131
In parens, as a reference, not within a sentence:
(42 U.S.C. § 12131) or (42 U.S.C. § 12131.)

Federal regulations
36 Code of Federal Regulations section 1194.24
In parens, as a reference, not within a sentence:
(36 C.F.R. § 1194.24) or (36 C.F.R. § 1194.24.)

committee, group
Unless a committee or group is officially recognized and formally named, avoid capitalizing. Do capitalize the official, proper names of long-standing committees and groups. Do not capitalize subsequent references to these terms.

complement, compliment
Complement means to fill out, make complete or supplement. Compliment means to praise, an expression of courtesy.
The interior decor complements the architecture. Many colleges complimented the tech department for their excellent customer service.

council, counsel
A council is a specific, organized group; counsel is to give advice or guidance.

countywide

course work, but classwork

course numbers
Use numerals and capitalize the subject when used with a numeral: *Art 100, English 101.*
Use all caps when using the AVC identifiers *ENGL 101.*

cut off, cutoff
Cut off is a verb; cutoff is a noun and adjective.

data
Data takes a plural verb.

dean's list
lowercase

department
Capitalize department only when part of a proper name. No capital on second reference.
The California Department of Education will provide the information.
The department funds the TANF-CDC program.

different from, different than
Different from is preferred.

e.g.
e.g. means for example: *She organized her sock drawer by length, e.g., ankle, crew, knee-high. e-mail*

e-mail
hyphenated and lowercased within a sentence.

each other, one another
Use each other when there are two people. Use one another when there are more than two.
Education Code (see also codes)

emerita, emeritus, emeriti
Emerita means single feminine.
Emeritus means single masculine.
Emeriti is for plural masculine/feminine/both.

entitled, titled
Entitled means to have the right to something; titled refers to the name of something.

every day, everyday
Every day is a noun; everyday is an adjective.

farther, further
Farther refers to distance; further refers to a greater degree or extent.

fax

Not an acronym, not capitalized, an abbreviation for facsimile.

federal

Not capitalized unless part of a proper noun.

female, woman

Female can be an adjective or a noun; woman/women is only a noun.

fiscal, monetary

Fiscal is used for budgetary matters; monetary is used for money supply.

flier, preferred over flyer

-fold

No hyphen when using this suffix: twofold, fourfold.

follow up, follow-up

Follow up is the verb; follow-up is the noun and adjective.
Erin followed up with the vendor to confirm the delivery time. The team scheduled a follow-up meeting two weeks after the event.

full-time, full time

Hyphenate only when used as an adjective preceding a noun.

government

Always lowercase and never abbreviated. The exception is proper nouns.
State government, U.S. government, federal government. The government raised taxes. The Government Accountability Office issued a report on community college funding.

health care

not healthcare

high tech

not hi-tech

i.e., e.g.

Neither is a good choice for text: i.e means that is, e.g. means for example. Both are better for references and tabular matter.

initiatives

Capitalize when used specifically, as a proper noun. Both specific and generic examples, below.
The Green Jobs Initiative has gathered support from many local businesses. Many colleges offer green job training because of the high demand. President Bush signed the Green Jobs Act.

inoculate

in regard to
Not in "regards" to Regarding is OK.

insure, ensure, assure
Insure is for insurance. *Life and disability policies insure one's income.*
Ensure means guarantee. *The company ensures the accuracy of their testing.*
Assure means to set the mind at ease. *I assure you the fingerprints don't match.*

Internet, internet, intranet
Internet is the worldwide research network and is capitalized.
internet is used as a generic term
intranet is a private network

italic type
Italicize titles of publications (books, magazines, newspapers), names of ships or trains, movie titles, works of art, foreign phrases, legal case names, or for emphasis. If, inside an italicized name, an article (for example) is quoted, the article is set off with quotes. If type is already italicized, then it is un-italicized for emphasis.

its, it's
Its is one word, shows possession and doesn't always have an apostrophe. It's is a contraction of two words, it is.

junior, senior
Abbreviate Jr. or Sr. and use as a full name, with no comma.

lay, laid, lie
Lay (present or future tense) is an action word. *He lay the blame on someone else. I will lay the paper on the table.*
Laid (past tense): *He laid the blame on his sister. I laid the paper on the table.*
Lie (present or future tense) is a state of reclining: *If you lie down, you'll feel better.*
Lay (past tense): *After I lay down, I wasn't dizzy.*

log in, log on, log off
When used as an adjective, a hyphen is added: I want to log in. Please give me the log-in code.

more than, over
The preferred term in reports for numbers is more than, not over.
Enrollment was predicted at more than 45,000 students.
Over is a better choice for spatial relationships*: The plane flew over the city.* Over is more commonly used for ages: *Seniors are over 62 years.*

numbers
In text, spell out numbers one through nine. Exceptions: Grade numbers (unless they begin a sentence): *She passed 7th grade.* Age of student/s: *Welcome seminars are primarily geared for new students over 18.* Amounts of money: *Healthy treats cost $1.25 and up.*

Dimensions: *The basketball player is 6 feet 4 inches tall.* Highways: *Most Northern California visitors have traveled on I-5.*

AVC Phone numbers: to avoid confusion, use extensions for all AVC extensions regardless of ability to direct dial. *661.722.6300, ext. 6312.*

off campus, on campus
As adverb, no hyphens; as adjective, hyphens.
The two had gone to lunch off campus yesterday. On-campus parking is difficult to find during first week of the semester.

organizations and institutions
Capitalize the full names. Use lowercase for internal elements when they have widely used generic terms: board of directors of the American Medical Association.

page numbers
Use figures and lowercase page. The abbreviations are p. for page and pp. for pages. Do not abbreviate in running text: *The table is on page 47.*

percent
Express percentages as a figure unless they appear at the beginning of a sentence. Spell out the word percent, except in charts and bulleted items.

principal, principle
A principle is a rule or guide. Principal can be used as a noun or adjective to describe something or someone as first in importance.

prior to, before
Before is preferred, unless a notion of requirement is involved. *The fee must be paid prior to scheduling the examination. Steven gathered the facts before making a decision.*

room numbers
Use figure and capitalize room when used with a figure: *Room SSV 151*

seasons, semesters, and terms
Lowercase unless with a year: spring semester. summer term. spring break. Winter 2010. Semesters can refer only to spring or fall. Do not use semester to describe intersession or summer term

semi-
No hyphen is used after semi unless it is connected to a word beginning with i. *semiconducting, semi-intelligent.*

time
Use lowercase a.m. or p.m. with periods. Noon and midnight are preferred to 12 noon or 12 midnight (both repetitious). Use times of just hours to read 10 a.m., not 10:00 a.m.

title 5
Not title V, not capitalized unless at the beginning of a sentence or caption.

theater, Theatre
Theatre should be used when referring to the building: Performing Arts Theatre or program: Theatre Arts. All other general usage should use the spelling: theater.

toward, not towards

University of California
On first reference, always spell out University of California. UC is acceptable in subsequent references. When referring to a specific campus, use a comma followed by the campus name. *University of California, Davis, not University of California at Davis or University of California - Davis.* The campuses and their preferred abbreviations are: Berkeley (UC Berkeley), Davis (UC Davis), Irvine (UC Irvine), Los Angeles (UCLA), Merced (UC Merced), Riverside (UC Riverside), San Diego (UC San Diego), San Francisco (UCSF), Santa Barbara (UC Santa Barbara), Santa Cruz (UC Santa Cruz). Do not say "Universities of California" as the plural. Instead, use University of California campuses.

upward, not upwards

veterans benefits/veterans day
No apostrophe.

vice president
No hyphen.

who, whom
Use who to refer to a subject; use whom to refer to an object. Another tip: who=he; whom=him. (Sometimes it can be tested by rearranging the sentence.)

Resources

References reviewed in the preparation of the Antelope Valley College Style Guide include:

The Associated Press Stylebook 2010, Associated Press

The California Community Colleges Style Guide, 2011

The Chicago Manual of Style (15th Edition), University of Chicago Press Staff, 2003

Strunk & White, The Elements of Style (Fourth Edition), Longman, 1999

Bryan A. Garner, Garner's Modern American Usage (Third Edition), Oxford University Press, 2009 Bill Walsh, The Elephants of Style, McGraw-Hill, 2004

Williams / Colomb, Style: Lessons in Clarity and Grace (10th Edition), Longman, 2010

Mignon Fogarty, Grammar Girl's Quick and Dirty Tricks for Better Writing, Holt Paperbacks, 2008 A Glossary of Legislative Terms, California State Legislature Additional resources, including the style books of other higher educational institutions and organizations:

American Management Association; Bloomsburg University; California Dept. of Education; California State University, Sacramento; City of San Antonio Disability Access Office; Foundation for California Community Colleges; Grinnell College; Los Angeles County Office of Education; Ragan Communications; St. Norbert College; United States Census Bureau; United States Postal Service; University of California, Davis; University of California, Los Angeles; University of Colorado at Boulder; and University of Connecticut.