

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

# STYLE GUIDE

OFFICE OF UNIVERSITY COMMUNICATIONS | UPDATED SEPTEMBER 2012



THE UNIVERSITY OF  
**SOUTHERN**  
**MISSISSIPPI**®

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# OVERVIEW

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.

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# UNIVERSITY NAME AND TEACHING/ RESEARCH SITES

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

# BUILDING NAMES/PLACES – HATTIESBURG

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

Intramural 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

# BUILDING NAMES/PLACES – HATTIESBURG

*(continued)*

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

# BUILDING NAMES/PLACES – GULF COAST

## **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 BuildingAquaculture

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

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

# REFERENCE GUIDE

## A

### **AA/EOE/ADA**

This symbol denotes an Affirmative Action/Equal Opportunity Employer/Americans with Disabilities Act Institution, such as Southern Miss. Add this to all university documents that will be distributed to the general public. This symbol should also be included on all job advertisements placed in external publications.

### **The Abbey**

The Abbey refers to Abbaye de Pontlevoy, which means “The Abbey of Pontlevoy,” and is a 1,000-year-old monastery in the Loire Valley of France that serves as the destination for a spring semester study-abroad program. Both words should be capitalized.

### **academic degrees**

It is preferred to avoid abbreviations of academic degrees if possible, and use, instead, a phrase such as, “John Jones has a master’s in biology and a doctorate in biochemistry” or “John Jones has a Master of Science in biology and a Doctor of Philosophy in biochemistry.” Use an apostrophe in bachelor’s degree, master’s degree and specialist’s

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.

# REFERENCE GUIDE

## **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.

## **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.

## **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.

# REFERENCE GUIDE

## D

### **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 Chester M. 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.

### **doctorate**

This term refers to the Ph.D.

### **dual campus**

This refers to an institution such as Southern Miss that has two campuses. When used as an adjective, hyphenate it: Southern Miss is a dual-campus university.

## E

### **Eagle Club**

The Eagle Club raises funds for more than 350 Southern Miss student-athletes annually.

## F

### **Favre, Brett**

### **festivities**

Capitalize 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.

## H

### **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.

# REFERENCE GUIDE

## 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**

## 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.

## N

### **National Pan-Hellenic Council**

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

## P

### **Partners for the Arts**

An alliance between the community and the Department of Art and Design, the Department of Theatre, the Department of 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.

### **postdoctoral**

### **postgraduate**

### **post-master's**

Use a hyphen to differentiate from an employee of the postal service (postmaster).

# REFERENCE GUIDE

## **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 – Jan. 1, 1976-Dec. 31, 1996 (effective July 1, 1975)

Horace Weldon Fleming Jr. – Jan. 1, 1997-Aug. 31, 2001

Aubrey Keith Lucas – Sept. 1, 2001-April 30, 2002

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 it is used in a casual sense and 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.”

## **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.

# REFERENCE GUIDE

## T

### **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.

## 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.

### **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.