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The purpose of the Miles College Visual Identity, Editorial Style, and Etiquette Guide is to assist the College's various divisions, departments, and offices in presenting a unified graphic consistency, overall unified style, and proper courtesy and etiquette in all College publications. This guide consists of three parts: an identity guide, a style guide, and an etiquette guide.

The term “graphic identity” refers to a set of visual characteristics. These characteristics include color, type style, and page composition or layout. Using these standards, those involved with the design and production of business communications on behalf of Miles will have a reliable guide for representing the College in a unified and coordinated manner. A consistent graphic identity is essential to establishing a strong and familiar institutional presence with our key constituencies, prospective students and their parents, granting agencies, and in the local, regional, and national arena. The impressions we leave in every form of print and electronic communication complements the quality of our teaching, research, and service, and speaks to our tradition and distinctiveness.

Mile’s editorial style guidelines, though flexible, are meant to maintain a unified College image. The style guide promotes consistency in our outreach efforts, and outlines the standards for use of our visual symbol. While standards leave room for creativity, it is very important that we all adhere to these guidelines as we produce materials that represent the different areas of Miles College. By using these standards, you can help us visually define the College in a strong, consistent manner that will be instantly recognizable as Miles College.

The etiquette that is addressed and explained in this Guide, illustrates the refined and polished individuals that make up the many units of operation here at Miles College. Proper techniques and methods used are explained in this document, exemplifies that we are a cultured College full of class and civility.

We, as a college community, must adhere to proper etiquette as it reflects the overall leadership of the College, moreover, the legacy that Miles has established and the many vested interests it represents.

This document provides an overview of the Miles College Identity, Style, and Etiquette as a guide to use in your respective role, as it relates to the College. This Guide will apply to the College administration, business, and other communications. It will provide guidelines to follow in order to make certain that Miles College is best represented.
**Visual Identity**

**Letterhead, Envelopes, Business Cards, and Fax Coversheet**

**General:**
All official Miles College letterhead, envelopes, and business cards must be ordered through and approved by College Relations and the Art and Graphics department.

When ordering the documents specified within this section of the Guide, please do so through the Office of College Relations, as they assist in the continuity and consistency of the documents created to represent the College to external entities.

**Office and Departmental Letterhead, 8 ½” x 11”**
Letterhead will be designated by academic department or administrative office.
Type below the logotype will:

- begin on the left side with the department/office name (left align);
- not exceed two lines;
- not exceed beyond the right margin of the address line.

* Any department specific letterhead must be uniformed in design and creation, and may not be altered unless prior approval has been given by College Relations.

**Standard #10 Envelope, 9 ½” x 4 1/8”**
Logotype will be positioned top left.
Type under the logotype will:

- consist of the address line align center;
- have the department/office title in the bottom corner align left;
- be printed in black or purple ink.

* Any department specific envelopes must be uniformed in design and creation, and may not be altered unless prior approval has been given by College Relations.

**Business Card, 2” x 3 ½”**
Type under the logotype will:
The business card will demonstrate a brand that will mark the College as one unified body, which will demonstrate the organization of the College's various offices, departments and divisions, respectively. They are the property of Miles College. They may not contain personal information other than name, terminal degrees obtained and position held at Miles College. They will contain official Miles College telephone numbers, Miles College e-mail addresses, and will contain the campus mailing address. Business cards will not contain home addresses or home phone numbers.

Fax Coversheet, 8 ½” x 11”
Type under the logotype will:

- consist of the words **FAX TRANSMITAL** in **bold** and **underlined**;
- list who it is to;
- list who it is from;
- the fax number your sending the document to;
- how many pages are being transmitted (mention if the coversheet is included in that number);
- the date that you are sending it;
- what the document is about.
Graphic Identity

Miles College Logo Usage Rules and Guidelines

Section I: General Rules

- Miles College has dedicated Pantone Matching System (Pantone Solid Coated) colors for all official logos:
  - Purple: PMS2603
  - Gold: PMS110

  In some cases, Pantone Metallic inks can be used as directed by the Office of College Relations.

  Other than Black, these are the ONLY acceptable colors for usage.

- All logos are to be reproduced as EPS vector based graphics ONLY (or as PDF files created as vector based artwork). NO JPG or other image files are to be used in print reproduction.

- Logos can be used in JPG, GIF and other image based files only for web based applications. Only those image files provided by the Office of College Relations can be used.

- Logos may be proportionally scaled only in order to preserve integrity of logo design and to maintain uniformity in all printed material.

- Adobe Stempel Garamond or Adobe Garamond Pro are the fonts used in Miles College logos.

- Documents created in Microsoft Word or Publisher that contain Miles College logos are NOT permissible for print output. Adobe Indesign (.ind), Illustrator (.ai, .eps), Acrobat (.pdf - only if file is generated by approved software), and Quark Xpress. Any exceptions to this rule must be pre-approved by the Office of College Relations.

A Note About Vendors...

In order to maintain a uniform look and quality in all printed material, certain standards must be maintained in regards to vendors used to produce the material.

A couple of key points:

1. Any vendor must be able to accept and reproduce Adobe Illustrator (Ver. CS2 or later) vector art EPS files or Adobe Acrobat PDF files created from vector art files created in Illustrator.

2. Any vendor must be able to produce color material utilizing Pantone Matching System (PMS) color and/or inks.

3. Must be responsible for font integrity in any submitted documents and will be responsible for any re-flow resulting from font discrepancies.

4. Must supply accurate proofs of any material prior to production for approval.

Any vendor that cannot follow ALL of these rules will NOT be acceptable for producing official material. Any vendor must be approved and authorized by the Office of College Relations.
Section II: Miles College Seal

- While there are three (3) different colors for the Miles College Seal, there is only one official seal. The design of the Seal is not to be altered and the only acceptable color representations are PMS2603, PMS110, and black.

- The Seal may not be distorted, i.e. must maintain a 1:1 aspect ratio when scaling the logo. While actual size can vary, this aspect ratio must be maintained.

- The Official Seal contains “Founded 1898”. Previous logos containing “Centennial Celebration” are no longer current and should not be used.

- When used in conjunction with other copy and graphic material, it must be “protected” by separating it from other type or graphic material. The logo may be used on printed material containing other College organizational logos as long as the Miles College logo retains its size, visual precedence (or equality) and unmistakable distinction.

- No department, program, or organization may design its own Miles College logo, without prior approval from the Office of College Relations. Only officially recognized logos my be used as representation of Miles College.
Section III: Miles Column “M” Logo

- There are three (3) different color combinations for the Column “M” Logo. In some special instances, the logo may be reproduced in single color. These exceptions must be approved by the Office of College Relations.

- The logo may not be distorted, i.e. must maintain a 1:1 aspect ratio when scaling the logo. While actual size can vary, this aspect ratio must be maintained.

- The font to be used in “Miles College” is Adobe Stempel Garamond. Adobe Garamond Pro may be substituted in some instances with approval.

- When used in conjunction with other copy and graphic material, it must be “protected” by separating it from other type or graphic material. The logo may be used on printed material containing other College organizational logos as long as the Miles College logo retains its size, visual precedence (or equality) and unmistakable distinction.

- No department, program, or organization may design its own Miles College logo, without prior approval from the Office of College Relations. Only officially recognized logos may be used as representation of Miles College.
Section IV: Miles Column and Text Logos

- There are several different color and style combinations for the Column Logo. Except for the black, these logos are intended for usage as two-color logos with PMS2603 and PMS110 colors.

- The logo may not be distorted, i.e. must maintain a 1:1 aspect ratio when scaling the logo. While actual size can vary, this aspect ratio must be maintained.

- The fonts used in this logo are Adobe Stempel Garamond and Copperplate Gothic 33BC

- When used in conjunction with other copy and graphic material, it must be “protected” by separating it from other type or graphic material. The logo may be used on printed material containing other College organizational logos as long as the Miles College logo retains its size, visual precedence (or equality) and unmistakable distinction.

- No department, program, or organization may design its own Miles College logo, without prior approval from the Office of College Relations. Only officially recognized logos my be used as representation of Miles College.

Miles Column Logo version 1

Miles Column Logo version 2

Miles Column Logo version 3

Miles Academy Logos

Miles College Text Logo
Section V: Miles Athletic Logo

- This is the official Miles College Athletics Logo. It is to be printed in two-color (PMS2603 & PMS110) or grayscale.

- The logo may not be distorted, i.e. must maintain a 1:1 aspect ratio when scaling the logo. While actual size can vary, this aspect ratio must be maintained.

- When used in conjunction with other copy and graphic material, it must be “protected” by separating it from other type or graphic material. The logo may be used on printed material containing other College organizational logos as long as the Miles College logo retains its size, visual precedence (or equality) and unmistakable distinction.

- No department, program, or organization may design its own Miles College logo, without prior approval from the Office of College Relations. Only officially recognized logos may be used as representation of Miles College.
Criteria for Distinct Graphic Identity Development

There might be administrative units, offices, divisions, or initiatives that are able to demonstrate particular and unique circumstances that call for a distinct visual identity, one that departs from the institutional identity listed in this document. These entities, although fully part of the College community, may have unusual communication needs, special audiences, and distinctive goals and objectives.

The College provides a set of criteria, shown below, that these units will need to satisfy before receiving approval to develop and use a new and distinct graphic identity.

**Criteria:**
The following is a description of the criteria an administrative unit must meet in order to qualify for development of a distinct identity.

- Awareness needs to be created or enhanced in order to achieve specific and significant organizational goals outside of what could be achieved within the Miles College Identity.

- Senior leadership places high priority on reaching an existing audience with a new initiative or reaching a new audience altogether.

- There exists a compelling need to stand out from the range of Miles College communications.

- A perception within a target audience needs to be changed or enhanced.

If the appropriate criteria are met, the development of a distinct graphic identity may proceed through the Office of College Relations or under that office’s guidance. No graphic identity should be created or altered without prior approval or permission given from the respective units mentioned previously.

The ultimate integrity of the College must be protected through the necessary measures established on behalf of the Academy. We must demonstrate a well represented institution of higher learning and protect the reputation that has been established because *We Are Miles College.*
Press releases are an interesting and effective way of sending communications to the community, alumni, and other relevant audiences. One of the many advantages of press releases is the level of credibility that it enjoys. This means that communications conveyed through this medium get accepted more easily than other methods. With this being the case, time is an important aspect in helping to ensure that a particular function receives the attention it deserves through this chosen medium of communication.

It is with this in mind that you adhere to the following, as it relates to press releases:

- All time sensitive information should be forwarded to College relations as soon as possible.
- Any dated events and honors will be closely scrutinized by news outlets.
- All television news coverage requires notice at least one week before planned event.
- Honors and/or announcements of note must be reported within five business days.
- Most national publications require two or three months notice before event.

Statements, as it relates to the College, will be made and authorized by College Relations. No one is at liberty to speak of College matters unless prior approval has been granted by the aforementioned area, or the top most office of authority, the Office of the President.

It is important to follow these guidelines, as it ensures that the College is uniformed in all responses/addresses to outside entities who may not be correctly informed on issues or matters of the College and its vested interests. In keeping with the integrity of this Institution and the units that it oversees respectively, it is pertinent that established protocol is followed accordingly.

Any questions about the guidelines and standards explained above, may be sent via email to mcguide@miles.edu or directed to College Relations.
The College places advertisements to attract personnel, recruit students, and for general public relations. All advertisements need to reflect the same identity and style mentioned throughout this document.

The College has specifications on advertisements placed on its behalf. In order to maintain a consistent image of the College, the Guide contains strict standards designed to reflect who Miles College is and what we are about.

The standard of excellence should be exhibited in every facet of the College's business and will also be demonstrated largely within the advertisements placed. Because this holds true to what we represent and the need to protect our reputation, the Office of College Relations will handle:

- All advertisements placed on behalf of Miles College
- Any verbiage that will be disseminated (unless otherwise stated by the Office of the President)
- Monitor and or select the entities we provide information to, as it pertains to advertisements
- All retractions on behalf of the College
- Assess and evaluate the need of select advertisements placed
- Any potential element of advertising that would affect the integrity of the College and the brand established

Any questions, as it relates to the strict standards and rules established on advertisements, should be directed to College Relations or forwarded to mcguide@miles.edu.
**Other Publications**

**General:**
College publications include all forms of printed material produced by the College for students, faculty, alumni, parents, prospective students, friends, the media, and the general public. This includes materials for students, alumni mailings, admissions literature, and materials needed for College administration and development.

Each publication is an “ambassador” for the College; collectively, publications project an image of the College. It is essential that all College publications be well-designed, that they employ the logotype correctly, and that each communication projects an unmistakable image of quality.

Because of the many different College publications and the variety of objectives they meet, it is impossible to anticipate all design requirements and specifications. The following general principles will help project the desired image of Miles.

**Typography:**
The suggested typefaces for Miles-produced publications are listed below. When producing standard publications use a 12 point font for clarity and consistency.

- **Arial**
- **Brush Script**
- **Copperplate Gothic**
- **Garamond**
- **Times New Roman**
- **Veranda**
Recommendations:
Horizontal spacing of words should be uniform; hyphenation should be kept to a minimum; customizing a typeface for style should be avoided.

It is important for the Colleges’ reputation to be one of uniformity and your participation in following the guidelines set forth, ensures that the “brand” of being Miles College is easily identifiable and recognized as being that of uniformity.

Covers:
Keep covers clean and sharp. Use only excellent photography or illustration. Provide generous margins for the logotype, headlines, and subheadings. Use subheadings sparingly, if at all. Select cover specifics based on the guidelines set forth throughout this document and be mindful of the reputation established of being uniformed as Miles College.

Issues and matters of importance, as it pertains to Other Publications, may be forwarded to mcguide@miles.edu.

It is imperative that you follow the outlined protocol set forth in this document. There will be a unified demonstration of procedural consistency throughout Miles College and it is vital that you know what your responsibilities are, as they relate to your respective role(s).
Email is a very convenient and important tool in business communication. It is important to remember that when communicating via email, you do things properly to avoid marks being directed to your professionalism. Review the “Netiquette” section of this document for pointers on how to do so.

When sending correspondences by way of electronic communication, please adhere to the following instructions:

- At the bottom align left in a typeface suggested by this document,
  - your name (bold) or your name (not bold)
  - your title (italicize) or your title (not italicized)
  - Miles College
  - email address (underlined)
  - phone number
  - fax number

(Keep the font size from 10-12.)

(i.e.)  
**Joe Smith**
Assistant Director of Office Staff  
Miles College  
joesmith@miles.edu  
(205) 929-0001 office  
(205) 929-0002 fax

Joe Smith  
Assistant Director of Office Staff  
Miles College  
joesmith@miles.edu  
(205) 929-0001 office  
(205) 929-0002 fax

When selecting a typeface, remember to choose from the preferred typefaces listed previously in this document. In an effort to make the print legible and unified as a College, while also illustrating a professional persona to the community as a whole, please follow the specifications provided in this guide.

It is important that persons receiving correspondences receive uniformed information from the respective individuals and departments at the academy, as it illustrates the “brand standard” **Miles College**.
Use this sample memorandum format to compose correspondences sent from your respective unit.

Follow the format listed accordingly.

Writing a competent memo is crucial for clearly passing information on to other people.

A high-quality memorandum is a great tool to effectively communicate information to other units/offices.

Include the reason for this document and any additional information you deem appropriate, in respect to the purpose or need to create such document.
INTEROFFICE NOTES

You may send information to a colleague in your office and a formal memo is not necessary. A simple note would be sufficient in this instance. Below you will find the template designed for Miles College *interoffice notes*.

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**INTEROFFICE NOTE**

Date: ____________________

To: ____________________

From: ____________________

☐ Sharing

☐ For your signature

☐ For your information

☐ For your approval

☐ Review

☐ Please advise

☐ Returning to you

☐ Please return

☐ Please handle

☐ Please distribute

☐ Please process

☐ Please post

☐ Please file

☐ Mail

☐ Forward to:

________________________________________________

Re:

________________________________________________

________________________________________________

________________________________________________

Miles College

*Office of Research, Outcomes, Assessment, and Institutional Effectiveness*
Miles College
Miles Ahead: Enriching Lives

The Enlighted Heart of the Academy

2007-2012 Strategic Framework
Dr. George T. French, Jr., President

~The Academy~

Excellence
  - Establishing Standards
  - Competitive Graduates

Traditions
  - Rites of Passage
  - Community Identity

Celebrations
  - Achievements
  - Encouragement

~The Heart of the Academy~

People and Plans
  - Knowledge and Spirit
  - Dreams and Possibilities

Executions and Improvements
  - Collaboration
  - Commitment

Process and Timing
  - Patience
  - Opportunity

~The Strategic Framework~

“Who” we are
“What” we do
“Where” we are going
“How” we plan to get there

~TOGETHER~
~The Miles College Community~

 Students are valued clients who search for self-knowledge as a means to acquire and develop the knowledge, skills, and abilities that will successfully contribute to their life goals.

 Faculty is empowered to creatively design experiences that meet the outcomes defined by the College’s Mission and, through the Miles College Community’ values, guide each student to reach their innate potential.

 Staff projects the image of the institution and the spirit and values of the Miles College Community through contributions to academic endeavors and management of the business interests of the institution.

 Administration leads the institution, defines internal and external relationships, and facilitates the implementation of the College’s Mission-related endeavors.

~Core Values~

 Integrity
  o The Miles College Community encourages honesty and tenacity that positively support the mission of the institution. Honesty, ethical behavior, and **courage of conviction** in a supportive environment ensure a rich academic quest for the truth and intellectual growth.

 Responsibility
  o The Miles College Community consistently balances opportunity with personal responsibility for individual choices and action. Each person is accountable for the results of each commitment to the institution.

 Continuous Learning
  o The Miles College Community intentionally engages in interactions and experiences that fuel intellectual growth and pursuit of knowledge among students, faculty and staff who demonstrate a willingness to learn.

 Respect for People
  o The Mile College Community responds to each person with equity and dignity. Each person is affirmed as unique with innate talents, skills, and abilities that contribute to the learning environment.

 Service
  o The Miles College Community acts to enhance, individually and collectively, in acts of civic and social service that enrich the lives of others.
~The Milean’s Creed~

I BELIEVE in **my abilities**; therefore, I promise to listen actively and to participate in learning activities that develop my abilities.

I BELIEVE in **success**; therefore, I promise to work hard at understanding myself and behaving in ways that improve my chances to succeed.

I BELIEVE in **perseverance**; therefore, I promise to learn from mistakes and to continue pursuing my goals.

I BELIEVE in taking **responsibility**; I promise to think before I act and not to blame others for the consequences of my actions.

I BELIEVE in **honesty**; therefore, I promise to behave truthfully, ethically and respectfully as a member of the Miles College community.

I BELIEVE in **humanity**; therefore, I promise to treat each person with dignity and respect.

I BELIEVE that my **life has meaning and value**; therefore I promise to reflect and connect with the power that inspires me to be my best self.

I BELIEVE in **service to others**; therefore, I promise to pursue opportunities to improve the community where I live.

I BELIEVE in **continuous learning**; therefore, I promise to look for positive lessons from each experience that I encounter.

I BELIEVE in **Miles College**; therefore, I promise to contribute to its growth as a vibrant learning environment.

I BELIEVE that I **am** Miles College; therefore, I **am** rich heritage and the promise of sure posterity.

~The Miles College Graduate~

- Competent in the mental disciplines of analysis, synthesis and logic
- Competent in reading, writing, speaking, listening and computation
- Sensitive to and respectful of people, diverse cultures and institutions
- A model for socially acceptable behavior
- Technologically astute

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Miles College
A continuous seeker of self-knowledge and enlightenment

Conversational in at least one language other than English

Socially and politically cognizant and involved

Comfortable with the discourse of ideas, some that may differ from their own

~The Mission~

Miles College—a senior, liberal arts, church-related College with roots in the Christian Methodist Episcopal Church and in the tradition of the Historically Black College—motivates and directs its students to seek holistic development that leads to intellectual, ethical, spiritual, and service-oriented lives. Guided by these core values, the Miles College education involves students in rigorous study of the liberal arts as preparation for work and life-long learning, in the acquisition of verbal, technological and cultural literacy, and in critical community participation; all as a prelude to responsible citizenship in the global society which they will help to shape.

~The Vision~

By 2012, Miles College will be known as an aesthetically attractive institution of academic excellence whose students, graduates and faculty contribute to the intellectual and professional vitality of the broader community, exhibit technological sophistication and value the renderings of art in all its forms. The College will serve increasingly diverse students and gain recognition for global partnerships that assure cultural inclusiveness. Student and faculty involvement in international studies and global intelligence will preface the College emerging as a magnet for regional discourse in public policy and global awareness. Academic course offerings will be delivered through a variety of pedagogically effective delivery mechanisms that appeal to a wide range of student needs. The course offerings will be catalyst for continued growth in the number of students served. Students, who engage in the Miles College experience will, as alumni, demonstrate a commitment to excellence, continuous improvement, and service to others through regular gifts to the dynamic academy that Miles College has become.

~Strategic Goals~

2007-2012

To provide educational programs, anchored in the Liberal Arts, that demand excellence in intellectual and professional preparation for career flexibility in a world that changes exponentially
To recruit, reward and retain appropriately qualified and highly effective faculty and staff required to meet the Mission of the College through the shared values of the Miles College Community

To sustain a safe learning and living environment that contributes to and complements the academic experience through social, moral, physical, and spiritual education and services

To secure and manage the quality and quantity of facilities, equipment, and resources to support the academic programs, educational atmosphere, and community enrichment

To leverage the College’s capacity to financially support the Mission and Vision and effectively manage all financial resources

To objectively assess the achievement of student learning and operating outcomes for continuous improvement in institutional effectiveness
**Editorial Style**

**Miles College, A-Z**

**A**

**Academic and Administrative Titles**
Capitalize before a proper name. (i.e., Miles College President George T. French, Jr.)
Lowercase modifiers of titles when they are not proper words. (i.e., history Professor Joe Smith)

**Academic departments, schools, and colleges**
Capitalize the complete formal names of academic departments, and you may uppercase or lowercase informal or incomplete references. Examples: the Department of Education, the education department; Miles College, the College.

**Academic semesters, terms**
Uppercase the terms. i.e. The Fall term begins on Monday. She will be attending classes in the Fall semester.

**Accreditation**
To recognize an educational institution as maintaining standards that qualify the graduates for admission to higher or more specialized institutions or for professional practice.

**ACT**
Use only the initials referring to the previously designated American College Testing.

**A.D.**
Acceptable in all references for Anno Domini: in the year of the Lord. Do not write: The eight century A.D. The eight century is sufficient. If A.D. is not specified with a year, the year is presumed to be A.D.

**Addresses**
Use the abbreviations Ave., Blvd. and St. only with a numbered address: 5500 Myron Massey Blvd. Spell them out and capitalize when part of a formal street name without a number: Myron Massey Boulevard. Lowercase and spell out when used alone or with more than one street name: Myron Massey and Richard Arrington Boulevards.

**Administrator**
Never abbreviate. Capitalize when used as a formal title before a name.

**Adopt, approve, enact, pass**
Amendments, ordinances, resolutions and rules are adopted or approved. Bills are passed. Laws are enacted.
Affect, effect
Affect, as a verb, means to influence: *The rain will affect the game.* Effect, as a verb, means to cause: *She will effect many changes in the committee.* Effect, as a noun, means result: *The effects of the storm were overwhelming.* The new law will have a great effect on the community.

African American
Acceptable for an American individual who classifies themselves as a black person of African descent. Do not hyphenate when using as a noun.

Afterward
Not *afterwards*.

Aid, aide
*Aid* is assistance. An *aide* is a person who serves as an assistant.

Alabama
Abbreviate *Ala.* in datelines or stories. Postal code: *AL*.

Alumnus, alumni, alumna, alumnae, alum
An *alumnus* (*alumni* in the plural) is the generic term for an individual who graduated from a school. An *alumna* (*alumnae* in the plural) is a specific reference to a woman who graduated from a school. *Alum* is colloquial for either a male or female graduate. Use *alumni* when referring to a group of men and women graduates.

Ampersand (&)
Use the ampersand when it is part of a company’s formal name or composition title: *Johnson & Johnson.* Do not use it to shorten information within a sentence: i.e., Brown Hall & Pearson Hall (incorrect)

Brown Hall and Pearson Hall (correct)

AM, PM
Lowercase, with periods. i.e., *a.m.*, *p.m.*

Anybody
In the sense of *any person*, not to be written as two words. Any body means *any corpse* or *any human form*, or *any group*. The rule holds equally for *everybody*, *nobody*, and *somebody*.

Appendix, appendices, appendixes
Both *appendices* and *appendices* are correct plural forms of the word *appendix*, although the latter is preferred.

Attn., attn:
In mailing addresses, use the form *attn:* (colon, no period).

B

Board of Trustees
Board on second reference.

**Building names**
Names should be capitalized when using informally when talking about the specific building such as “the Library.”

**C**

**Century**
Lowercase, spelling out numbers less than 10; the second century, the 20th century. For proper names, follow the organization’s practice.

**Chapters**
Capitalize chapter when used with a numeral in reference to a section of a book or legal code. Always use Arabic figures: Chapter 1, Chapter 20. Lowercase when standing alone.

**Chapter titles**
Set within quotation marks; or italicize.

**Character, reputation**
*Character* refers to moral qualities. *Reputation* refers to the way a person is regarded by others.

**Class of**
Capitalized when used before the date in reference to a specific class. (i.e., Class of 2010)

**COC**
The Commission on Colleges (of the Southern Association of Colleges and Schools (SACS)).

**College**
An independent institution of higher learning offering a course of general studies leading to a bachelor’s degree.

**Colloquium**
Usually a meeting, which is academic in nature, were experts in a particular field deliver addresses on a topic or related topics and then answers questions related to them.

**Coursework**
This term is spelled as one word.

**Credit hour**
Two words.

**Curricula**
The preferred spelling for the plural of *curriculum*.

**D**

**Data**
Factual information (as measurements or statistics) used as a basis for reasoning, discussion, or calculation.

**Department of, Division of, Office of**
Capitalize the official names of departments and other divisions of companies, government agencies and similar institutions. i.e.: Department of Business Affairs, Division of Business and Accounting, Office of Institutional Effectiveness.

**Dissertations, titles of**
Capitalize and set within quotation marks; or italicize.

**E**

**Exhibit**
Capitalized when used with a number or a letter. i.e.: The lawyer produced Exhibit A during his presentation. You will note Exhibit 10. The exhibit begins tomorrow. Do not put quotation marks around an exhibit name.

**Ex Officio**
Do not hyphenate or italicize this term, which means by virtue of one’s office or position.

**F**

**Fiscal Year**
A calendar year is January through December of a single year. A fiscal year is a 12-month period that begins in some portion of one calendar year and extends into another (such as July through June or Fall term through Summer term). In expressing fiscal years, both calendar years may be indicated or just the latter calendar year.

**G**

**Grade Point Averages**
Always carry out to at least one decimal place (i.e., a 4.0 scale), in most cases two decimal places is preferred (i.e., a GPA of at least 3.25 is needed).

**Grades**
Do not set course grades in quotation marks. Form grade plurals by adding 's. i.e.: Mary received a B and two A’s for the semester. Her brother, who was ill and had been forced to withdraw from school, received W’s for his classes.

**Graduate, graduate from**
Schools graduate students, but students graduate from schools.

**I**

**Idea**
A thought; mental conception or image.
Identity
The state or fact of being a specific person or thing; individually.

I.E. (i.e.,)
Abbreviation for the Latin id est or that is and is always followed by a comma (or other
suitable punctuation such as colons).

Imply, infer
Writers or speakers imply in the words they use. A listener or reader infers something from
the words.

Incorporated
Abbreviate and capitalize as Inc. when used as part of a corporate name. Do not set off with
commas.

Induct
To place formally in an office or a society.

Inductee
A person inducted.

Informal
Not formal, not according to fixed customs or rules.

Initials
Use periods and no space when an individual uses initials instead of a first name.

Integrity
Honesty, sincerity.

Intelligentsia
Intellectuals collectively.

Italics
The Associated Press does not italicize words in news stories. Italics are used in Stylebook
entries to highlight examples of correct and incorrect usage. Others use italics to denote a
statement instead of quotation marks.

I

JPEG, JPG
Acronyms for Joint Photographic Experts Group, one of two common types of image
compression mechanisms used on the World Wide Web (along with GIF). Acronyms
acceptable in all references.

Junior, senior
Abbreviate as Jr. and Sr. only with full names of persons or animals.
Justice
The use of authority to uphold what is just.

K

Knowledge
Range of information or understanding.

L

Lecture
An informative talk to a class.

Legal citations
Italicize and use v. (not vs.) for versus. i.e.: Goodman v. Price, Campbell v. City of New York.

M

Magazine titles
Italicize the proper names of magazines; do not italicize, set within quotation marks or capitalize the word magazine unless it is actually part of the formal name: Business Week magazine, but Artist's Magazine.

Magnum opus
A great work; masterpiece.

Manifest
To show plainly; reveal.

Money
Use figures and the dollar sign. For amounts over the thousands, use the dollar sign, a numeral and the appropriate word (i.e., $100 million, $3.1 trillion).

Mantra
An often repeated word or phrase that is closely associated with something. The Miles College affiliated mantras:
We are…Miles College;
C³: Culture, Class, and Civility

Movie titles
Italicize.

N

Newspaper names
Italicize, but italicize the city of origin only if that is part of the formal name. Capitalize and italicize the in a newspaper's name if that is part of the formal name. Use parentheses to identify state or national origin of a paper if needed and if not part of the formal name.


Noon
Not 12 noon, or 12:00 p.m.

O

Obscure
Vague; ambiguous.

Obsolete
No longer in use.

Occupation
That which occupies one's time; work; profession.

Office
Capitalize office when it is a part of an agency's formal name: Office of Research, Outcomes, Assessment, and Institutional Effectiveness. Lowercase when you are speaking of the physical office space: Mr. Johnson came to the office. Uppercase when speaking of personnel: The Office will meet today at noon.

P

Percentages
Use “percent” in text and symbol (%) in charts/graphs/tables. Always use number (i.e.: 6 percent, 50 percent, 8.5 percent……).

Professorships, named
Capitalize such titles both before and after the name and when standing alone.

Publication titles
Capitalize the principal words.

Q

Qualification
Any skill, etc. that fits one for a job, office, etc.

Qualitative
Having to do with quality or qualities.

Quantitative
Having to do with quantity amount; portion.
R

Room
Capitalize when used with a numeral. (i.e., Room 107)

S

SACS
The Southern Association of Colleges and Schools is the regional body for the accreditation of degree-granting higher education institutions in the Southern states.

Scholastic Value
Excellent (A), Good (B), Average (C), Poor (D), Failure (F), Audit (AU), Waiver (CR), Incomplete (I), In Process (IP), Pass (P), Satisfactory (S), Unsatisfactory (U), Withdrawn from Course (W), Withdrawn Administratively (WA), Withdrawn from College (WD).

Seasons
Always lowercase winter, spring, summer, and fall. Uppercase when referred to as a semester.

Semester
Uppercase academic semesters in textual material. Do not separate the semester from the year by a comma. i.e.: She will graduate in the Spring semester 2010. He will complete the lab course in the Fall semester.

SUB
Student Union Building

T

Telephone numbers
The preferred form is to separate area and number codes with parenthesis (such as 800 and 888) from the telephone number. Use a hyphen to accurately separate the following seven digits. When giving only an extension number, abbreviate and capitalize extension. i.e.: (205) 555-5555; 1(800) 555-5555; Ext. 1-3712.

Titles
For the titles of literary works, scholarly usage prefers italics with capitalized initials. The usage of editors prefers italics with capitalized initials, others using Roman with capitalized initials and with or without quotation marks.

U

University
Capitalize only when used as part of a complete formal name or title.

Upper class (n.), upper-class (adj.), upperclassman, upperclasswoman
**V**

**VIP, VIPs**
This acronym is acceptable for *very important person(s).*

**Vita**
A short biography or autobiography. The term is preferred to the longer *curriculum vitae.* The plural of *vita* is *vitae.*

**Vespers**
Vespers or Vesper service (not Vespers service)

**W**

**Work-study (adj.), work study (n.)**

**X**

**Y**

**Year-round**
Hyphenate in all uses.

**Years**
For decades add an “s” to the end (i.e., 1980s). For abbreviations, use an apostrophe (i.e., a ‘67 Chevy).

**Z**

**ZIP code**
Use all-caps ZIP for *Zoning Improvement Plan,* but always lowercase the word *code.* Run the five digits together without comma, and do not put a comma between the state name and the ZIP code: Fairfield, AL 35064
Meeting Procedure:
All meetings, regardless of size or purpose, have some things in common:

- Someone is in charge of conducting the meeting.
- Someone is responsible for taking the minutes.
- All members are notified of the meetings date and time and the purpose for which the meeting is called.

Meeting Management:
This section will discuss some helpful techniques for managing a meeting so that you can accomplish what you set out to do in an efficient, timely manner.

If you need to meet, minimize attendees and time spent. Only call those people who really need to be there. Give attendees as much notice as possible. Include time, place, start and end time, subject, and agenda. If visual aids are needed (charts, videos, overheads, projectors, and so on), set them up well in advance and test to ensure that they function properly.

If there are several departments involved, you may choose a meeting place that is neutral and or convenient for all participants to attend. If there is a person pre-designated to facilitate, then they may choose the time and place in which to meet.

It is important that you start the meeting on time and not to allow latecomers to waste the time of those who arrive promptly. And with this in mind, make sure to allot a reasonable amount of time to accomplish the meeting’s objectives and stick to the schedule. Follow the agenda to cover each item as quickly as possible. Do not allow the discussion to get off the subject of the agenda.

Have someone take minutes or notes on what the committee or group decides to do. The chairman should keep a list of assignments and target dates for action/completion. In recurring meetings, discuss issues from the previous meetings and give progress reports on the projects and assignments being handled.

Before ending the meeting, have the recorder summarize plans that were agreed upon as well as target dates set. End the meeting on time and know what your responsibility and authority is in the meeting. Follow proper protocol and be sure that you have the authority to make decisions about the issues being discussed at the meeting. Foresee what is likely to happen in the meeting and prepare for it. Use committees. Delegate responsibility and work to smaller groups. If you are the chair of a committee, break up the work among the members.
Dining Etiquette

Proper Etiquette
It is very important to remember and practice good manners and form. The methods should be conventionally acceptable or required in society.

Silverware
If a piece of silverware drops, leave it and ask for a replacement from the server. Once you have used silverware, it should not touch the table cloth. Place your knife at the top of the dinner plate, facing in, after use. When you are finished, place your knife and fork in the center of your plate. (This could also be an indication to your server that you are finished.)

Napkin
Once seated place the napkin, unfolded, on your lap and leave it there until you are finished. A napkin is used to dab the corners of your mouth. If you need to leave the table during the meal, place the napkin on the chair and slide the chair under the table. Once you are finished place the napkin folded loosely to the left of your plate. (This could also be an indication to your server that you are finished.)

Posture
Sit straight and try not to lean on the table. Make sure to keep your elbows off the table and close to the body when you are eating. However, when you stop to talk, it is okay to rest your elbows on the table and lean forward.

Serving Food
- Pass food to the right
- Transfer dip to your plate
- Plates are served on the left
- Dishes removed from the right
- Pass the salt and pepper together

Dining
Wait until everyone is seated before eating. When dining with others, everyone should start and finish at the same time. If you are a fast eater try to pace yourself. You could make others feel uncomfortable if you finish before they do. Take small bites, keep your mouth closed and finish chewing before continuing your conversation. Try not to gulp your food, it is not very attractive. Do not blow on food that is hot. Wait until it cools or eat from the side of the bowl when having soup. Bread and rolls should be broken with your fingers, in small pieces and buttered one piece at a time, and never cut with a knife. Cut several pieces
of meat (or main course) at a time. Use your knife to cut lettuce if needed. Do not push your plate away from you when you are finished eating.

**Excusing Yourself**
Excuse yourself, if you have to leave the table. Please turn your head from the table if you have to cough or sneeze and do so in your sleeve or in the pit of your elbow.

**Problems**
Be discrete if you have a problem with your food. Remove food the same way it went in, on silverware. Also, if someone uses your bread plate as their own, do not inform them of their mistake, simply use your dinner plate. Do not use the bread plate on your right as a replacement.
The difference between a positive and negative experience with a phone call is you. The human factor in all communications makes the difference. The caller needs to feel taken care of, well informed and motivated. When you answer the phone, it is that 'human moment' when the caller can actually experience what it would be like working with you and your respective unit. It's the opportunity to create relationships for the future of your department, division, or the College.

**Answering Calls**

**Standard Miles College Greeting**
*It's a great day at Miles.* You may add on to represent your unit or area of respective duty as you see fit. i.e., *It's a great day at Miles. You have reached Institutional Effectiveness. How may we assist you?*

**Speak clearly**
A picture paints a thousand words, but the caller on the other end of the phone can only hear you. They can not see your face or body language. Therefore, taking the time to speak clearly, slowly and in an enthusiastic, professional voice is very important.

**Do not use poor language**
Respond clearly with “yes” or “no” when speaking. When in the habit of answering the telephone, especially while multi-tasking, you may tend to shorten the pronunciation of your words out of comfort. Focus on the caller and try to remember to use good language. *Practice makes perfect.*

**Address the caller properly by his or her title**
(i.e. Good morning Mr. Brown, Good afternoon Mrs. Sanders). Never address an unfamiliar caller by his or her first name. The protocol is to address the caller as you would if they were physically present.

**Listen to the caller and be patient and helpful as much as possible**
It is very important to listen to what the caller has to say. It is always a good custom to repeat the information back to the caller when you are taking a message. Confirm that you have heard and recorded the message correctly. There are times when taking a message is not so simple. If a caller is irate or upset, listen to what they have to say and then refer them to the appropriate resource. Never snap back or act rude to the caller because our students, potential students, faculty, and staff are our vested interests and we should act as such.

**Always ask if you may put the caller on hold**
If you are responsible for answering multiple calls at once, always ask the caller if you may put them on hold. Remember that the caller could have already waited several minutes before getting connected to you and may not take lightly to being put on hold.

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Miles College
**Making Calls**

**Always identify yourself properly**
When calling or when leaving a message, always identify yourself properly when leaving a message. Provide your name, department/unit and contact telephone number. For example, *Good afternoon Mr. Brown, this is Mrs. Smith from Miles College. My telephone number is (205) 929-0000.* Always be aware of confidential information when leaving messages. Also, be aware of people around you while talking on the phone. Be discreet! Someone next to you might overhear confidential information that could affect your current task or assignment and or misrepresent information they thought they heard.

**Avoid leaving long winded messages**
Remember, someone has to listen to your message, write it down and then act upon it. Before placing a call it is a good habit to think about what you are going to say if you are unable to speak to the person you are calling. Your message may be just one of many messages that need to be handled. Keep it detailed and to the point.
“Netiquette”
The Net allows people to fully express to relatively large groups of people at one given time. You are able to express clearly and succinctly, your thoughts and feelings on any particular subject matter.

Here are some basic rules to follow when using the Net:

Think before you send and always know what you are writing
Don’t type it if you don’t want to see it in print, posted on a bulletin, or in a newsletter, because you never know who else will be reading it. This projects an image of yourself and the unit you may be representing.

Don’t use all caps
It’s harder to read and makes the reader think you are shouting. When sending correspondences, as it relates to the College, mention of event titles, or themes may require capitalization, however, do not use it to emphasize a particular point in conversation you feel would be best understood in all caps. Keep the document concise and clear to the reader in all forms of creation.

Get to the point
Avoid long-winded emails. Get to the point of your emails as quickly as possible, without omitting the key details and the essence or purpose of the email. Time is short, people are busy and they really just want to get to the point of what you want to convey.

Be professional
As a professional, you want every avenue of communication to reflect your level of professionalism. Do you respond to important emails on time? It really is bad business to respond slowly to legitimate email. Always strive to answer on time, every time. And remember, no matter how irate your contact is, always remain cool, courteous and helpful.

Send your email to the right person
It does not look good sending an email to the wrong recipient. That particular email could have contained confidential information that was intended for a ‘Daniel’ to read but was mistakenly sent to a ‘Dan’. Always be careful when selecting names and adding to the “To:” field, as it may be populated, or you have several contacts with the same first name.