### Names and Offices

Use the full name, short name, or full initials to refer to the University:

- ✔ California State University, East Bay
- ✔ Cal State East Bay
- ✔ CSUEB

Do NOT use non-standard or outdated terms:

- ✗ CSU East Bay
- ✗ Cal State Hayward
- ✗ Hayward State

Capitalize University when referring to CSUEB:

- ✔ The University welcomes you

### Titles

- Chancellor
- President
- Provost
- Vice Provost
- Dean
- Associate Dean
- Chair / Co-Chair
- Vice Chair
- Professor
- Assistant Professor
- Associate Professor
- Lecturer

All titles are capitalized before the name, and not capitalized in other references.

- ✔ Professor John Doe
- ✔ John Doe, a professor of English
- ✗ NOT John Doe, a Professor at Cal State East Bay

### Locations

- Meiklejohn Hall
  - Always note the correct spelling
- New University Union
- Original University Union
  - ✗ NOT Old University Union
- Physical Education and Gym Building
- Pioneer Bookstore
- Pioneer Heights Student Housing
- Pioneer Heights Dining Commons
  - ✗ NOT Cafeteria
- University Theatre (not Theater)

### Colleges

- College of Business and Economics (CBE)
- College of Education and Allied Studies (CEAS)
- College of Letters, Arts, and Social Sciences (CLASS)
- College of Science (COS)

### Courses and Departments

Use abbreviations when also using the course number.

- ✔ ENGL 3070

Capitalize course titles.

- ✔ Intermediate Workshop in Fiction
- ✔ ENGL 3070 (Intermediate Workshop in Fiction)

Capitalize full department names.

- ✔ Department of Kinesiology
- ✔ Department of Hospitality, Recreation, and Tourism

When referring to general academic work or departments, lowercase areas of study, excepting those that are proper nouns.

- ✔ He teaches chemistry.
- ✔ She teaches English, history, and Greek philosophy.
- ✗ NOT He is in a Biology class.
Commonly Used Terms

Academic

Quarters/Seasons
Capitalize when referring to a specific time
✔ Fall Quarter; Fall 2010
Lowercase when general
✔ four quarters; last fall, next quarter

Adjectives

Hyphenate these when used in front of another noun.
✔ full-time, part-time
✔ work-study
✔ upper-division, lower-division

Internet
✔ e-mail
✔ online
✔ Web site

Degrees at CSUEB

Bachelor of Arts, Bachelor of Fine Arts, Bachelor of Science
✔ He earned a Bachelor of Arts
bachelor's degree
✔ She has a bachelor's degree
Master of Arts, Master of Business Administration, Master of Public Administration, Master of Science, Master of Social Work
✔ She has a Master of Business Administration.
master's degree
✔ He is studying for a master's degree.

For Additional Questions

This reference guide provides concise answers to the most common questions about University editorial style and standards. More detailed guidance and in depth information on syntax, punctuation, and CSUEB referential conventions, as well as University branding standards, is available online.

University Editorial Style Guide online
✔ www20.csueastbay.edu/ua/communications/identity/editorial-style/index.html

Office of University Communications
✔ www20.csueastbay.edu/ua/communications/

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