The MATC Written Word

A Style Guide of Usage

2019 Edition
# Table of Contents

3  Introduction  
4 Abbreviations  
6 Bias-Free Guidelines  
8 Capitalization  
9 MATC Name, Address and Phone Number Usage  
10 Number Usage  
11 Online Style  
12 Punctuation  
15 Alphabetical Listing of Style/Usage
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, addresses, schools, departments 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 Webster’s New Collegiate Dictionary. This guide may include 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:
- Maryann Bouche, Editor, 414-297-6335, bouchem3@matc.edu
- Jill Maher, Coordinator, Strategic Communications, 414-297-6493, maherj@matc.edu
- Tony Tagliavia, Director, Marketing and Communications, 414-297-6208, tagliav@matc.edu
Abbreviations

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

Common Abbreviations and Acronyms
Most acronyms do not include periods: MATC, RN, CEO
Abbreviate United States as: U.S. (not US or USA)

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, bbl, 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:
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.

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

Insert spaces before and after a hyphen if used in place of “to” as follows:
7 - 9 p.m., 7 a.m. - 9:30 p.m., 9 - 10 a.m.

**Titles before names**
In 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, Human Relations director, reminded employees of the deadline.
Smith said, “Re-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

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 in an MATC publication.
Bias-Free 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.

When producing printed materials that advertise events held at MATC, the following may be added to the statement:
If you require special accommodations, call 414-297-XXXX.

Disabilities
Use visually impaired — not blind
Use deaf or hearing impaired — not deaf and dumb, mute or hard of hearing
Use learning impaired — not mentally retarded

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

Avoid using pronouns or masculine/feminine adjectives to categorize certain jobs or skills by sex.

Avoid awkward constructions such as s/he, s(he) or him/her.

Throughout a paragraph and/or document, vary which gender is listed first.
For 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.
Race
Avoid words, images or situations that reinforce stereotypes that imply all people of a particular race or ethnic group are the same.

Use African-American (preferred) or black except in a historical sense or in proper names such as the United Negro College Fund and the National Association for the Advancement of Colored People (NAACP). African-American and black are not necessarily interchangeable. People from Caribbean nations, for example, generally refer to themselves as Caribbean-American.

Generally, African-American is hyphenated when used as an adjective and a noun: She is African-American. She is an African-American scholar. Also follow this guideline when referring to Asian-Americans, Mexican-Americans, etc.

Use Native American (preferred) or American Indian – not Indian.

Use Caucasian (preferred) or white.

Hispanic is an umbrella term for anyone of Spanish and/or Portuguese ancestry. Latino/Latina is also used for Hispanic people of the Western Hemisphere. Mexican, Puerto Rican, etc., should be used for specific nationality groups.

Use Asian or Asian-American when referring to people. Oriental is an adjective that should be used only to refer to inanimate objects, e.g., Oriental rugs.
Capitalization

Capitalize:
• Names of buildings, campuses, departments and schools: Main Building, S Building, Mequon Campus, School of Business
• Titles of persons preceding and used as part of their names: Dean John Smith
• Degree, diploma and certificate program names

Do not capitalize:
• Occupational titles set off by commas, before or after a name: John Smith, School of Health Sciences dean, will present the award. Maria Jones, West Allis Campus vice president, attended the meeting.
• Titles used in a general sense: The vice president of Student Services will set up the new system.
• The word “department” when used after the department name: He is an instructor in the Accounting department of the School of Business.
• 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.
Spell out the college’s name on first reference: Milwaukee Area Technical College. Thereafter, use MATC or “the college.”

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.
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

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

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 hearing-impaired service the college uses.
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 are spelled out in narrative copy:
He took five classes last semester.
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: 6th Street Café, 6th Street Bakery)

For numbers 10 and above, use Arabic numbers.
She was 15 minutes late.
It’s 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); Oct. 2 (not: Oct. 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
All text guidelines in this style guide also apply to matc.edu content.

**email** – not: e-mail

**internet** – not capitalized unless starting a sentence

**matc.edu** – 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:** Do not break a website or email address with a hyphen at the end of a line of text, or the hyphen may be confused as being part of the address.

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.

When working online, underline all live links. Adhere to the default style of the MATC online content management system.
Punctuation

Comma

Series:
Do not use a comma before the words “and” and “or” in a series:
The flag is red, white and blue.
Students can bring pencils, pens or markers.

Typical exception for clarity:
She took Computer Simulation and Gaming, Accounting, and TV and Video Production.

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, six-foot-tall guard; 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

Hyphenating split words in text:
- 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-meri-can 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
- The last word of a paragraph should not be hyphenated

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 in American printing style: “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, video games, movies, operas, plays, poems, magazine articles, music albums, songs, radio programs, television programs, programs broadcast online, lectures, speeches and works of art.

Use italics, not quotation marks, for newspaper names, newsletter names, magazine titles and book chapter titles.

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, Kan., and Mary Smith of Denver; and a sister, Martha.

Spacing between sentences:
Use only one space between sentences, not two.
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)

accreditation

acknowledgment

Adult High School

advanced standing

advisor (not adviser, an exception to AP style)

aesthetician, aesthetics

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 written 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) See Bias-Free Guidelines section in this style guide

AFT — abbreviation for American Federation of Teachers

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

aide — (noun) a person who helps
all — usually hyphenated as a prefix: all-American, all-conference, all-star, all-out, all-inclusive

all right (not alright)

alum — College 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

a.m. (not A.M. except in all-cap line), remember the periods and no spaces

ampersand (&) — used only in corporate and commercial titles; do not use to replace the word “and” in narrative copy: Western Heating & Air Conditioning
The students will learn about heating and air conditioning.

anti — generally no hyphen as a prefix except when used with a capitalized word:
antibody, anticlimax, anti-American

appendix, appendices (plural)

Asian-American (noun), Asian-American (adjective) See Bias-Free Guidelines section in this style guide

associate dean, but Associate Dean Smith

associate degree courses — 100-series courses; also 200-series courses, which are four-year college parallel courses

associate degree programs, associate degree in Interior Design

Associate in Applied Science degree (A.A.S.)

Associate in Arts degree (A.A.)

Associate in Science degree (A.S.)
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 or bachelor’s is acceptable

besides — in addition to

black (person) — see African-American; also see the Bias-Free 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

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.
Do not put a period at the end of the text for a bullet unless the text includes more than one sentence.

but — generally avoid using but as a conjunction unless you want to discount the first portion of the sentence
C (capitalize when used as a grade); C’s

C Building, Room C239 (not C-239)

C Building Auditorium (not 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

catalog (not catalogue)

Channels 10 and 36

child care (two words)

cleanup (noun), clean up (verb)

co — co-sponsored, co-starred, co-chaired, co-winners, co-workers, co-op, but cooperative, coordinator, coed, coeducational

Co., Corp. — preferably spell out Company and Corporation; however, abbreviate Inc. and Ltd.

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

complement — as a verb, means to complete or make perfect (his talents complement mine); as a noun, that which completes or makes perfect (a full complement)

compliment — as a verb, to express praise or admiration (may I compliment you); as a noun, praise or respectful words (a compliment is in order); noun plural, compliments, may mean with best wishes (with the compliments of the dean)
composition titles – Use quotation marks for titles of books, video games, movies, operas, plays, poems, magazine articles, music albums, songs, radio programs, television programs, programs broadcast online, lectures, speeches and works of art. Italicize newspaper names, newsletter names, magazine titles and book chapter titles.

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

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, a group of counselors

coursework

curriculum, curriculums or curricula (plural)

D

D (capitalize when used for a grade); D’s

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

database

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 School of Business dean.

decision-making (hyphenate for all usages)

deferment, deferred

desktop

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

districtwide

19
Doctor of Philosophy degree, Ph.D.

Downtown Milwaukee Campus

E

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

ebusiness, ecommerce, eBusiness Technology Analyst associate degree

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. — 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*; is always followed by a comma

email

English as a Second Language (ESL)

eProduction associate degree

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® — Use the registered mark at least once in the copy and include what it is an acronym for: Free Application for Federal Student Aid

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

20
Federal Pell Grant

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, Department of Financial Aid

first-come, first-served basis

firsthand (adjective)

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

Foundation — use MATC Foundation Inc. on first reference

four-year college transfer

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

fundraising, fundraiser

G

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

Gmail

GPA, GPAs — 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

HEC – spell out Health Education Center on first reference

Hispanic

21
HSED — High School Equivalency Diploma

hyphenation — see the Punctuation section in this style guide
When capitalizing hyphenated words in a heading, capitalize both words: Year-End Planning Begins Next Month

I

ID — no periods. Acceptable abbreviation for identification: ID card
i.e. — means *that is*; is always followed by a comma
Inc. — use abbreviation without commas: MATC Foundation Inc.
INFOOnline (note uppercase and lowercase letters)
infra — no hyphen as a prefix: infrared, infrastructure, etc.
initials — no space when two initials act as a person’s first name: J.J. Watt
inpatient
inservice
instructional chairperson
instructor — for MATC, use instructor instead of teacher
InternConnect (note no space)
internet

J

J.D. — abbreviation for Doctor of Jurisprudence or Juris Doctor; law degree
JOBshop (note uppercase and lowercase letters)
Jr. — use without commas: John Smith Jr.
L

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

liaison

LLC, LLP — use without commas: Quarles & Brady LLP

lockdown

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)

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

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.)

makeup (noun), make up (verb)

master’s degree, Master of Science in Chemistry, Master of Arts

MATC (no periods)

MATC District Board, the board; a board member’s occupational title typically is not included in references but follow direction from President’s Office; can use Dr. before a board member’s name if that individual has a doctorate

MATC Education Center at Walker’s Square (do not use MEC-South)

MATC Foundation Inc. Board of Directors, the board

MATC Foundation Inc. — include Inc. on first reference
MATC’s Workforce Solutions — can use Workforce Solutions on second reference; do not use OWED or Office of Workforce and Economic Development

medium, media (plural) — referring to means of communication: The media are doing a good job of covering the crisis.

Mequon Campus (not North Campus)

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

Mexican-American (noun and adjective)

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 members 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., March, April, May, June, July, 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

Mr., Mrs., Ms., Miss — see the Abbreviations section in this style guide

M.S., M.S.Ed., Master of Science, Master of Science in Education

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)
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

Native American (noun and adjective)

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)

number — whether to use a singular or plural verb following this noun may be discerned by remembering this: a number of persons are … the number of persons is

numeral usage — see the Number Usage section in this style guide

Oak Creek Campus (not South Campus)

occupational — preferred synonym for vocational in narrative copy

offline

off of — use off instead

ongoing

online

onsite

orient (not orientate) (verb); oriented, not orientated

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

OWED; Office of Workforce and Economic Development — name has changed to Workforce Solutions

25
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.

Pell Grant

percent — always use a numeral: 2 percent. The word “percent” is generally preferred but some areas of the college, such as Financial Aid, use the % symbol. Also use % in charts or when space is tight. For a range: 12 to 15 percent. For amounts less than 1 percent, precede the decimal with a zero: 0.6 percent

Ph.D. — abbreviation for Doctor of Philosophy degree

phone numbers: preferred usage —
414-297-6600 (no parentheses around the area code)
1-800-297-6330, Ext. 342
For MATC phone numbers include: Wisconsin Relay System 711

p.m. (not P.M. except in all-cap 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

pre — generally no hyphen except when joined to a capitalized word or when the base word starts with the letter e: preclinical, preregistration, pre-exist, pre-Columbian

Pre-College Education — use School of Pre-College Education on first reference; do not use School of Pre-College or Pre-College Division

preventive (not preventative)

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

principle — fundamental truth, law, motivating force or tenet (noun)
problem-solving (hyphenate for all usages)

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

R

re — generally no hyphen as a prefix except where lack of hyphen would change meaning: compare re-collect, recollect and re-creation, recreation; also insert hyphen if next letter is e: re-entry

record-keeping

résumé — use both accents

RevUp (note capital U and no space after the v)

RN, RNs — abbreviation for Registered Nurse

role-playing (hyphenate for all usages)

rollup (noun), roll up (verb)

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.
In reference to MATC’s academic areas use: School of Business; School of Health Sciences; School of Liberal Arts and Sciences; School of Media and Creative Arts; School of Pre-College Education; School of Technology and Applied Sciences
self — generally hyphenated as a prefix: self-actualization, self-confidence, self-defense, etc.; but selfless

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

setup (noun), set up (verb)

sign-up (noun), sign up (verb)

6th Street Bakery

6th Street Café

skill set

Skyn – The Spa at MATC Mequon

Social Security

Social Security Number; if must be abbreviated: SSN

spiritwear

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

Sr. — use without commas: John Smith Sr.

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

state names — see Abbreviations section in this style guide

statewide

stationary — (adjective) fixed: a stationary object

stationery — (noun) writing paper
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

Student Life office, Student Life coordinator

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 (countdown, threefold, theatergoer, matchless, godlike, makeover, districtwide, crosswise); those usually hyphenated are: -designate, -elect, -odd (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

takeoff (noun), take off (verb)

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 (i.e., 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.
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

titles — see Abbreviations section of this style guide

toward (not towards)

transferable, transferring, transferred, transferability

T-shirt

TV (not T.V. or tv)

U

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

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 (not UW-Waukesha)

University of Wisconsin System, UW System (note that this system includes two-year and four-year universities)

until (not: till or ‘til)

upskill (verb)

U.S. — abbreviation is acceptable as noun or adjective for United States
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; he had to slowly drive should be written as: he had to drive slowly.

Veterans Affairs — replaces Veterans Administration

veterans benefits (no apostrophe)

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

vocational — occupational is the preferred synonym in narrative copy

Washington, D.C.

webpage, website

West Allis Campus (not West Campus)

white (person) — Caucasian is preferred, especially in same context with African-American, Native American, etc.

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

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

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 (note: put the WTCS logo on MATC materials and publications)
workforce

Workforce Solutions — on first reference use MATC’s Workforce Solutions; do not use OWED

workplace

X

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

X-ray

Y

years — add s without an apostrophe when indicating century or decade: ’60s, 1900s, 1880s; 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