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The Office of University Communications has developed this Style Guide to assist university 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 Style Guide, contact the Office of University Communications.

**FULL NAME**
The University of Southern Mississippi
The University of Southern Mississippi Gulf Park Campus
John C. Stennis Space Center
Gulf Coast Research Laboratory
Magnolia Speech School
Point Cadet
Port of Gulfport

**SHORTENED NAME**
Southern Miss
Southern Miss Gulf Park or Gulf Park
Stennis
GCRL
N/A
N/A

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

**EXAMPLES OF IMPROPER USAGE**
- Southern
- Southern Mississippi
- University of Southern Miss
- USM Gulf Coast or Southern Miss Gulf Coast
ABOUT THE UNIVERSITY

The University of Southern Mississippi (USM) is a comprehensive public research institution delivering transformative programs on campuses in Hattiesburg and Long Beach, at teaching and research sites in central and southern Mississippi, as well as online. Founded in 1910, USM is one of only 76 public universities in the nation to earn the Carnegie Foundation’s “higher research activity” designation for doctoral universities, and its robust research enterprise includes experts in ocean science and engineering, polymer science and engineering, and sport venue safety and security, among others. USM is also one of only 40 institutions in the nation accredited in theatre, art and design, dance and music. As an economic driver, USM generates an annual economic impact of more than $600 million across the state. USM welcomes a diverse student body of approximately 15,000, representing 71 countries, all 50 states, and every county in Mississippi. USM students have collected four Truman Scholarships and 35 National Science Foundation Graduate Research Fellowships, while also leading Mississippi with 21 Goldwater Scholarships, an honor that recognizes the next generation of great research scientists. Home to the Golden Eagles, USM competes in 16 Division I sports sponsored by the National Collegiate Athletic Association (NCAA). For more information, visit usm.edu.
ACADEMIC UNITS

COLLEGE OF ARTS AND SCIENCES
Air Force ROTC – Aerospace Studies
Army ROTC – Military Science
Center for Science and Mathematics Education
School of Biological, Environmental and Earth Sciences
  Cell and Molecular Biology
  Ecology and Organismal Biology
  Geography and Geology
  Medical Laboratory Science
School of Communication
  Communication Studies
  Journalism, Public Relations and Advertising
School of Computing Sciences and Computer Engineering
School of Construction and Design
School of Criminal Justice, Forensic Science and Security
School of Humanities
  English
  History
  Philosophy and Religion
School of Interdisciplinary Studies and Professional Development
  Continuing Education
  Human Capital Development
  Interdisciplinary Studies

School of Mathematics and Natural Sciences
  Chemistry and Biochemistry
  Mathematics
  Physics and Astronomy
School of Music
School of Ocean Science and Engineering
  Coastal Sciences
  Marine Science
School of Performing and Visual Arts
  Art and Design
  Dance
  Theatre
School of Polymer Science and Engineering
School of Social Science and Global Studies
  Anthropology and Sociology
  Economics and International Development
  Political Science and Legal Studies
  World Languages

COLLEGE OF BUSINESS AND ECONOMIC DEVELOPMENT
School of Accountancy
School of Finance
School of Management
School of Marketing

COLLEGE OF EDUCATION AND HUMAN SCIENCES
School of Child and Family Sciences
School of Education
  Curriculum and Instruction
  Educational Research and Administration
  Special Education
School of Kinesiology and Nutrition
  Kinesiology
  Nutrition and Food Systems

School of Library and Information Science
School of Psychology
School of Social Work

COLLEGE OF NURSING AND HEALTH PROFESSIONS
School of Health Professions
  Public Health Rehabilitation Sciences
School of Leadership and Advanced Nursing Practice
School of Professional Nursing Practice
School of Speech and Hearing Sciences
GULF COAST RESEARCH LABORATORY
Ocean Springs, Miss.

Halstead Road Location
Aquatic Research Building I
Aquatic Research Building II
Botany Greenhouse
Caylor Building
Caylor Auditorium
Gunter Library
Dining Hall
Director’s House
Dormitory
Faculty House
Field Studies Building
Fisheries Building
Fisheries Laboratory
Halstead Cottages
Halstead Harbor
Marine Operations
Oceanography Building
Research Building
Storage and Maintenance

GULF PARK CAMPUS
Long Beach, Miss.
Administration Building Plaza
Barber Building
Bear Point Bayou
Business Complex
The Chimney Pavilion
Eagle Plaza
The Little Rock
Lofty Return Sculpture
Elizabeth Hall
Fitness Center
Fleming Education Center
FEC Auditorium
FEC Rotunda
Friendship Oak
Gulf Coast Geospatial Center
Gulf Coast Library
Academic Success Center
Gulf Park Campus Gateway
Hardy Hall
Barnes and Noble Bookstor
Beach View Café
Dining Hall
Hardy Hall Ballroom
One Stop
University Club
Health Center
Lloyd Hall
Lloyd Lawn
Mechanical Plant
North Academic Building

Cedar Point Location
Aquaculture Advanced Development
Aquaculture Demonstration Laboratory
Aquaculture Growout
Aquaculture Visitor’s Pavilion
Aquatic Wet Laboratory Facility
Cedar Point Cottage I
Cedar Point Office Building
Cedar Point Receiving
Field Research Buildings
Fish Health Building
Invertebrate Growout I
Invertebrate Growout II
Invertebrate Production
Marine Education Center
MEC Administration and Exhibit Gallery
MEC Conference Center
MEC Education Building I
MEC Education Building II
MEC Pavilion
Marine Environmental Research Laboratory (MERL)
Physical Plant
Red Snapper Broodstock and Larval Rearing
Red Snapper Growout Building
Research Building
Toxicology Building
### BUILDINGS AND OTHER CAMPUS LOCATIONS

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<td>Sigma Nu</td>
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<td>Fritzshe-Gibbs Hall</td>
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BUILDINGS AND OTHER CAMPUS LOCATIONS

International Center
The Agora
J.B. George Building
Johnson Science Tower
Jones Hall
Joseph Greene Hall
Kate Hubbard House - Interior Design Studio
Kennard-Washington Hall
Kinesiology Building
Lake Byron
Lake Thoreau Environmental Center
*Located off-campus
The Legacy Oak
Liberal Arts Building
Gonzales Auditorium
Lofty Return Sculpture
Longleaf Trace Gateway
M.C. Johnson Natatorium
M.M. Roberts Stadium – The Rock
Carlisle-Faulkner Field
Eagle Walk
Touchdown Terrace
Mannoni Performing Arts Center
Math Zone
McCain Library and Archives
McCarty Hall
McLemore Hall
Medicine Wheel Garden
Mississippi Hall
National Pan-Hellenic Council Plaza
Ogletree Alumni House
Owings-McQuagge Hall
Parking Garage
Pat Ferlise Ticket Office
Payne Center
Peck House - Osher Lifelong Learning Institute
Pete Taylor Park – The Pete
Petrified Log
Physical Plant
Power House Restaurant Courtyard
Pride Field
Printing Center
Pulley Hall
R.C. Cook Union
The Locker Room
R.C.’s Lounge
Seymour’s
Receiving
Reed Green Coliseum
Roberts Hall
Scholarship Hall
Scianna Hall
Shoemaker Square
Soccer Complex
Softball Complex
Southern Hall
Spirit Park
Stout Hall
Stores
Tennis Courts
Thad Cochran Center
Barnes and Noble Bookstore
Eagle Dining
The Fresh Food Company
Image Center - Copy and Photo Services
Post Office
Thames Polymer Science Research Center
Theatre and Dance Building
Gilbert F. Hartwig Theatre
Martha R. Tatum Theatre
Track and Field Complex
Trent Lott National Center for Excellence in Economic Development and Entrepreneurship
National Center for Spectator Sports Safety and Security (NCS4)
TLC Rotunda
BUILDINGS AND OTHER CAMPUS LOCATIONS (continued)

The Village
Alpha Chi Omega
Alpha Delta Pi
Alpha Kappa Alpha
Chi Omega
Delta Delta Delta
Delta Gamma
Delta Sigma Theta
Kappa Delta
Phi Mu
Pi Beta Phi
Women's Basketball Residence Hall

Walker Science Building
Weathersby Lawn
Wesley Foundation
Wilber Hall
Wilgus Fitness and Wellness Trail

JOHN C. STENNIS SPACE CENTER
Hancock County (Miss.)
Center for Higher Learning -
Building 1103, Room 103
Department of Marine Science
Buildings 1020, 1022, 1029

RESEARCH VESSELS (R/V)
R/V Point Sur (Port of Gulfport)
R/V Tommy Munro (Point Cadet, Biloxi)
R/V Jim Franks (GCRL)
R/V Hermes (GCRL)
Miss Peetsy B (GCRL)
When 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, the abbreviation of the 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), as long as consistency is maintained throughout a document.

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 colleges, schools and departments**

When using the official name of an academic college, school or department, capitalize it: School of Music. If using the term as a common noun or following the unit name, do not capitalize it: the English department.

**academic or professional titles**

Capitalize and spell out academic or professional titles when they precede a name: Dean Ellen Weinauer or Provost Steven R. Moser. When titles do not precede a name, it is acceptable to either capitalize or lowercase them, as long as consistency is maintained throughout a document.

**addresses**

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

Always use numerals for an address. 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 for P.O. Box numbers.

**administrative units**

Capitalize the names of centers, institutes, divisions, offices and other administrative units: Division of Student Affairs, Center for the Study of War and Society. Lowercase these words when they are used as common nouns: “There are five staff members in our division.”

**All-American Rose Garden**

Located near the front entrance to the Hattiesburg campus, the All-American Rose Garden is an accredited public rose garden and a favorite spot for students, employees, alumni and campus visitors.

**alumna/alumnae/alumnus/alumni**

Alumna is the singular female reference for someone who has attended a school. Alumnus is used for a similar reference to a male. Use alumnae when referring
The term chair is used to indicate the administrative head of a council, board or committee. At The University of Southern Mississippi, department chairs are non-administrative faculty leaders who work with program coordinators to manage curricular matters.

The term “chair” should be used instead of chairman, chairwoman or chairperson. Capitalize “chair” before a name but not after it: “Dr. Jane Smith is the department chair.”

**Circle of Champions**
The Circle of Champions is the major gift recognition society of the USM Athletic Foundation.

**course titles**
Capitalize titles of courses, especially if they are followed by a number: “Her Math 101 class starts today.” or “Introduction to Composition is a rewarding class.” When generally referring to a subject area or discipline, lowercase it: “She took a course in mathematics.”

**College Panhellenic Council**
The College Panhellenic Council (CPC) is the collective organization for the eight women’s fraternities (commonly known as sororities) at Southern Miss associated with the National Panhellenic Conference. These chapters, located on the Hattiesburg campus, include Alpha Chi Omega, Alpha Delta Pi, Chi Omega, Delta Delta Delta, Delta Gamma, Kappa Delta, Phi Mu and Pi Beta Phi.

**commencement**
This term refers to our graduation ceremony and should not be capitalized, unless being used as the official title of a program: Fall 2018 Commencement.

**committee**
Capitalize the proper name of a committee, but not if it is the second reference or used as a common noun: “The Hospitality Committee meets Monday, but the committee has made no final decisions.”

**compound modifiers**
Use hyphens to link all words in a compound modifier, except the adverb “very” and all adverbs that end in “-ly.”

**Conference USA/C-USA**
Conference USA is the collegiate athletic conference that Southern Miss competes in. The proper way to abbreviate the conference name is C-USA (include the hyphen).

**cum laude**
This Latin designation, which should always be lowercased and italicized, 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, located in McCain Library and Archives on the Hattiesburg campus.

**dean**
The term dean is used to indicate the head of an academic college.

**Dean’s List**
The Dean’s List, which should be capitalized, features students who have earned a grade point average of 3.5 or above on a minimum academic load of 12 semester hours or more during fall or spring, or nine or more during summer, provided they have no grade of D or below for the semester.

**de Grummond Children’s Literature Collection**
Founded in 1966 by Dr. Lena Y. de Grummond, the de Grummond Collection holds the original manuscripts and illustrations of more than 1,200 authors and illustrators, as well as more than 120,000 published books dating from 1530 to the present. Part of Special Collections, the de Grummond Collection is housed in the McCain Library and Archives on the Hattiesburg campus.

**director**
The term director is used to indicate the academic and administrative lead of a school, comprised of departments and programs. Capitalize “director” before a name but not after it: “Dr. Williams is the school’s director.”

**doctorate**
At The University of Southern Mississippi, this common term refers to the Au.D., D.M.A., D.N.P., Ed.D. or Ph.D. and should be lowercased.

**The Dome**
The Aubrey K. Lucas Administration Building, a focal point of the Hattiesburg campus, is affectionately referred to as “The Dome.”

**dual campus**
This refers to an institution, such as Southern Miss, that has two campuses: Gulf Park and Hattiesburg. When used as an adjective, hyphenate it: “Southern Miss is a dual-campus university.”

**Eagle Club**
The Eagle Club raises funds for more than 300 Southern Miss student-athletes annually.

**Eagle Walk**
On football game days, participants march down Eagle Walk Drive on the Hattiesburg campus in the Eagle Walk parade.

**email**

**festivities**
Capitalize the names of our institution’s annual festivities, such as Homecoming, Founders’ Day, etc.

**Founders’ Day**
March 30, 1910, is the institution’s official birthday, and in 1955, the Alumni Association designated March 30 as Mississippi Southern College (MSC) Day. The day was to be observed wherever former students resided, and its purpose was “to build up a little more custom and tradition concerning the college. The day, since renamed Founders’ Day, has been observed in some fashion ever since.

Founders’ Day should always be written in plural possessive form. Incorrect forms
celebrates the philanthropy of the university’s most generous benefactors.

**Hub City**
Hattiesburg’s nickname is the “Hub City” because it is surrounded by several major cities in the surrounding region, such as New Orleans, La.; Jackson, Miss.; Mobile, Ala.; and the Mississippi Gulf Coast.

**Interfraternity Council**
The Interfraternity Council (IFC) is the governing body for the nine men’s fraternities on the Hattiesburg campus. These include chapters of Alpha Tau Omega, Delta Tau Delta, Kappa Sigma, Phi Kappa Tau, Pi Kappa Phi, Sigma Alpha Epsilon, Sigma Chi, Sigma Nu and Sigma Phi Epsilon.

**Little Rock**
Found on both the Hattiesburg and Gulf Park campuses, the Little Rock is painted by members of the Student Alumni Association to increase enthusiasm throughout campus for an event or initiative.

**Lofty Return**
Dedicated to the university in 2013 by Southern Miss alumnus Chuck Scianna, Lofty Return is a golden eagle statue found on both the Hattiesburg and Gulf Park campuses.

**magna cum laude**
This Latin distinction, which should always be lowercased and italicized, means to graduate with next-to-highest distinction.

**Magnolia Speech School**
The Magnolia Speech School is one of the university’s teaching/research sites located in Jackson, Miss., which focuses on listening and spoken language for children who are deaf, hard of hearing, or communications-disordered.

**major**
Do not capitalize a student’s major area of study: “Mark is a physics major. Sarah is majoring in history.”
**Partners for the Arts**
An alliance between the community, the School of Performing and Visual Arts and the School of Music at Southern Miss, Partners for the Arts was established in 1997 to support and enhance the arts, promote arts education, and expand access to regional, national and international arts events and artists.

**The Pete**
Pete Taylor Park/Hill Denson Field, home of Golden Eagle baseball, is affectionately known as “The Pete.”

**Pine Belt**
Hattiesburg, Mississippi, is located in the Pine Belt, an area known for its abundance of longleaf pine trees.

**Point Cadet**
Point Cadet in Biloxi, Mississippi, serves as a teaching and research vessel staging site, coordinated through the University’s Gulf Coast Research Laboratory, and is the homeport of the R/V Tommy Munro.

**Port of Gulfport**
The Port of Gulfport is a 250-acre deep-water port and inland port facility in Gulfport, Mississippi. It is home to the University’s largest research vessel, the 135-foot R/V Point Sur, the only oceanographic class research vessel home-ported in the northern Gulf of Mexico east of the Mississippi River.

**post-master’s**
This term is often used to indicate study beyond the master’s degree level. Use a hyphen to differentiate from an employee of the postal service (postmaster).

**Post Office box**
Instead of P.O. box, use “#” followed by the four-digit box number to indicate a campus Post Office box: 118 College Drive #5016.

**President’s List**
Students are placed on the President’s List if they have earned a grade point average of 4.0 on a load of 12 semester hours or more during fall or spring, or nine or more during summer, provided they have no grade of Incomplete for the semester.

**presidents (The University of Southern Mississippi)**
Joseph A. Cook – 1911-28
Claude Bennett – 1928-33
Jennings B. George – 1933-45
Robert C. Cook – 1945-54
Richard A. McLemore – 1955 (Interim)
William D. McCain – 1955-75
Aubrey K. Lucas – 1975-96, 2001-02 (Interim), 2012-13 (Interim)

**M-Club**
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.

**National Pan-Hellenic Council**
The National Pan-Hellenic Council (NPHC) at Southern Miss consists of nine historically African-American fraternities and sororities. These include chapters of Alpha Phi Alpha, Kappa Alpha Psi, Iota Phi Theta, Omega Psi Phi and Phi Beta Sigma fraternities and Alpha Kappa Alpha, Delta Sigma Theta, Sigma Gamma Rho and Zeta Phi Beta sororities.

**Orientation**
Orientation is a campus event designed to prepare new students for a successful transition to life at Southern Miss.
The Rock
Carlisle-Faulkner Field at M.M. Roberts Stadium on the Hattiesburg campus, home of Golden Eagle football, is commonly known as "The Rock."

SMTTT!
This acronym stands for "Southern Miss to the Top!"—derived from the name of our fight song. This reference is often used in Athletics chants/cheers, on apparel and other retail items, on social media, and when informally closing university correspondence.

Southern Miss Alumni Association
The purpose of the Southern Miss Alumni Association is to advance the university, acting on behalf of all alumni to support and maintain its greatness while pushing the institution forward to new levels of accomplishment.

summa cum laude
This Latin distinction, which should always be lowercased and italicized, means to graduate with the highest distinction.

school
Capitalize the proper names of schools: School of Computing Sciences and Computer Engineering. Do not capitalize the word "school" if is it used in a casual sense or follows the school's name in a sentence: "I teach in the Finance school."

residence hall
Use the term residence hall instead of dorm or dormitory to indicate all campus residential facilities, except fraternity and sorority houses.

résumé
A résumé is a brief summary of one’s career experience and academic background, with a primarily professional focus. Do not confuse this term with the verb “resume.”

study-abroad/study abroad
Hyphenate this term when used as a compound 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 one day.”

University/university
When used in reference to The University of Southern Mississippi, it is acceptable to either capitalize or lowercase this term, as long as consistency is maintained throughout a document. If university is used as a common noun and does not refer to The University of Southern Mississippi, always lowercase it.

Shelby F. Thames – 2002-07
Martha D. Saunders – 2007-12
Rodney D. Bennett – 2013-present

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

provost
The provost is the university’s chief academic officer.

R

residence hall

résumé
A résumé is a brief summary of one’s career experience and academic background, with a primarily professional focus. Do not confuse this term with the verb “resume.”

state abbreviations
When used in a sentence, spelling out the name of a state is preferred. If abbreviating is necessary, the preferred style for such abbreviations is Associated Press (AP). Use two-letter postal abbreviations in addresses only.

student-athlete
Use this term to refer to Southern Miss athletes.
university addresses
Gulf Coast Research Laboratory
703 East Beach Dr.
Ocean Springs, MS 39564

Gulf Park Campus
730 East Beach Blvd.
Long Beach, MS 39560

Hattiesburg Campus
118 College Dr. #XXXX (4-digit box number)
Hattiesburg, MS 39406
Do not use “box” or a comma before the box number.

John C. Stennis Space Center
1020 Balch Blvd.
Stennis Space Center, MS 39529

The University of Southern Mississippi Foundation
The University of Southern Mississippi Foundation is a non-profit organization that oversees fundraising efforts to raise private support for scholarships and other academic needs at Southern Miss. Shortened references, which include the USM Foundation or the Foundation, are acceptable on second reference only.