The Office of University Communications has developed this University Style Guide to assist Southern Miss communicators in developing materials that present a strong, consistent message about Southern Miss and promote our image in a positive and comprehensive way. This unified voice gives us strength and clarity and helps us to uphold the integrity of the Southern Miss brand.

If you have questions or suggestions about material included in the University Style Guide, please contact the Office of University Communications.
The proper name of the university is The University of Southern Mississippi. Capitalize “The” at the beginning.

When the full name of the university is used as an adjective, do not use “The” in the name of the university. Example: University of Southern Mississippi student, John Doe, received a prestigious award this year.

When the name of the university or one of its entities occurs multiple times in a document, use the full name first and the shortened name thereafter.

**FULL NAME:**
The University of Southern Mississippi  
The University of Southern Mississippi Gulf Coast  
The University of Southern Mississippi Gulf Park Campus  
Gulf Coast Student Service Center  
John C. Stennis Space Center  
Keesler Air Force Base  
Gulf Coast Research Laboratory  
The University of Southern Mississippi College of Nursing, Meridian  
Point Cadet

**SHORTENED NAME:**  
Southern Miss  
Southern Miss Gulf Coast  
Gulf Park  
GCSSC  
Stennis  
Keesler  
GCRL  
Southern Miss College of Nursing, Meridian  
Point Cadet

**ACCEPTED ABBREVIATIONS:**
- S. Miss – Southern Miss, used by Athletics for scoreboard and other designations
- USM – Acceptable only in limited cases, but not preferred (Examples: Web and social media, where character length is a concern, and other instances such as athletic apparel)

**EXAMPLE OF IMPROPER USAGE:**
- Southern
- Southern Miss University
- USM Gulf Coast
- The Gulf Coast University of Southern Mississippi
- The University of Southern Mississippi Long Beach
- The University of Southern Mississippi at NASA Stennis Space Center

The University of Southern Mississippi Gulf Coast refers to the entire Mississippi Gulf Coast, which includes the Gulf Park campus in Long Beach, Miss., and five teaching and research sites:
- Stennis Space Center Teaching and Research Site, Hancock County
- Gulf Coast Student Service Center, Gulfport
- Keesler Air Force Base Teaching Site, Biloxi
- Point Cadet Teaching Site, Biloxi
- Gulf Coast Research Laboratory, Ocean Springs
ACADEMIC COLLEGES, SCHOOLS AND DEPARTMENTS

COLLEGE OF ARTS AND LETTERS
Air Force ROTC
Department of Anthropology and Sociology
Department of Art and Design
Army ROTC
Department of Communication Studies
Department of Dance
Department of English
Department of Foreign Languages and Literatures
Department of History
Office of Interdisciplinary Studies
School of Mass Communication and Journalism
School of Music
Department of Philosophy and Religion
Department of Political Science, International Development and International Affairs
Department of Theatre

COLLEGE OF BUSINESS
School of Accountancy
Department of Casino, Hospitality and Tourism Management

Department of Finance, Real Estate and Business Law
Department of Management and International Business
Department of Marketing and Fashion Merchandising

COLLEGE OF EDUCATION AND PSYCHOLOGY
Department of Child and Family Studies
Department of Curriculum, Instruction and Special Education
Department of Educational Leadership and School Counseling
Department of Educational Studies and Research
School of Library and Information Science
Department of Psychology

COLLEGE OF HEALTH
Department of Community Health Sciences
School of Human Performance and Recreation
Department of Medical Laboratory Science
Department of Nutrition and Food Systems
Department of Speech and Hearing Sciences
School of Social Work

COLLEGE OF NURSING
Department of Collaborative Nursing Care
Department of Advanced Practice
Department of Systems Leadership and Health Outcomes

COLLEGE OF SCIENCE AND TECHNOLOGY
Department of Biological Sciences
Department of Chemistry and Biochemistry
Department of Coastal Sciences
School of Computing
School of Construction
School of Criminal Justice
Department of Economic and Workforce Development
Department of Geography and Geology
Department of Marine Science
Department of Mathematics
Department of Physics and Astronomy
School of Polymers and High Performance Materials
Center for Science and Mathematics Education
3-D Art Studio
A Stone’s Throw
All-American Rose Garden
Alpha Delta Pi
Alpha Kappa Alpha
Alpha Tau Omega
Arthell Kelley Hall
Athletic Center
Aubrey K. Lucas Administration Building
Baptist Student Union
Baseball Center
Barnes and Noble at Southern Miss – Textbook Center
Beedie Smith Clinic
Bennett Auditorium
Bobby Chain Technology Center
Bolton Hall
Bond Hall
Bruce and Virginia Wilgus Fitness and Wellness Trail
Carlisle-Faulkner Field
Catholic Student Center
Centennial Green
Center for Child Development
Century Park (North)
Child and Family Studies (CFS) Annex
Chi Omega
College Hall
College of Nursing Living-Learning House
Community Health Sciences
Cook Library
Danforth Chapel
Delta Delta Delta
Delta Gamma
Delta Sigma Theta
Delta Tau Delta
DuBard School for Language Disorders
Forrest County Hall
Fresh Food Company
Fritzsche-Gibbs Hall
George Hurst Building
Gilbert F. Hartwig Theatre
Gonzales Auditorium
Harkins Hall
Hattiesburg Hall
Hickman Hall
Hillcrest Hall
Honors House
Human Performance and Recreation
Interior Design Studio – Kate Hubbard House
Inttramural Fields
International Center
Jazz Station
J.B. George Building
Johnson Science Tower
Jones Hall
Joseph Greene Hall
Kappa Delta
Kappa Sigma
Kennard-Washington Hall
Lake Byron
Leech House
Liberal Arts Building
Longleaf Trace Gateway
“M” Club
M.C. Johnson Natatorium
M.M. Roberts Stadium – The Rock
Mannoni Performing Arts Center
Marsh Hall – Fine Arts Building
Martha R. Tatum Theatre
Math Zone
McCain Library and Archives
McLemore Hall
McPhail Building
Mississippi Hall
Museum of Art
Ogletree Alumni House
Oseola McCarty Hall
Owings-McQuagge Hall
Pat Ferlise Ticket Office
Payne Center
Peck House
Pete Taylor Park – The Pete
Phi Kappa Tau
Phi Mu
Physical Plant
Pi Beta Phi
Pi Kappa Alpha
Pi Kappa Phi
Pine Haven Family Housing
Pine Haven Laundry
Power House Restaurant
Pride Field
Printing Center
Pulley Hall
Real Food on Campus at Hillcrest
R.C. Cook Union
Reed Green Coliseum – The Greenhouse
Residence Life Maintenance

Roberts Hall
Scholarship Hall
Seymour’s Food Court
Shafer Center for Crisis Intervention
Shoemaker Square
Sigma Alpha Epsilon
Sigma Chi
Sigma Nu
Sigma Phi Epsilon
Softball Complex
Southern Hall
Starbucks
Stout Hall
Stores and Receiving
Southern Miss Tennis Courts
Thad Cochran Center
Thames Polymer Science Research Center
The Accelerator
The Agora
The Children’s Center for Communication and Development
The District
The Hub
Theatre and Dance Building
The Village
Track and Field/Soccer Complex
Trent Lott National Center for Economic Development and Entrepreneurship
University Clinic for Family Therapy
University Police Department
Walker Science Building
Wesley Foundation
Wilber Panhellenic Hall
Women’s Basketball Team Residence Hall
Yelverton House
GULF PARK CAMPUS
Administration Building
Barber Building
Bookstore
Business Complex
Elizabeth Hall
Fleming Education Center
Friendship Oak
Gulf Coast Library
Hardy Hall
Health Building
Holloway Complex
Holloway Complex East
Lloyd Hall
Physical Plant
Science Building
Shipping/Receiving and Security
Technology Learning Center Fitness Trail
Tennis Courts at Gulf Park
The Chimney
Workplace Learning and Performance Institute

GULF COAST STUDENT SERVICE CENTER
Eagle Village
Gulf Coast Student Service Center
North Complex

POINT CADET
R/V Tommy Munro, a 97-foot research vessel

GULF COAST RESEARCH LABORATORY
*GCRL (includes Cedar Point and Halstead Road):
Caylor Building
Crab Shack
Dining Hall
Dormitory
Faculty House
Fisheries Building
GCRL Harbor
Hopkins Classrooms
Marine Education Center
Modular Complex
Nature Trail
Oceanography Research Building
Toxicology Building
Volleyball Court

Cedar Point:
Aquaculture Demonstration Laboratory
Red Snapper Broodstock Building

Research Building
Aquaculture Visitor Center
Aquatic Wet lab
Field Research Buildings
Fish Health Building
Marine Environmental Research Laboratory (MERL)
Receiving Building
Red Snapper Growout Facility
Red Snapper Research Building
Spotted Seatrout Building
Social media is one of many important communication methods The University of Southern Mississippi uses to engage with the campus community. This channel, unlike most others, provides instantaneous, two-way communication access to prospective students, current students, faculty, staff, alumni, parents of current and prospective students, media and many more audiences of the university (i.e., Facebook, Twitter, others).

*See the University’s “Social Media Guidelines” for detailed information on using social media.

**TIPS**
Remember that brevity is vital.
Take the time to craft a clear message.
Use active voice.
Use a conversational tone.

**STYLE**
Commonly understood abbreviations are acceptable, but avoid “text message style” writing. (Ex: We r @ USM 2nite & we r having fun!)

Acceptable abbreviations for social media posts:
- USM
- Univ.
- Prof.
- &
- Using numerals instead of spelling out numbers
- SMTTT! (Southern Miss to the Top!)
- Avoiding the use of jargon
- Emoticons and exclamation marks acceptable in moderation
degree, and do not capitalize them. However, there is no possessive in Bachelor of Arts or Master of Science, for example, but these and other official degree names should be capitalized. In addition, also note that there is no possessive (apostrophe “s”) in associate degree.

When you are listing many individuals and it becomes necessary to abbreviate academic degrees, only do so after a full name—never after just a last name. When used after a name, an abbreviation of an academic degree is set off by commas: John Jones, Ph.D. It is acceptable to write these abbreviations with or without periods: B.S./BS, M.A./MA, Ph.D./PhD. Also, do not precede a name with a courtesy title for an academic degree and then follow it with the abbreviation for that degree in the same reference.

academic departments
When using the formal name of the department, capitalize it: Department of History. If making an informal reference to the department, do not capitalize it: the History department.

academic titles
Capitalize and spell out formal titles when they precede a name: Dean Ann Blackwell or Vice President Joe Paul. Lowercase titles when they are not used with a name: The dean arrived at noon. The only exception is when referring to the President of the United States.

addresses
Abbreviate street names only with a numbered address: 1012 Stennis Ave. or 118 College Dr. Spell them out and capitalize when part of a formal street name without a number: Pennsylvania Avenue. Lowercase and spell them out when used alone or with more than one street name: Massachusetts and Pennsylvania avenues or They live in the avenues.

Always use figures for an address number. Abbreviate points on a compass in numbered street addresses, and spell out and capitalize First through Ninth when used in street names: 3319 W. Fourth St.

Capitalize and use periods in the abbreviation P.O. for P.O. Box numbers.

administrative offices
Capitalize the names of specific colleges, departments, schools, centers, institutes, divisions and offices: College of Health, Center for the Study of War and Society. Lowercase these words when they stand alone: There are five faculty members in our department.
alumna/alumnae/alumnus/alumni
Alumna is the singular female reference for someone who has attended a school. Alumnus is used for similar references to a man. Use alumnae when referring to a group of female graduates. Alumni can be used to indicate a group of male graduates or when referring to a group of males and females who attended the same school.

annual
An event cannot be annual unless it has been held at least two successive years. There is no such thing as “first annual.”

Athletics Director or Director of Athletics
Athletics has an “s” because it’s referring to the department.

B

Boys State
Buffett, Jimmy

C

The Campaign for Southern Miss
The Campaign for Southern Miss is the annual faculty/staff giving campaign of the USM Foundation.

chair
Chair is used instead of chairman, chairwoman or chairperson and is preferred. Capitalize chair before a name but not after it.

class/course title
Lowercase courses that refer generally to the subject area: She took a course in mathematics. Capitalize the proper (specific) names of courses, especially if they are followed by a number: Her Math 101 class starts today.

college
The University of Southern Mississippi offers undergraduate and graduate degrees in six degree-granting academic colleges: College of Arts and Letters, College of Business, College of Education and Psychology, College of Health, College of Nursing, College of Science and Technology.

College Panhellenic Council
The College Panhellenic Council (CPC) at Southern Miss is the governing body for the seven sororities on campus: These sororities are Alpha Delta Pi, Chi Omega, Delta Delta Delta, Delta Gamma, Kappa Delta, Phi Mu and Pi Beta Phi.

committee
Capitalize the full, proper name of a committee but not on the second reference. The Hospitality Committee meets this Monday, but the committee has made no final decisions.

Conference USA
C-USA is the proper abbreviation.

convocation
Do not capitalize unless the term is being used as the official title of a program: Spring 2012 Convocation.

course titles
When referring to a specific course title followed by a number, capitalize it: Algebra 1, MAT 099.

cum laude
This Latin designation means to graduate with distinction.

Curious George
This fictional children’s book character was created by H.A. and Margret Rey. Southern Miss holds the original Curious George manuscripts and artwork in its de Grummond Children’s Literature Collection in McCain Library and Archives.

commencement
This term refers to our graduation ceremony. Do not capitalize unless the term is being used as the official title of a program: Spring 2012 Commencement.
Eagle Club
The Eagle Club raises funds for more than 350 Southern Miss student-athletes annually.

Fayette, Brett
festivities
Capitalized Homecoming, Founders' Day, Awards Day, etc.

FYE
This acronym refers to the Office of First Year Experience. Spell this out when possible since it is a term not commonly known to new students and outside audiences.

Foundation
This term refers to the USM Foundation and is acceptable for use on the second reference.

Friendship Oak
The historic Friendship Oak is more than 500 years old and is located on the front lawn of the Gulf Park campus in Long Beach, Miss.

G
GCRL
This acronym refers to the Gulf Coast Research Laboratory in Ocean Springs, Miss.

Girls State

The Greenhouse
“The Greenhouse” is a term used to refer to Reed Green Coliseum, where the Golden Eagle volleyball and men's and women's basketball teams play.

Gulf Coast Student Service Center
The proper shortened name for this center is GCSSC. It is located in Gulfport, Miss.

Gulf Park Campus
Gulf Park refers to one of the two campuses that comprise The University of Southern Mississippi. The Gulf Park campus is located on the Mississippi Gulf Coast in Long Beach, Miss.

Honor Club
The Honor Club is the major gift recognition society of the USM Foundation.

honor roll
Southern Miss does not have an honor roll, only a president's list and a dean's list.

Hydrographic Science Research Center
This center is housed in the Department of Marine Science and is located in Stennis Space Center, Miss. Stennis Space Center is its own federal city with its own zip code, sitting in the middle of 125,000 acres of buffer zone.
M

magna cum laude
This Latin designation means to graduate with next-to-highest distinction.

major
Do not capitalize a student’s major area of study unless it is the proper name of a program: Mark is an English major. Sarah is majoring in history.

McCarty Legacy
The McCarty Legacy is the planned giving society of the USM Foundation.

McCarty, Oseola

M-Club Alumni Association
The M-Club is a nonprofit organization founded to promote athletics at The University of Southern Mississippi. Eligibility for the M-Club is limited to former players, coaches, trainers, managers and cheerleaders.

Ph.D./PhD
The preferred form is to say a person holds a doctorate. Ph.D. is traditionally written with periods, but it has become commonly acceptable to write this without periods.

Pine Belt
Hattiesburg, Miss., home of The University of Southern Mississippi, is located in an area known as the Pine Belt.

postdoctoral

postgraduate

post-master’s
Use a hyphen to differentiate from an employee of the postal service (postmaster).

I

Interfraternity Council
The Interfraternity Council (IFC) is the governing body for the 10 fraternities on campus. These fraternities are Alpha Tau Omega, Delta Tau Delta, Kappa Sigma, Phi Kappa Tau, Pi Kappa Alpha, Pi Kappa Phi, Sigma Alpha Epsilon, Sigma Chi, Sigma Nu, Sigma Phi Epsilon.

J

John C. Stennis Space Center
John C. Stennis Space Center is one of The University of Southern Mississippi’s teaching/research sites in Hancock County. The proper shortened name is Stennis.

K

Keesler Air Force Base
The University of Southern Mississippi has a teaching site at Keesler Air Force Base in Biloxi, Miss. The proper shortened name is Keesler.

keynote
post office box
At Southern Miss, we use “#” followed by a four-digit box number to indicated a campus address.

We do not use Southern Station or P.O. Box.

Example: 118 College Drive #5016

president’s list
Do not capitalize this term.

presidents (The University of Southern Mississippi)
Joseph Anderson Cook – Oct. 17, 1911-Sept. 28, 1928
Claude Bennett – Oct. 10, 1928-33
Jennings Burton George – July 1, 1933-45
William David McCain – August 18, 1955-June 30, 1975
Shelby Freland Thames – May 1, 2002-May 18, 2007
Martha Dunagin Saunders – May 21, 2007-June 30, 2012

The Pride of Mississippi
This term refers to the university’s world-renowned marching band. The acceptable shortened term is “The Pride.”

R
residence hall
Use residence hall instead of dormitory.

The Rock
Carlisle-Faulkner Field at M.M. Roberts Stadium is affectionately known as “The Rock” at Southern Miss. On first reference, use the stadium’s full name, Carlisle-Faulkner Field at M.M. Roberts Stadium; on second reference, use “The Rock at Southern Miss” or simply “The Rock.”

S
school
Capitalize the proper names of schools: School of Computing. Do not capitalize the word “school” if is it used in a casual sense and follows the school’s name in a sentence: I teach in the Construction school.

SOAR
This acronym stands for “Southern’s Online Accessible Records.”

SongFest
This is the name of Chi Omega sorority’s annual fundraiser, which is a holiday tradition at Southern Miss.

Southern As I Saw It: Personal Remembrances of an Era: 1912-1954
This book about Southern Miss was written by Alma Hickman.

student-athlete
Use this term to refer to Southern Miss athletes.

study-abroad/study abroad
Hyphenate this term when used as a modifier: I participated in the British study-abroad program. To study abroad is a verb modified by an adverb: I hope I can study abroad again one day.

subject areas
When referring to certain subject areas, do not capitalize them: Those two students are mathematics majors. They are studying differential equations and calculus.

summa cum laude
This Latin designation means to graduate with the highest distinction.
The University of Southern Mississippi Foundation
The University of Southern Mississippi Foundation is the full, proper name. The preferred (shortened) term would be the USM Foundation or the Foundation.

V
vita
A shortened, more popular term for “curriculum vitae,” a vita is a brief résumé of one’s career and educational history.

U
university
When referring to The University of Southern Mississippi as the university, not capitalizing university is preferred, although capitalizing University is acceptable.

university address
University addresses are written as follows:

118 College Drive #XXXX (four-digit box number)
Hattiesburg, MS 39406-0001
*Note there is no comma before the box number.

Top fundraising initiative
Top fundraising initiatives are the fundraising priorities as determined by university leadership.

Treasured Past. Golden Future: The Centennial History of The University of Southern Mississippi
This is the title of a Southern Miss history and pictorial book written by Chester M. Morgan in celebration of the university’s 100th anniversary.