CONTENTS

OVERVIEW

UNIVERSITY NAME AND TEACHING/RESEARCH SITES........1

ACADEMIC COLLEGES, SCHOOLS AND DEPARTMENTS ....2

BUILDING NAMES/PLACES ........................................3

SOCIAL MEDIA..........................................................6

REFERENCE GUIDE.....................................................7
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*, please 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
Mary C. O’Keefe Cultural Center
Point Cadet

**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 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
ABOUT THE UNIVERSITY

Founded in 1910, The University of Southern Mississippi is a comprehensive doctoral and research-driven university with a proud history and an eye on the future. A dual-campus university, Southern Miss serves students on campuses in Hattiesburg and Long Beach, in addition to five teaching and research sites in Mississippi and through Online at Southern Miss. Since 2006, Southern Miss students have collected seven Goldwater Scholarships, three Truman Scholarships and 16 National Science Foundation Graduate Research Fellowships. Our Drapeau Center for Undergraduate Research affords our students meaningful research opportunities, and as a proven leader in innovation, we conduct transformative research that translates into real-world solutions. As one of only 36 institutions in the nation accredited in art, dance, music and theatre, we are a haven for creativity and artistic expression. In the classroom or lab, on the playing field, or in the performance hall, we strive to have a positive impact not only on our students, but also the world around us. Further information is found at www.usm.edu.

UNIVERSITY NAME
AND TEACHING/RESEARCH SITES

The proper name of the university is The University of Southern Mississippi. Capitalize “The” at the beginning of the university name.

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.
ACADEMIC COLLEGES, SCHOOLS AND DEPARTMENTS

COLLEGE OF ARTS AND LETTERS
Air Force ROTC – Aerospace Studies
Department of Anthropology and Sociology
Department of Art and Design
Army ROTC – Military Science
Department of Communication Studies
Department of Dance
Department of English
Department of Foreign Languages and Literatures
Department of History
Department 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 Economic Development, Tourism and Sport Management
Department of Finance, Real Estate and Business Law
Department of Management and International Business
Department of Marketing and 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
School of Kinesiology
Department of Medical Laboratory Science
Department of Nutrition and Food Systems
Department of Public Health
School of Social Work
Department of Speech and Hearing Sciences

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

COLLEGE OF SCIENCE AND TECHNOLOGY
Department of Biological Sciences
Department of Chemistry and Biochemistry
School of Computing
School of Construction
School of Criminal Justice
Department of Geography and Geology
Department of Human Capital Development
Department of Mathematics
School of Ocean Science and Technology
Department of Physics and Astronomy
School of Polymers and High Performance Materials
Center for Science and Mathematics Education
GULF COAST RESEARCH LABORATORY
Halstead Road Location:
Caylor Building
Crab Shack
Dining Hall
Dormitory
Faculty House
Fisheries Building
GCRL Harbor
Hopkins Classrooms
Modular Complex
Nature Trail
Oceanography Research Building
Toxicology Building
Volleyball Court

Cedar Point Location:
Aquaculture Demonstration Laboratory
Aquaculture Research Building
Aquaculture Visitor Center
Aquatic Wet Laboratory
Field Research Buildings

Fish Health Building
Marine Education Center
Marine Environmental Research Laboratory (MERL)
Receiving Building
Red Snapper Broodstock Building
Red Snapper Growout Facility
Red Snapper Research Building
Spotted Seatrout Building
Thad Cochran Marine Aquaculture Research Center

GULF PARK CAMPUS
Administration Building Plaza
Barber Building
Beach View Café
Bear Point Bayou
Barnes and Noble Bookstore
Business Complex
Chimney, The
Elizabeth Hall
Fitness Center
Fleming Education Center
Fleming Education Center Auditorium
Friendship Oak
Gulf Coast Library
Gulf Park Campus Gateway
Hardy Hall
Health Center
Lloyd Hall
Lofty Return Sculpture
Mechanical Plant
Nursing Building
Phillips Workplace Learning and Performance Institute
Physical Plant
Science Building
Shipping/Receiving
Social Work Building
Technology Learning Center
Tennis Courts at Gulf Park
University Police Department at Gulf Park

HATTIESBURG CAMPUS
A Stone’s Throw
Accelerator, The
Agora, The
All-American Rose Garden
Alpha Chi Omega
Alpha Delta Pi
Alpha Kappa Alpha
Alpha Tau Omega
Armstrong-Branch Plaza
Art Studio, 3-D
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
Buroughs House
Carlisle-Faulkner Field
Catholic Student Center
Centennial Gateway
Centennial Green
Center for Child Development
Center for Military Veterans, Service Members and Families
Century Park (North)
Century Park (South)
Luckyday Citizenship Hall
Scott Hall
Vann Hall
Child and Family Studies Annex
Children’s Center for Communication and Development, The
Chi Omega
College Hall
Cook Library
Danforth Chapel
Delta Delta Delta
Delta Gamma
Delta Sigma Theta
Delta Tau Delta
District, The
DuBard School for Language Disorders
Fine Arts Building
Football Practice Fields
Forrest County Hall
Fresh Food Company
Fritzsche-Gibbs Hall
Gallery of Art and Design
George Hurst Building
Gilbert F. Hartwig Theatre
Gonzales Auditorium
Harkins Hall
Hattiesburg Hall
Hickman Hall
Hillcrest Hall
Honor House
Hub, The
Information Booth
Institute of Child Nutrition
Interior Design Studio – Kate Hubbard House
Intramural Fields
Intermezzo at Woods Gallery
International Center
J.B. George Building
Johnson Science Tower
Jones Hall
Joseph Greene Hall
Kappa Delta
Kappa Sigma
Kennard-Washington Hall
Kinesiology Building
Lake Byron
Lake Thoreau Environmental Center
Liberal Arts Building
Little Rock, The
Lofty Return Sculpture
Longleaf Trace Gateway
“M” Club
M.C. Johnson Natatorium
M.M. Roberts Stadium – The Rock
Mannoni Performing Arts Center
Marsh Hall
Martha R. Tatum Theatre
Math Zone
McCain Library and Archives
McLemore Hall
McPhail Building
(continued)
BUILDING NAMES/PLACES

(continued)

Medicine Wheel Garden
Mississippi Hall
Moffitt Health Center
Office of Sustainability
Ogletree Alumni House
Oseola McCarty Hall
Owings-McQuagge Hall
Parking Garage
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 Phi
Power House Restaurant
Pride Field
Printing Center
Pulley Hall
Real Food on Campus at Hillcrest
R.C. Cook Union
Receiving
Reed Green Coliseum – The Greenhouse
Residence Life Maintenance
Roberts Hall
Scholarship Hall
Scianna Hall
Seymour’s
Shafer Center for Crisis Intervention
Shoemaker Square
Sigma Alpha Epsilon
Sigma Chi
Sigma Nu
Sigma Phi Epsilon
Soccer Complex
Softball Complex
Southern Hall
Starbucks
Stout Hall
Stores
Tennis Courts
Thad Cochran Center
Thames Polymer Science Research Center
Theatre and Dance Building
Tower Place
Track and Field Complex
Trent Lott National Center for Excellence in
Economic Development and Entrepreneurship
University Clinic for Family Therapy
University Police Department
Walker Science Building
Weathersby Lawn
Wesley Foundation
Wilber Panhellenic Hall
Women’s Basketball Team Residence Hall
Village, The

JOHN C. STENNIS SPACE CENTER
(HANCOCK COUNTY)
Center for Higher Learning
Building 1103, Room 103
Department of Marine Science
Buildings 1020, 1022, 1029, 1210

RESEARCH VESSELS (R/V)
R/V Point Sur (Port of Gulfport)
R/V Tommy Munro (Point Cadet)
R/V Jim Franks (GCRL)
R/V Hermes (GCRL)
R/V Miss Peetsy B (GCRL)
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.
Avoid the use of jargon.
Emoticons and exclamation marks are acceptable in moderation.

**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!) or TTT!
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 “department”: the History department.

academic titles
Capitalize and spell out formal titles when they precede a name: Dean Ann Blackwell or Provost Steven Moser. 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 numerals 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.”
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 eight sororities on campus: These sororities are 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. Do not capitalize unless the term is being used as the official title of a program: Spring 2015 Commencement.

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.

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.

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.

dean’s list
Do not capitalize this term.

Dearly Bought, Deeply Treasured: The University of Southern Mississippi, 1912-1987
This is the title of a Southern Miss history and pictorial book written by Dr. Chester M. “Bo” Morgan in celebration of the university’s 75th anniversary.

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.
The day, since renamed Founders’ Day, has been observed in some fashion ever since, and now boasts an afternoon ceremony including the Student Government Association Inauguration and Awards Day.

FYI
This acronym refers to the First Year Initiative in the Office of New Student and Retention Programs. 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, one of the university’s teaching/research sites located in Ocean Springs, Miss.

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 Park campus
Gulf Park refers to one of the two campuses that comprise The University of Southern Mississippi. The Gulf Park campus is located in Long Beach and is Mississippi’s only beachfront campus.

H

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

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.

I

Interfraternity Council
The Interfraternity Council (IFC) is the governing body for the nine fraternities on campus. These fraternities are 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.

J

Jimmy Buffett
**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**
keynote

**M**
magna cum laude
This Latin designation 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.

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.”

**Mary C. O’Keefe Cultural Center**
The Mary C. O’Keefe Cultural Center is one of the university’s teaching/research sites located in Ocean Springs, Miss.

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

**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.

**N**
National Pan-Hellenic Council
The National Pan-Hellenic Council (NPHC) at Southern Miss currently consists of eight historically black Greek-letter fraternities and sororities. These fraternities and sororities include Alpha Phi Alpha, Kappa Alpha Psi, Omega Psi Phi and Phi Beta Sigma fraternities and Alpha Kappa Alpha, Delta Sigma Theta, Sigma Gamma Rho and Zeta Phi Beta sororities.

**O**
Oseola McCarty

**P**
Partners for the Arts
An alliance between the community and the Departments of Art and Design, English, Theatre, Dance, 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, where the Golden Eagle baseball team plays, is affectionately known as “The Pete.”

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.

Point Cadet
Point Cadet is one of the university’s teaching/research sites located in Biloxi, Miss.

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

post office box
At Southern Miss, we use “#” followed by a four-digit box number to indicate 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
Robert Cecil Cook –
  July 6, 1945-Dec. 31, 1954
Richard Aubrey McLemore –
  acting president Jan. 1, 1955-August 17, 1955
William David McCain –
  August 18, 1955-June 30, 1975
Aubrey Keith Lucas –
Horace Weldon Fleming Jr. –
  Jan. 1, 1997-Aug. 31, 2001
Aubrey Keith Lucas –
  Sept. 1, 2001-April 30, 2002
Shelby Freeland Thames –
  May 1, 2002-May 18, 2007
Martha Dunagin Saunders –
  May 21, 2007-June 30, 2012
Aubrey Keith Lucas –
  July 1, 2012-March 31, 2013
Rodney D. Bennett –
  April 1, 2013-present

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

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 it is used in a casual sense or follows the school’s name in a sentence: “I teach in the Construction school.”

SMTTT!
This acronym stands for “Southern Miss to the Top!” which is the name of our fight song and an appropriate way to sign off on email or other university correspondence.

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

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.

T

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 Dr. Chester M. “Bo” Morgan in celebration of the university’s 100th anniversary.

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

Gulf Park Campus
730 East Beach Boulevard
Long Beach, MS 39560

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.

Updated 2016