

The MATC Written Word

A Style Guide of Usage

2022 Edition

Table of Contents

| | |
|----|---|
| 3 | Introduction |
| 4 | Abbreviations |
| 6 | Inclusive Language Guidelines |
| 9 | Capitalization of MATC Terms |
| 10 | MATC Name, Address and Phone Number Usage |
| 11 | Number Usage |
| 12 | Online Style |
| 13 | Punctuation |
| 16 | Alphabetical Listing of Style/Usage |

Introduction

Milwaukee Area Technical College is an ever-changing institution, and just as clothing and car styles change, so does the style for how words are put together and how they appear on the printed or online page.

Consistent and correct usage of printed and online text is critical to any educational institution's image and public perception. The purpose of this stylebook is to acquaint you with the MATC guidelines for written style.

Style includes how the college name, campuses, programs and titles of personnel appear in written materials. Style also affects grammar, punctuation, word usage, abbreviations, numerals and more.

This guide is based on standards covered in the **Associated Press Stylebook** (the main reference for MATC style and the standard for most other colleges) and the **Merriam-Webster's Dictionary** (including its online dictionary). This guide includes exceptions to the standard rules in areas where MATC has evolved its own style.

New terms and style variations arise often. Please watch for updated versions of The MATC Written Word. MATC uses the current edition of the Associated Press Stylebook for any style questions not covered in this guide.

Contact information

If you are uncertain of appropriate usage, or have a style question not covered here, please contact:

- Darryll Fortune, director of content and public relations, 414-297-6770, fortundl@matc.edu
- open position, editor
- Tony Tagliavia, chief marketing officer, 414-297-6208, tagliav@matc.edu

Abbreviations

Abbreviations and Acronyms

Many do not include periods: MATC, RN, CEO

Abbreviate United States as: U.S. (not US or USA)

If the abbreviation or acronym may be unfamiliar to the reader, consider providing the full wording followed by the acronym or abbreviation in parentheses if space allows.

Academic Degrees

Below are some common abbreviations for academic degrees. Use the abbreviation preferred by the institution granting the degree.

A.A.S., A.A., A.S., B.A., B.S., Ed.D., J.D., M.A., M.B.A., M.S., M.S.Ed., Ph.D.

Measurements

Spell out the measurement in copy. If abbreviations are necessary, they generally are lowercase without periods, except where punctuation is necessary for clarity, as follows:

mm, ft, cm, yd, l, ml, pt, qt, km, g, cc, kg, mg, amp, v, w, kw, hp, rms, rpm, mpg

Exception: in.

Months

Spell out months whenever possible, but if space considerations require, use the following:

Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.

Note that March, April, May, June and July are never abbreviated.

State names

State names should be spelled out; if an abbreviation is required due to space constraints, refer to the AP Stylebook listing of state abbreviations. (Wisconsin's abbreviation is Wis.)

Only use the two-letter Postal Service abbreviation with full addresses that include the ZIP code: Please send the completed form to MATC, 700 West State Street, Milwaukee, WI 53233.

Street addresses

Spell out Street, Avenue, etc., and North, South, East and West.

If abbreviations are necessary for space reasons, use them as follows:

St., Ave., Blvd., Ct., Dr., La., Terr., Rt.; N., S., E., W.

Time

Use figures except for noon and midnight. Example: noon-2 p.m.
Do not use 12 noon. Do not use 12 p.m. or 12 a.m.

Use a.m. or p.m. lowercase with periods, no spaces between. Spanish translations may use a. m. and p. m.

Omit :00 when listing times, unless the numbers must line up for design purposes.

Titles before names

In announcements about leaders joining/leaving the college or receiving promotions that appear in The Week Ahead, ALM and Office of the President messages: The heading uses Ms., Mr. or Dr. in front of the last name: Best Wishes, Mr. Polk! Use full name on first reference in the main message and use Ms., Mr. and Dr. in front of the last name after that. Do not use first names alone.

In other narrative copy (such as news articles), Mr., Mrs. and Ms. are not used. First and last names are used on first reference; on second reference, use the last name alone: Jane Smith, admissions director, reminded students of the deadline. Smith said, "Enroll now."

For correspondence, use Mr., Mrs., Ms. or Dr. with the full name in the internal address, and title and last name in the salutation.

Ms. Judy Green

Dear Ms. Green:

Titles of political officials and military personnel may be abbreviated when used with a complete name or a surname if there is a common abbreviation for the title. (Always use a complete name on first reference.)

Mayor Lee Vang, Sen. Tom Jones, Gov. Amy Lopez, Sgt. Larry Flood

In an MATC publication, if an individual has a doctorate, include Dr. before the individual's last name in the second reference and any subsequent references throughout a story/article.

Inclusive Language Guidelines

MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans With Disabilities Act.

The above wording, which is the college's Equal Opportunity and Affirmative Action commitment statement, must be legible on all MATC-produced print materials. The college also includes the information about its accreditation: MATC is accredited by the Higher Learning Commission, Commission on Institutions of Higher Education, the national standard in accrediting colleges and schools for distinction in academics and student services.

Spanish version for Spanish texts:

MATC está acreditada por la Comisión de Educación Superior (Higher Learning Commission), Comisión de Instituciones de Educación Superior (Commission on Institutions of Higher Education), que es el estándar nacional para la acreditación de universidades y escuelas que se destacan en el área académica y los servicios para estudiantes. MATC es una institución de acción afirmativa e igualdad de oportunidades, y cumple todos los requisitos de la Ley para Estadounidenses con Discapacidades (Americans With Disabilities Act).

General guidelines

- People-first language is preferred. Example: Students who are blind is preferred instead of the phrase blind students.
- Be specific when possible. For example, identify a specific racial/ethnic group if that's what you are referencing.
- Be aware of and avoid stereotypical descriptions. Avoid treating heterosexuality, White race/ethnicity, middle class, cisgender, etc. as the default/norm. For example, if mentioning a spouse we would write "Jose's husband Juan" the same way we would mention a heterosexual spouse.
- Do not hyphenate African American, Asian American, Mexican American and other related uses when used as an adjective and a noun.

People of color

- "People of color" is generally preferred, but be more specific when appropriate and when possible; avoid using the phrase "people of color" as a euphemism for a more specific racial/ethnic group.
- BIPOC (Black, Indigenous, People of Color) is appropriate to use when referring to the group name (spell out on first reference).
- Minority and nonwhite are not preferred.
- Historically minoritized is acceptable with specific context.
- Majority-minority can be used in reference to specific designation but is not preferred for general use. Preferred wording: Most of our students are students of color.

Hispanic/Latino/a (temporary)

- The college DEI office plans to survey related groups to identify the way forward with respect to Hispanic vs. Latinx, etc.
- Temporary wording to use currently: Hispanic/Latino/a.
- Latinx is used by two current MATC affiliated groups: Latinx Unidos Network Alliance Affinity Group and Latinx Unidos student organization.
- Use a more specific identification when possible, such as Cuban, Mexican, Puerto Rican.

Black/African American

- Both are options; though it should be noted that these are not synonymous.
- Examples: African American Network, Black Student Union
- The ‘b’ should be capitalized.

Native American/Indigenous

- Preferred terms are Native American or Indigenous.
- The ‘i’ should be capitalized in Indigenous.
- Name a specific tribe or identity as appropriate.

Asian American and Pacific Islander

- These are two different racial/ethnic groups and should be listed with a comma or the word ‘and’ but are sometimes listed together, particularly in reference to organizations.

White

- The ‘w’ should be capitalized.

Gender nonspecific/nonbinary pronouns and gender identity

- Use pronouns an individual uses when known.
- They/them/theirs in referencing a nonspecific individual is acceptable and preferred; often a sentence can be rewritten in a way that is more specific.
- They/them/their take plural verbs so be sure that the meaning is clear that it is one person.
- Be inclusive when writing about a specific gender. Example: Use “all female-identifying employees” instead of “all MATC women and those identifying as female employees.”

Disabilities and Illness

When possible, ask people how they prefer to be described (such as a person with a disability, a person with a visual impairment).

Avoid words that connote pity, such as afflicted with, suffers from or confined to a wheelchair. Avoid the words cripple and handicapped.

Use deaf and hard of hearing — do not use deaf and dumb, do not use hearing impaired.

For the Uniquely Abled Academy, do not use the phrase: high-functioning autism. Instead say: Individuals who can participate in activities without the assistance of a caregiver (DSM-5 terminology: Level 1 Autism).

Mental Health

Do not use the word crazy (such as Crazy Hat Day; it was a crazy day at the office); it can trigger stigma related to mental health.

Do not use the phrase committed suicide; the preferred wording is to say an individual died by suicide.

Gender

Use neutral words for ‘man’ and ‘woman’ in job titles or descriptions:

chairperson — not chairman or chairwoman
spokesperson — not spokesman or spokeswoman
salesperson — not salesman or saleswoman
firefighter — not fireman
police officer — not policewoman or policeman

Throughout a paragraph and/or document, vary which gender is listed first.

Example: MATC’s women’s and men’s basketball teams practice four nights a week. These men and women demonstrate commitment to their sport and their education.

Avoid constructions such as s/he, s(he) or him/her. Although it is acceptable to use the word their as a nonspecific gender pronoun instead of saying his or her, reworking the sentence should also be considered. Example: The student will enter their password when prompted can be rewritten to: The students will enter their individual passwords when prompted.

Capitalization of MATC Terms

Capitalize:

- Names of buildings, campuses, departments and Academic & Career Pathways: Main Building, S Building, Mequon Campus, Business & Management Academic & Career Pathway
- Titles of persons preceding and used as part of their names: Dean John Smith
- Degree, diploma and certificate program names: Accounting associate degree

Do not capitalize:

- Occupational titles set off by commas: John Smith, STEM Academic & Career Pathway dean, will present the award. Exceptions may be made for internal publications such as The Week Ahead; if the title needs to be capitalized, the preferred style is to put the title before the person's name.
- Titles used in a general sense: The vice president of Institutional Effectiveness will set up the new system.
- The word 'department' when used after the department name: He is a staff member in the Curriculum department.
- The word 'program' when used with a degree, diploma or certificate name: Accounting program; Accounting associate degree program.
- The words 'associate degree,' 'technical diploma' or 'certificate' after the name of the program: Welding technical diploma

Additional examples:

Culinary Arts program, a culinary arts career

Graphic Design student

She is a Student Life coordinator; Coordinator Jane Jones

He is the instructional chairperson of the Accounting program; Instructional Chairperson John Smith

The MATC District Board of Directors; the district board; the board of directors.

Lowercase the word board when it stands alone after the first reference, as follows:

The MATC District Board approved the resolution. The board's vote was unanimous.

MATC Name, Address and Phone Number Usage

Generally, spell out the college's name on first reference: Milwaukee Area Technical College. Thereafter, use MATC or "the college." If the Milwaukee Area Technical College (full name) logo is used on a promotional piece, MATC may be used on first reference.

In addresses, spell out the college's name and address if space permits:

Milwaukee Area Technical College
700 West State Street
Milwaukee, WI 53233-1443

If necessary to abbreviate because of space considerations, abbreviate consistently:

700 W. State St. (not 700 West State St.)
Milwaukee, WI 53233-1443

Campus names

- Downtown Milwaukee Campus
- Mequon Campus
- Oak Creek Campus
- West Allis Campus

Do **not** use North, South or West campuses

Other locations:

Downtown Milwaukee Campus Health Education Center (HEC can be used on second reference), 1311 North Sixth Street. (Note: This facility is scheduled to close in 2022.)

MATC Education Center at Walker's Square, 816 West National Avenue, Milwaukee

Phone numbers

The preferred style for phone numbers is to use hyphens, not parentheses:

414-297-6600

1-800-271-1000, ext. 123

Wisconsin Relay System 711

Note: Include the phrase Wisconsin Relay System 711 whenever an MATC phone number is listed; it refers to the service the college uses that allows people who are deaf and hard of hearing to place and receive telephone calls.

Number Usage

Numbers in sentences

Avoid beginning a sentence with a number unless the number refers to a year.

If you must begin a sentence with a number, spell it out: Twelve offices were remodeled.

When to spell out numbers

Numbers nine and below usually are spelled out in narrative copy:

He took five classes last semester.

It is the first day of the first semester.

Exceptions:

Use Arabic numbers for nine and below in the following: Ages, political districts, distances, numbers with percent signs and dollar signs, numbers used with million or billion, votes, scores, temperatures, odds, decimals, TV channels, street addresses, highway designations, sizes and dimensions, page numbers.

She is 3 years old, so her movie ticket will cost \$5.

1015 North Sixth Street (but note these names adopted by the college: 6th Street Café, 6th Street Bakery)

For numbers 10 and above, use Arabic numbers.

She was 15 minutes late.

It is the 11th month of her second year with us.

Exceptions:

Spell out numerals 10 and above in formal invitations, some official documents and when starting a sentence with a number.

Times

10 a.m.-5 p.m., from 10 a.m. to 5 p.m., from 1 to 5 p.m. (not: 1 p.m.-5 p.m.),

10 a.m. (not: 10:00 a.m. unless the numbers must line up for design purposes)

Dates

Do not use “st” “nd” “rd” or “th” in dates – January 10, 2012 (not: January 10th, 2012); July 21 (not: July 21st); October 2 (not: October 2nd); May 23 (not: May 23rd)

Years

1800s, '90s, the mid-90s, 2012-13 (not: 2012-2013)

Other usages to note:

- 5,270 (not: 5270)
- one-third, five-sixths
- between January 8 and February 1 (not: between January 8-February 1)
- Avoid using .00 in dollar figures unless it must align in tabulated copy
- 3D, 2D are the abbreviations to use for three-dimensional, two-dimensional

Online Style

To maintain consistency, the text guidelines in this style guide apply to matc.edu content; submitters should follow this style guide when preparing their webpage content.

email – not: e-mail

internet – not capitalized unless starting a sentence

matc.edu – generally, no need for the http: or www, as in www.matc.edu; matc.edu is sufficient. Do not mix upper and lowercase (not: MATC.edu)

online – not: on-line

web – not capitalized unless starting a sentence

webpage, website – not: web page, web site

web addresses in text: Sentences ending with website names or email addresses should include a period at the end of those sentences.

It is acceptable to break a long website address at the end of a line with a slash (/) if the slash is part of the address.

Punctuation

Comma

Series:

Do not use a comma before the words 'and' and 'or' in a series unless needed for clarity.
The flag is red, white and blue.
Students can bring pencils, pens or markers.

Example of an exception for clarity: She took Computer Simulation and Gaming, Accounting, and TV and Video Production courses.

Dates:

Wednesday, October 28, 2014
6:30 p.m., April 1, 2013

A comma before a year is not used when no day or month is given:
June 2013
Summer 1945

Names with academic abbreviation:

Martha Moore, Ph.D.

Interrupters and parenthetical phrases:

You will, of course, be coming.
However, that information arrived too late.

Direct address:

Marcia, please begin.
Well, friends, here we are again.

That or which:

In a limiting phrase, use *that* without a comma preceding it:
Here is the car that hit the pole.
Use *which* to introduce a parenthetical phrase, preceded by a comma:
This car, which hit a pole, is beyond repair.

Ellipsis (...)

To indicate an omission or a pause, use an ellipsis. An ellipsis is a series of three periods. If the ellipsis comes at the end of a sentence, it is preceded by a sentence period, and the following sentence is capitalized: After 1968, the regime became more repressive. ... A chill gripped the country.
If the ellipsis is used within the sentence, what follows is lowercase: The courts have held that ... such cases have no merit.

Hyphen or Dash?

Use hyphens for:

- Phone numbers
- Hyphenated compounds
- Joining two or more words into a single idea.

Do not add spaces before or after the hyphen.

Examples:

A 16-year-old boy, three-way mirror, full-time students, one-third interest, brown-eyed girl, up-to-date report, end-of-semester test, 25-foot-long room

If one element of the sentence is an adverb (the first word ends in *ly*), do not use a hyphen: frequently encountered situation, happily married man

When capitalizing hyphenated words in a heading, capitalize both words:

Year-End Planning Begins Next Month

Generally, if a word does not fit on a line, the whole word drops to the next line without hyphenating it. If hyphenation of words is required due to space:

- Hyphenate according to syllables when breaking words; do not leave a single letter on a line, and preferably do not leave a final two-letter syllable (e.g., A-merican should be Ameri-can; structur-al should be struc-tural)
- Do not break more than three consecutive lines
- Do not break words of five or fewer letters

Dashes are longer than hyphens. Dashes indicate an abrupt change in thought and also are used to set off a phrase that contains a series of words separated by commas.

Insert spaces before and after the dash:

We will fly to Paris – if I get a raise.

She listed the qualities – taste, texture, color, creativity – used to determine the winning cake recipe.

Periods

Use only one space after a period.

Quotation Marks

Periods and commas always go inside closing quotation marks: “Working as a team is normal in this field,” the counselor noted. She added, “A single project may require the talents of six or seven specialists.”

Semicolons and colons always go outside closing quotation marks:

He described the contract as “iron-clad”; however, the courts disagreed.

Question marks and exclamation points go inside or outside quotation marks, depending on whether they belong to the quoted matter or the entire sentence:

He shouted, “Fire!”

Was the title of the story “Ghost Towns”?

Use quotation marks for titles of books, movies, operas, plays, poems, magazine articles, music albums, songs, radio programs, television programs and episodes of programs, programs broadcast online, lectures, speeches and works of art. (See Composition Titles in the Alphabetical Listing for additional information.)

Semicolon

In general, use the semicolon to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies.

Use a semicolon to link independent clauses (both parts of the sentence could stand alone as complete sentences): The package was due last week; it arrived today.

To clarify a series:

He leaves a son, John Smith of Chicago; two daughters, Jane Smith of Wichita, Kansas, and Mary Smith of Denver; and a sister, Martha.

Alphabetical Listing of MATC Style/Usage

A

A — capitalize when used as a grade; A's, an A

a/an — 'a' is used before consonant sounds and the long u sound:
a bonanza, a historic event, a union, a euphoric feeling, a one-syllable word

'an' is used before vowel sounds (other than the long u sound):
an MATC course (M sounds like it begins with the letter e),
an injury, an overture, an herbal tea (the h is silent)

abbreviations/acronyms — in general, use the full series of words on first reference and use abbreviation or acronym in subsequent references; adding the abbreviation or acronym in parentheses after the full reference generally is used if space allows

Academic & Career Pathways — the college's Academic & Career Pathways replaced the college's schools. The pathway names are: Business & Management; Community & Human Services; Creative Arts, Design & Media; General Education; Healthcare; Manufacturing, Construction & Transportation; STEM (Science, Technology, Engineering, Mathematics). Also, Community Education replaced Pre-College Education.

acknowledgment — note spelling

Admissions Center — no longer called Welcome Center

Adult High School — capitalize the A, H and S

advanced standing — not advance standing

advisor — not adviser, an exception to AP style

aesthetician, aesthetics — because the college uses aesthetician in a program name, these spellings are preferred instead of esthetician or esthetics

affect — as a verb, means to influence: to affect one's decision; also see the entry for effect

Affirmative Action statement — The statement’s wording must be legible on all MATC-produced materials:

MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans With Disabilities Act.

African American (noun and adjective) — no hyphen; Black, with a capital B, also is used. Also see Inclusive Language Guidelines section in this style guide.

AFT — abbreviation for American Federation of Teachers; include AFT when referring to Local 212 on first reference. AFT Local 212 is the certified bargaining agent for teachers, counselors, and professional staff at MATC.

Note: The FAST Fund is a separate entity, so use the phrase: AFT Local 212 and its FAST Fund.

aid — (noun) assistance, (verb) to help

aide — (noun) a person who helps

Al Hurvis/PEAK Transportation Center

all — usually hyphenated as a prefix: all-American, all-conference, all-star, all-out, all-inclusive

alum — MATC uses ‘alum’ in place of alumna or alumnus when gender is unknown
alumna (singular feminine), alumnae (plural feminine); alumnus (singular masculine), alumni (plural masculine — also acceptable for a mixed group)

Alumni Network — capitalize the A and N

a.m. — not A.M. except in all-caps line; 10 a.m. (or 10:00 a.m. where columns of times must line up).

ampersand (&) — used in Academic & Career Pathway; Business & Management; Community & Human Services; Creative Arts, Design & Media; Manufacturing, Construction & Transportation. Also note: Chief Diversity, Equity & Inclusion Officer. Use & if part of a corporate or commercial title: Western Heating & Air Conditioning. Do not use to replace the word ‘and’ in narrative copy: The students will learn about heating and air conditioning.

anti — generally hyphenate as a prefix except for words that have specific meanings on their own such as antibody, antifreeze, but college uses anti-racism

Asian American — no hyphen. Also See Inclusive Language Guidelines section in this style guide.

associate degree programs — can be used to refer to MATC’s Associate in Applied Science (A.A.S.), Associate of Arts (A.A.) and Associate of Science (A.S.) programs. The Associate of Arts and Associate of Science programs are four-year college/university liberal arts and science parallel programs; most 200-level courses can transfer to four-year institutions for bachelor’s degree credit. Credits earned in Associate in Applied Science programs may be transferable to four-year institutions through specific transfer agreements.

B

B — capitalize when used as a grade; B’s

B.A., B.S. — abbreviations for Bachelor of Arts, Bachelor of Science. Additional bachelor’s degree abbreviations may be used by colleges/universities, such as B.S.M.E. (Bachelor of Science in Mechanical Engineering), B.Ph. (Bachelor of Philosophy).

bachelor’s degree, bachelor’s — lowercase in the shortened forms; otherwise, Bachelor of Science in Chemistry, Bachelor of Arts

Black — in reference to a person, use a capital B; African American also is used. Also see the Inclusive Language Guidelines section in this style guide.

board — capitalize when the complete proper name of the board is used:
MATC District Board, Wisconsin Technical College System Board
Lowercase when used alone: The board voted in favor of the resolution.

bookstore — capitalize when referring to MATC’s Bookstore

Bradley Tech — use formal name when space allows: Lynde and Harry Bradley Technology and Trade High School (Bradley Tech)

bulleted listings — introduce the list with a short phrase or sentence that ends in a colon. Put a space between the bullet and the first word. Capitalize the first word following a bullet.

Use parallel construction for each bulleted item in the listing: Start with the same part of speech for each item, use the same voice (active or passive) for each item, use the same verb tense for each item.

but — generally avoid using ‘but’ as a conjunction unless you want to discount the first portion of the sentence

C

C — capitalize when used as a grade; C's

C Building — capitalize the C and B

C Building Auditorium — no longer called Alumni Auditorium

capital — (noun) lowercase when referring to accumulated goods or sum of money, or a capital city: Madison is the capital of Wisconsin.

Capitol — (noun) uppercase the building which is the seat of government: The governor's office is in the state Capitol building.

capitalization — see the Capitalization section in this style guide

CareerHub — note capital H

catalog — not catalogue

Center for University Partnerships & Studies

Centers for Disease Control and Prevention — note s in Centers; CDC can be used on second reference

channel — c is capitalized when listing a specific channel: Channel 10

child care — two words

Children's Center — name of MATC's on-campus child care center

cleanup (noun), clean up (verb)

co — prefix is hyphenated in nouns, adjectives and verbs that indicate occupation or status as a partner such as co-sponsored, co-starred, co-chaired, co-winners, co-workers, co-op; no hyphen in words such as cooperative, coordinator, coed, coeducational

college — capitalize when the complete proper name is used but lowercase alone (Milwaukee Area Technical College, the college); also note that the word college is preferred over the word school for MATC

collegewide — no hyphen

complement — as a verb, means to complete or make perfect; as a noun, that which completes or makes perfect

compliment — as a verb, to express praise or admiration; as a noun, praise or respectful words; also the word ‘compliments’ may mean with best wishes (with the compliments of the dean)

composed of — preferred wording instead of the phrase comprised of

composition titles – Use quotation marks for titles of books, movies, operas, plays, poems, magazine articles, music albums, songs, radio programs, television programs and episodes of programs, programs broadcast online, lectures, speeches and works of art. Quotation marks are not used for software titles, apps, names of video games or other types of games.

New guideline adopted 5/1/2021: To follow AP Style, do not italicize or use quotation marks for newspaper names, newsletter names, magazine titles and book chapter titles.

contractions — contractions should not be used in formal texts; they can be acceptable when writing in a conversational or more informal style

COVID-19 — acceptable for first reference for coronavirus disease 2019; note use of all cap letters and hyphen

counsel — as a verb, means to advise (to counsel students); as a noun, means advice (wise counsel is given); not to be confused with council, which means a group of counselors

coursework — one word

crazy — do not use the word crazy; it can trigger stigma related to mental health (see Inclusive Language Guidelines of this style guide)

curriculum; curriculums or curricula — both are accepted for the plural form

D

D — capitalize when used for a grade; D’s

data — plural of datum, but the word is either singular (used as collective noun) or plural depending on construction: The data is clear. These data are especially plentiful.

database — one word

dates — use numerals without nd, rd, st, th endings: February 28 (not: February 28th), also June 15-24 (not: June 15 - June 24); see the Number Usage section in this style guide

dean — lowercase unless before a name: Dean John Smith will present the award. The program was approved by the Healthcare Academic & Career Pathway dean.

decision-making — hyphenate for all usages

deferment, deferred — note spellings

district — capitalize when the complete proper name is used (MATC District) but lowercase when used alone

districtwide — no hyphen

Downtown Milwaukee Campus — capitalize the D, M and C; avoid referring to it as the Milwaukee Campus

E

each — singular, so related pronouns must be singular also: Each is entitled to his or her own opinion.

ebusiness, ecommerce — no hyphen

ECAM — can be used on second reference to MATC's Center for Energy Conservation and Advanced Manufacturing (ECAM) at the Oak Creek Campus

Ed.D. — this is the abbreviation for Doctor of Education degree

effect — as a verb, means to accomplish (to effect a change); as a noun, refers to what is accomplished (the effect of the action); also see the entry for affect

e.g. — means 'for example' and is always followed by a comma

email — no hyphen

English as a Second Language — ESL used on second reference

eProduction associate degree — no hyphen and P is capitalized

everyone, everybody — singular, so verbs and pronouns must be singular

F

faculty — as a collective noun, singular: The faculty is returning Monday.
In plural usage, better to use faculty members: Faculty members are expecting student input. (not: The faculty are ...)

FAFSA — Include in the text what it is an acronym for: Free Application for Federal Student Aid

Fall/fall — capitalize when referring to the college's Fall semester; lowercase for general usage

FAST Fund — Note capitalization of FAST and F in Fund, also see AFT entry

fewer — use for units that can be counted, such as fewer hours; use the word “amount” only for uncountable quantities, such as amount of space

Financial Aid office — lowercase office

first-come, first-served basis — note use of hyphens

firsthand (adjective) — no hyphen

follow-up (noun), follow up (verb)

Foundation — use MATC Foundation on first reference

four-year college transfer — include hyphen

full-time (adjective), full time (adverb): a full-time student; working full time

fundraising, fundraiser — no hyphen

G

GED, GEDs — abbreviation for General Educational Development test; students earn a GED certificate (not a GED diploma)

Gmail — no hyphen

GPA, GPAs — abbreviation for grade-point average

H

healthcare — MATC uses one word for its program names so spell as one word for MATC publications and webpages; if an organization uses Health Care in its name, spell it as two words in the name only

help desk — New guideline adopted 5/1/2021 to follow Merriam-Webster Dictionary spelling. Use two words; when referring to the college's help desk use IT Help Desk on first reference and Help Desk in subsequent uses.

Hispanic/Latino/a — Currently used by college in place of Latinx

Hispanic-Serving Institution — note hyphen; HSI is used on second reference

hot spot — two words

HPGM — This organization no longer spells out its acronym. If the reader would not be familiar with this organization, include the words: formerly known as Hispanic Professionals of Greater Milwaukee.

HSED — abbreviation for High School Equivalency Diploma

HyFlex — Note capital H and F; this word is a combination of Hybrid-Flexible and refers to courses providing in-person instruction to students who are in the classroom (face to face), attending synchronously (live via Blackboard Collaborate), and to students who will attend asynchronously (by reviewing recorded videos of the live sessions). Students have the option to flex their course to fit their needs by choosing in-person, online synchronous or online asynchronous attendance on a day-to-day basis.

I

ID — no periods. Acceptable abbreviation for identification: ID card

i.e. — means 'that is' and is always followed by a comma

Inc. — use abbreviation without commas: MATC Foundation Inc. Exception: For donor lists, use comma if donor included it.

Indigenous — note capital I; may be preferred instead of Native or Native American

infra — no hyphen as a prefix: infrared, infrastructure, etc.

initials — include an initial followed by a period in a person's full name when requested. Current examples: Dr. Vicki J. Martin, Dr. P. Pamela Holt.

No space between initials when two initials act as a person's first name: J.J. Watt

inpatient — no hyphen

inservice — no hyphen

instructor — for MATC, use instructor instead of teacher

InternConnect — note capital I and C

internet — lowercase i

J

J.D. — abbreviation for Doctor of Jurisprudence or Juris Doctor; law degree

JOBshop — do not use unless referencing that it is a previous name; name changed to: CareerHub Student Employment, Career and Transfer

JobUp Milwaukee — note capital J and U

Jr. — use without commas: John Smith Jr. Exception: On donor lists, use comma if donor included it.

L

lead — (noun) metal: a lead shield; (verb) to conduct, as an orchestra (note that past tense is led: He led the applause.)

LLC, LLP — use without commas: Quarles & Brady LLP. Exception: On donor lists, use comma if donor included it.

lockdown (noun), lock down (verb)

LPN, LPNs — abbreviation for Licensed Practical Nurse

M

M³ — the 3 is always superscript; on first reference, use this phrase that explains pronunciation: M³ (pronounced M-cubed)

M Building — also referred to as the Main Building on the Downtown Milwaukee Campus

majority-minority — MATC is the state's largest majority-minority college/university (Note: MATC is not the only one in Wisconsin; Springfield College in Milwaukee is a majority-minority college and there could be others.)

master's degree, master's — lowercase in the shortened forms; otherwise, Master of Arts, Master of Science, Master of Science in Education. Common abbreviations include: M.A., M.S., M.S.Ed.

MATC — note no periods

MATC District Board — capitalized when full name used

MATC Drive — do not use its former name, RevUp. Provides success coaching, technical skills coaching and extracurricular activities for students in the transportation servicing technician programs.

MATC Education Center at Walker's Square — do not use MEC-South

MATC ReStart — can use ReStart on second reference; note capital S

Mequon Campus — do not use North Campus

MESO — use on second reference for the college's Military Education Support Office

micro — generally no hyphen when used as a prefix: microprocessor, microeconomics, microorganism

mid — generally no hyphen when used as a prefix: midsemester, Midwest, midterm; but mid-1900s, mid-September, etc.

milli — generally no hyphen when used as a prefix: millimeter, milligram, milliliter

Milwaukee PBS — do not use MPTV or Milwaukee Public Television; use supporters of Milwaukee PBS, not MPTV Friends

mini — generally no hyphen when used as a prefix: minibus, miniskirt

months of the year — spell out unless space dictates use of abbreviations; then use: Jan., Feb., Aug., Sept., Oct., Nov., Dec. — do not abbreviate March, April, May, June and July

more than, over — both are acceptable in all uses to indicate greater numerical value

multi — generally no hyphen when used as a prefix except when base word begins with i: multipurpose, multilingual, multicampus, multi-institutional

myMATC — note first m is lowercase and no space after the y

N

names — use last names on second reference for adults.

When it is necessary to distinguish between two adults who use the same last name, preferred style is to use the first and last names on subsequent references, but if the text becomes awkward for the reader, use the first names on subsequent references.

nationwide — no hyphen

Native — may be preferred rather than Native American (noun and adjective); or use Indigenous

non — generally no hyphen as a prefix: noncredit, nonconference, nonprofit, etc. Examples of exceptions: non- with a capitalized word such as non-Germanic; also: non-native, non-high-school graduate, non-faculty, non-traditional occupations

number — when used as a noun, the word ‘number’ may take a singular or plural verb depending on context: a number of persons are completing the form incorrectly; the number of persons is less than a dozen

O

Oak Creek Campus — do not use South Campus

occupational — preferred synonym for ‘vocational’ in narrative copy

offline, online — no hyphen

off of — use ‘off’ instead

Online Learning office — this name has replaced the Distance Learning office

on-site (adjective, adverb) — include hyphen

over — generally no hyphen when used as a prefix: overview, overextension

P

para — generally no hyphen when used as a prefix: paramilitary, paralegal, paraprofessional

part-time (adjective), part time (adverb) — She is a part-time student. He teaches part time.

Pathway — capitalize the P when referring to MATC Academic & Career Pathways or when referring to an employee’s position, such as Pathway advisor, Pathway dean

Pell Grant — capitalize the P and G; also referred to as Federal Pell Grant

percent — always use a numeral and the % symbol: 2%. For a range: 12% to 15%. For amounts less than 1%, precede the decimal with a zero: 0.6%

Ph.D. — abbreviation for Doctor of Philosophy degree

phone numbers — no parentheses around the area code: 414-297-6600
For MATC phone numbers include: Wisconsin Relay System 711

p.m. — not P.M. except in all-caps line; 10 p.m. (or 10:00 p.m. where columns of times must line up)

post — generally no hyphen as a prefix except when joined to a capitalized word:
postproduction, post-Freudian

postsecondary — no hyphen

pre — generally no hyphen except when joined to a capitalized word; pre-Columbian, preclinical, preregistration.

Following the change in AP style made in 2019, the college's style does not require a hyphen when the base word starts with the letter e: preexisting, preempt.

preventive — not preventative

principal — (noun) a school administrator, the chief person involved, or a capital sum; (adjective) main or major: the principal rivers in Brazil

principle — (noun) fundamental truth, law, motivating force or tenet

problem-solving — hyphenate for all usages

Promise program — capitalize the P in Promise: the MATC Promise program, Promise students, the MATC Promise for Adults, the MATC Promise for New High School Graduates

Q

QuickStart — no space and use capital S

R

re — generally no hyphen as a prefix except where lack of hyphen would change meaning: compare re-collect, recollect and re-creation, recreation.

Following the change in AP style made in 2019, the college's style does not require a hyphen when the base word starts with the letter e: reentry, reenact.

record-keeping — hyphenate for all usages

ReStart — debt scholarship program, note capital S; use MATC ReStart on first reference

résumé — use both accent marks

RevUp — name no longer in use; the new name is MATC Drive

RN, RNs — abbreviation for Registered Nurse

role-playing — hyphenate for all usages

room numbers — Room M220, Room T201A (not M-220, not T201-A); always include the word Room and include the building name in the text: Downtown Milwaukee Campus, Main Building, Room M220

round-trip — hyphenate for all usages

S

S Building — also can be referred to as the Student Center

school — in reference to MATC, use the word “college” instead

self — generally hyphenated as a prefix: self-actualization, self-confidence, self-defense, etc.; but selfless

Self-Service, selfservice.matc.edu — note no hyphen in the URL

semi — generally no hyphen as a prefix: semiannual, semimonthly, semiconscious

setup, set up — one word as a noun, two words as a verb

sign-up, sign up — hyphenated word as a noun and adjective, two words as a verb

6th Street Bakery — note use of 6th in the name

6th Street Café — note use of 6th in the name

skill set — two words

Skyn – The Spa at MATC Mequon (use this full name on first reference, Skyn on later references)

Social Security; Social Security Number — capitalize the first letters of each word; if must be abbreviated: SSN

spiritwear — one word

spring/Spring — lowercase for general usage; capitalize when referring to the college’s Spring semester

Sr. — use without commas: John Smith Sr. Exception: On donor lists, use comma if donor included it.

startup (noun and adjective) — refers to a new business venture

state names — see Abbreviations section in this style guide

statewide — no hyphen

stationary — (adjective) fixed: a stationary object

stationery — (noun) writing paper

STORM — short for Student Orientation and Registration Meeting; use the full name on first reference

Stormers — name of all MATC athletic teams, men's and women's; do not use Lady Stormers for women's teams. If need to include division: Tennis is National Junior College Athletic Association (NJCAA) Division I, basketball is NJCAA Division II and remaining sports are NJCAA Division III.

student-athlete — hyphenate to follow spelling used by NJCAA

sub — generally no hyphen as a prefix: subgroup, subcommittee, subordinate

suffixes — those usually used without a hyphen are: down, fold, goer, less, like, over, wide, wise (examples: countdown, threefold, theatergoer, matchless, godlike, makeover, districtwide, crosswise); those usually hyphenated are: -designate, -elect, -odd (examples: justice-designate; president-elect; hundred-odd)

summer/Summer — lowercase for general usage; capitalize when referring to the college's Summer session

super — no hyphen as a prefix: supersaver, supersaturated, supersonic

T

T Building — capitalize the T and B

teacher — use instructor (not teacher) for MATC and other postsecondary faculty

technical diploma courses — 300-series courses are generally for technical diploma programs, but some technical diplomas include 100-series and 200-series courses

that or which — see Punctuation/Comma section of this guide

theater (not theatre) unless a specific theater spells its name that way such as Miller High Life Theatre

they/them/their — These are plural pronouns and should agree in number with the antecedent: The children love the books their uncle gave them.
They/them/their are acceptable in limited cases as singular and/or gender-neutral pronouns when alternative wording is overly awkward; however, rewording the sentence is preferable.

they/them/their may be used as preferred pronouns to follow an individual's request; the pronouns take plural verbs so be sure that the meaning is clear that it is one person. See Inclusive Language-Guidelines section of this guide.

time — from 8 a.m. to 4:15 p.m. (not: from 8 a.m.-4:15 p.m.); 8 a.m. (not 8:00 a.m. unless numbers must align); between January 1 and February 15 (not between January 1-February 15)

time sheet — two words

titles — see Abbreviations section of this style guide

toward — not towards

transferable, transferability — but two r's in transferring, transferred

T-shirt — note capital T and hyphen

TV — not T.V. or tv

U

un — generally no hyphen when used as a prefix: unattached, undesirable

Uniquely Abled Academy at MATC — UAA on second reference. Do not use the phrase: 'for individuals with high-functioning autism.' Instead use: 'for individuals who can participate in activities without the assistance of a caregiver (DSM-5 terminology: Level 1 Autism).'

university — capitalize when the complete proper name is used (Marquette University) but lowercase when the word is used alone

University of Wisconsin-Milwaukee — UW-Milwaukee or UWM are acceptable on second reference; UWM at Waukesha (no longer called UW-Waukesha)

University of Wisconsin System — UW System is acceptable on second reference; the system includes two-year and four-year universities

until — do not use till or ‘til

upskill (verb) — one word

U.S. — abbreviation is acceptable as noun or adjective for United States

V

verb phrases — Avoid splitting a verb phrase or infinitive phrase by the placement of an adverb or adverbial phrase. For example, ‘he was slowly driving’ should be written as: ‘he was driving slowly’

Veterans Affairs — replaces Veterans Administration, note no apostrophe

veterans benefits — note no apostrophe

vice president, vice chairperson — no hyphen unless the specific organization uses it in the person’s title

W

webpage, website — not web page, web site

West Allis Campus — not West Campus; capitalize the W, A and C

Westown Green — name of student housing near Downtown Milwaukee Campus

White (person) — capitalize the W. See Inclusive Language Guidelines section in this guide.

wide — generally no hyphen as a suffix: areawide, collegewide, districtwide, nationwide, industrywide, statewide, communitywide

Wi-Fi — use hyphen and capitalize the W and F

Winterim — name for the college’s session that is offered between the Fall and Spring semesters, capitalize the W

Wis. — this abbreviation of Wisconsin may be used in copy when space is tight; spelling out Wisconsin (or any state name) is preferred. The postal abbreviation (WI) is used only as part of an official address.

Wisconsin Technical College System — WTCS on second reference

workforce — one word

Workforce Solutions — on first reference use MATC’s Workforce Solutions; do not use previous names of OWED or Office of Workforce and Economic Development

workplace — one word

X

Xerox — trade name; use photocopy as a verb and a noun

X-ray — note capital X and hyphen

Y

years — add s without an apostrophe when indicating century or decade: ’60s, 1900s; also use the following forms: ’79, 1989-90; also see Number Usage section of this guide

Z

ZIP codes — note all capital letters for ZIP; no comma precedes ZIP codes with a state designation: Milwaukee, WI 53233. Note that the Downtown Milwaukee Campus has different ZIP codes depending on the address: 53233 for S Building, H Building, C Building and Foundation Hall addresses; 53203 for Main Building and T Building addresses.