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INTRODUCTION
With HCC’s rich history and excellent reputation, the brand identity of the college is extremely important. The Office of Public Information and Government Relations (PIGR) prepared this guide to help ensure the brand is appropriately and consistently represented for all areas of the college—in all its print and electronic communications—in order to maintain high standards of excellence.

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Multimedia Production Specialist
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samoore@hagerstowncc.edu
PIGR SERVICES

PIGR produces all college promotional and marketing materials, which include college publications such as the academic catalog, course guides and schedules, and program literature. This includes the HCC website, institutional videos, and all college-related social media content. PIGR also serves as gatekeeper for the release of information to the media and other external audiences.

The following list shows the types of projects handled in PIGR and who to contact for assistance.

ADVERTISING
Newspaper, radio, television, print, or Web ads for programs/student recruitment*

Beth Kirkpatrick

*Note: HR handles employee/job advertising

EVENT PROMOTION
Promoting events through the HCC website (including the home page and the online calendar)

Brittany Lyle

Promoting events through social media

Brittany Lyle

Promoting events through press releases

See Press Releases & Media Inquiries

GOVERNMENT RELATIONS
The PIGR director works closely with the college president to coordinate all communication with local, state, and federal elected officials. Any contact with these officials for college-related matters must be filtered through PIGR. Contact Beth Kirkpatrick for more information.

MULTIMEDIA
See Promotional Photography & Videos
PRESS RELEASES & MEDIA INQUIRIES

College staff members who are contacted by news reporters or other media officials should contact Beth Kirkpatrick at ext. 2265 before speaking to the press or disseminating college-related information to the media.

Press releases

Beth Kirkpatrick or Brittany Lyle

Media inquiries/news stories (including calls from reporters)

Beth Kirkpatrick

PROGRAM LITERATURE & MARKETING MATERIALS

Promotional materials must be created in collaboration with PIGR. All marketing and promotional materials intended for public consumption must be approved by the director of public information (Beth Kirkpatrick) prior to distribution. This includes posters, fliers, postcards, fact sheets, handouts, booklets, and brochures. PIGR should be consulted about new projects prior to submitting those projects to Digital Printing and Design Services. See page 9 for more information.

Specific types of program literature:

Academic program literature for credit and non-credit programs (e.g., fact sheets, brochures, or program booklets)

Brittany Lyle

Marketing/promotional materials (e.g., fliers, posters, non-academic brochures, and literature)

Beth Kirkpatrick

Stories/content for the employee newsletter

Brittany Lyle

Faculty/staff directory updates

Information Center

PROMOTIONAL ITEMS/GIVEAWAYS

Artwork for all institutional promotional items or giveaways must be approved by Beth Kirkpatrick prior to ordering. For assistance with ordering giveaways or promotional items, contact Brittany Lyle.
PROMOTIONAL PHOTOGRAPHY & VIDEOS

Requests regarding photo and/or video should be emailed to photo@hagerstowncc.edu.

Photography for use in electronic and print promotional pieces

Sara Moore

Promotional videos to highlight a program, student, staff/faculty member, or event

Sara Moore

Instructional or full-length event videos

See Online Education Instructional Support Services (formerly Learning Technologies)

SOCIAL MEDIA

The PIGR Office is responsible for the maintenance and monitoring of official college accounts on several social media sites as a way to provide announcements and information about upcoming events and activities as well as to provide a forum for open discussion among students, faculty, staff, alumni, and the community. As the administrative gatekeeper of social media, the PIGR Office is responsible for establishing, maintaining, and enforcing HCC’s social media policy and guidelines as necessary. College staff/faculty are not permitted to set up their own institutional department, program, or club social media accounts without permission from PIGR.

Posting content to the official HCC social media accounts

Brittany Lyle

Setting up a college-affiliated social media account

Brittany Lyle

See Social Media Guidelines & Procedures for more information.

WEBSITE

Changes, corrections, inquiries, or issues with the HCC website should be emailed to webmaster@hagerstowncc.edu.

Issues or problems with WebAdvisor, Datatel, or college email

See Information Technology

See Website Guidelines & Procedures for more information.
**RELATED DEPARTMENTS**

**DIGITAL PRINTING & DESIGN SERVICES**

PIGR works closely with Digital Printing and Design Services (DPDS) on all promotional and marketing materials for HCC.

To prevent lost time and effort, all college marketing and promotional materials must be **discussed and approved** by the director of public information (Beth Kirkpatrick) before they are submitted to Digital Printing and Design Services for printing and distribution. This includes posters, fliers, postcards, fact sheets, handouts, booklets, and brochures.

All marketing and promotional materials must contain or display the following:

1. The college’s full name (“Hagerstown Community College”) is to appear at least once, usually on the front cover. “HCC” may be used for subsequent references.
2. The official college color is Pantone 575 and the college logo is Pantone 575 and black. See page 12 for color samples.
3. The HCC logo is to appear on all publications, preferably on the front and/or back covers. The HCC logo must not be altered or combined with other elements so as to change its graphic appearance. The logo cannot be bisected. See page 11.
4. For mailings, the full college address should be included, and the zip code is to include the full nine digits (see example):
   
   Hagerstown Community College  
   (Department)  
   11400 Robinwood Drive  
   Hagerstown, MD 21742-6514
5. Where campus telephone number(s) are included, the proper name(s) and contact extension(s) should also be listed. Do not put parentheses around area codes for campus phone numbers.
6. Writing is to be clear, accurate, and appropriate for the intended audience, free from errors in grammar, spelling, or punctuation. See page 32 for more information on voice and point of view.
7. Design and graphic presentation are to be tasteful and of appropriately high quality. Microsoft clipart, or clipart of any kind, as well as graphics copied from the Web are **not to be used** in printed publications.
8. HCC has approved fonts that are to be used for most promotional materials, in an effort to ensure consistent branding. See page 12 for examples.
ONLINE EDUCATION & INSTRUCTIONAL SUPPORT SERVICES AND INFORMATION TECHNOLOGY

The PIGR Office works closely with both the Online Education & Instructional Support Services and the Information Technology Department to create college videos and to maintain the college website.

Online Education & Instructional Support Services (OEISS) provides support to faculty, staff, and students in the use of audiovisual equipment, Moodle course management software and other distance education technologies. Requests for instructional or classroom videos or full-length event videos (e.g., graduation, honors convocation) should be submitted to learntech@hagerstowncc.edu.

Information Technology (IT) is responsible for maintaining campus computer networks and servers, computers, and other technology resources needed for instructional purposes, for student services, and for administrative functions. Although PIGR maintains the website, IT is responsible for WebAdvisor, Datatel, and Microsoft Outlook. Requests or questions about campus email, WebAdvisor, or Datatel should be submitted to trackit@hagerstowncc.edu.
BRAND MANAGEMENT

VISUAL IDENTITY

HCC’s brand image is portrayed through the look and feel of its print and electronic pieces. The primary elements include HCC’s name, logo, colors, fonts, slogan, and overall design aspects. All marketing and printed materials should be easily identifiable as relating to HCC.

LOGO

The logo may be used in black, white (reversed on dark background), all green (Pantone 575), or the green/black combination.

The logo is not to be altered in any way and the top portion of the logo is never to be separated from the text portion on the bottom. When resizing the logo, hold the ‘shift’ key to ensure the proper proportions are maintained and it does not become distorted.

These logos can be obtained online at www.hagerstowncc.edu/logo. Do not copy the logo from the website, as the resolution is not appropriate for printed materials.

SEAL

The HCC seal is used on formal and academic documents such as certificates, degrees, commencement programs, and legal documents. It is also used as the logo for the HCC Police Academy (see page 14), but is not to be used as a logo in other instances.
COLORS

Primary Colors

- PANTONE 575 C
- PANTONE 159 C

Secondary Colors

- PANTONE 141 U
- PANTONE 463 C

Special Accent Colors

STEM-related programs

- PANTONE 301 C

Arts-related programs

- PANTONE 520 C

Note: Use of other colors for special projects must be approved by the PIGR Office prior to printing or production.

FONTS

The following are the fonts approved for use on official HCC publications.

- **Humanst**
  - Regular: Hagerstown Community College
  - Bold: HCC

- **Goudy Old Style**
  - Hagerstown Community College

- **Blackjack**
  - Stay close. Go far.
SLOGAN
Stay close. Go far.

EMAIL SIGNATURE
HCC faculty and staff have the ability to customize their email signatures. To maintain consistency, it is recommended that user signatures include:

Name
Official Job Title
Department
College name and address
Full telephone number including area code (not just an extension)
College website

Additionally, faculty and staff also have the option of including icons for the college’s social media accounts or official logos that relate to college-affiliated programs. For assistance setting up your email signature, contact PIGR at publicinfo@hagerstowncc.edu.
OTHER COLLEGE LOGOS

Hagerstown Community College Alumni Association
Maryland Community Colleges Simulation Users Network
Empower a Mind
MAF WI
Maryland Writers Institute at HCC
HCC Police Academy
Hedge Apple
Green Energy Green Jobs
Hagerstown Athletics
Cybersecurity @ HCC
TRIO Student Support Services
TRIO Upward Bound
HCC Food Services
HCC College for Kids
STEMM Technical Middle College at Hagerstown Community College
# PROOFREADING MARKS

<table>
<thead>
<tr>
<th>Proofreading Marks</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delete</td>
<td>Set in italic type</td>
</tr>
<tr>
<td>Close up, delete space</td>
<td>Set in boldface type</td>
</tr>
<tr>
<td>Let it stand</td>
<td>Insert comma</td>
</tr>
<tr>
<td>Insert space</td>
<td>Period</td>
</tr>
<tr>
<td>Begin new paragraph</td>
<td>Insert</td>
</tr>
</tbody>
</table>

**Examples:**

ATLANTA (AP) — The organization said Thursday. It was the first.

- the last attempts,
- With this the president tried
- the Jones Smith company is not
- over a period of sixty or more years
- there were 9 in the group.
- Ada, Oklahoma is the hometown
- The German was the guest of
- prince Edward said it was his
- as a result this will be
- the accuser pointed to them
- in these times it is necessary
- the order for the laser devices
- The ruling a fine example
- according to the this source

- Indent for paragraph
- no paragraph
- transpose
- use figures
- spell it out
- abbreviate
- don’t abbreviate
- uppercase
- lowercase
- remove space
- insert space
- retain
- insert word
- delete
WRITING STYLE GUIDE

HCC closely follows Associated Press (AP) Style in all its print publications and advertising as well as on the HCC website. Please note that a few exceptions have been made that are specific to HCC.

ABBREVIATIONS & ACRONYMS

Abbreviations use internal periods; acronyms do not (e.g., A.A. degree but STEM Building).

When using abbreviations and acronyms:

- Never begin a sentence with a lowercase abbreviation or an acronym.
- Always spell out the name or phrase to be abbreviated followed by the acronym in parentheses.

When abbreviating words, use only standard abbreviations. Commonly used abbreviations include:

- **appt.** appointment
- **asst.** assistant
- **ext.** extension (Note: *x* by itself is not acceptable)

The abbreviations *e.g.*, *i.e.*, and *etc.* should only be used in parentheses. A comma should always follow the abbreviations *e.g.* and *i.e.*

- *e.g.* = “for example”
- *etc.* = “and so forth”
- *i.e.* = “that is” or “in other words”

Examples: There are many animals at the zoo (*e.g.*, lions, tigers, and bears). The zoo features a variety of different animals (*lions, tigers, bears, monkeys, etc.*). There are lions, snakes, and fish at the zoo (*i.e.*, the zoo had a diverse selection of animals).

Plural acronyms should be written without the apostrophe.

- Correct: She has two MBAs.
- Incorrect: She has two MBA’s.

The “A” vs. “An” Rule

Use “a” before words or acronyms that start with a consonant sound. Use “an” before words or acronyms that start with a vowel sound.

- Correct: She is a Hagerstown Community College student.
- Incorrect: She is an Hagerstown Community College student.

- Correct: She is an HCC student.
- Incorrect: She is a HCC student.
**Official Building Names & Acronyms**

- Administration and Student Affairs Building  
- Advanced Technology Center  
- Alumni Amphitheater  
- Athletic, Recreation and Community Center  
- Behavioral Sciences and Humanities Building  
- Career Programs Building  
- Kepler Center  
- Learning Resource Center  
- Learning Support Center  
- Science, Technology, Engineering, and Math Building  
- Student Center  
- Technical Innovation Center  
- Valley Mall Center

**Shortened Building Names**

**Elliott Center**
The Merle S. Elliott Continuing Education and Conference Center is located on the upper level of the Career Programs Building. In place of the full name, the **Elliott Center** can be used.

**Kepler Center**
The name of the building can be shortened to the **Kepler Center**.

For promotional purposes, Kepler Center events occur in four separate locations within the building:

- Campus Gallery
- Dance Studio or Black Box Theater
- Kepler Lobby
- Kepler Theater*

*Note: Theater should always spelled –er, not –re. Theatre is incorrect and should never be used to refer to Kepler.

**STEM Building**
The STEM Building is the only building in which the acronym precedes the building’s full name.

- Correct: Classes were held in the STEM (Science, Technology, Engineering, and Math) Building.
- Incorrect: Classes were held in the Science, Technology, Engineering, and Math (STEM) Building.

**Other Campus Locations**

**Dental Education Clinic**
Located in the Career Programs Building.

**Hilltop Grill, Coffee Shop, Campus Store**
Located in the Student Center.
Valley Eatery
Located in the Career Programs Building.

Building & Room References

Building References
- Use the official title of the building with the building abbreviation in parentheses if there will be subsequent references throughout the text.
- Ampersands can be used in headers that reference buildings, but not in body text.

Room Number References
- Lowercase the “r” in room.
- Include the full name of the building, followed by the room number.

If an acronym is used in the following sentence or paragraph, make sure to include that acronym in parentheses

✔ Correct: Classes will be held in the Career Programs Building (CPB), room 125. The CPB is home to the Elliott Center.
✔ Incorrect: Classes will be held in the Career Programs Building, Room 125. The CPB is home to the Elliott Center.

HCC Acronyms

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<thead>
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<th>Acronym</th>
<th>Description</th>
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<tbody>
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<td>AA</td>
<td>Academic Affairs</td>
</tr>
<tr>
<td>AA</td>
<td>Associate of Arts degree</td>
</tr>
<tr>
<td>AAS</td>
<td>Associate of Applied Science degree</td>
</tr>
<tr>
<td>AAT</td>
<td>Associate of Arts degree in Teaching</td>
</tr>
<tr>
<td>ABE</td>
<td>Adult Basic Education</td>
</tr>
<tr>
<td>ACCRAO</td>
<td>American Association of Collegiate Registrars and Admissions Officers</td>
</tr>
<tr>
<td>ACEN</td>
<td>Accreditation Commission for Education in Nursing (formerly NLNAC)</td>
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<tr>
<td>ADA</td>
<td>Americans with Disabilities Act</td>
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<tr>
<td>AFACCT</td>
<td>Association of Faculty for the Advancement of Community College Teaching</td>
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<td>AOD</td>
<td>Administrator on Duty</td>
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<td>AP</td>
<td>Advanced Placement</td>
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<td>APPR</td>
<td>Annual Planning and Performance Review</td>
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<tr>
<td>ARCC</td>
<td>Athletic, Recreation and Community Center</td>
</tr>
<tr>
<td>ARR</td>
<td>Admissions, Records and Registration</td>
</tr>
<tr>
<td>ARTSYS</td>
<td>Articulation and Transfer System of Maryland</td>
</tr>
<tr>
<td>AS</td>
<td>Associate of Science degree</td>
</tr>
<tr>
<td>ASA</td>
<td>Administration and Student Affairs Building</td>
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<td>ASBSC</td>
<td>Athletic Scholarship and Booster Support Committee</td>
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<tr>
<td>ASHP</td>
<td>American Society of Health System Pharmacists Commission on Credentialing</td>
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<tr>
<td>ATC</td>
<td>Advanced Technology Center</td>
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<td>ATI</td>
<td>Assessment Technologies Institute</td>
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<td>Abbreviation</td>
<td>Full Form</td>
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<td>AY</td>
<td>Academic Year</td>
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<td>BIT</td>
<td>Behavioral Intervention Team</td>
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<td>BOT</td>
<td>Board of Trustees</td>
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<td>BRFA</td>
<td>Budget Reconciliation and Financing Act</td>
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<td>BSH</td>
<td>Behavioral Sciences and Humanities Building</td>
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<td>BSSB</td>
<td>Behavioral and Social Sciences/Business Division</td>
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<td>BYOD</td>
<td>Bring Your Own Device</td>
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<tr>
<td>CA</td>
<td>College Advancement</td>
</tr>
<tr>
<td>CAAHEP</td>
<td>Commission on Accreditation of Allied Health Education Programs</td>
</tr>
<tr>
<td>CAAP</td>
<td>Collegiate Assessment of Academic Proficiency</td>
</tr>
<tr>
<td>CAE2Y</td>
<td>Center of Academic Excellence in Two-Year Information Assurance Education</td>
</tr>
<tr>
<td>CASAS</td>
<td>Comprehensive Adult Student Assessment Systems</td>
</tr>
<tr>
<td>CCN</td>
<td>College Central Network</td>
</tr>
<tr>
<td>CCSG</td>
<td>Campus Communications Study Group (Ad Hoc)</td>
</tr>
<tr>
<td>CCSE</td>
<td>Community College Survey of Student Engagement</td>
</tr>
<tr>
<td>CSSSG</td>
<td>Campus Safety and Security Study Group (Ad Hoc)</td>
</tr>
<tr>
<td>CDP</td>
<td>Campus Development Plan</td>
</tr>
<tr>
<td>CDRC</td>
<td>Curriculum Development and Review Committee</td>
</tr>
<tr>
<td>CE</td>
<td>Continuing Education</td>
</tr>
<tr>
<td>CEBS</td>
<td>Continuing Education and Business Services Division</td>
</tr>
<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>CFHCC</td>
<td>Commission on the Future of HCC</td>
</tr>
<tr>
<td>CKF</td>
<td>College for Kids</td>
</tr>
<tr>
<td>CHIEF</td>
<td>Hagerstown-Washington County Industrial Foundation</td>
</tr>
<tr>
<td>CIP</td>
<td>Capital Improvement Plan</td>
</tr>
<tr>
<td>CLC</td>
<td>Children's Learning Center</td>
</tr>
<tr>
<td>CLEP</td>
<td>College Level Examination Program</td>
</tr>
<tr>
<td>COAT</td>
<td>Certificate of Online Adjunct Training</td>
</tr>
<tr>
<td>CODA</td>
<td>Commission on Dental Accreditation</td>
</tr>
<tr>
<td>COG</td>
<td>Course Outcomes Guide</td>
</tr>
<tr>
<td>COMAR</td>
<td>Annotated Code of Maryland</td>
</tr>
<tr>
<td>CPB</td>
<td>Career Programs Building</td>
</tr>
<tr>
<td>CPD</td>
<td>Campus Police Department</td>
</tr>
<tr>
<td>CTL</td>
<td>“Close the Loop”</td>
</tr>
<tr>
<td>DACUM</td>
<td>Design a Curriculum</td>
</tr>
<tr>
<td>DBM</td>
<td>Department of Budget and Management</td>
</tr>
<tr>
<td>DE</td>
<td>Distance Education</td>
</tr>
<tr>
<td>DEALS</td>
<td>Developmental Education and Adult Literacy Services Division</td>
</tr>
<tr>
<td>DEAM</td>
<td>Developmental Education Association of Maryland</td>
</tr>
<tr>
<td>DEC</td>
<td>Distance Education Center</td>
</tr>
<tr>
<td>DGS</td>
<td>Department of General Services</td>
</tr>
<tr>
<td>DIR</td>
<td>Director, Institutional Research</td>
</tr>
<tr>
<td>DLLR</td>
<td>Department of Labor, Licensing and Regulation</td>
</tr>
<tr>
<td>DSS</td>
<td>Disability Support Services</td>
</tr>
<tr>
<td>EDP</td>
<td>External Diploma Program</td>
</tr>
<tr>
<td>EMRP</td>
<td>Emergency Management and Response Plan</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Full Form</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------</td>
</tr>
<tr>
<td>EMT</td>
<td>Emergency Medical Training</td>
</tr>
<tr>
<td>EQAC</td>
<td>Effectiveness and Quality Assurance Committee</td>
</tr>
<tr>
<td>ESL</td>
<td>English as a Second Language</td>
</tr>
<tr>
<td>ESSENCE</td>
<td>Early Support for Students Entering College Education</td>
</tr>
<tr>
<td>EXCELS</td>
<td>Excellent Counts in Early Learning and School Age Care</td>
</tr>
<tr>
<td>FA</td>
<td>Faculty Assembly</td>
</tr>
<tr>
<td>FAFSA</td>
<td>Free Application for Federal Student Aid</td>
</tr>
<tr>
<td>FARMS</td>
<td>Free and Reduced Meals Student (K-12)</td>
</tr>
<tr>
<td>FEMA</td>
<td>Federal Emergency Management Agency</td>
</tr>
<tr>
<td>FERPA</td>
<td>Family Educational Rights and Privacy Act of 1974, as amended</td>
</tr>
<tr>
<td>FLPTC</td>
<td>Faculty, Load, Promotion and Tenure Committee</td>
</tr>
<tr>
<td>FLSA</td>
<td>Fair Labor Standards Act</td>
</tr>
<tr>
<td>FM</td>
<td>Facilities Management and Planning</td>
</tr>
<tr>
<td>FMP</td>
<td>Facilities Master Plan</td>
</tr>
<tr>
<td>FPA</td>
<td>Faculty Professional Association</td>
</tr>
<tr>
<td>FT</td>
<td>Full-Time</td>
</tr>
<tr>
<td>FTE</td>
<td>Full-Time Equivalent</td>
</tr>
<tr>
<td>FY</td>
<td>Fiscal Year</td>
</tr>
<tr>
<td>GED</td>
<td>General Educational Development</td>
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<tr>
<td>GPA</td>
<td>Grade Point Average</td>
</tr>
<tr>
<td>GSF</td>
<td>Gross Square Feet</td>
</tr>
<tr>
<td>HAPS</td>
<td>Human Anatomy and Physiology Society (HAPS)</td>
</tr>
<tr>
<td>HCC</td>
<td>Hagerstown Community College</td>
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<tr>
<td>HEGIS</td>
<td>Higher Education General Inventory Survey</td>
</tr>
<tr>
<td>HJC</td>
<td>Hagerstown Junior College</td>
</tr>
<tr>
<td>HR</td>
<td>Human Resources</td>
</tr>
<tr>
<td>HVAC</td>
<td>Heating, Cooling and Ventilation</td>
</tr>
<tr>
<td>IB</td>
<td>International Baccalaureate</td>
</tr>
<tr>
<td>ID</td>
<td>Instructional Design</td>
</tr>
<tr>
<td>ILR</td>
<td>Institute for Learning in Retirement</td>
</tr>
<tr>
<td>IPT</td>
<td>Innovative Partnerships for Technology</td>
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<tr>
<td>IR</td>
<td>Institutional Research</td>
</tr>
<tr>
<td>ISLO</td>
<td>Institutional Student Learning Outcomes</td>
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<tr>
<td>IT</td>
<td>Information Technology</td>
</tr>
<tr>
<td>JTSR</td>
<td>Job Training Student Resources</td>
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<tr>
<td>KPI</td>
<td>Key Performance Indicator</td>
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<td>LAN</td>
<td>Local Area Network</td>
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<td>LERN</td>
<td>Learning Resources Network</td>
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<tr>
<td>LMS</td>
<td>Learning Management System</td>
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<td>LPN</td>
<td>Licensed Practical Nurse</td>
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<td>LRC</td>
<td>Learning Resource Center</td>
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<tr>
<td>LSC</td>
<td>Learning Support Center</td>
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<td>LT</td>
<td>Learning Technology</td>
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<tr>
<td>MACC</td>
<td>Maryland Association of Community Colleges</td>
</tr>
<tr>
<td>MCAPD</td>
<td>Maryland Consortium for Adjunct Faculty Professional Development</td>
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<tr>
<td>MHEC</td>
<td>Maryland Higher Education Commission</td>
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<tr>
<td>MOOC</td>
<td>Massive Open Online Course</td>
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<tr>
<td>Acronym</td>
<td>Description</td>
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<td>---------</td>
<td>-------------</td>
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<tr>
<td>MP</td>
<td>Making Progress</td>
</tr>
<tr>
<td>MPAR</td>
<td>Maryland Performance Accountability Report</td>
</tr>
<tr>
<td>MSCHE</td>
<td>Middle States Commission on Higher Education</td>
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<tr>
<td>MSDE</td>
<td>Maryland State Department of Education</td>
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<tr>
<td>MWL</td>
<td>My Writing Lab (Pearson Textbooks)</td>
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<tr>
<td>NAEYC</td>
<td>National Association of the Education for Young Children</td>
</tr>
<tr>
<td>NCAA</td>
<td>National Collegiate Athletic Association</td>
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<tr>
<td>NCCBP</td>
<td>National Community College Benchmarking Project</td>
</tr>
<tr>
<td>NCLEX</td>
<td>National Council Licensure Examination (for nurses)</td>
</tr>
<tr>
<td>NILIE</td>
<td>National Institute for Leadership and Institutional Effectiveness</td>
</tr>
<tr>
<td>NJCAA</td>
<td>National Junior College Athletic Association</td>
</tr>
<tr>
<td>NLNAC</td>
<td>National League for Nursing Accrediting Commission</td>
</tr>
<tr>
<td>NSO</td>
<td>New Student Orientation</td>
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<tr>
<td>OEISS</td>
<td>Online Education and Instructional Support Services</td>
</tr>
<tr>
<td>PACE</td>
<td>Professional Assessment of the College Environment</td>
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<tr>
<td>PAR</td>
<td>Committee on Pride and Recognition</td>
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<tr>
<td>PDP</td>
<td>Professional Development Plan</td>
</tr>
<tr>
<td>PIE</td>
<td>Planning and Institutional Effectiveness</td>
</tr>
<tr>
<td>PIGR</td>
<td>Public Information and Government Relations</td>
</tr>
<tr>
<td>POG</td>
<td>Program Outcomes Guide</td>
</tr>
<tr>
<td>PRR</td>
<td>Periodic Review Report</td>
</tr>
<tr>
<td>PT</td>
<td>Part-Time</td>
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<tr>
<td>PTK</td>
<td>Phi Theta Kappa International Honor Society</td>
</tr>
<tr>
<td>PVAEC</td>
<td>Performing and Visual Arts Education Center</td>
</tr>
<tr>
<td>QM</td>
<td>Quality Matters</td>
</tr>
<tr>
<td>SABRC</td>
<td>Salary and Benefits Research Committee (Ad Hoc)</td>
</tr>
<tr>
<td>SAO</td>
<td>Student Activities Office</td>
</tr>
<tr>
<td>SCSG</td>
<td>Smoking on Campus Study Group (Ad Hoc)</td>
</tr>
<tr>
<td>SEOF</td>
<td>Student Evaluations of Faculty</td>
</tr>
<tr>
<td>SFAO</td>
<td>Student Financial Aid Office</td>
</tr>
<tr>
<td>SGA</td>
<td>Student Government Association</td>
</tr>
<tr>
<td>SLOA</td>
<td>Student Learning Outcomes Assessment</td>
</tr>
<tr>
<td>SLOAR</td>
<td>Student Learning Outcomes Assessment Report</td>
</tr>
<tr>
<td>SOAR</td>
<td>Student Orientation and Registration</td>
</tr>
<tr>
<td>SSS</td>
<td>Student Support Services</td>
</tr>
<tr>
<td>STC</td>
<td>Student Center</td>
</tr>
<tr>
<td>STEM</td>
<td>Science, Technology, Engineering and Math</td>
</tr>
<tr>
<td>STEMM</td>
<td>Science, Technology, Engineering, Math and Medical</td>
</tr>
<tr>
<td>STMC</td>
<td>STEMM Technical Middle College</td>
</tr>
<tr>
<td>TIC</td>
<td>Technical Innovation Center</td>
</tr>
<tr>
<td>TPC</td>
<td>Technology Planning Council</td>
</tr>
<tr>
<td>TSP</td>
<td>Technology Strategic Plan</td>
</tr>
<tr>
<td>USMF</td>
<td>University System of Maryland Foundation</td>
</tr>
<tr>
<td>USM</td>
<td>University System of Maryland</td>
</tr>
<tr>
<td>USM-H</td>
<td>University System of Maryland at Hagerstown</td>
</tr>
<tr>
<td>VA</td>
<td>Veterans Administration</td>
</tr>
<tr>
<td>VDI</td>
<td>Virtual Desktop Infrastructure</td>
</tr>
<tr>
<td>VMC</td>
<td>Valley Mall Center</td>
</tr>
</tbody>
</table>
States

State names should always be spelled out in paragraphs and body text.

Abbreviations can be used in datelines, photo captions, and lists. Please note that AP state abbreviations are not the same as those of the U.S. Postal Service. See the full list of AP-sanctioned abbreviations below.

Alabama  Ala.
Arizona  Ariz.
Arkansas  Ark.
California  Calif.
Colorado  Colo.
Connecticut  Conn.
Delaware  Del.
Florida  Fla.
Georgia  Ga.
Illinois  Ill.
Indiana  Ind.
Kansas  Kan.
Kentucky  Ky.
Louisiana  La.
Maryland  Md.
Massachusetts  Mass.
Michigan  Mich.
Minnesota  Minn.
Mississippi  Miss.
Missouri  Mo.
Montana  Mont.
Nebraska  Neb.
Nevada  Nev.
New Hampshire  N.H.
New Jersey  N.J.
New Mexico  N.M.
New York  N.Y.
The following eight states are never abbreviated:

- Alaska
- Hawaii
- Idaho
- Iowa
- Maine
- Ohio
- Texas
- Utah

**Countries**

When referencing countries, adhere to the following:

- Do not abbreviate the names of foreign countries in text (print or online).
- Always abbreviate U.S. with periods (not as US).

**ACADEMIC DEGREES & TERMS**

Academic degrees are not capitalized unless they begin a sentence. When referring to the full name of a degree, use the following:

- associate degree
- bachelor’s degree
- master’s degree
- doctoral degree or doctorate

Example: John Q. Smith has an associate degree in English, a bachelor’s degree in literature, and a master’s degree in philosophy. He is currently working on his doctorate.
**Abbreviations and formal names of the most common degrees**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Formal Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.A.</td>
<td>Associate of Arts</td>
</tr>
<tr>
<td>A.A.S.</td>
<td>Associate of Applied Science</td>
</tr>
<tr>
<td>A.S.</td>
<td>Associate of Science</td>
</tr>
<tr>
<td>A.S.E.</td>
<td>Associate of Science in Engineering</td>
</tr>
<tr>
<td>A.A.T.</td>
<td>Associate of Arts in Teaching</td>
</tr>
<tr>
<td>B.A.</td>
<td>Bachelor of Arts</td>
</tr>
<tr>
<td>B.S.</td>
<td>Bachelor of Science</td>
</tr>
<tr>
<td>M.A.</td>
<td>Master of Arts</td>
</tr>
<tr>
<td>M.F.A.</td>
<td>Master of Fine Arts</td>
</tr>
<tr>
<td>M.S.</td>
<td>Master of Science</td>
</tr>
<tr>
<td>Ed.D.</td>
<td>Doctor of Education</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>Doctor of Philosophy</td>
</tr>
<tr>
<td>Pharm.D.</td>
<td>Doctor of Pharmacy</td>
</tr>
</tbody>
</table>

**Additional notes**

- **Associate degree** is never spelled with an ‘s.
- Apostrophes should never be used when stating the formal name of a degree (e.g., associate of arts, bachelor of science, etc.).
- The words *letter of recognition*, *certificate*, and *degree* are never capitalized.
- Commas should be used when referencing an academic degree after a person’s name.
- Academic degree titles and abbreviated degrees should never be used in the same sentence.
- When referencing someone’s academic major, do not capitalize the concentration unless the word itself is always capitalized.

**AREAS OF THE COLLEGE**

The college has four primary areas: Office of the President, Office of Academic Affairs, Office of Administration and Finance, and Office of Student Affairs. Each of these areas includes a number of departments and divisions.
**Divisions & Departments in the President’s Area**

**College Advancement**
- HCC Alumni Association
- HCC Foundation
- Volunteer Corps

**Continuing Education and Business Services Division**
- Technical Innovation Center
- Valley Mall Center

**Facilities Management and Planning**

**Human Resources**

**Online Education and Instructional Support Services**
- Fletcher Professional Faculty Development Center

**Planning and Institutional Effectiveness**
- Grants Office

**Public Information and Government Relations**

**Divisions & Departments in the Academic Affairs Area**

**Library Services**

**Police Academy**

**TRiO Upward Bound Program**

**Academic Divisions**
- Behavioral and Social Sciences/Business Division
- Developmental Education and Adult Literacy Services
  - Academic Testing and Learning Center
  - Learning Support Center
- English and Humanities Division
- Health Sciences Division
- Mathematics and Science Division
- Nursing Division
- Physical Education and Leisure Studies Division
- Technology and Computer Studies Division
**Divisions & Departments in the Administration & Finance Area**

*Business and Procurement Services*
- Campus Store
- Food Services

*Campus Police and Safety*

*Digital Printing and Design Services*

*Finance*

*Information Technology*

**Divisions & Departments in the Student Affairs Area**

*Academic Advisement*
- Information Center
- Job Training Student Resources

*Admissions, Records and Registration*

*Athletic Department and Athletic, Recreation and Community Center*
- Fitness Center

*Children’s Learning Center*

*Disability Support Services*

*Internship and Job Services*

*Student Activities*

*Student Financial Aid*

*TRiO Student Support Services*

**CAPITALIZATION**

HCC follows “downstyle” capitalization, meaning that few words are capitalized unless they begin a sentence or fall into a special category.

**Athletics**

All teams are referred to as the Hawks.

Female teams can be referred to as the Lady Hawks.
**Clubs & Committees**

The full or official names of committees, college-affiliated groups, and student clubs are always capitalized when they relate specifically to HCC.

Examples: Biotechnology Advisory Committee
Board of Trustees
Faculty Assembly
HCC Alumni Association
HCC Foundation
HCC Volunteer Corps
Phi Theta Kappa International Honor Society
President’s Cabinet
Student Government Association
Technology Planning Council

**College**

Do not capitalize the “c” in college when it is not part of “Hagerstown Community College” in news releases, on fliers or promotional materials, or on the website. The “c” in college can be capitalized in formal, official, or planning documents (e.g., Board of Trustees minutes, Middle States reports, etc.)

Correct: The college will close for Thanksgiving Break at 12 p.m. on Nov. 27.
Incorrect: The College will close for Thanksgiving Break at 12 p.m. on Nov. 27.

**Courses & Programs**

The full names of courses are always capitalized.

The full names of programs are capitalized when followed by the word program.

Correct: The Biotechnology Program provides excellent internship opportunities for students.
Incorrect: She was a Biotechnology student.

For special emphasis, quotation marks can be used around the name of a course.

Correct: The professor taught “Introduction to Biotechnology” every Friday.
Incorrect: The professor taught introduction to biology every Friday.

**Degrees**

See *Academic Degrees & Terms*

**Departments & Divisions**

The full names of departments, divisions, and offices are always capitalized.

The words department, division, and office are only capitalized when used as part of an official title.
Correct:  The Admissions, Records and Registration Office hired a new staff member.  
She works in admissions.

Incorrect:  The Office hired a new staff member.  
She works in Admissions.

Job Titles
If a person’s title precedes his or her name, the title should be capitalized. If a person’s title follows his or her name, it should be lowercase.

Correct:  Biology Professor John Williams presented his findings at Faculty Assembly.  
Incorrect:  John Williams, Professor of Biology, presented his findings at Faculty Assembly.

When referring to a specific job title, but not an individual by name, the title should always be lowercase (even if the title is followed by the name of a department).

Correct:  The director of the Nursing Division must approve all applicants.  
Incorrect:  The Director of the Nursing Division must approve all applicants.

Pages
When referencing page numbers or Web pages, the “p” is always lowercase.

Correct:  More information can be found on page 10.  
Incorrect:  More information can be found on Page 10.

URLs & Web Addresses
• Should not be capitalized.  
• Are italicized in print, but not on the Web.  
• Should not be introduced with a colon if part of a complete sentence.  
• Should not include http:// unless www is not part of the address.

Correct:  The Nora Roberts Writing Institute’s new website is www.nrwi.org.  
The Web address was originally http://nrwi.hagerstowncc.edu.  
Incorrect:  The Nora Roberts Writing Institute’s new website is http://www.NRWI.org.  
The Web address was originally nrwi.hagerstowncc.edu.

Dates & Units of Time
Centuries
Ordinal numbers should be used when referring to a century. Never spell the century out.

Correct:  21st Century
Incorrect: Twenty-first century

**Dates**
When referencing a numerical form of a date, never use –th after the number.

- **Correct:** Classes start Jan. 13, 2014.
- **Incorrect:** Classes start Jan. 13th, 2014.

Always surround a complete date (month/day/year) with commas.

- **Correct:** The graduation ceremony was held on May 17, 2014, at 9 a.m.
- **Incorrect:** The graduation ceremony was held on May 17, 2014 in the ARCC.

**Days of the Week**
Days of the week should always be spelled out (never abbreviated).

**Decades**
When referencing decades, an apostrophe should not be used before “s.”

- **Correct:** 1960s
- **Incorrect:** 1960’s

**Months**
Months should always be abbreviated when possible. Use standard abbreviations:

- January Jan.
- February Feb.
- March —
- April —
- May —
- June —
- July —
- August Aug.
- September Sept.
- October Oct.
- November Nov.
- December Dec.

Note: Months can be spelled out on formal invitations.

**Time**
When writing out times, always use lowercase letters and periods when denoting ante meridiem and post meridiem (e.g., a.m. and p.m.).

Do not include the minute portion of the time when minutes are zero (e.g., 2 p.m. instead of 2:00 p.m.).

There should always be one space between the number and the abbreviation for
the time of day. The numeral and the abbreviation should never run together.

☑ Correct: The show starts at 2 p.m.
☒ Incorrect: The show starts at 2:00 PM.

☑ Correct: The show ends at 5:30 p.m.
☒ Incorrect: The show ends at 5:30pm.

A timeframe or range of times should be written as follows:

• 10 a.m. to 1 p.m.
  or
• 10 a.m. – 1 p.m.

In formal writing (i.e., paragraph or essay format), to should always be used instead of a dash or hyphen. For posters and handouts, the dash is acceptable.

If the beginning and ending time both fall in either the “a.m.” or “p.m.” part of the day, remove the first “a.m.” or “p.m.”

☑ Correct: Class will be held from 10 to 11:15 a.m. every Tuesday and Thursday.
☒ Incorrect: Class will be held from 10 a.m. to 11:15 a.m. every Tuesday and Thursday.

Noon and midnight should always be written as follows:

• 12 p.m. or noon
• 12 a.m. or midnight

Typically, noon and midnight should only be used in formal writing.

Semesters
The names of semesters are not capitalized unless they begin a sentence or are used as part of a header or title.

☑ Correct: Tuition for the spring 2014 semester is due Dec. 2.
☒ Incorrect: Tuition for the Spring 2014 semester is due Dec. 2.

GRAMMAR & PUNCTUATION

Ampersands
Ampersands can be used in informal writing such as flyers, postcards, and ads.
Ampersands can also be used in headlines or in section headers.
Ampersands should never be used in a full sentence.

- Correct: The Administration and Student Affairs Building was renovated in 2003.
- Incorrect: The Administration & Student Affairs Building was renovated in 2003.

- Correct: Sally and Michael went to the concert.
- Incorrect: Sally & Michael went to the concert.

**Apostrophes**

Apostrophes are used to denote possession; they are not used to make words plural.

- Correct: Professor Wallace’s book was published on July 6.
  The fans cheered for their home team.
- Incorrect: The Smith’s are very proud of their son for graduating with a 4.0 GPA.
  The fan’s cheered for their home team.

**Possessive words:**

- Singular nouns that don’t end in ess: add an apostrophe and an s
  (Exception: Sacred or ancient names like Xerxes or Aeschylus only take an apostrophe.)

- Plural nouns that don’t end in s: add an apostrophe and an s

- Plural nouns that end in s: add an apostrophe only

Abbreviated plurals do not use apostrophes.

- Examples: ABCs
  1990s
  MBAs

Plurals that are formed using only one or two letters use apostrophes to avoid confusion.

- Correct: He got all A’s this semester.
- Incorrect: He got all As this semester.

- Correct: She made a list of do’s and don’ts.
- Incorrect: She made a list of dos and don’ts.
Use an apostrophe to indicate a dropped letter or number.

☐ Correct: She was born in the ‘80s.
☒ Incorrect: She was born in the 80s.

Commas

A comma should always be used between independent clauses joined by a conjunction (e.g., but, and, or, yet).

A comma should always be used before the last item in a series (i.e., the “serial” or “Oxford” comma).

☐ Correct: He brought a pen, pencil, and laptop to class.
☒ Incorrect: He brought a pen, pencil and laptop to class.

Exceptions to the use of the “serial” or “Oxford” comma can be made in section headers and proper names that do not officially contain the serial comma (e.g., Athletic, Recreation and Community Center).

☐ Correct: The official name of the building is the Athletic, Recreation and Community Center.
☒ Incorrect: The official name of the building is the Athletic, Recreation, and Community Center.

For proper names that include a suffix, a comma should always be inserted between the last name and the suffix.

☐ Correct: Mark Smith, Sr.
☒ Incorrect: Mark Smith Sr.

Em Dashes

Commonly referred to as “dashes,” em dashes can be used to emphasize a parenthetical element.

☐ Example: The group chose three objectives—time management, project analysis, and feasibility—to be incorporated into the study.

Dashes can also be used to illustrate a point or add explanation after an independent clause.

☐ Example: Sally had everything she needed to study—her notebook, her iPad, and her textbook.

An em dash should always appear as a single character (—) not as two hyphens (--).

A note for Microsoft Word users: For Microsoft Word documents, an em dash will automatically be inserted when two hyphens are typed between two words with no spaces. You can also manually insert an em dash by going to the “Insert” tab in MS Word, selecting “Symbol,” and then clicking on the “Special Characters” tab. The em dash is the first choice on the “Special Characters” list.
**Exclamation Points**

As a general rule, exclamation points should only be used sparingly. If exclamation points are used, HCC staff and faculty are expected to adhere to the following guidelines:

- Do not use more than one exclamation point in the same sentence.
- Do not use in body text or in formal writing.
- Do not use in course titles or headers.
- Do not use on the HCC website.
- Do not use in academic program literature or the college catalog.

Note: Exclamation points are allowed in social media updates and postings.

☑️ Correct:  Student film festival this Friday, May 8, from 6 to 9 p.m.  
Don’t miss this great event!

☑️ Incorrect: Student film festival this Friday, May 8, from 6 to 9 p.m.!!!!  
Don’t miss this great event!!

**Hyphens**

To understand what words should be hyphenated, it’s important to know how compounds function:

- An **open compound** is written as two words (e.g., high school or common sense).
- A **hyphenated compound** links two words together by a hard hyphen (e.g., self-confidence).
- A **solid compound** is written as one word (e.g., headache or textbook).

To determine whether to add a hyphen to a compound, one needs to look at how that compound functions in the sentence.

If the compound functions as a noun, do not use a hyphen.

☑️ Correct:  Students engage in problem solving.  
☑️ Incorrect: Students engage in problem-solving.

If the compound is functioning as an adjective and precedes a noun, use a hyphen.

☑️ Correct:  He took a four-credit class.  
☑️ Incorrect: He took a four credit class.

☑️ Correct:  He used problem-solving techniques.  
☑️ Incorrect: He used problem solving techniques.
If the compound is functioning as an adjective and follows a noun, do not use a hyphen.

- Correct: The project was time consuming.
- Incorrect: The project was time-consuming.
- Correct: Her son is five years old.
- Incorrect: Her son is five-years-old.

If the compound adjective is an adverb ending in –ly, do not use a hyphen.

- Correct: He was academically inclined towards science.
- Incorrect: He was academically-inclined towards science.

Phrases used as adjectives should be hyphenated.

- Correct: He took a series of black-and-white photographs.
- Incorrect: He took a series of black and white photographs.

Compound adjectives that consist of a number and a unit of measurement are hyphenated.

- Correct: She wrote a 350-page book.
- Incorrect: She wrote a 350 page book.

Fractions in written form are hyphenated. Numerals (e.g., 3/4 or 5/8) should not be used in formal writing.

- Correct: three-fourths
- Incorrect: three fourths

- Correct: five-eighths
- Incorrect: five eighths

**Suspended compound adjectives:** A space follows the hyphen when listing more than one compound adjectives or when comparing two compound adjectives.

- Correct: HCC offers that course as a 10- or 15-week session.
- Incorrect: HCC offers that course as a 10-or 15-week session.

**Prepositions**

Prepositions indicate how nouns and pronouns relate to other words in a sentence.

- Examples: at
  - around
  - above
  - near
  - underneath
  - in
  - on
  - of
  - for
Prepositions can be used at the end of a sentence as long as the preposition does not make that portion of the sentence redundant. Prepositions can also end a sentence if they are part of a phrasal verb such as “put up with,” “built up,” or “turned into.”

Correct: Who are you going with?
Correct: That is something I have not heard of.
Incorrect: Where is he at?

**Quotation Marks**

Quotations should always appear outside punctuation marks except when using colons or semi-colons.

Correct: “I always wanted to major in science,” said Christopher.
Incorrect: “I always wanted to major in science”, said Christopher.

Correct: The conference included the following sessions: “How to Make Money”; “How to Save What Money You’ve Got”; and “How to Invest Your Earnings.”
Incorrect: The conference included the following sessions: “How to Make Money,” “How to Save What Money You’ve Got;” and “How to Invest Your Earnings.”

“Quotes within quotes” should always use single quotation marks within double quotation marks.

Correct: “The teacher told me that I was ‘awesome beyond all reason.’ I couldn’t believe it,” said the student.
Incorrect: “The teacher told me that I was “awesome beyond all reason.” I couldn’t believe it,” said the student.

**Spacing**

- Use one space between sentences (not two).
- Use one space after colons and semi-colons (not two).

**Subject-Verb Agreement**

- Singular nouns take singular verbs.
- Plural nouns take plural verbs (e.g., data, media, etc.).
- Collective nouns are singular and take singular verbs.

Correct: Faculty is meeting to discuss the issue.
Correct: Faculty members are meeting to discuss the issue.
Incorrect: Faculty are meeting to discuss the issue.
Voice & Point of View

Point of View
It’s important that the point of view remain consistent within a document or publication to avoid confusion. Staff and faculty should not use a combination of first, second, or third within a single document, but instead use a single point of view consistently throughout.

The preferred point of view for all college publications, documents, and Web content is third person. Staff and faculty should avoid first person point of view whenever possible.

When writing about the college, always use its not our.

- Correct: HCC loves its students.
- Incorrect: HCC loves our students.

Voice
In written publications, active voice should be used whenever possible. Staff and faculty should avoid writing in passive voice.

Faculty and staff are encouraged to write in present tense and to avoid using slang and technical jargon whenever possible.

Titles
Titles of newspapers, books, movies, and other media are italicized, not underlined.

If italics are not available, use quotation marks.

NUMBERS & NUMERALS

Numbers & Numerals
One through nine are spelled out.

10 and above use numerals.

Always spell out numbers when they begin a sentence.

- Correct: Ten students participated in the lab discussion.
- Incorrect: 10 students participated in the lab discussion.

Ordinal Numbers
Ordinal numbers are used to indicate order.

- Spell out first through ninth.
- Use figures starting with 10th.

Examples: fifth annual carshow 12th annual concert
Percentages
In formal writing (i.e., essay format or full sentences), the word percent should always be spelled out.

In presentations, PowerPoints, and lists or series of percentages, the % symbol can be used.

☑️ Correct: Careers in dental assisting are expected to grow 36 percent by 2018.
☒ Incorrect: Careers in dental assisting are expected to grow 36% by 2018.

Phone Numbers
• Phone numbers should be written using hyphens.
• Parentheses should never be used around the area code.

☑️ Correct: The main number for HCC is 240-500-2000.
☒ Incorrect: The main number for HCC is (240)-500-2000.
☒ Incorrect: The main number for HCC is 240.500.2000.

WORD USAGE

Web-Related/Technological Terminology
email one word, no hyphen. The “e” in email is always lowercase unless the word begins the sentence.

Google
home page two words, lowercase

Instagram
Internet the “i” is always capitalized
intranet the “i” is always lowercase

iPad “i” is always lowercase and the “P” is always capitalized, unless used at the beginning of sentence or title.

iPhone “i” is always lowercase and the “P” is always capitalized, unless used at the beginning of sentence or title.

iPod “i” is always lowercase and the “P” is always capitalized, unless used at the beginning of sentence or title.

LinkedIn “L” and “i” are always capitalized

log in two words when used as a verb

login one word when used as a noun
**online**

one word, no hyphen. The “o” in *online* is always lowercase unless the word begins a sentence or is part of a title.

Examples: He took an online class.
She works in the Instructional Technology and Online Education Department.

**Twitter**

**Web/website/webmaster**

When referring to the Web (as in World Wide Web), the “W” should always be capitalized.

When referring to a website, the “w” in *website* is always lowercase unless the word begins a sentence or is part of a header.

*Website* is always spelled as one word.

The word *webmaster* is always lowercase.

**WebAdvisor**

One word and both the “W” and the “A” are always capitalized

**YouTube**

**Other Commonly Used Words at HCC**

**advisor**

spelled with -or instead of –er

**affect/effect**

as a general rule, *affect* is a verb and *effect* is a noun (i.e., something is affected but has a positive effect). An exception is when *effect* is used to mean “to put into place,” in which case it acts like a verb (e.g., The president effected the strategic plan on time.)

**alumna**

female graduate or female student who has attended the college (singular)

**alumnae**

female graduates (plural)

**alumni**

male and female graduates of an institution (plural)

**alumnus**

male graduate or male student who has attended the college (singular)

**audiovisual**

one word

**campus-wide**

two words; hyphenated (also *institution-wide* and *college-wide*; exceptions: *statewide* and *worldwide*)

**canceled**

use one “L,” not two; should never spelled as *cancelled*

**cancellation**

always use two L’s

**catalog**

never spelled catalogue

**child care**

two words
<table>
<thead>
<tr>
<th>Term</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>cybersecurity</td>
<td>one word; lowercase “s” for security</td>
</tr>
<tr>
<td>Cyberwatch</td>
<td>capital “C”; spelled as one word; proper noun</td>
</tr>
<tr>
<td>decision making</td>
<td>two words; only hyphenated if used as an adjective</td>
</tr>
<tr>
<td>disburse/disperse</td>
<td><em>disburse</em> is used to refer to the distribution of money or other assets; <em>disperse</em> is used to refer to the spreading or distribution of other things such as people</td>
</tr>
<tr>
<td>ensure/insure</td>
<td>both mean “to make certain”; <em>insure</em> is used for financial or insurance policies</td>
</tr>
<tr>
<td>federal</td>
<td>never capped unless the word begins a sentence or is part of an organization’s formal name (e.g., Federal Trade Commission)</td>
</tr>
<tr>
<td>first generation</td>
<td>two words; only hyphenated if used as an adjective</td>
</tr>
<tr>
<td>full time and full-time</td>
<td>hyphenate when used as a compound modifier; see <em>Hyphenation</em> section for more information</td>
</tr>
<tr>
<td>fundraiser or fundraising</td>
<td>always spelled as one word</td>
</tr>
<tr>
<td>Grub Bucks or fundraising</td>
<td>two words; <em>bucks</em> should always be plural</td>
</tr>
<tr>
<td>health care</td>
<td>two words</td>
</tr>
<tr>
<td>historic/historical</td>
<td>both are adjectives; <em>historic</em> is used for something important or influential in history; <em>historical</em> is used to refer to anything from the past</td>
</tr>
<tr>
<td>lifelong</td>
<td>always one word; never hyphenated</td>
</tr>
<tr>
<td>non-credit</td>
<td>always hyphenated</td>
</tr>
<tr>
<td>out-of-state</td>
<td>hyphenated if used as an adjective</td>
</tr>
<tr>
<td>postsecondary</td>
<td>one word</td>
</tr>
<tr>
<td>prerequisite</td>
<td>one word, no hyphen</td>
</tr>
<tr>
<td>self study</td>
<td>two words, no hyphen (per Middle States); should only be hyphenated if used as an adjective</td>
</tr>
<tr>
<td>theater</td>
<td>should never be spelled as <em>theatre</em> (e.g., Kepler Theater)</td>
</tr>
<tr>
<td>through</td>
<td>should never be spelled as <em>thru</em></td>
</tr>
<tr>
<td>traveled</td>
<td>use only one “L”; do not spell as <em>travelled</em></td>
</tr>
<tr>
<td>withdraw/withdrawal</td>
<td><em>withdraw</em> is the verb and <em>withdrawal</em> is the noun</td>
</tr>
</tbody>
</table>
SOCIAL MEDIA GUIDELINES & PROCEDURES

College staff and faculty administering institutional social media accounts are expected to follow established social media guidelines and procedures. These guidelines are broad in nature as social media technology is constantly evolving and no one set of guidelines and procedures can address all the particular situations and circumstances that may arise. Please note that faculty, staff, and students are not permitted to establish their own department, program, or club social media accounts without written approval from the PIGR Office. As the administrative gatekeeper of social media, the PIGR Office is responsible for establishing, maintaining, and enforcing HCC’s social media guidelines as necessary.

Social Media Policy

Social media is a powerful communication tool and it shall be the policy of Hagerstown Community College (HCC) to actively use it to educate, inform, and collaborate with its students, staff, faculty, and alumni, as well as members of the community. Social media provides college staff and faculty with the ability to reach students outside the classroom and a way to better inform the public about college news and events.

When it comes to social media usage on behalf of the institution, HCC expects its employees to be honest and transparent in their electronic communications as they would be in person and to respect privacy, confidentiality, and copyright laws. Posted content on college social media sites should always be accurate, concise, student-oriented, sensitive to diverse audiences, and respectful to the college, its employees, students, and the community.

This policy requires that the administration create and maintain guidelines and employ best practices as applies to employees and students posting online material on behalf of HCC. Employees and students are subject to the same laws, professional expectations, and guidelines when interacting online with students, parents, alumni, donors, and the media as they are in person. Fans and followers of official college accounts must agree to respect the terms of individual social networking sites and understand that HCC officials have the right to remove any content that is deemed to be offensive, inappropriate, of a harassing or threatening nature, or can be construed as defamation of character. Profane language will also be removed. HCC has the right to block posts from fans or followers who violate these guidelines. HCC is not responsible for posts or comments made by fans, followers, or visitors to HCC’s social media accounts.

Related College Policies

I. Use of Computing, Network and Communications Resources Policy (Policy No. 5093)

II. Code of Trust (Policy No. 2030)

III. Code of Student Conduct (Policy No. 4040)
IV. Free Speech & Anti-Discrimination (Policy No. 4042)

V. Solicitation Policy (Policy No. 8069)

Social Media Guidelines

Official College Accounts

1. The social media sites that represent HCC must:
   A. Abide by the college Acceptable Computer Usage policy and other polices listed in the “Related College Policies” section of the Social Media Policy.
   
   B. Have been created through the submission of the “Social Media Account Request” form (Attachment 2) and be registered with the HCC Public Information and Government Relations (PIGR) Office. Requests must be made by an HCC staff or faculty member.
   
   C. Have a minimum of one college faculty or staff member as an administrator of the online account at all times. College employees who serve as online administrators are charged with managing and monitoring content on their official college accounts on a regular basis and are responsible for removing any content that may violate college policies.
   
   D. Provide administrative access to all sites representing HCC to the PIGR Office. An individual, designated by the PIGR Office, will be added as an administrator or provided administrative login information.
   
   E. Work with the PIGR Office on the images, color palette, and naming conventions for all online sites.

2. PIGR’s Social Media and Public Information Specialist will serve as the social media coordinator and will be added as an administrator or provided administrative login information for all college-affiliated social media accounts.

3. The PIGR Office will make the final decision in any situation regarding the use of social media and ensure the pages are set up properly according to a social media site’s policies and guidelines.

4. The PIGR Office reserves the right to enforce this policy by removing links to third-party websites and content and/or recommending the administrator remove or change the site or online content as needed.

5. Fans and followers of official college accounts agree to respect the terms of individual social networking sites and understand that HCC officials have the right to remove any content that is deemed to be offensive, inappropriate, of a harassing or threatening nature, or can be construed as defamation of character. HCC has the right to block posts from fans or followers who violate these guidelines. Profane language will also be removed.
6. The PIGR Office, in consultation with the administration, which includes but is not limited to, the Office of Academic Affairs, the Office of Student Affairs, the Administration and Finance Office, and/or the Office of the President, will resolve any conflicts or concerns regarding social media.

7. Official student clubs and organizations (i.e., official chartered student groups recognized by the Student Activities Office and governed by the Student Activities Policy No. 4036) are permitted to have an official presence on social media sites with the approval of the club’s advisor and the PIGR Office. Guidelines and procedures outlined in the Social Media Policy and Social Media Guidelines document must be followed.

Social Media Content on College Accounts

1. Content should be posted on a regular basis to keep the account current and answer questions in a timely manner. Page administrators are expected to respond to user concerns and address issues of inappropriate conduct with warnings issued as needed.

2. Content should be accurate, concise, student-oriented, sensitive to diverse audiences, and respectful to the college, its employees, students, and the community.

3. Posted content should adhere to established college policies relating to electronic communication for both students and employees including, but not limited to: Acceptable Computer Usage (Policy No. 5093), Code of Trust (Policy No. 2030), Code of Student Conduct (Policy No. 4040), Free Speech & Anti-Discrimination (Policy No. 4042), and Solicitation (Policy No. 8069).

4. Concerns of abusive or inappropriate content should be reported according to the procedures posted on the social media site and shared with HCC’s PIGR Office at publicinfo@hagerstowncc.edu.

Best Practices for Effective Online Communication

To be successful on social media, faculty, staff, and students posting on behalf of HCC should:

Be respectful of others.

Whether you are an administrator or a fan/follower, always treat others fairly. Be sensitive to different perspectives and viewpoints and never react in a defensive or hostile manner.

Be accurate, honest, and transparent.

Make sure you are providing accurate information. Take the time to verify information before it’s posted. If you make an error or need to post a correction or retraction, do so publically so that others are aware of it. Do not say anything that is dishonest, untrue, or misleading.
Respect confidentiality and privacy laws.

Use good judgment about content and respect privacy laws. Do not post confidential or proprietary information about the college, its students, its alumni, or staff and faculty. Follow college policies and federal requirements such as FERPA. If in doubt, contact the PIGR Office for guidance.

Don’t violate copyright laws.

Follow the laws governing copyright and fair use dealing with copyrighted materials owned by others, including HCC’s own copyrighted material and brand. It is good practice to give credit to the owner/author/creator for content that is not your own and provide a direct link or URL to that content if possible.

Be professional.

As an employee, remember that you represent HCC. You are the public face of the college and should always consider the intended audience when posting or commenting. Proofread your content prior to posting and try to avoid spelling and grammatical errors.

Don’t be afraid to ask questions.

If you need help, are uncertain of how to respond to a question or complaint, or need advice on how to handle a difficult situation, contact the Social Media & Public Information Specialist by calling 240-500-2262 or by emailing publicinfo@hagerstowncc.edu.

Think before you post.

Once something is posted online, it lives forever. Search engines frequently catalog posts and archive social media content. Don’t make the mistake of posting something that you will regret later or that could negatively impact the college, your current or future career, or your personal reputation.
WEBSITE GUIDELINES & PROCEDURES

How to Make a Request

Send an email to webmaster@hagerstowncc.edu with your request. All requests must be submitted via email.

Your request must include the following:

- The URL or Web address of the page to be edited or updated.
- Any necessary attachments

Requests include:

Text or content edits
- Please note that your content may be edited to adhere to HCC style guidelines.

New or updated documents for uploading
- Documents should be in PDF format if possible.
- The requestor is responsible for creating/updating his or her document prior to sending it to PIGR.

Home page features and calendar events
- See Home Page Features & Calendar Events

Creation or updates to Web forms
- A Web form is an electronic form that is filled out exclusively online. Results are stored in an online database.
- Forms are customizable and results can be emailed to specific individuals.
- Web forms should not be used for anything that requires a physical signature or contains sensitive information such as social security numbers.

Photos, graphics, and other images
- All photos and graphics must be approved by PIGR. If your request is denied, PIGR will contact you with an explanation and offer an alternative solution.
- Clipart, or graphics obtained from the Web, are not to be used on the HCC website.

New content or enhancements to existing areas of the website

Requests for substantial content changes to a department, program, or division area must be made by the department supervisor.

Examples:
- New or additional Web pages for your area or department
- Changes or additions to page menus in your area
- Creation of new Web forms
• Creation of document queues (i.e., a Web page that lists all documents or documents of a specific type in one location)

**Home Page Features & Calendar Events**

To promote an event or special news item on HCC’s home page, email Brittany Lyle at balyle@hagerstowncc.edu. To add an event to the online calendar, email webmaster@hagerstowncc.edu.

• Home page features will be added as space allows and at PIGR’s discretion.
• Promoted events should include college-affiliated events or events that are occurring on HCC’s campus or satellite sites. External events that do not pertain to HCC or occur on HCC property will not be added to the event calendar.