EDITORIAL STYLE GUIDE

LAST UPDATED OCT. 2023

MOUNT ROYAL
UNIVERSITY
1910

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INTRODUCTION TO MOUNT ROYAL

VISION

Mount Royal University: an exceptional undergraduate educational experience.

MISSION

Since 1910, Mount Royal has built a reputation on a strong, liberal education foundation with an undergraduate focus. More than a century later, we remain responsive to the needs of our community through our enduring commitment to this legacy. We are a community of engaged citizens providing personalized, experiential and outcome-based learning in an environment of inclusion, diversity and respect. Through our focus on teaching and learning informed by scholarship, we are preparing our graduates for success in their careers and lives.

OUR BRAND PROMISE

At Mount Royal, students will experience a high-quality education enhanced by personalized learning, experiential opportunities and a single-minded dedication to premier undergraduate learning.

OUR BRAND PILLARS

At Mount Royal, we are committed to four brand pillars:

» Provide personalized learning

» Be outcome focused

» Deliver quality teaching

» Be community responsive

OUR BRAND VOICE

At Mount Royal, our brand voice is:

» Personal

» Approachable

» Responsive

» Authentic

The brand voice is used in all written materials at Mount Royal University, and employees are also expected to represent the "You Belong Here" brand concept, which was developed to project Mount Royal's best attributes paired with its brand promise, pillars and voice.

INTRODUCTION TO THE MOUNT ROYAL WRITING STYLE

Every large institution strives for consistency and professionalism in its written materials. Clear and effective written communications help enhance Mount Royal University's academic credibility with students, prospective students and their parents, academic peers, industry partners, potential funders and our community.

Use this guide as you are writing or editing anything for large-scale distribution to internal and/or external audiences.

Examples include:

- » Official internal and external correspondence
- » Promotional brochures, ads and other marketing materials
- » Reports and communications materials
- » *Our Community*, mtroyal.ca, myMRU.ca announcments and event listings
- » Meeting minutes and presentations

    NOTE: The *Editorial Style Guide* is not intended for use in scholarly, research or academic writing, which will have particular guidelines and styles you should follow.

This editorial and Indigenous style guide was developed by the Marketing and Communications department. We have consulted sources such as the *Canadian Press Stylebook* — recognized across Canada as the authoritative source for effective written communication — and we have reviewed style guides from other Canadian universities (see page 8 for more about the *Canadian Press Stylebook*).

WRITING WITH MOUNT ROYAL'S BRAND IN MIND

Mount Royal University is personal, approachable, responsive and authentic in the way we educate and interact with those we serve — and those we work with — on a daily basis. These attributes should be reflected in your writing as well.

- » Personal rather than formal
- » Enthusiastic rather than reserved
- » Energetic rather than laid back
- » Student-focused rather than institution-focused
- » **Profile- and story-driven** rather than corporate
- » Personal: use "you" rather than "students"; "our" rather than "Mount Royal's"
- » Address people by their name and sign off with your own — in person, on the phone or in an email
- » **Show rather than tell** — use quotes or examples to prove a point

Logo

Please refer to the brand guidelines located at **mru.ca/Logo** for instructions around the proper use of the Mount Royal University name, logo and official marks.

PLAIN LANGUAGE WRITING

Plain language writing is the preferred method of written communication. Keep it simple and straightforward. Plain language is easy to understand, direct, accessible and free of jargon.

Here are some basic guidelines for writing in plain language:

» **Know your audience.** Consider who will be reading what you're writing and why. This will help you tailor your content to the reader.

» **Write in the active voice.** Use basic subject-verb sentence structure: *Kim kicked the ball* versus *the ball was kicked by Kim.* When a verb is in the active voice, the subject of the sentence is also the doer of the action. Active voice is easier to understand, and by using it you are more likely to engage the reader.

» **Write short sentences.** The shorter the sentence, the easier it is to read. Be concise. Be clear. Be short. Omit unnecessary words.

» **"Use" simple words** — don't "utilize" simple words. If you have two word options, use the simpler of the two. Easy writing is easy reading.

» **Use headings and subheadings to structure your ideas.** Break your writing up into logical sections and link it through the appropriate headings/subheadings. Because most readers scan, subheads allow them to find the information they are looking for faster.

» **Be organized.** Make your paragraphs short and concise by completely articulating a thought and ensure it links with the paragraphs preceding and following it.

» **Avoid introducing unfamiliar acronyms if they are to be used only once or twice.** When in doubt, spell out the whole name. Unless referencing well-known acronyms that require no introduction, spell out acronyms on first reference followed by the acronym in brackets.

> The **Transitional Vocational Program (TVP)** is located on the second floor of Main Street.

PRIVACY CONSIDERATIONS FOR MOUNT ROYAL MATERIALS

In all writing, consider Mount Royal's Freedom of Information and Protection of Privacy (FOIP) policies and guidelines. For more information, visit **mtroyal.ca/FOIP**.

RECOMMENDED SPELLING AND STYLE REFERENCE MATERIALS

For correct spelling of words not specified in this guide, first check *Canadian Press Caps and Spelling* (21st edition as of June 2019). If you don't find the word there, check the *Canadian Oxford Dictionary*. If the *Canadian Oxford Dictionary* shows two versions of a word, use the first version.

For style issues where you can't find answers in this guide, consult *The Canadian Press Stylebook* (18th edition as of June 2019). The stylebook is also referred to as *CP Style*. Canadian Press is the nationally accepted authority on style and spelling for editors, writers, media and business organizations. Both the *Canadian Press Stylebook* and the *Canadian Press Caps and Spelling* are available in the Cougars Campus Store or at **thecanadianpress.com**.

Use of Canadian spelling

Mount Royal uses Canadian spellings such as the letters "our" at the end of words like **colour**, **flavour** and **neighbour**; **theatre** instead of **theater**; **cheque** instead of check and so on.

Do not change the spellings of the names of institutions that are based in the United States. Use the American spelling.

> **NOTE:** Microsoft Word will recommend changing Canadian spellings to American. Instead, right click and choose 'add to dictionary' so that the Canadian spelling will be accepted. For Google Docs, go to File > Language, and select "English (United Kingdom)."

Use of the Oxford (or serial) comma

As of the creation of this guide *CP Style* and the *Oxford Canadian Dictionary* do not use the Oxford comma, therefore Mount Royal will follow their example. An Oxford comma is a comma preceding the "and" in a list of words in a sentence.

> **CORRECT:** Mount Royal food options include The Table, Wyckham House and West Gate Social.
> **INCORRECT:** Wyckham House includes such food options as Dairy Queen, Edo, and Sal's Flatbreads.

> **NOTE:** An Oxford comma may be used for clarity following a long and complicated list, for example: These items are available in black and white, red and yellow, and blue and green.

Questions and suggestions for the *Editorial Style Guide*

Every style guide is a work in progress as language changes and styles evolve. For example, you may notice that we now specify "email" instead of "e-mail," and "internet" instead of "Internet."

This guide will be updated preiodically. Your comments, questions and suggestions are welcome. Please email them to **marketingandcommunications@mtroyal.ca** with the subject line "*Editorial Style Guide.*"

The most up-to-date version of the style guide can be found on myMRU.ca on the Employee > Resources and Timesheet page in the Work Tools section.

MOUNT ROYAL TERRITORIAL ACKNOWLEDGEMENT

Mount Royal's official territorial acknowledgment was approved in January 2018 and is recited at the beginning of ceremonies and events and used in institutional materials.

Two versions are acceptable. If space permits, use the longer verion.

Version 1

Mount Royal University is located in the traditional territories of the Niitsitapi (Blackfoot) and the people of the Treaty 7 region in Southern Alberta, which includes the Siksika, the Piikani, the Kainai, the Tsuut'ina, and the Îyârhe Nakoda. The city of Calgary is also home to the Métis Nation.

Version 2

Mount Royal University is located in the traditional territories of the Niitsitapi (Blackfoot) and the people of the Treaty 7 region, which includes the Siksika, the Piikani, the Kainai, the Tsuut'ina, and the Îyârhe Nakoda. We are situated on land where the Bow River meets the Elbow River. The traditional Blackfoot name of this place is "Mohkinstsis," which we now call the city of Calgary. Calgary is also home to the Métis Nation.

> *PRONUNCIATION*
> *Mount Royal University is located in the traditional territories of the Niitsitapi [Neet-sit-a-pee] (Blackfoot) and the people of the Treaty 7 region in southern Alberta, which includes the Siksika [Sig-sig-ga], the Piikani [Pee-gah-nee], the Kainai [Kye'nye], the Tsuut'ina [Sue-tinna] and the Îyârhe [E-ya-hey] Nakoda. We are situated on land where the Bow River meets the Elbow River. The traditional Blackfoot name of this place is "Mohkinstsis," [moe-kinst-sis] which we now call the city of Calgary. The city of Calgary is also home to the Métis Nation.*

For additional assistance with pronunciation, refer to the voice clip at **mru.ca/TerritorialPronunciation**.

COMMONLY MISUSED WORDS AND PHRASES

e.g.: (the abbreviation for *exempli gratia*, but it should be avoided. Use "for example" instead.)
i.e.: (stands for *id est*; *CP Style* is to avoid the use of i.e. and instead use "that is")

accept (to receive)
except (excluding)

advice (noun)
advise (verb)
adviser (profession)
advisor (MRU title)

affect (verb: to exert an influence)
effect (noun: a result)
effect (verb: to bring about)

all right not **alright**

all together (everyone gathered)
altogether (entirely)

alumna (female graduate; plural is "alumnae")
alumni (plural of "alumnus"; includes both genders. Avoid using "alum.")
a lot (not alot)
alumnus (male graduate; singular)

anybody
anyhow
anymore (any longer. For example: "I can't take this anymore")
any more (any additional. For example: "I don't want any more rain.")

anyone
anyplace
anything
any time
anyway

bachelor's degree or **baccalaureate** (not baccalaureate degree)

beside (at the side of or next to)
besides (except or in addition to)

compared with (to point out differences)
compared to (to point out or imply resemblances; likened to)

complement (verb: to go with or complete; noun: something that completes)
compliment (verb: to flatter; noun: flattering remark)

complementary (adjective: completes a set, matches a pair, or fills out a group)
complimentary (adjective: expressing a compliment or provided free of charge)

comprises (as in "is made up of"; do not use "is comprised of")

Convocation is capitalized when referring to a specific event/ceremony at MRU, but not when referring to generic events, for example, "Mount Royal University will hold its 2019 Convocation ceremonies on June 1 and 2. Most universities hold convocation ceremonies in the spring."

Co-operative education (abbreviation: co-op, For example: Students went on co-ops)

co-ordinate (verb or noun)
coordinator (MRU title)

cyberattack, cyberbully, cybersecurity, cyberspace, cybercrime

every day ("I walk to work every day.")
everyday (adj., as in "your everyday needs")
everyone (refers to all the people in a group and can be replaced with "everybody")
every one (refers to each individual who makes up a group, and means "each person")

Emeritus, emerita and emeriti (adjective used for the male singular, female singular and plural references indicating retired professors allowed to retain their titles as an honour. For more information, see page 25.)

e-waste

first-come, first-served (not "first come, first serve")

health care (noun: two words)
health-care (adjective, hyphenated, for example, "health-care services and health-care system")

graduand (noun: a person about to receive a degree or other academic qualification)
graduate (noun: a person who has been awarded an academic degree)

honour, honourable, but **honorary**

its (possessive; does not take an apostrophe)
it's (contraction for "it is" or "it has")

lead (verb: to guide; noun: the toxic metal)
led (past tense of the verb "lead": the chair led the meeting)

less (used when no quantity can be counted, as in "less time")
fewer (used when a quantity can be counted, as in "fewer people")

licence (noun), **license** (verb), **licensed** (adjective and past-tense verb)

like (used to describe things that are similar)
such as (used to provide examples)

more than (greater)
over (higher or during)

millennial (double "n")
myriad (adjective, not a noun, as in "there are myriad ways to study", not "a myriad of ways")

practice (noun)
practise (verb)
practicum (singular)
practicums or practica (plural; either is acceptable)
premier (adjective: first in importance, meaning or time)
premiere (first performance or showing of a play or film)
principal (most important or the leader of a school)
principle (fundamental belief)

stationary (not moving)
stationery (letterheads, envelopes)

that (introduces clauses without commas surrounding them. For example: "She earned a degree that honed her critical thinking skills.")
which (introduces clauses surrounded by commas. For example: "Earning a degree, which can be challenging, often hones critical thinking skills.")
who (refers to people. For example: "She is the type of person who can think critically.")

their (belongs to them)
there (in, at or to a place)
they're (contraction of "they are")

who's (contraction of "who is")
whose (possessive form of "who")

who (the subject of a sentence. For example: "Who is sitting next to whom?")
whom (the object in a sentence. For example: "Who is sitting next to whom?")

your (possessive form of "you")
you're (contraction of "you are")

MOUNT ROYAL AND ACADEMIA-SPECIFIC REFERENCES

LIST OF COMMON TERMS AT MOUNT ROYAL

Here are some terms commonly referenced at Mount Royal. Please note and follow the spelling, capitalization and punctuation of each term.

Mount Royal and academia-specific references

ACADEMIC FACULTIES AND DEPARTMENTS

Faculty of Arts
    Economics, Justice and Policy Studies
    English, Languages and Cultures
    Humanities
    Interior Design
    Psychology
    Sociology and Anthropology
Faculty of Business and Communication Studies
    Bissett School of Business
        Accounting and Finance
        Aviation
        Entrepreneurship, Marketing and Social Innovation
        General Management and Human Resources
        International Business and Supply Chain Management
    School of Communication Studies
        Broadcasting and Journalism
        Information Design
        Public Relations
Faculty of Continuing Education and Extension
    Centre for Extension Credit
    Conservatory
    Inclusive Post-Secondary Education
    Open Studies and Academic Upgrading
    Transitional Vocational Programs
Faculty of Health, Community and Education
    Child Studies and Social Work
    Education
    Health and Physical Education
    School of Nursing and Midwifery
Faculty of Science and Technology
    Biology
    Chemistry and Physics
    Earth and Environmental Sciences
    Mathematics and Computing
International Education

CENTRES
Health Simulation Learning Centre
Iniskim Centre

INSTITUTES
Institute for Community Prosperity
Institute for Environmental Sustainability
Institute for Innovation and Entrepreneurship

DEGREES
Bachelor of Arts (BA) — Anthropology, English, History, Policy Studies,
   Psychology, Sociology, undeclared
Bachelor of Arts (BA—CJ) — Criminal Justice
Bachelor of Business Administration (BBA) — Accounting, Finance,
   General Management, Human Resources, International Business, Marketing,
   Supply Chain Management
Bachelor of Child Studies (BCST) — Child and Youth Care Counsellor,
   Early Learning and Child Care
Bachelor of Communication (BCMM) — Broadcast Media Studies, Information Design,
   Journalism and Digital Media, Public Relations
Bachelor of Computer Information Systems (BCIS)
Bachelor of Education (B.Ed.) — Elementary
Bachelor of Health and Physical Education (BHPE) — Athletic Therapy, Ecotourism and
   Outdoor Leadership, Physical Literacy, Sport and Recreation Management
Bachelor of Interior Design (BID)
Bachelor of Midwifery (B.Mid.)
Bachelor of Nursing (BN)
Bachelor of Science (B.Sc.) — Biology, Chemistry, Computer Science, Environmental
   Science, General Science, Geology
Bachelor of Social Work (BSW)

DIPLOMAS
Aviation
Social Work

CERTIFICATES
Advanced Studies in Critical Care Nursing
Athletic Therapy
Bridge to Canadian Nursing
Business Administration — Advanced Accounting
Business Administration — Human Resources
Business Administration — Marketing
Environmental Science

DEGREE/DIPLOMA ACCESS ROUTES
Academic Upgrading
English Language Program
Indigenous University Bridging Program
International Pathway Program
Open Studies
University Entrance Option

OCCUPATIONAL DIPLOMAS AND CERTIFICATES

Embalmer Certificate — Non-credit
Funeral Director Certificate — Non-credit
Funeral Service Diploma — Non-credit
Massage Therapy Diploma — Non-credit
Personal Fitness Trainer Diploma — Non-credit
English Language Program — Non-credit

NOTE: Non-credit imay also be referred to as Extension courses

RESIDENCIES

Capitalize residencies only when directly preceding a name and hyphenate.

artist-in-residence
changemaker-in-residence
elder-in-residence
emerging scholar-in-residence
storyteller-in-residence
writer-in-residence

Writer-in-Residence Billy-Ray Belcourt gave a free reading.

Billy-Ray Belcourt was the 2019 **writer-in-residence.**

Administration

Advancement Services and Annual Giving
Alumni Relations

Development

Freedom of Information and Protection of Privacy (FOIP)

Institutional Analysis and Planning (IAP)

Kerby Hall

Marketing and Communications

Mount Royal Faculty Association (MRFA)
Mount Royal Staff Association (MRSA)

Office of Research, Scholarship and Community Engagement (ORSCE)

President's Office

Supply Chain Services

Transitional Vocational Program (TVP)

Buildings

Mount Royal University (Introduced in full on first mention; Mount Royal on subsequent
  mentions or MRU is appropriate; not "Mt. Royal")
MRU (most common usage is in casual reference for marketing materials, University
  initiatives and signage)

Faculty of Arts building (EA building)
Bissett School of Business (EB building)
Riddell Library and Learning Centre (EL building)
  Library
  Academic Development Centre
  Department of Education
  Institute for Scholarship of Teaching and Learning
  Student Learning Services
Roderick Mah Centre for Continuous Learning (EC building)
  Ross Glen Hall
Taylor Centre for the Performing Arts (ED building)
  Bella Concert Hall
  Mount Royal University Conservatory
  TransAlta Pavilion

Wyckham House (Students' Association of Mount Royal University Building)

Room names after building names on signage: DO NOT use a space between room
  letters and numbers (For example: EB2001, not: EB 2001 or EB-2001)

Landmarks, rooms and theatres

Charlton Pond
Child Care Centre
Child Development Lab
CN Supply Chain Analytics Lab
Cretaceous Seas and Lands

East Gate Entrance
East Gate Parkade
East Residence

John H. Garden Memorial Park

Lincoln Park Campus
Lincoln Park Room

Main Street

Ross Glen Hall

Terrace Room
Theatres
  Jenkins Theatre
  Leacock Theatre
  Moot Court
  Nickle Theatre
  Wright Theatre
  Wyatt Recital Hall

TransAlta Pavilion
TransCanada Amphitheatre
Trico Changemakers Studio

West Gate Entrance
West Gate Transit Hub (on first mention; then the "transit hub")
West Residence
WestMount Corporate Campus

Campus services

Academic Advising Services
Academic Development Centre
Accessibility Services
Admissions and Recruitment Office
Alumni Relations

Career Services
Cougars Campus Store (not BookStore)
Cougar Athletics

Early Support Program
East Gate Parkade
East Residence
Event and Theatre Services

Facilities Management
Food Services

Information Technology Services and Service Desk

Library
   Archives and Special Collections
   Experience Lab
   Ideas Lounge
   Immersion Studio
   Maker Studio
   Visualization Classroom

Mount Royal Faculty Association (MRFA)
Mount Royal Recreation Office
Mount Royal Staff Association (MRSA)
Multi-Faith Chaplaincy

Office of Academic Indigenization
Office of Enrolment Management and Registrar
ONECard Services

Parking and Transportation Services
Pharmacy

Recreation
Residence Services

SAFEWALK
Security Services
Skills Investment Program

Student Awards and Financial Aid
Student Learning Services
Students' Association of Mount Royal University (SAMRU)

The Hub
Transitional Vocational Program (TVP)

Wellness Centre (not "EnCana Wellness Centre")

Other Mount Royal terms

2SLGBTQIA+

alumna (female graduate; plural is "alumnae")
alumni (plural of "alumnus"; includes both genders. Avoid using "alum.")
alumnus (male graduate; singular)
archaeology

bachelor's degree (or "Bachelor of . . . ")
bicameral
BIPOC (an acronym that stands for Black, Indigenous and People of Colour)
Black (refers to any individual or group with dark-coloured skin)

Calendar, Mount Royal Calendar
celsius ("25 C" or "-15 degrees C"; no degree symbol)
campus-wide
car pool
convocation (see also the "Capitalization" section)
co-operate
co-ordinator
counsellor

Dean's List
Directed Field Studies (DFS)
doctoral degree or doctorate (not "doctorate degree")
diploma
dual credit (noun, adj.)

eBooks
eLearning (okay when referring to online courses or opportunities offered at
   Mount Royal; otherwise, use "online learning" or "online courses" etc.)
eJournals
email (not "Email" or "e-mail")
enrol, enrolled, enrolling, enrolment

field school
four-year degree
full-load equivalent
full-time/part-time (hyphenated when preceding a noun; otherwise, two words)
fundraising

General Faculties Council (GFC)
GPA

hands-on
home page
honorary degree (not "honourary") honour, honourable, honorary
honours stream (not "Honours stream")

Indigenous (refers to all of those of First Nations, Inuit and Métis origin)
   Indigenous People, Indigenous Peoples
   non-Indigenous
   indigenize/ation/ing (not capitalized)
   indigeneity (not capitalized)
   Indigenous University Bridging Program
internet (not capitalized)
intranet (not capitalized)

lifelong learning
login, logon, logoff (when used as nouns), log in, log on, log off (when used as verbs)

master's degree (or "Master of . . .")
Medicine Trail (Naato'ohsokoy) Program ("Medicine Trail Program" on subsequent
   mentions)
mtroyal.ca
myMRU.ca

non-profit

ONECard

PDF (abbreviation of "Portable Document Format")
P-Card
per cent (percentage)
post-secondary
program (not "programme")

Quam bene non quantum (Mount Royal University's official motto, meaning
   "How well, not how much")

real life
real world

Summit (always in italics when referring to the title of the magazine; not "SUMMIT")

teepee
toll-free
transferable, transferred, transferring

UPass

vice-chancellor
vice-president

website, web browser, webcam, webcast, web-enabled, webmaster, web page,
   weblog, web server
work term

MOUNT ROYAL'S HISTORY

Several Mount Royal departments have undertaken research to confirm historical facts about Mount Royal and to correct inconsistencies. For information on Mount Royal's history, please email **marketingandcommunications@mtroyal.ca** with the subject line "Mount Royal history" to ask a question, or visit **mtroyal.ca/History**.

Mount Royal's centennial

Mount Royal celebrated its 100th anniversary from September 2010 through December 2011. When referring to this event, use **100th anniversary** or **centennial** *(do not capitalize centennial).*

Mount Royal founder Dr. George W. Kerby

Dr. George W. Kerby was the **founder** and **first principal** (not president) of Mount Royal College.

The following are acceptable ways to refer to him on first mention:

> **Dr. George W. Kerby** (appropriate for formal, institutional writing)
>
> **George W. Kerby**
>
> **George Kerby** (appropriate for more informal writing)

Subsequent mention(s) should be Kerby.

> **NOTE:** The use of "Dr." when referring to George Kerby is an exception due to his legacy at the institution. Kerby received an honorary doctorate of divinity from Victoria University, where he finished his earlier education. It is not correct to say George Kerby, PhD.
>
> Other recipients of honorary doctorates are not referred to as Dr. unless they have a PhD.

REFERENCING MOUNT ROYAL

First reference of Mount Royal in a written work

Mount Royal University should always be spelled out in full on first reference. Use **MRU** for the second reference and beyond. On occasion, **Mount Royal** or **the University** (when referring specifically to MRU) may be used.

Referencing Mount Royal College

The Province of Alberta issued a charter to Mount Royal College in 1910. The college then earned university status and changed its name on Sept. 3, 2009.

When writing about events in Mount Royal's history that occurred between 1910 and Sept. 3, 2009 it is acceptable to use **Mount Royal College** on first mention because that was the name of the institution during that time. Subsequent historical mentions can be **Mount Royal** or **the College**.

Referencing Mount Royal governance

Mount Royal has a bicameral governance system consisting of a **Board of Governors** (responsible for business policy decisions) and a **General Faculties Council** (responsible for academic policy decisions).

Write **Board of Governors** on first reference. For second reference and beyond, use the Board.

Capitalize committee names (For example, "Resource Advisory Committee")

Use **General Faculties Council** on first reference. Use **the Council** for subsequent mentions. It is also acceptable to use **GFC**.

Referencing department and faculty names

Capitalize the complete name only.

> **CORRECT:** Department of Health and Physical Education (HPED)
> **INCORRECT:** Health and Physical Education Department; Health and Physical Education

For subsequent references, use HPED or the department. *Do not use "the Department" and do not abbreviate the word department.*

Referencing room names and room numbers at Mount Royal

Include both the room name and room number. There is no space between the hall or building identifier and the room number:

» Leacock Theatre (S216); Moot Court (EA1031); Lincoln Park Room (J301)

Referencing other academic institutions

As a courtesy when writing about another university or a college, write out the institution's name in full on first reference. For a list of official university names, consult the website of the Association of Universities and Colleges of Canada (**aucc.ca**).

Undergraduate, graduate and postgraduate definitions

Undergraduate studies are taken after high school. Students pursuing undergraduate (bachelor) degrees will commonly be referred to as undergraduate students. Mount Royal University is one of Canada's top destinations for undergraduate studies.

Graduate studies are taken after an undergraduate degree has been completed. Master's and doctoral (PhD) degrees are examples of graduate degrees taken at a graduate school. Students pursuing these degrees are referred to as graduate students or "grad students." Mount Royal University does not offer graduate degrees.

Postgraduate studies is a term used in some English-speaking countries (Australia, Ireland, India, New Zealand, Pakistan and the UK) to refer to education beyond an undergraduate (bachelor) degree. For example, students referred to as "graduate students" in North America are often called "postgraduate students" in Britain. Mount Royal University does not use British-style references to postgraduate studies.

Degree abbreviation guidelines

Always spell out the complete degree name first and provide the correct abbeviation following. Then you may abbreviate. Omit periods for abbreviations in degrees that begin and end with a capital letter:

» **BA, MA**
» Exception: **DPhil, PhD** (these do not need to be spelled out first)

Include periods for degrees that end with a lower-case letter, but exclude spaces:

» **B.Sc., P.Eng., B.Ed., B.Mid.**

REFERENCING DEGREES IN GENERAL

The plural forms of various degrees include:

» **bachelor's degrees, master's degrees** and **medical degrees**

To talk in general about degrees, spell them out in lowercase:

» **baccalaureate** (not baccalaureate degree)**; bachelor's degree; master's degree; a medical degree**

REFERENCING SPECIFIC DEGREES

Use **Bachelor of** instead of abbreviating a specific degree on the first reference. For example:

» **Bachelor of Nursing, Bachelor of Business Administration — Marketing** (use an em dash and include one space before and after the dash)

REFERENCING HONOURS AND APPLIED DEGREES

Place the year of graduation in brackets following the degree name. If it is an honours or applied degree, place that in brackets as well.

» **Bachelor of Applied Communication — Journalism (2004)**
» **Bachelor of Arts — English (Honours, 2012)**

USE OF ABBREVIATIONS AND APOSTROPHES IN DEGREES

It is preferable to avoid abbreviations as they are confusing to the reader. You may use abbreviations in **table format** or **when space does not allow**.

When writing about Mount Royal alumni, use an apostrophe to separate the degree from the year of graduation. Put a space between the abbreviation of the program and the apostrophe:

» Maeghan Smulders, **BBA '12**, was featured on the cover of the first issue of Summit.
» **BA (Hons) '12, BCMM (Applied) '05**

Use 's when the word of is not used:

» **bachelor's degree in nursing; master's degree in English**

   NOTE: When referring in a generic sense to a degree such as above, the degree name should be lowercase EXCEPT when it is proper name such as the name of a language i.e.: English and French).

Referencing majors and minors

CAPITALIZATION OF MAJORS AND MINORS

Capitalize the names of majors and minors if the full degree name is used prior to the minor:

» Jameela Ghann graduated with a **Bachelor of Business Administration — General Management with a minor in Innovation and Entrepreneurship**.

» Max Wigle graduated with a **Bachelor of Arts — Policy Studies, 2005**

Do not capitalize the name of a major or minor when it is used in the generic sense:

» A **major in sociology** prepares you for careers in fields such as social services.

» The **journalism program** provides a comprehensive background in the use of a number of different media formats.

» A **minor in chemistry** provides a deeper undersanding of the molecular processes behind the machinery of life.

REFERENCING HONORARY DEGREE/ DOCTORATE RECIPIENTS

HONORARY DEGREES

From 2009 to 2018, Mount Royal University granted honorary degrees to esteemed members of the community. These are referred to in much the same way as a regular degree and are only capitalized when spelled out in full.

» Clarence Wolfleg Sr. (Elder Miiksika'am) received an **Honorary Bachelor of Arts — Sociology** in 2016.

» An **honorary degree in sociology** was bestowed upon Clarence Wolfleg Sr. (Elder Miiksika'am) in 2016.

HONORARY DOCTORATES

In 2019, MRU was granted the ability to bestow Honorary Doctors of Laws. An honorary doctorate does not equate a PhD and so recipients should not be referred to as "Dr." or "PhD" unless they have achieved the full credential.

In situations such as formal correspondence, biographical sketches or formal introductions at a podium, the university who has awarded the honorary degree may address the honorary degree recipient as "doctor." It is not appropriate for the recipient or others outside of the university to use this title.

CORRECT: Clarence Wolfleg Sr. (Elder Miiksika'am) received an **Honorary Doctor of Laws** in 2021.

NOTE: The abbreviation of Honorary Doctor of Laws is LL.D.

REFERRING TO MOUNT ROYAL FACULTY, PROFESSORS AND INSTRUCTORS

Mount Royal writers must ensure that they properly convey the academic rank of their interview subjects. When you interview or write about faculty members, it is your responsibility to ask them for their correct, current title.

First and subsequent references of Mount Royal professors and instructors holding a PhD

The term faculty member refers to the academic staff of a university. Faculty members at Mount Royal may hold the following academic rankings: instructor, lecturer, assistant professor, adjunct professor, associate professor and full professor. Ensure you are using the correct ranking at all times.

For **faculty members holding a PhD**, on first reference the title Dr. precedes the name, followed by PhD. Include both Dr. and PhD on first reference only.

» **Dr. Carl Hawkins, PhD**

Ideally, the professorial title should follow shortly after as well, such as:

» Dr. Carl Hawkins, PhD, is an **associate professor** with the Faculty of Science and Technology.

On second reference, use only the last name.

» **Hawkins** has been researching the effects of climate change on Alberta's northern waterways.

Using the term "instructor"

The term **instructor** refers to those who teach part-time sessional and/or non-credit courses. An instructor is an instructor of a particular field.

» Robin Campbell, massage therapy instructor.

Using the term "teacher"

*Do not use the term **teacher** when referring to those who teach at Mount Royal.* Use **teacher** for those who instruct primary, secondary or non-academic classes. It is acceptable to use the verb **teach**.

Capitalization of professorial titles

Instructor, lecturer, adjunct professor, assistant professor, associate professor and professor are only capitalized when directly preceding a name, such as when acting like Mr. or Ms.

Note the following examples are professors who do not have a PhD.

» **Professor Annalisa Clark** recently published a new article.
» **Associate Professor Jackie Pascal** has introduced a new way of learning into her classroom.
» Richard Wiggins is an **assistant professor** and faculty member with the School of Nursing and Midwifery.

» Fatima Patel, an **associate professor** with the Faculty of Arts, was honoured by her alma mater for her groundbreaking research at the award ceremony. Patel has been teaching at Mount Royal for 15 years.

  NOTE: Faculty is plural. Faculty member is singular. For example, "Faculty are on vacation during the winter break."
  NOTE: *The Canadian Press Caps and Spelling* suggests shortening "Professor" to "Prof." before a name. Please disregard and always spell out the professorial rank.

Referencing endowed chair holders

When writing about a faculty member who holds an endowed chair — The Ralph Klein Chair in Media Studies, for example — include the full title of the chair at some point in the text. The title of the chair does not necessarily need to be included in the first mention unless particularly relevant to the topic or the audience.

Referencing emeritus and emerita status

Upon retirement, faculty members may be granted emeritus status (for men) or emerita status (for women). Indicate this status on first reference:

» Judy Johnson, professor emerita of psychology, will visit Mount Royal this spring. Professor Emeritus Wayne Haglund will also be on campus.

Use just the last name in subsequent mentions.

REFERENCING FACULTY DEGREE CREDENTIALS

Referencing more than one degree credential

Reference only the highest degree earned by a faculty member. Do not list a previous degree or degrees that a person holds and do not include if a person is a PhD candidate unless it is relevant to the text you are writing.

If you must list previous degrees, write them in full:

CORRECT: She has a Bachelor of Arts — History, a Bachelor of Science and a Master of Arts — English. He has bachelor's degrees in history and science as well as a Master of Arts in English.

CORRECT: Dr. Joe Schwarcz, PhD, director of McGill University's Office for Science and Society, will be lecturing at Mount Royal this winter.

INCORRECT: Manuel Diaz, BA, MA, PhD (c), will be lecturing at Mount Royal this fall.

Referencing PhD credentials

The term "PhD" is an abbreviation of "Doctor of Philosophy." When used as an academic degree reference, "philosophy" does not refer exclusively to a specific professional field, but is used in a broader sense in accordance with its original Greek meaning — "love of wisdom."

For faculty members holding a PhD, include the degree on first mention. Do not include a list of additional degrees. On subsequent mentions, include the person's surname only:

» **Dr. Tim Rahilly, PhD**, was installed as Mount Royal's president and vice-chancellor in 2019. Rahilly came to Mount Royal from Simon Fraser University.

An exception is if a faculty member is also a medical doctor:

» **Dr. Katja Hoehn, MD, PhD**, was one of the first Mount Royal faculty members to be promoted to full professor.

NOTE: PhD candidacy (PhD (c)) is not referenced unless it is relevant to the text you are writing. It is never included as a credential.

WEBSITE WRITING STYLE AND PAGE FORMATTING

URL FORMATTING

URL formatting has been simplified over the years. When formatting a URL:

» Leave out protocol (http:)

   EXCEPTION: Do not remove less familiar web prefixes such as "ftp://".

» Leave out www.

» Lowercase domain name

   For example: mtroyal.ca and/or mru.ca

» Uppercase subdomains

   For example: mtroyal.ca/ProgramsCourses/FacultiesSchoolsCentres/

If a URL is placed at the end of a sentence, use a period as you would normally.

» Find out more about Mount Royal University's new chemistry major at mru.ca/Chemistry.

   EXCEPTION: Do not use a period if the website address is used in marketing materials where it stands alone — for example, at the bottom of an ad or at the bottom of a page in the *Mount Royal Viewbook*.

Do not underline or italicize website addresses in print materials.

   NOTE: Keep a URL on one line. A hyphen in the middle can confuse a reader, who may think it is part of the address.

NON STORY-BASED OR BLOG-BASED CONTENT

The primary target audience for content on the mtroyal.ca website is young people approximately 17 to 24 years of age. Information and tone should be directed towards this demographic, and be user-centric, not maker-centric.

Mount Royal has defined the website audience groups to be (by priority):

» Prospective students
» Current students
» Influencers — parents, high school counsellors
» Alumni and donors
» Business partners
» Faculty and staff
» Government

WRITING FOR THE WEB

» Content must be clearly written and easy to understand
» Use subheads and bullet points often to break out content
» Ensure page titles describe the content on the page
» Sentences should be short and written in active language (not passive)
» Keep buzzwords and jargon to a minimum
» Avoid repetition

Always ensure prioritization of information; place the most important information at the top of pages. Your content should be edited, proofread and spell checked before posting.

WRITING FOR ALL SOCIAL MEDIA PLATFORMS REPRESENTING MRU USING TEXT CONTENT

» Use full words (non-abbreviated) and full sentences as much as possible
» Use MRU style as outlined in the style guide, proper grammar, punctuation and spell check with every post
» Do not use of slang, symbols and emoticons
» Approved abbreviations for social media:
    MRU (Mount Royal University), Assoc (Associate), Pres (President), p/t and f/t (part time and full time), uni (university), AB (Alberta)
» Faculty programs names as appropriate — Science and Tech, Chem, Bio, English Lit, Health Comm, HR, Business Mgmt, etc.

PAGE FORMATTING

» Capitalize only the first word of a headline or subhead unless proper nouns are being used
» Headlines should ideally be one line long and not exceed two lines.
» Subheads have been formatted to include extra space above and below them, so do not add an extra return before or after a subhead.
» Do not bold subheads.
» Do not turn subheads into links.
» Do not bold links.
» When linking, use obvious calls to action. Do not use "click here." Use action words.
    For example, "Discover the Faculty of Science and Technology." "Explore the mysteries of the humanities." "Learn about how international education experiences can change you for the better."
» Do not underline text unless indicating a hyperlink.
» Ensure images are appropriate for the content.
» Link to supplemental/supporting information when you can.
» External links and .pdfs should open in a new window.

» All pages must include content. "Under construction" or similar statements are not considered adequate or appropriate.

» Tables should have appropriate table headers. Data cells should be associated with their appropriate headers, making it easier for screen reader users to navigate and understand the data table.

» Make sure linked text makes sense out of context. Screen reader users may choose to read only the links on a web page. Certain phrases like "click here" and "more" must be avoided.

» Use language that won't need updating. For example, instead of "The new classroom will become available in September 2015" say "As of September 2015, the classroom became available…"

» All images need to have alternate text (ALT tags) included. Alternative text provides a textual alternative to non-text content (such as graphics or images). It is especially helpful for people who are blind and rely on a screen reader to have the content of the website read to them.

Keeping pages up to date is one of the University's greatest challenges but one of the most important endeavours we can make to present a professional face to our external audiences and prospective students. For the latest news, improvements and training go to **mru.ca/CMSManual**.

WRITING IN ENGLISH FOR A MULTILINGUAL AUDIENCE

For tips on how to write for a multilingual audience, such as choosing simple words and keeping sentences short, go to **mru.ca/Multilingual**.

NUMBERS, DATES AND TIMES
NUMBERS

Referring to numbers with words and/or numerals

Spell out whole numbers below 10 and use numerals for 10 and above. The same rule applies for alphanumeric applications of "st", "nd", "rd" and "th."

Avoid starting a sentence with a number or year. To solve this problem, spell the number out or rewrite the sentence.

» One, seven, nine; 10, 23, 338

» First, seventh, ninth; 10th, 23rd, 338th

» Third Avenue; 33rd Street

» the fourth annual; the 22nd annual

    EXCEPTION: Dates do not follow this rule. Date numbers are never spelled out and do not take a suffix:

      April 23, 2015

      Aug. 3, 2015 not Aug. 3rd, 2015

      (See Abbreviating day and month references on page 31 for more information).

    EXCEPTION: It is acceptable to use numerals in tables in order to save space.

    EXCEPTION: References to Mount Royal students or prospective students are spelled out when hyphenated. Use the following format:

      CORRECT: fourth-year student; Grade 11 (note the capitalization of "Grade")

      INCORRECT: 11th grade; 4th-year

Numbers over one million

Use figures (and a comma, when necessary) for numbers between 10 and 999,999. Above that, switch to words unless absolute precision is required:

» A loss of $100,000

» A $1.2-million project

Round numbers in the millions and billions. Follow the rule of spelling out numbers one to nine and using figures for 10 and above:

» Two million acres; 10 million people

    EXCEPTION: Monetary units preceded by a symbol.

When expressing a range, repeat million or billion.

    CORRECT: Between 10 million and 15 million
    INCORRECT: Between 10 and 15 million

Fractions

Write out fractions under 1 and use figures for fractions larger than 1. Leave a space between the whole number and the fraction:

» two-thirds of respondents; three-quarters

» 2 1/2 cups; 3 1/2-year-old child

Decades

Do not use an apostrophe when referring to plurals of years and other numbers. If you abbreviate a decade, the apostrophe goes in the front and leans to the right:

» the 1980s; '80s

Percentages

In print material and on the web, per cent is spelled out:

» The rent went up five per cent this year.

   NOTE: The % symbol can also be used in tabular matter in both print and web writing.

Phone numbers

Phone numbers always include the area code. Use periods (not dashes) to divide area codes and prefixes:

» 403.440.6111

DATES, TIMES AND PLACES

Abbreviating day and month references

Abbreviate months with six or more letters (Jan., Feb., Aug., Sept., Oct., Nov., and Dec.) only when used with a date. Do not abbreviate March, April, May, June or July.

» Jan. 15, 2015

» January 2015

   EXCEPTION: For formal printed institutional invitations to events, it is acceptable to spell the month out in full for aesthetic purposes.

Do not abbreviate month names when they stand alone or with a year only. Do not abbreviate days of the week.

   EXCEPTION: When writing for materials where space is limited, such as calendars, tables, charts, etc., you can abbreviate days and months as required.

Formatting date and time references

USING COMMAS IN DATE REFERENCES

Use commas if day, month and/or year are included:

» Mount Royal became a university on Thursday, Sept. 3, 2009.

Do not use a comma if the day or date is not included:

» Mount Royal launched its centennial celebrations in August 2010.

USING ALPHANUMERIC COMBINATIONS IN DATE REFERENCES

These are the correct ways of writing dates, years and centuries:

» Jan. 15, 2019; March 12, 2020

» January 2019, April 2020

» Thursday, Sept. 3, 2019

» 14/01/2018 (use only in charts or tables)

» 21st century

USING ALPHANUMERIC COMBINATIONS IN TIME REFERENCES

Use a.m. and p.m. (include periods) to designate day or night. Do not use the 24-hour clock.

CORRECT: 8 a.m.
INCORRECT: 08:00

Only include the minutes when referring to times that are not at the top of the hour:

CORRECT: 8 a.m.; 8:45 a.m.
INCORRECT: 8:00 a.m.

Use noon or midnight. Do not use 12 a.m., 12 p.m., or "midnite."

USING EN DASHES TO CONVEY TIME DURATION

See "Em and en dashes" in Punctuation and Formatting on page 34.

Country, province and territory abbreviations

When abbreviating United States and United Kingdom, include periods (U.S. and U.K.).

Provincial and territorial names are spelled out in full when they stand alone. When they appear with a city or community name, abbreviate using Canada Post style:

» BC, AB, SK, MB, ON, QC, NB, NS, PE, NL, NT, YT and NU.

NOTE: Alberta is abbreviated as AB and not Alta. in order to avoid confusion with Atlanta.

Street address abbreviations

Street and Avenue are abbreviated St. and Ave. when used in a full address, and spelled out when alone:

» 301 11 Ave. SW, 11 Avenue SW

NOTE: Some variation is permitted for mass mailings that use databases, such as Banner.

Names of Calgary quadrants should appear without periods: NW, SW, NE and SE.

PUNCTUATION AND FORMATTING

The following sections are intended as a quick reference tool for commonly encountered punctuation and formatting issues. For additional explanations and more thorough examples regarding punctuation, refer to the *Canadian Press Stylebook*.

ACCENTS

Use accents on non-English proper names, including place names, and in cases where non-English common words are not translated into English:

» Jean Chrétien; raison d'être; Îyârhe

AMPERSANDS

The ampersand (&) should never replace "and" in print text or in print headlines.

> **EXCEPTION:** In online text and in marketing materials only, ampersands can be used to make headlines shorter and enhance visual appeal.

BULLETED AND NUMBERED LISTS

Items in a list must be consistent in structure and style. They should follow an intuitive order such as alphabetical, thematic or order of importance, and a similar style (for example, starting each with a verb). Avoid unnecessary punctuation, such as semicolons at the end of each point.

> **Use a bulleted list** when the items are related but do not need to be presented in a specific sequence.

> **Use a numbered list** if the information needs to be in a specific sequence, such as steps in a procedure.

Creating sub-levels in lists

Do not incorporate secondary or tertiary levels in a list unless absolutely necessary:

» primary bullet/number level
  o secondary bullet/number level
    ▪ tertiary bullet/number level

NOTE: Bullets can be graphically represented in a number of ways and do not need to look like the above examples.

Capitalization and periods within bulleted lists

» Use consistency: lower case each first word unless a complete sentence

» Do not use punctuation at the end unless the bullet is a complete sentence.

COMMAS

Do not use the Oxford comma. As such, do not put a comma before "and" in the last item in a series:

» The students required notebooks, pens and highlighters.

   EXCEPTION: If one of the items being listed uses the word "and," insert a comma before the final "and" to clarify your writing:

   The meal included salad, soup, steak and kidney pie, and dessert.

ELLIPSES

An ellipsis is the use of three periods (with a space before and after each period) to indicate omission:

» Two all-beef patties, special sauce, lettuce . . . and a sesame seed bun.

EM AND EN DASHES

Em and en dashes differ from hyphens (-). An em dash (—) is generally the width of the letter "m" and an en dash (–) is closer to the narrower letter "n." Use of these dashes is not interchangeable.

Using em dashes to set off clauses within sentences

Use an em dash (—) to set off clauses within sentences:

» The students — as energetic and full of enthusiasm as they were — felt discouraged at the prospect of writing a fourth exam in a single semester.

» The Riddell Library and Learning Centre will inspire learning and exploration, sparking new ways of thinking — both in the classroom and in the community.

Using en dashes to convey duration

Use an en dash (–) not a hyphen (-) in marketing materials or tables to show duration or range:

» 9 a.m. – 5 p.m.

» March 15 – 31

Do not use an en dash in written text; instead use the words "from" and "to":

» Regular office hours are from 8:30 a.m. to 4:30 p.m.

» The evening seminar will run from 7 p.m. to 9:30 p.m.

Formatting em and en dashes

Include one space before and after an em dash (—) or an en dash (–).
Do not use single hyphens (-) or double hyphens (--).

> **NOTE:** For information on using em dashes in degree referencing see the "Referencing specific degrees" section on page 22.

EXCLAMATION MARKS

Avoid using exclamation marks in almost all cases. Use rarely and only to indicate surprise, a command, deep emotion, strong emphasis or sarcasm. An exclamation mark in business writing is tantamount to shouting at your reader.

HYPHENS

The *Canadian Press Stylebook* covers hyphens thoroughly. Examples of commonly hyphenated terms at Mount Royal include:

» words containing ex-, self-, all-, post- , co- and -elect

» Co-operative Education, Co-op

» full-time and part-time (when preceding a noun)

» first-year student; second-, third-, and fourth-year students

» vice-president; secretary-treasurer; associate vice-president

» two-thirds

» 370-kilometre limit; three-carat diamond ring

> **NOTE:** email is not hyphenated.

Do not use a hyphen after adverbs ending in "ly" because the "ly" alerts readers that the word that follows is modified:

> **CORRECT:** a highly skilled athlete
> **INCORRECT:** a brightly-lit room

ITALICS

Published materials and other entities

Italicize titles and subtitles of materials that have been published, posted on websites or otherwise officially released including:

» books, magazines and newspapers

Legislation

Italicize titles of acts, policies and strategic plans

» *Post-secondary Learning Act*

» *Tuition Fee Regulation*

> **EXCEPTION:** Parts of publications (such as chapter titles and titles of journal, magazine or newspaper articles) are not in italics and require quotation marks.

TV shows and movie titles

Italicize the names of TV shows, movie titles and podcasts.

Non-English words

Words that are not part of the English language should be in italics. Terms with non-English origins that have been accepted into the English language do not require italics. For example: café, cliché and résumé.

Do not italicize Indigenous words or names unless specifically advised to do so, as it sets them off as exotic or "other."

LISTS

See "Bulleted and numbered lists" on page 33.

PREFERRED FONT

For written correspondence, the preferred font is Arial at 11 points.

QUOTATION MARKS

Do not use quotation marks when referring to a letter grade:

CORRECT: Pat Kowalchuck received an A in the class.
INCORRECT: Pat Kowalchuck received an 'A' in the class.

Single quotation marks

Use single quotation marks for a quote within a quote. Also, capitalize the first word of any mid-sentence quote that constitutes a sentence:

» "Students tell me all the time that 'Education is a right, not a burden on taxpayers,' and I agree with them," Zhang San says.

Double quotation marks

Use double quotation marks to enclose all direct quotations. Place commas and periods inside the quotation marks:

» "I don't think students should continue to pay more for their education," says Jordan Mwangi.

NOTE: If a quotation from a single speaker is longer than one paragraph, use double quotation marks at the beginning of each paragraph but at the end of the last paragraph only.

Use double quotation marks to highlight a single word within a sentence or if a word may be a new term for readers:

» Students were asked to upload a "selfie" to Instagram with the hashtag "#MRUlife."

Use double quotation marks (not italics) for the titles of academic papers published in larger journals.

Partial quotations

Paraphrases and lengthy bracketed explanations should not be placed at the beginning or end of a quote.

CORRECT: The old location "was deemed too small for the conference," Smith said.
INCORRECT: "(The old location) was deemed too small for the conference," Smith said.

Punctuation placement beside double quotation marks

Punctuation marks such as commas, periods and question marks appear inside double quotation marks.

EXCEPTION: Colons (:) and semicolons (;) appear outside quotation marks.

SPACES AND SPACING

Include only one space after punctuation such as a periods, colons and semicolons. Do not use double spacing between sentences.

CAPITALIZATION

Mount Royal University follows the The Canadian Press rule for capitalization, which is to capitalize the following:

» proper names
» complete titles (books, events, campaigns, slogans, movies, website names, etc.)
» government departments and agencies
» names of organizations
» businesses and clubs
» religions, languages, nations and races
» places and addresses

At Mount Royal, courses, official university bodies, committees and departments are always capitalized. Only the PROPER NAME of degrees and programs are capitalized.

» Bachelor of Child Studies
» She is a student in the child studies program.

Refer to *Canadian Press Caps and Spelling* (21th edition) for more information.

CAPITALIZATION OF ACADEMIC YEAR AND SEMESTERS

When writing about a semester, capitalize it only when you include the year:

» the Fall 2014 semester

Do not capitalize if you do not include the year or when you are referring to a season:

» fall semester
» Tim Hortons opened in early spring.

CAPITALIZATION OF GENERIC MOUNT ROYAL REFERENCES

Do not capitalize the name of an area of academic study when it is used in the generic sense:

» an anthropology course or a journalism student

   EXCEPTION: Capitalize courses based on proper nouns.

   For example, "She is currently studying Spanish at Mount Royal."

Do not capitalize faculty, school, department or office when making generic references or in plural forms (faculties, schools, etc.).

Do not capitalize doctoral or doctorate unless the complete name is used.

» He will be awarded an honorary doctorate during convocation.
» Don Braid was awarded an Honorary Doctor of Laws.

Do not capitalize convocation for a generic reference:

» At convocation students receive their parchments.
» At the Fall 2018 Convocation ceremony an honorary nursing degree was bestowed.

CAPITALIZATION OF HEADLINES

When writing a headline for an article or a title for a publication, capitalize as you would a sentence:

» Mount Royal students empower women in need

» Cougars kick off the Crowchild Classic (capitalized because it is the name of an event)

CAPITALIZATION OF OCCUPATION TITLES AND FACULTY

Capitalize occupation titles that directly precede a name — those that are considered an integral part of the person's identity within the context of the writing, such as when acting like "Mr." and "Ms."

» Associate Professor Keshawn Johnson

» Journalism professor Margaret Field

Do not capitalize titles that follow a name:
» Dr. Tim Rahilly, PhD, president and vice-chancellor

Do not capitalize titles when they stand alone or if they are unofficial titles:
» the vice-president, academic

» health-care worker Jasmin Kehar

Do not capitalize when referring to academic staff who work in a faculty:
the Arts faculty (but the Faculty of Arts)

» Mount Royal faculty are renowned for their passion for teaching.

CAPITALIZATION OF RACES AND ETHNIC GROUPS

Capitalize names of races and ethnic groups if they are derived from proper nouns, such as languages, specific regions or nations but not if they are derived from descriptive terms:

» African, Asian, Caucasian, Indigenous, Mohawk

CAPITALIZATION OF "UNIVERSITY"

Capitalize university when referring specifically to Mount Royal as an entity:

» The University introduced its student services plan in 2012.

   NOTE: As a rule of thumb, if you can substitute the words "Mount Royal University" with "the University," it should be capitalized.

Do not capitalize when referring to universities in general:

» Mount Royal became a university in 2009.