

Southern Adventist University Writing Guide

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While we encourage you to use the style manual appropriate to your academic field for specific academic materials, items produced for the public (newsletters, for example) should be edited to match the *Southern Adventist University Writing Guide*. For items not specifically covered in this style guide, use AP style. (*The Associated Press Stylebook* may be checked out from McKee Library; information about purchasing a book or subscribing online can be found at apstylebook.com.)

The Marketing and University Relations office is always happy to answer questions or provide clarity; you can reach Janell Hullquist, editorial manager, at janell@southern.edu or ext. 2581. For the most up-to-date version of the *Southern Adventist University Writing Guide*, visit southern.edu/writingguide.

A

abbreviations Universally recognized abbreviations are required in some circumstances, but in general, avoid them. Do not use abbreviations or acronyms the reader would not quickly recognize. When an abbreviation or acronym is required, use an organization's full name on first reference and follow with the abbreviation or acronym in parentheses. Do not use periods in abbreviations. Never use SAU for Southern Adventist University. Instead, use the full university name on first reference and *the university* or *Southern* on subsequent references.

academic degrees When referring to a *type* of degree that Southern offers, lowercase the degree description (*Southern offers a degree in computer science*). When listing the level and type of degree, but not its proper name, keep it lowercase and use an apostrophe (*Southern offers a bachelor's degree in computer science*). When listing the actual name of the degree (a proper noun), uppercase it and do not use an apostrophe (*Southern offers a Bachelor of Science in Computer Science*). Note: *bachelor's degree* and *master's degree* are possessives, but *associate degree* and *doctorate* are not.

When referring in an article to a degree Southern offers, do not use abbreviations on first reference, but spell them out. Here is a list of the abbreviations (which do not use periods) for some degrees offered by Southern and the appropriate spelled-out form.

AA *Associate of Arts*
AS *Associate of Science*
AT *Associate of Technology*

BA *Bachelor of Arts*
BBA *Bachelor of Business Administration*
BFA *Bachelor of Fine Arts*

BMus *Bachelor of Music*
 BS *Bachelor of Science*
 BSN *Bachelor of Science in Nursing*
 BSW *Bachelor of Social Work*
 MA *Master of Arts*
 MBA *Master of Business Administration*
 MFM *Master of Financial Management*

MSW *Master of Social Work*
 MS *Master of Science*
 MSA *Master of Science in Administration*
 MSED *Master of Science in Education*
 MSN *Master of Science in Nursing*

When listing credentials after a person’s name in a sentence, include only those credentials that are terminal degrees; MSW and MFA are the only two master’s degrees Southern considers terminal; all others are doctoral degrees. However, in a directory setting it is acceptable to list the credentials of the individuals’ highest earned degree. Do not use the courtesy title “Dr.” in front of a person’s name, not even for medical professionals. Here are some common terminal degrees held by Southern professors:

EdD *Doctor of Education*
 DBA *Doctor of Business Administration*
 DLitt et Phil *Doctor of Literature and Philosophy*
 DMA *Doctor of Musical Arts*
 DMin *Doctor of Ministry*
 DNP *Doctor of Nursing Practice*
 DSN *Doctor of Nursing Science*

JD *Doctor of Jurisprudence*
 MD *Doctor of Medicine*
 MFA *Master of Fine Arts*
 MSW *Master of Social Work*
 PhD *Doctor of Philosophy*
 ThD *Doctor of Theology*

academic titles Capitalize formal titles when they precede a name. Lowercase elsewhere (including when they stand alone without a person’s name).

Accent This is an improper shortening of *Southern Accent*. Acceptable only on subsequent references.

ACT Because of wide recognition, it is an acronym acceptable on first reference for American College Test, a standard college entrance examination.

adjunct Regardless of employee’s education or experience, the proper use is *adjunct instructor*, not *adjunct professor*.

Adventist First reference should be Seventh-day Adventist unless used as part of a name (such as in the name of a church). Do not use SDA.

adviser Not *advisor*.

ages Always use numerals. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens: *The 7-year-old girl* or *the 7-year-old*, but *she is 7 years old*.

alum, alumni *Alum* is the appropriate gender-neutral way to refer to one of our graduates. Use *alumni* when referring to more than one alum. Include graduation year after name whenever possible: *Luke Evans, '13, wrote an article for Columns*. For an alum who also has a graduate degree from Southern, use parentheses: *Joe Smith, '10 and '12 (MBA), attended Homecoming Weekend*. Terminal degrees earned after graduating from Southern should be listed after the year (see **academic degrees**): *Beth Thomas, '04, PhD, gave a rousing presentation*. For those who attended but did not graduate, include (*attended*) following the name: *Frank Jones (attended) enjoyed the concert*. See **years**.

a.m., p.m. Lowercase, with periods.

ampersand Avoid unless part of an official corporate name (such as AT&T) or in bite-sized text, such as an infographic or art element. The names of Southern's schools and departments never include ampersands.

annual An event cannot be described as *annual* until it has been held in at least two successive years. Do not use the term *first annual*. Instead, note that sponsors plan to hold an event annually. Spell out the number for second annual through ninth annual. Use numbers for 10th annual and beyond.

Assist Program Run out of the Enrollment Management office, it provides scholarships to academy students who are paired with elderly mentors. Only the first letter of *Assist* is capitalized. The equivalent program for elementary school students is Partnering for Eternity (PFE).

associate degree See **academic degrees**.

association Do not abbreviate. Capitalize when part of a proper name: *American Medical Association*.

B

Baccalaureate See **graduation services**.

bachelor's degree See **academic degrees**.

biannual, biennial *Biannual* means twice a year and is a synonym for the word semiannual. *Biennial* means every two years.

Bible Capitalize when referring to the Scriptures in the Old Testament or the New Testament. Capitalize related terms such as *the Gospels*, *Gospel of St. Mark*, *the Scriptures*, *the Holy Scriptures*, *the Word*, *the Word of God*.

Lowercase *biblical* in all uses.

Lowercase *bible* as a non-religious term: *My dictionary is my bible*.

Do not abbreviate individual books of the Bible.

biblical citation Cite chapter and verse(s) using this form: *Psalm 27:2, Matthew 3:16, Luke 21:1-13, 1 Peter 2:1*. Credit the version (unless quoting from KJV) using this form: *Matthew 16:1, NIV*. Permission to reprint will also need to be cited in the document or publication. For more information look at copyright information included at biblegateway.com or consult with Marketing and University Relations.

bimonthly *Bimonthly* means every other month. *Semimonthly* means twice a month.

Biology Trails Not an accepted name for Southern's trail systems. *White Oak Mountain Trails* is the name of the trail system on the west side of the valley and *Fenton Forest on Bauxite Ridge* denotes the system on the east side.

biweekly *Biweekly* means every other week. *Semiweekly* means twice a week.

Board of Trustees Capitalize when referring to Southern's Board of Trustees (*board* when used alone on subsequent references). Lowercase when referring to other organizations' boards.

books See **composition titles**.

bulleted lists Use a colon to introduce a bulleted list unless the sentence introducing the list is complete and each item in the list is a complete sentence. Do not punctuate partial sentences in lists. Make all items in the list congruent (for example, if the first bullet begins with a verb, make all of the bullets begin with a verb).

C

cafeteria This is not an official name. See **Dining Hall**.

camp meeting Two words. Keep lowercase unless part of an official name. *This year's camp meeting was great. I attended Carolina Conference Camp Meeting 2019.*

Campus Ministries The umbrella organization for several student-led ministries overseen by the Chaplain's Office, which is located in the student center.

canceled There is only one "l" in *canceled*.

capitalization In general, avoid unnecessary capitalization, which should be reserved for proper nouns. Capitalize official names of departments at Southern, but lowercase job titles unless they precede a person's name. When referring to departments at institutions and companies outside of Southern, capitalize only after confirming that it is an official formal name. For capitalization of Christian terms, see **Appendix: Spiritual and Religious Terms**.

chair Use this gender-neutral term instead of *chairman*. This also refers to the leader of an academic department; the leader of an academic school is a dean.

Chattanooga When communicating with an audience familiar with the area, there is no need to add Tennessee after the city name.

Chattanooga Times Free Press Italicize. Use *Times Free Press* on subsequent references.

child/kid Acceptable only for elementary and secondary age students. Should not be used for college and university students. See **student**.

Christlike One word.

church Capitalize as part of the formal name of a building, congregation, or a denomination; lowercase in other uses: *Ooltewah Seventh-day Adventist Church, a Seventh-day Adventist church*.

cities Most cities need to be followed by the state name for clarification. Exceptions are listed in the *AP Stylebook*. For information on how to refer to local cities, see **Cleveland, Tennessee; Chattanooga;** or **Collegedale**. For formatting information, see **states**.

class Primarily refers to academic standing or a group of students who meet regularly with a professor. *He is in the junior class. The class surprised their professor with cake.* Lowercase with a year in “class of” constructions: *class of 1998*. When referring to something that is taught, use *course* instead. *I am teaching three courses this term.*

class standing Use an undergraduate student’s class standing (freshman, sophomore, junior, senior) and major when introducing the student in an article: *Samantha Davis, junior social work major, coordinated the event.* Do not capitalize class standing or major. See **majors**. For graduate students, incorporate the degree they are pursuing into the sentence: *On Campus Research Day, Ben Edwards, who is earning a master’s degree in computer science, surprised everyone by presenting about cats.*

Cleveland, Tennessee Followed by state name to distinguish from the city of Cleveland, Ohio.

CLEP College Level Examination Program. Use full name on first reference. Do not use as a verb. A student who attempts to receive credit for a class and demonstrates sufficient knowledge by taking a test has successfully *challenged* a class (not *clepped a class*).

coach Do not use as a courtesy title, as in Coach Johnson, except as part of a direct quotation. Instead use the person’s full name followed by the appropriate title.

College Press Printing press located on campus that has been in operation since 1917. Once associated with Southern, this business is now independently owned.

Collegedale When communicating with an audience familiar with the area, there is no need to add Tennessee after the city name.

Collegedale Academy Can abbreviate as *CA* (no periods) on subsequent references. This refers to the entire school system, from early childhood education to 12th grade (formerly known as A.W. Spalding Elementary, Collegedale Adventist Middle School, and Collegedale Academy).

Collegedale Church of Seventh-day Adventists Not *Collegedale Seventh-day Adventist Church* or *the University Church*. *Collegedale Church* is acceptable on subsequent references.

Columns Italicize (within the magazine itself, use all caps and don’t italicize). The official magazine of Southern Adventist University.

comma—rules for use

Conjunctions (and, but, or, yet, for, nor, so) need to be preceded by a comma when they join two independent clauses. In other words, if you could split the sentence into two stand-alone sentences by simply removing the conjunction, include a comma.

In a series, commas should be used before the conjunction. *The flag is red, white, and blue.* If the series is complex, use semicolons to separate the elements of the series. *Family members include his wife, Jane; two daughters, Jill and Julie; and a son, John.*

When deciding if a comma needs to go between two adjectives, flip the adjectives. If the sentence still makes sense, a comma is likely needed. *He is a smart, athletic student.*

Renaming vs. clarifying: When you’re renaming an item, you use a comma. *His wife, Jane, is happy.* (We assume he has only one wife.) When you’re clarifying an item, no comma is needed. *His classmate Jerry scored better on the quiz.* (We assume he has more than one classmate.)

Commencement See **graduation services**.

committee Do not abbreviate. Capitalize when part of a formal name: *the House Appropriations Committee*. For information on Southern committees, refer to the *Employee Handbook*.

composition titles Italicize titles of complete works, such as books, magazines, poems, etc. Put in quotation marks works that are part of a larger piece, such as chapters and magazine articles. Example: I enjoyed reading the chapter titled “The Joy of Commas” in *Grammar Geek*. Capitalize the principal words, including prepositions and conjunctions of four or more letters. If a preposition or conjunction with fewer than four letters is the first or last word of the title, capitalize it as well: *On Writing Well: the Classic Guide to Writing Nonfiction*.

Consecration See **graduation services**.

convocation Lowercase. Meets Thursdays at 11 a.m. during the school year.

coordinator for Avoid *coordinator of*. Uppercase when preceding a name; lowercase after references. *Samantha Brown, counseling services coordinator for the Student Success Center, spoke during orientation*.

courses Capitalize the names of official course titles. *American History and Institutions* is capitalized but *history class* isn’t. Look in the current undergraduate and graduate catalogs for official names of courses.

creation Do not capitalize in any context. *The Origins Exhibit explores the creation story*.

credentials See **academic degrees**.

credit hours See **numerals**.

D

dashes When using a dash to represent a long pause or add emphasis to a phrase within a sentence, use em-dashes without spaces, not regular dashes or en-dashes (which are shorter): *They lived a fairy tale life—without the happily ever after*.

dates Always use numerals, without *st*, *nd*, *rd* or *th*: *January 3, 1776*. When including the day of the week, set off with commas: *Tuesday, January 21, is my birthday*. *Our first day of classes is Monday, August 26*. See **months**, **annual**.

days of the week Capitalize and do not abbreviate.

dean Do not use as a courtesy title, as in *Dean Smith*. Instead, use the person's full name followed by the appropriate title. When context makes it clear what the person is dean of, dean is enough. When clarification is needed, use *dean (or associate dean) of men, dean of women, dean of Thatcher South, or dean of the School of _____*. Examples: *Lisa Hall, dean of students, loves her job. The men of Talge Hall prepared a special birthday surprise for John Smith, dean.* See **titles**. *Dean* also refers to the leader of an academic school.

dean's list Lowercase in all uses: *He is on the dean's list. She is a dean's list student.*

degree Refers to the official academic degree earned, such as *Bachelor of Science* or *Master of Business Administration* (see **academic degrees**).

departments The names of academic schools and departments as well as administrative departments should always be capitalized. In a series, multiple schools should be listed as *the schools of Nursing, Computing, and Religion*. See **capitalization**.

Dining Hall This is the official name of the main eating area on campus. Do not use *cafeteria*.

director for Avoid *director of*. Uppercase when preceding a name; lowercase after references. *Laurie Gauthier, director for Graduate Studies, attended a job fair to speak with potential students.*

divine pronouns Capitalize pronouns referring to God.

doctorate Never *doctorate degree*, although *doctoral degree* is acceptable. *He earned a doctorate in 2007; his doctoral degree was in nursing.*

dormitory Avoid dormitory or the abbreviated word *dorm*. Use *residence hall* instead.

Dr. Do not use as a courtesy title except as part of a direct quotation. Instead, list the individual's terminal degree after the name (see **academic degrees**).

E

e.g. Use the words "for example" instead of this abbreviation. Do not confuse for i.e., which essentially means "in other words." See **i.e.** for its usage.

eJoker Southern's online pictorial directory, (there are no paper versions, as there were in the past). It can be found at southern.edu/ejoker.

email Use a lowercase *e* (unless the word is at the beginning of a sentence or in a capitalized contact list), without a hyphen.

emeritus This word is often added to formal titles to denote individuals who have retired and retain their rank or title. When used, place *emeritus* after the formal title: *Professor Emeritus John Smith, or John Smith, professor emeritus of history.*

employees The broad term encompassing both faculty (teaching professionals) and staff.

entitled Use it to mean a right to do or have something. Do not use it to mean “titled.”

Right: *She was entitled to the promotion.*

Right: *The book was titled “Gone With the Wind.”*

evolution Do not capitalize in any context. *The professor addressed the theory of evolution.*

F

faculty Employed teaching professionals. Employed non-teaching professionals are *staff*. See **adjunct**.

foreign words Italicize non-English words if they are not regularly used in English.

freshman Plural is *freshmen*. See **class standing**.

fundraising Always one word, no hyphen.

full-time, full time Hyphenate only when used as an adjective: *He works full time. She has a full-time job.*

G

gender When referring to a nonspecific individual whose sex is not known and cannot be reasonably inferred, use *he or she* or *his or her*. Sometimes a writer can avoid the awkwardness of this construction by changing the entire sentence to be in the plural rather than the singular. For example, instead of “The student should register for his or her classes online,” you could say, “Students should register for their classes online.” Avoid gender-specific terms such as *policeman*, *fireman*, or *chairman*. Use *police officer*, *firefighter*, or *chair* instead.

Gospel Capitalize when referring to any or all of the first four books of the New Testament. Lowercase in all other references. *The Gospels tell us about Christ’s life on Earth. Let’s spread the gospel message throughout the world.*

GPA Acceptable in all references for grade-point average. Don’t use periods.

grade, grader Hyphenate both the noun forms (*first-grader*, *second-grader*, *10th-grader*) and the adjectival forms (*a fourth-grade pupil*, *a 12th-grade student*). See **numerals**.

grade marks Capitalize letter grades. *A+*, *B-*

graduate See **undergraduate/graduate**.

graduation services Capitalize the following services:

Friday: *Consecration*

Sabbath: *Baccalaureate*

Sunday: *Commencement*

graduation year Use an apostrophe before the last two numerals in the individual's graduation year. For example: '94. (Note that Microsoft Word will automatically change the apostrophe to the correct direction when you press the space bar following the number.)

H

Hamilton Place *Mall* is not part of the proper name.

healthcare One word in all instances, except in the case of some proper nouns and in the term *home health care*.

Heaven Capitalize when referring to the biblical location.

Lowercase heavenly in all cases.

Lowercase *heaven* as a non-religious term: *I was so happy; I was in heaven!*

high school Two words. Do not hyphenate as an adjective.

Holy Spirit Capitalize both the full name and the stand-alone *Spirit*, when used as a divine reference: *God's Spirit descended on the apostles on the day of Pentecost.*

home page The first page of a website.

home-school Hyphenate.

homework One word.

honor roll Southern uses the phrase *dean's list* instead of *honor roll*. When using either term, lowercase.

I

i.e. Use the words "in other words" or the i.e. abbreviation. Do not confuse for e.g., which essentially means "for example." See **e.g.** for its usage.

internet Industry standards now recommend lowercasing the "i." Do not use the term *the Net*.

italics Use italics sparingly in copy. Primary use is for composition titles. May also be *occasionally* used to add emphasis.

J

JumpStart A program specifically designed to equip first-year students on conditional standing with the tools needed to be successful at Southern.

junior, senior Include and abbreviate *Jr.* and *Sr.* only with proper full names; do not precede by a comma: *Joseph P. Kennedy Jr.* Last name only on subsequent references. See **class standing**.

K

kid/child Acceptable only for elementary and secondary age students. Should not be used for college and university students. See **student**.

Kingdom Capitalize when referring to the Kingdom of God.

L

lectern, podium, pulpit, rostrum A speaker stands *behind* a lectern, *on* a podium or rostrum, or *in* the pulpit.

lectures Capitalize and use quotation marks for their formal titles.

Lights Volunteers This is the official name of Southern's volunteer organization and the individuals who participate. Do not use the term *Southern Lights*.

login, logon, logoff Used as a single word when positioned as a noun. *Customer support advised me to update my login information.* Used as two words when in verb form. *I log in to my computer.*

LifeGroup One word; refers to student-led small groups.

M

magazine names Capitalize and italicize the name. Lowercase and don't italicize "magazine" unless it is part of the publication's formal title: *Harper's Magazine*, *Time* magazine, *Newsweek* magazine. Never underline magazine titles.

major Refers to the area of specialization within the degree. *She is a public relations major*. Lowercase majors, unless that major is also a proper noun (such as English). For a complete list of majors offered at Southern, refer to the *Undergraduate Catalog*.

Master of Arts, Master of Science A *master's degree* or a *master's* is acceptable in any reference. See **academic degrees**.

MBA See **academic degrees**.

media In the sense of mass communication, such as magazines, newspapers, the news services, radio and television, the word is plural: *The news media are resisting attempts to limit their freedom*. Not: *The news media is resisting attempts to limit its freedom*.

Memorial Auditorium Standard use for Soldiers and Sailors Memorial Auditorium in downtown Chattanooga.

Memories This is an improper shortening of *Southern Memories*. See **Southern Memories**.

minor Refers to a secondary program in which an individual is studying without taking enough credits to earn a degree in that area.

months Do not abbreviate. Capitalize the names of months in all uses. When a phrase lists only a month and a year, do not separate the year with commas. *The professor retired in May 2019*. When a phrase refers to a month, day, and year, set off the year with commas. It was on January 17, 2015, that the construction began. See **dates**.

more than Use this term with numerals rather than using the word "over," which is a preposition that describes location: *The football made it over the goal post. More than 9,000 people attended the football game*.

mph Acceptable in all references for *miles per hour*.

musical titles Proper names of musical pieces, such as *Messiah*, *Don Giovanni*, or *The Creation*, are italicized. Musical tempo, such as *allegro non troppo*, *andante*, or *adagio*, is often italicized. Musical movements, such as Symphony No. 5 in C Minor; Piano Concerto No. 23 in A Major; or String Quartet, Op. 33, No. 6, are not italicized.

N

names Use full names of all individuals on first reference; on subsequent references, use last names. Exception: when writing about individuals age 16 or younger, use first name on second reference. When article includes multiple people with same last name (married couple, for example) use full name for all non-pronoun references. Capitalize names referring to God such as *Emmanuel, Light of the World, Creator*.

nationalities Do not hyphenate compound nationalities such as *African American*, even when used as an adjective. But always hyphenate compounds with name fragments: *Afro-American, Indo-European*. See **Appendix: Cultural Sensitivity**.

New Earth Capitalize.

non In general, no hyphen, except before proper nouns (*non-American, non-English*) and to avoid awkward combinations such as repeating letters (*non-nuclear, re-emphasize*).

numerals Spell out numbers *one* through *nine*; use numerals from 10 on. There are many exceptions to this rule: the most common for Southern's purposes are ages, course credit hours, and percentages. All of those use numerals. See the *AP Stylebook* for additional exceptions.

O

on-campus/on campus Hyphenate when using this term as an adjective. *The on-campus housing is full*. Write as two words when using this term as a prepositional phrase. *The housing is full on campus*.

online One word in all cases for the computer connection term.

Online Campus (not Southern Online) refers to Southern's online classes program.

over Use for descriptive situations such as *The book is over there*. Avoid using *over* to describe things in excess; instead use *more than*.

P

page numbers When used with a number but not in a sentence, capitalize "page." When a letter is appended to the number, capitalize the letter but do not use a hyphen: *Page 1, Page 10, Page 20A*.

Partnering for Eternity Program Run out of the Enrollment Management office, it provides scholarships to elementary school students who are paired with elderly mentors. The abbreviation PFE is acceptable on subsequent references. The equivalent program for academy students is Assist.

part-time, part time Hyphenate when used as an adjective: *She has a part-time job. She works part time.*

percent Using the percent sign (%) except in casual use such as *He has zero percent chance of passing the test.* Use numerals for percentages: *15%.*

perspective/prospective Perspective has to do with point of view and is usually a noun. Prospective has to do with the future and is usually an adjective. *Southern recruits prospective students who look at life from a Christian perspective.*

PhD See **academic degrees.**

phone numbers Use periods (not hyphens or parentheses) when listing phone numbers: *The student called 1.800.SOUTHERN to learn more about the university.*

podium See **lectern, podium, pulpit, rostrum.**

possessives For both common nouns and proper nouns ending in “s” add apostrophe but no additional “s.” *I heard the witness’ story in court. I read Jesus’ words in the Bible.*

president Capitalize president only as a formal title before one or more names: *President David Smith is pleased to welcome new students.* Lowercase in all other uses: *The Student Association president said today he is running for re-election. David Smith has been Southern’s president for several years.*

President’s Circle Donors who give more than \$1,000 each year are part of this group.

PreviewSouthern One word; refers to designated campus visit days.

professor Never abbreviate. Capitalize before a name, as in *Professor John Smith.* Do not continue in subsequent references unless part of a quotation. Some faculty members are referred to as associate professor, assistant professor, or instructor. Check job titles with the Campus Directory or on Access. See **adjunct.**

program Do not capitalize unless part of a recognized proper noun (see **Index of Southern-Specific Proper Nouns**).

pronouns Do not use “their” as a singular pronoun. Use “his or her” (not his/her) instead, or rewrite the sentence so the subject is plural. Capitalize pronouns for God.

publications On-campus publications include *Columns, Southern Accent, and Southern Memories.* See **composition titles.**

pulpit See **lectern, podium, pulpit, rostrum.**

Q

quotation marks Smart quotes (which are curly) should be used rather than straight quotes, whenever possible. Use quotation marks when quoting a person or when identifying a magazine article or book chapter. They may also be used when introducing a new word. They should *not* be used to add emphasis to a word. *He said, "I can't believe it!" I read the article "Understanding Grammar."* The word "*stet*" means to let it stand. But not: *We had a "wonderful" time.* Use single quotation marks when quoting within a quote. See **composition titles**.

R

race See **Appendix: Cultural Sensitivity**.

radio stations Refer to by the station's call letters, and if necessary, use frequency. Refer to the university station as Classical 90.5 WSMC.

residence hall On-campus housing for women or men. Don't refer to as *dorm* or *dormitory*.

résumé Use two accents.

rostrum See **lectern, podium, pulpit, rostrum**.

S

Sabbath Capitalize in religious references; lowercase to mean a period of rest. When writing for a non-Adventist or mixed audience, use Saturday for the seventh day of the week.

Sabbath School Capitalize both words.

SACSCOC Southern Association of Colleges and Schools Commission on Colleges, the reaffirmation accreditation body that visits every 10 years.

SALT A joint evangelism training venture between Southern and It Is Written. Stands for *Soul-winning And Leadership Training*.

Satan Capitalize, but lowercase *devil* and *satanic*.

SAU Do not use the acronym SAU; see **Southern Adventist University**.

Savior Capitalize when referring to Jesus Christ. Use this spelling, rather than the alternate form, *saviour*.

school Capitalize when part of a proper name: *Public School 3, Madison Elementary School*. Capitalize and use the full names for all academic schools at Southern. Do not refer to Southern as a school or college; it is a university.

Scripture(s) Capitalize when referring to the entire Bible, but not individual verses. *The Scriptures speak of Jesus' love. Ellen White's favorite scripture was John 3:16.*

semester Capitalize the term (Fall, Winter, or Summer) when used with the year. *She began at Southern during the Fall 2015 semester.* Lowercase elsewhere. *She enjoys taking classes during fall semester.* The phrase *summer semester* only applies to nursing students taking a full load of classes with their cohort. All other students are participating in one of the three summer sessions.

senior See **class standing** or **junior, senior**.

Seventh-day Adventist Do not use SDA. *Adventist* is the appropriate shortened version of the name.

SmartStart A free summer class offered to incoming students.

software titles Capitalize but do not use quotation marks around such titles as PowerPoint or Windows, but use quotation marks for names of computer games.

SonRise Resurrection Pageant A Collegedale Church of Seventh-day Adventists event held annually on Southern's campus at Easter. SonRise on subsequent references.

sophomore See **class standing**.

Southern Accent Italicize. The student newspaper of Southern, normally published weekly during the school year with the exception of exam weeks. Use "the *Accent*" on second reference.

Southern Adventist University Do not use SAU. On first reference, use *Southern Adventist University*. On subsequent references, *Southern* or *the university* is appropriate.

southern lights This is not a correct name for Southern's volunteer organization. Use *Lights Volunteers*.

Southern Memories Italicize. Southern's yearbook, normally published every April.

spacing after periods Use only one space (not two) at the end of each sentence.

speeches Capitalize and use quotation marks for their formal titles.

staff A person who works for the university but is not a member of the teaching faculty.

states State names should be spelled out in their entirety: *Tennessee, California*.

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline. See **cities**.

STEM Stands for *science, technology, engineering, and mathematics* and is acceptable to use on first reference.

Student Association *SA* is acceptable on subsequent references.

student titles Identify every student on first reference by major and class standing (*Jill Brown, sophomore biology major*) unless another title is more applicable to the story (*Jill Brown, Student Association vice president*).

T

teacher Acceptable only for elementary and secondary educators. Should not be used for college and university educators. See **professor**.

Technology Department This name is now incorrect as the academic area has moved under the School of Business; when necessary to refer to this area, it is called the Industrial Technologies Program.

telephone numbers Use periods instead of hyphens or parentheses to separate digits (example: 423.236.9999). Use of all 10 digits in a phone number is usually most appropriate. Southern's main telephone number should be used as follows: 1.800.SOUTHERN.

Ten Commandments Capitalize and spell out. Do not abbreviate or use figures.

Tennessee Aquarium For subsequent references use *the aquarium*.

Tennessee Valley Authority *TVA* is acceptable on subsequent references.

theater Not "theatre," in all cases except proper names. Spell out those theaters as their owners spell them: *Chattanooga Theatre Centre, IMAX 3D Theater, Tivoli Theatre*.

times Use figures. Do not use :00 or o'clock. Use a.m. or p.m.: *11 a.m., 1 p.m., 3:30 p.m.* When describing a span of time, use only numerals (*7-8:30 p.m.*) unless it crosses the a.m./p.m. transition (*8:30 a.m. to 5:30 p.m.*).

titles For job titles, capitalize them when they precede a name but lowercase them when they follow a name: *President David Smith* but *David Smith, president*. Do not place long titles before a person's name. Lowercase when used in a sentence without a name. When it comes to listing credentials after a person's name, include only those credentials that are terminal degrees; MSW and MFA are the only two master's degrees Southern considers terminal. Do not use the courtesy title "Dr." in front of a person's name (see **academic degrees**).

toward Not *towards*.

U

undergraduate/graduate Because these phrases are not commonly understood outside of our academic community, avoid using these terms when possible. Instead, use the terms *associate*, *bachelor's*, or *master's*.

university Lowercase when referring to Southern as *the university*.

URLs Website addresses; it is preferred to remove a *www* prefix if doing so does not break the link. All links should be tested before publication. Preference is for bolding any URLs on Southern's website (may not be suitable in all instances, but whatever you choose, keep it consistent). Use *visit* instead of *go to* before the URL if directing the reader. Please visit ***southern.edu*** for more information.

United States Spell out on first reference. The abbreviation *U.S.* is acceptable on subsequent references. *USA* (no periods) is also acceptable. In headlines, it's *US* (no periods).

V

versus Abbreviate as *vs.* in all uses.

vice president for Never *vice president of*. Uppercase when preceding a name; lowercase after references. *Tom Verrill, senior vice president for Financial Administration, provided an update on the university's budget.*

W

Walmart Not *Wal-Mart*.

Walnut Street Bridge Pedestrian walkway linking Walnut Street downtown with North Chattanooga. Do not refer to by its slang term, *the Walking Bridge*.

We-Haul A service utilizing volunteers to help incoming students move into the residence halls at the beginning of the school year.

web addresses See **URLs**.

website Lowercase, one word.

week of prayer Lowercase.

Wi-Fi Appropriate spelling for wireless internet access.

www See URLs.

Y

years Use figures: *1975*. Use an *s* without an apostrophe to indicate spans of decades or centuries: *the '90s*, *the 1800s*. When using the last two digits of a year, begin with an apostrophe pointing away from the number: '89, '05; For alumni who graduated with a master's degree, the abbreviation for the degree earned should be included in parentheses following the year: '97 (*MA*). When an individual has two graduation years, separate by *and*, not a comma: *Joan Richards, '01 and '11*. If more than two graduation years, separate with commas without an *and*: *Don Matthews, '74, '76, '82*. See **alum**, **alumni**.

APPENDIX: CULTURAL SENSITIVITY

This list is intended to be a general guide and is not exhaustive. Be aware that vocabulary is constantly adapting and changing. In all cases, be respectful and courteous, mindful that every human is infinitely valued and loved by God. Attempt to use words to bring people together, not to drive them apart.

African American No hyphen. Acceptable for an American black person of African descent. The terms are not necessarily interchangeable. Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow a person's preference.

American Indians, Native Americans Both are acceptable terms in general references for those in the U.S. when referring to two or more people of different tribal affiliations. For individuals, use the name of the tribe; if that information is not immediately available, try to obtain it. *He is a Navajo commissioner. She is a member of the Nisqually Indian Tribe. He is a citizen of the Cherokee Nation of Oklahoma.* Some tribes and tribal nations use member; others use citizen. If in doubt, use citizen. Avoid words such as *wampum, warpath, powwow, teepee, brave, squaw, etc.*, which can be disparaging and offensive. In Alaska, the indigenous groups are collectively known as *Alaska Natives*. *Indian* is used to describe the peoples and cultures of the South Asian nation of India. Do not use the term as a shorthand for *American Indians*.

Asian American No hyphen. Acceptable for an American of Asian descent. When possible, refer to a person's country of origin or follow the person's preference. For example: *Filipino American* or *Indian American*.

biracial, multiracial Acceptable, when clearly relevant, to describe people with more than one racial heritage. Usually more useful when describing large, diverse groups of people than individuals. Avoid *mixed-race*, which can carry negative connotations, unless a story subject prefers the term. Be specific if possible, and then use *biracial* for people of two heritages or *multiracial* for those of two or more on subsequent references if needed. Examples: *She has an African American father and a white mother* instead of *She is biracial*. But: *The study of biracial people showed a split in support along gender lines. Multiracial* can encompass people of any combination of races.

black(s), white(s) Do not use either term as a singular noun. For plurals, phrasing such as *black people, white people, black teachers, white students* is often preferable when clearly relevant. *Black athletes account for 47% of the team and white athletes nearly 43%.* The plural nouns *blacks* and *whites* are generally acceptable when clearly relevant and needed for reasons of space or sentence construction. *He helped integrate dance halls among blacks, whites, Latinos, and Asian Americans. Black and white* are acceptable as adjectives only when relevant; however, when referring to individuals, associating people of color with their ethnicity is generally preferable, when that information is available (*African American, Caribbean American, Kenyan, Jamaican, etc.*).

Caucasian Avoid as a synonym for white, unless in a quotation.

culture Refers to the ways of life of the members of society or of groups within a society. It includes how they dress, their marriage customs, language and family life, their patterns of work, religious ceremonies, and leisure pursuits.

colored Do not use in describing people.

diversity Addressing diversity from the biblical world view seeks to value and view people as created by God in His image. Further, biblical diversity discerns cultural differences, practices, and products that are God-honoring. From a biblical perspective, *diversity* recognizes that all societies will have some cultural, artistic, or societal expressions and contributions that are God-honoring.

ethnicity Refers to a social group that shares a common and distinctive culture, language, or the like.

First Nation The preferred term for native tribes in Canada.

Hispanic A person from—or whose ancestors were from—a Spanish-speaking land or culture. This term is not completely interchangeable with *Latin American* because *Hispanic* is based on language spoken and *Latin American* is based on geographic location. Preferably use a more specific identification when possible, such as *Cuban*, *Puerto Rican*, or *Mexican American*, and when in doubt, follow the person’s preference.

Latin American Commonly shortened to *Latino* (*Latina* is the feminine form and *Latinx* is the gender-neutral form), this is the preferred noun or adjective for a person from—or whose ancestors were from—Mexico, Central America, or South America and is generally understood to include the Caribbean. Use a more specific identification when possible, such as *Cuban*, *Puerto Rican*, *Brazilian*, or *Mexican American*, and when in doubt, follow the person’s preference.

people of color, racial minority Generally acceptable terms to describe people of races other than white in the United States. Avoid using the abbreviation *POC*. Be careful when using the term *racial minority* as the word *minority* may be interpreted to refer to value rather than percentage. When talking about just one group, be specific: *Chinese Americans* or *members of the Seminole Indian Tribe of Florida*, for example. Be mindful that some Native Americans say the terms *people of color* and *racial minority* fall short by not encompassing their sovereign status. Avoid referring to an individual as a minority unless in a quotation.

racist, racism *Racism* is a doctrine asserting racial differences in character, intelligence, etc., and the superiority of one race over another, or racial discrimination or feelings of hatred or bigotry toward people of another race. The terms *racism* and *racist* can be used in broad references or in quotations to describe the hatred of a race, or assertion of the superiority of one race over others. *The townspeople saw their votes as a rejection of racism.*

Race A social construct with no scientific foundation, generally understood to categorize people by physical traits. Consider carefully when deciding whether to identify people by race. Often, it is an irrelevant factor and drawing unnecessary attention to someone’s race or ethnicity can be interpreted negatively. Include racial or ethnic details only when they are clearly relevant and that relevance is explicit in the story. Never use a derogatory term.

CONSOLIDATED ACADEMIC TERMS

academic degrees When referring to a *type* of degree that Southern offers, lowercase the degree description (*Southern offers a degree in computer science*). When listing the level and type of degree, but not its proper name, keep it lowercase and use an apostrophe (*Southern offers a bachelor's degree in computer science*). When listing the actual name of the degree (a proper noun), uppercase it and do not use an apostrophe (*Southern offers a Bachelor of Science in Computer Science*). Note: *bachelor's degree* and *master's degree* are possessives, but *associate degree* and *doctorate* are not.

When referring in an article to a degree Southern offers, do not use abbreviations on first reference, but spell them out. Here is a list of the abbreviations (which do not use periods) for some degrees offered by Southern and the appropriate spelled-out form.

AA	<i>Associate of Arts</i>	MA	<i>Master of Arts</i>
AS	<i>Associate of Science</i>	MBA	<i>Master of Business Administration</i>
AT	<i>Associate of Technology</i>	MFM	<i>Master of Financial Management</i>
BA	<i>Bachelor of Arts</i>	MSW	<i>Master of Social Work</i>
BBA	<i>Bachelor of Business Administration</i>	MS	<i>Master of Science</i>
BFA	<i>Bachelor of Fine Arts</i>	MSA	<i>Master of Science in Administration</i>
BMus	<i>Bachelor of Music</i>	MSEd	<i>Master of Science in Education</i>
BS	<i>Bachelor of Science</i>	MSN	<i>Master of Science in Nursing</i>
BSN	<i>Bachelor of Science in Nursing</i>		
BSW	<i>Bachelor of Social Work</i>		

When listing credentials after a person's name in a sentence, include only those credentials that are terminal degrees; MSW and MFA are the only two master's degrees Southern considers terminal; all others are doctoral degrees. However, in a directory setting it is acceptable to list the credentials of the individuals' highest earned degree. Do not use the courtesy title "Dr." in front of a person's name, not even for medical professionals. Here are some common terminal degrees held by Southern professors:

EdD	<i>Doctor of Education</i>	JD	<i>Doctor of Jurisprudence</i>
DBA	<i>Doctor of Business Administration</i>	MD	<i>Doctor of Medicine</i>
DLitt et Phil	<i>Doctor of Literature and Philosophy</i>	MFA	<i>Master of Fine Arts</i>
DMA	<i>Doctor of Musical Arts</i>	MSW	<i>Master of Social Work</i>
DMin	<i>Doctor of Ministry</i>	PhD	<i>Doctor of Philosophy</i>
DNP	<i>Doctor of Nursing Practice</i>	ThD	<i>Doctor of Theology</i>
DSN	<i>Doctor of Nursing Science</i>		

academic titles Capitalize formal titles when they precede a name. Lowercase elsewhere (including when they stand alone without a person's name).

adjunct Regardless of employee's education or experience, the proper use is *adjunct instructor*, not *adjunct professor*.

adviser Not *advisor*.

alum, alumni *Alum* is the appropriate gender-neutral way to refer to one of our graduates. Use *alumni* when referring to more than one alum. Include graduation year after name whenever possible: *Luke Evans, '13, wrote an article for Columns*. For an alum who also has a graduate degree from Southern, use parentheses: *Joe Smith, '10 and '12 (MBA), attended Homecoming Weekend*. Terminal degrees earned after graduating from Southern should be listed after the year (see **academic degrees**): *Beth Thomas, '04, PhD, gave a rousing presentation*. For those who attended but did not graduate, include (*attended*) following the name: *Frank Jones (attended) enjoyed the concert*. See **years**.

chair This refers to the leader of an academic department; the leader of an academic school is a dean.

class Primarily refers to academic standing or a group of students who meet regularly with a professor. *He is in the junior class. The class surprised their professor with cake*. Lowercase with a year in “class of” constructions: *class of 1998*. When referring to something that is taught, use *course* instead. *I am teaching three courses this term*.

class standing Use an undergraduate student’s class standing (freshman, sophomore, junior, senior) and major when introducing the student in an article: *Samantha Davis, junior social work major, coordinated the event*. Do not capitalize class standing or major. See **majors**. For graduate students, incorporate the degree they are pursuing into the sentence: *On Campus Research Day, Ben Edwards, who is earning a master’s degree in computer science, surprised everyone by presenting about cats*.

CLEP College Level Examination Program. Use full name on first reference. Do not use as a verb. A student who attempts to receive credit for a class and demonstrates sufficient knowledge by taking a test has successfully *challenged* a class (not *clepped a class*).

courses Capitalize the names of official course titles. *American History and Institutions* is capitalized but *history class* isn’t. Look in the current undergraduate and graduate catalogs for official names of courses.

dean Do not use as a courtesy title, as in *Dean Smith*. Instead, use the person’s full name followed by the appropriate title. When context makes it clear what the person is dean of, dean is enough. When clarification is needed, use *dean (or associate dean) of men, dean of women, dean of Thatcher South, or dean of the School of _____*. Examples: *Lisa Hall, dean of students, loves her job. The men of Talge Hall prepared a special birthday surprise for John Smith, dean*. See **titles**. *Dean* also refers to the leader of an academic school.

degree Refers to the official academic degree earned, such as *Bachelor of Science* or *Master of Business Administration* (see **academic degrees**).

doctorate Never *doctorate degree*, although *doctoral degree* is acceptable. *He earned a doctorate in 2007; his doctoral degree was in nursing*.

Dr. Do not use as a courtesy title except as part of a direct quotation. Instead, list the individual’s terminal degree after the name (see **academic degrees**).

emeritus This word is often added to formal titles to denote individuals who have retired and retain their rank or title. When used, place *emeritus* after the formal title: *Professor Emeritus John Smith, or John Smith, professor emeritus of history*.

faculty Employed teaching professionals. Employed non-teaching professionals are *staff*. See **adjunct**.

freshman Plural is *freshmen*. See **class standing**.

GPA Acceptable in all references for grade-point average. Don’t use periods.

grade, grader Hyphenate both the noun forms (*first-grader, second-grader, 10th-grader*) and the adjectival forms (*a fourth-grade pupil, a 12th-grade student*). See **numerals**.

grade marks Capitalize letter grades. *A+, B-*

graduate See **undergraduate/graduate**.

graduation services Capitalize the following services:

Friday: *Consecration*

Sabbath: *Baccalaureate*

Sunday: *Commencement*

graduation year Use an apostrophe before the last two numerals in the individual's graduation year. For example: '94. (Note that Microsoft Word will automatically change the apostrophe to the correct direction when you press the space bar following the number.)

major Refers to the area of specialization within the degree. *She is a public relations major.* Lowercase majors, unless that major is also a proper noun (such as English). For a complete list of majors offered at Southern, refer to the *Undergraduate Catalog*.

Master of Arts, Master of Science A *master's degree* or a *master's* is acceptable in any reference. See **academic degrees**.

minor Refers to a secondary program in which an individual is studying without taking enough credits to earn a degree in that area.

professor Never abbreviate. Capitalize before a name, as in *Professor John Smith*. Do not continue in subsequent references unless part of a quotation. Some faculty members are referred to as associate professor, assistant professor, or instructor. Check job titles with the Campus Directory or on Access. See **adjunct**.

program Do not capitalize unless part of a recognized proper noun (see **Index of Southern-Specific Proper Nouns**).

school Capitalize when part of a proper name: *Public School 3, Madison Elementary School*. Capitalize and use the full names for all academic schools at Southern. Do not refer to Southern as a school or college; it is a university.

semester Capitalize the term (Fall, Winter, or Summer) when used with the year. *She began at Southern during the Fall 2015 semester.* Lowercase elsewhere. *She enjoys taking classes during fall semester.* The phrase *summer semester* only applies to nursing students taking a full load of classes with their cohort. All other students are participating in one of the three summer sessions.

STEM Stands for *science, technology, engineering, and mathematics* and is acceptable to use on first reference.

teacher Acceptable only for elementary and secondary educators. Should not be used for college and university educators. See **professor**.

Technology Department This name is now incorrect as the academic area has moved under the School of Business; when necessary to refer to this area, it is called the Industrial Technologies Program.

undergraduate/graduate Because these phrases are not commonly understood outside of our academic community, avoid using these terms when possible. Instead, use the terms *associate, bachelor's, or master's*.

CONSOLIDATED SPIRITUAL AND RELIGIOUS TERMS

Adventist First reference should be Seventh-day Adventist unless used as part of a name (such as in the name of a church). Do not use SDA.

Bible Capitalize when referring to the Scriptures in the Old Testament or the New Testament. Capitalize related terms such as *the Gospels*, *Gospel of St. Mark*, *the Scriptures*, *the Holy Scriptures*, *the Word*, *the Word of God*.

Lowercase *biblical* in all uses.

Lowercase *bible* as a non-religious term: *My dictionary is my bible*.

Do not abbreviate individual books of the Bible.

biblical citation Cite chapter and verse(s) using this form: *Psalm 27:2, Matthew 3:16, Luke 21:1-13, 1 Peter 2:1*. Credit the version (unless quoting from KJV) using this form: *Matthew 16:1, NIV*. Permission to reprint will also need to be cited in the document or publication. For more information look at copyright information included at biblegateway.com or consult with Marketing and University Relations.

camp meeting Two words. Keep lowercase unless part of an official name. *This year's camp meeting was great. I attended Carolina Conference Camp Meeting 2019.*

Christlike One word.

church Capitalize as part of the formal name of a building, congregation, or a denomination; lowercase in other uses: *Ooltewah Seventh-day Adventist Church, a Seventh-day Adventist church*.

Collegedale Church of Seventh-day Adventists Not Collegedale Seventh-day Adventist Church or the University Church. Collegedale Church is acceptable on subsequent references.

creation Do not capitalize in any context. *The Origins Exhibit explores the creation story.*

divine pronouns Capitalize pronouns referring to God.

evolution Do not capitalize in any context. *The professor addressed the theory of evolution.*

Gospel Capitalize when referring to any or all of the first four books of the New Testament. Lowercase in all other references. *The Gospels tell us about Christ's life on Earth. Let's spread the gospel message throughout the world.*

Heaven Capitalize when referring to the biblical location.

Lowercase *heavenly* in all cases.

Lowercase *heaven* as a non-religious term: *I was so happy; I was in heaven!*

Holy Spirit Capitalize both the full name and the stand-alone *Spirit*, when used as a divine reference: *God's Spirit descended on the apostles on the day of Pentecost.*

Kingdom Capitalize when referring to the Kingdom of God.

names of God Capitalize names referring to God such as *Emmanuel, Light of the World, Creator*.

New Earth Capitalize.

Sabbath Capitalize in religious references; lowercase to mean a period of rest. When writing for a non-Adventist or mixed audience, use Saturday for the seventh day of the week.

Sabbath School Capitalize both words.

Satan Capitalize, but lowercase *devil* and *satanic*.

Savior Capitalize when referring to Jesus Christ. Use this spelling, rather than the alternate form, *saviour*.

Scripture(s) Capitalize when referring to the entire Bible, but not individual verses. *The Scriptures speak of Jesus' love. Ellen White's favorite scripture was John 3:16.*

Seventh-day Adventist Do not use SDA. *Adventist* is the appropriate shortened version of the name.

Ten Commandments Capitalize and spell out. Do not abbreviate or use figures.

INDEX OF SOUTHERN-SPECIFIC PROPER NOUNS

The categories below connect to visual identity guidelines relating to Southern's logo usage. For more details, visit southern.edu/marketing.

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Allied Health Department
Biology Department
Chemistry Department
English Department
History and Political Studies Department
Interdisciplinary Department
Mathematics Department
Modern Languages Department
Physical Therapist Assistant Department
Physics and Engineering Department

Schools

School of Business
School of Computing
School of Education and Psychology
School of Journalism and Communication
School of Music
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School of Visual Art and Design

Interdepartmental and Preprofessional Programs

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Dentistry Program
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Physician Assistant Program
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Other

Center for Teaching Excellence and Biblical Foundations of Faith and Learning
Southern Scholars

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Advancement / Alumni Relations
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Chaplain's Office
Chaplain's Office / uQuest Missions
Christian Service
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Summerour Hall Counseling Clinic
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Affiliates

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Institute for the Study of Ellen G. White and Adventist Heritage
Institute of Archaeology
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Philosophy of Education Resource Center
Robert H. Pierson Institute of Evangelism and World Missions
Teaching Materials Center
Wellness Institute
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Oasis 90.5 WSMC

Campaigns, Committees, and Special Interest Groups

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Campaign for Excellence in Faith and Learning
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Passing the Mantle Society
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Spalding Cove
Stateside Apartments
Summerour Hall
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WSMC

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Thatcher Hall Chapel
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