



El Paso Community College **COMMUNICATION STYLE GUIDE**

Office of Associate Vice President of External Relations, Communications and Development
Marketing and Community Relations Department

2022-23

TABLE OF CONTENTS

INTRODUCTION	3
Why is clear communication important?	3
OUR MESSAGE & EPCC's STRATEGIC PLAN	4
Strategic Plan Goals	5
Examples of Key Messages	6
STANDARDS	7
Official Colors	7
Official Logo	8
Incorrect Usage	10
Use of Logos and Sub Logos	11
Secondary Logo	12
Email Standards	13
Business Cards and Stationery	14
Communication Tools & Templates	14
Promotional Materials	15
Social Media	15
Communicating with the Media	15
Sharing Information—News, Events & Announcements	16
EPCC's Public Website & MyEPCC	16
Use of Unsupported Third-Party Services	16
Editorial Guide	17

INTRODUCTION

Why is clear communication important?

El Paso Community College (EPCC) has a long history and our institution is well-recognized in our community and beyond. At its essence, EPCC's brand is our reputation. It embodies who we are as a college and represents our aspirational goals and ideals. It illustrates our values as perceived by the community, our students, our faculty and staff as well as our alumni and our partners.

Communicating our identity in a compelling and consistent way helps us to achieve our objectives. Through effective communication, we seek to engage our varied and diverse audiences with a compelling message about who we are, what we represent and what makes EPCC unique.

By communicating consistently, we can positively influence how people think and feel about EPCC. As a result, we will amplify our impact, whether by enrolling more students and expanding partnerships or by finding additional resources to support programs and student scholarships.

Our brand is vibrant - and it's in your hands. Each of us has the responsibility to continue to build and enhance the college's image through verbal, written, face-to-face and virtual communication. Everything you say and do on behalf of EPCC showcases who we are. By using a consistent style of communication, messages are conveyed clearly and more effectively, ultimately helping us impact more students.

The EPCC Communication Style Guide was developed with one goal in mind: to guide our team in communicating a shared identity that reflects our college's history of excellence and innovation. In this booklet, you will find guidelines and tools for effective communication.

Together, our actions will ensure that EPCC's image and reputation remain strong and that our promises are fulfilled. If you have questions not addressed in these guidelines, please contact Marketing and Community Relations within the Division of the Associate Vice President of External Relations, Communications and Development.

Keri Mae, E.d.D.

*Associate Vice President Office of Associate Vice President of
External Relations, Communications and Development*

OUR MESSAGE & EPCC'S STRATEGIC PLAN

EPCC's messaging and communication should reflect our [Strategic Plan](#), which is shaped by our mission and vision as well as five goals that illustrate our common values and purpose. It should guide all of our messages and communication.

Mission

The mission of El Paso Community College is to ensure affordable, high-quality education and career pathways from start to finish.

Vision

EPCC will be a progressive educational leader transforming our future.

Student Success Statement

Recognizing that there are obstacles for students in attaining academic goals, EPCC's focus on success strives to achieve fairness through inclusion of all students and active removal of barriers by supporting student progress, degree completion, academic transfer and/or gainful employment. EPCC is committed to success for all students as a basis for creating opportunities and providing resources and support for the success of all members of its college community.

**Adopted by the Board of Trustees January 2024*

*Examples of historically underrepresented students include but are not limited to: first-generation, low-income, students of color, adult students; marginalized orientations, gender identities, and intersex students; students with second-language backgrounds; undocumented students; transnationals; veterans; students with disabilities; students with dependents; foster care youth; and formerly and currently incarcerated students.

The Best Place to Start *and Finish!*

Strategic Plan Goals

1. Provide Quality Education to Meet Students' Diverse Needs

- Facilitate College Transitions
- Prepare Students with Marketable Skills for Gainful Employment
- Promote Co-Curricular Learning
- Provide State-of-the-Art Infrastructure, Technology and Services
- Provide Relevant Professional Development Opportunities

2. Drive Student Success

- Engage Students Inside and Outside the Classroom
- Promote a College-Going Culture
- Increase Student Retention and Graduation Rates
- Optimize Support Services
- Close Equity Gaps in Student Outcomes

3. Foster Engagement and Increase Partnerships

- Retain Qualified Employees
- Promote Innovation and Accountability
- Empower Employees to Take Responsibility for Student Recruitment, Engagement and Success
- Align Partnerships with Regional Educational, Economic and Workforce Needs
- Increase EPCC Visibility

4. Sustainability

- Maintain Fiscal Strength and Accountability
- Prioritize Individual, Campus and Workplace Safety
- Integrate Data in Decision-Making and Planning
- Ensure Quality and Effectiveness in All College Operations
- Prioritize Emergency and Crisis Preparedness

Examples of Key Messages

Key messages are simple statements that are engaging and state the essence of what we do.

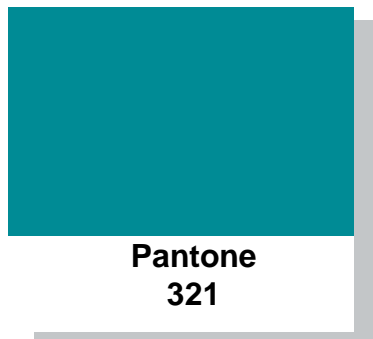
- EPCC is committed to goals that foster **E**ngagement, **P**artnerships/pathways, creating a **C**ollege-going culture and focusing on **C**ompletion.
- EPCC is increasing access to affordable, high-quality education and creating a better prepared and skilled workforce for our region.
- EPCC serves more than 25,000 students offering traditional degrees and transfer opportunities, career and technical training, basic skills, English as a Second Language, Continuing Education and 154 programs.
- With night, weekend and online classes at five campuses which are conveniently located throughout the county, EPCC offers classes that fit into busy student schedules.
- EPCC creates an educational environment for success whether students are working towards a degree, seeking to transfer to a 4-year institution, or completing a degree or certificate to advance or start their career.
- EPCC is consistently ranked among the top community colleges in the nation for granting associate degrees to Hispanic students by Hispanic Outlook Magazine.
- EPCC offers high-quality education taught by skilled professors with the most affordable cost of tuition in our region.
- College is worth the investment. The more you learn, the more you earn. The jobs of the future will require some sort of degree or certificate. By attending EPCC, students get ready for careers that will allow them to achieve economic mobility.
- From financial aid, to childcare services and vibrant campus life, EPCC offers a wide variety of support services to help students stay on their path to success.

STANDARDS

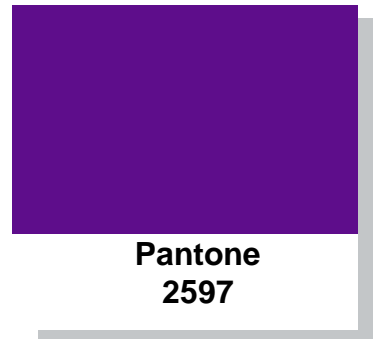
This document provides an overview of the El Paso Community College graphic identity. This identity will apply to College administration business and other communications. Also presented here are guidelines for the proper use of the logo. The term “graphic identity” refers to a set of visual characteristics. 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 will have a reliable guide for representing the College in a unified and coordinated manner. As outlined in [Procedure AB-1, Use of the District Logo](#), any item created with use of the EPCC logo, or its approved variations, must be approved by Marketing and Community Relations

Official Colors

The approved colors for use with the logo are Teal (Pantone 321 / HEX #008996) and Purple (Pantone 2597 / HEX #5c0f8c). The principal version of the logo must have the mountains and outer circle in teal, the sun and inner circle in white all with a black outline and “El Paso Community College” in black.



C: 100	R: 0
M: 22	G: 137
Y: 42	B: 150
K: 2	



C: 80	R: 92
M: 100	G: 15
Y: 7	B: 139
K: 2	

Official Typeface

The official typeface to be used with the logo is Eras Bold ITC. Any other typeface is not acceptable for the mark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Official Logo



The official logo for EPCC is a road leading into a mountain range encircled by the words “El Paso Community College.” This symbol represents your journey to achieving your goal of a higher education. As the primary identifier of the college, the logo can be used by any program, or department within the College. These logos have been approved and can be used electronically and in district wide applications. Please refer to [EPCC Procedure AB-1, “Use of the District Logo”](#).

Logo Variations & Tagline

The logo can be used with any single color for single color applications. Any part of the original logo that is black will become a solid color and any part that is teal becomes a 40% screen of the color. For example, an all teal or purple can be used, as well as a black version. Approved tag “*The Best Place to Start and Finish*” font is a combination of Myriad Pro and Jellyka.

The Best Place to Start *and Finish!*



The Best Place to Start *and Finish!*

Reproduction Size & Clear Zone

The logo should never be reduced any smaller than 3/4” and any object or words should be placed no closer than the distance equal to the width of the circular white band.



Alternate Official Logo Option

The official logo is the preferred logo for use. The alternate logo is an option that should be used sparingly and only when the official logo will not reproduce well such as embroidery on a shirt, promotional item, etc. It must appear with the circle of the mountain with the road and must appear with the El Paso Community College wording in the style shown below.



Incorrect Usage

Proportion

In order for El Paso Community College to maintain a unified look, the logo should never be distorted or manipulated (i.e. stretched, slanted). The designs within the logo should not be altered in any way as they are not individual elements.

Color Application

The logo color application cannot be modified unless using a single-color version as stated previously. No unapproved colors are acceptable when reproducing the official logo.

Typesetting

The type within the logo should never be substituted in place of Eras Bold ITC as the logo is a designed element and individual parts should not be modified.



Use of Logos and Sub Logos

Sub-logos are the secondary variations of the logo structure that can be used by various campus entities. EPCC's logo is well-known and allows others to recognize us. Creating separate logos detracts from EPCC's image and weakens visible connection to the college. We are proud of our programs, department and initiatives. We want others to know that what you're doing is a part of EPCC! Therefore, EPCC related programs, departments and initiatives should use the college logo, not a separate logo, in order to identify and clearly communicate affiliation with the college. A sample of acceptable sub-logos are below and templates are available from Marketing and Community Relations. The official college logo should be used in conjunction with the name of the program, department or initiative. Exceptions include previously established logos and student clubs. However, non-student clubs with previously established logos are encouraged to phase them out and replace them with the sub logo. Any other exceptions will need to be approved by External Relations, Communication and Development and must demonstrate a unique need, including that the proposed logo doesn't disassociate the entity from the college. **Sub-logos should be written using the font Avenir Next.** The font can be downloaded at the [Marketing and Community Relations](#) website in MyEPCC.

Sub Logo Samples



Department
Division



Mass Communication
Instruction and Workforce Education



Department / Program /
Organization



Professional Staff
Association



Department
Division



Mass Communication
Instruction and Workforce Education



Department / Program /
Organization



Professional Staff
Association



Division



Student
Enrollment
Services



Division



Student Enrollment
Services

Secondary Logo



Tejano Jack (TJ) Mascot

- Tejano Jack is the official mascot for El Paso Community College and is an additional identifying mark for the college.
- EPCC departments can use the mascot to convey EPCC pride. TJ must be used as a secondary element, in addition to the EPCC logo, in the same way you would use an icon or illustration in a layout, or in a second imprint area on promotional items.
- Items being printed with Tejano Jack, like the logo, must be approved by Marketing and Community Relations.



Promotional Items Usage

- Must not be used as a primary identifier.
- Use for casual or informal communications where the target audience has a known affinity for the mascot.
- The Tejano Jack mascot must be used in conjunction with the EPCC logo, but in a second imprint area.



Incorrect Usage

- Do not combine with the EPCC logo in the same imprint area, do not incorporate TJ into any graphic.
- Do not change the color, add props, crop, or modify TJ in any way. Any exceptions must be approved by Marketing and Community Relations.



Official Photos of TJ

- For official photos of TJ, please contact Marketing and Community Relations.
- Photos and reproductions of TJ should not be used without review and approval of Marketing and Community Relations.

Email Standards

Signature

EPCC email is the official mode of communication for employees. Employees should ensure the use of emails reflects a positive image of the College, please refer to College Procedures [CR-4 "Use of EPCC E-mail as Official Mode of Communication for Employees"](#) and [CR-1 "Electronic Mail Services, Personal and Broadcast E-mail, and E-mail Restrictions."](#) Downloadable email signatures are available in the [Marketing and Community Relations website in MyEPCC](#).

Email Signature should include the following:



TEJANO JACK, Ph.D.

*Vice President of School Spirit
Marketing and Community Relations*

Campus Location | Room # | Address

t 123.456.7891 | c 123.456.7891 | f 123.456.7891

e TJ@epcc.edu | www.epcc.edu

Profile Photo

Our college-approved email allows users to upload their own profile images. If using a photo, use a professional headshot. If you don't want to use a photo, then you may use the EPCC logo. Avoid photos that do not physically represent you, as this is not representative of EPCC, and does not appear clear, consistent, unified or professional. Do not use avatars, cartoons, sports team logos or any other image. If a professional headshot is needed, please contact Marketing and Community Relations to schedule time with the EPCC photographer.

DO'S



DON'Ts



Business Cards and Stationery

The Marketing and Community Relations Office has developed a standard letterhead and envelope stationery format for use by all departments and employees. If you need business cards, stationery, envelopes, certificates, forms and/or brochures created for your programs, please contact Marketing and Community Relations at 915-831-6531. Please refer to [EPCC Procedure GD-6, “Control and Management of Printed and Promotional Materials.”](#) All business card orders placed with the Marketing and Community Relations Department should be routed through your supervisor or Budget Head. *Downloadable electronic stationery available in the [Marketing and Community Relations](#) website in MyEPCC.*



Consistency using college-approved stationery is an important part of the effort to maintain the brand identity of EPCC. Digital stationery and other templates are available at MyEPCC. The Marketing and Community Relations Department can also provide you with a personalized version of the College stationery as a Microsoft® Word template. Please do not produce your own digital letterhead or other stationery products.

Communication Tools & Templates

To assist you with communicating, Marketing & Communication has a variety of tools available, including templates for PPTs, video backgrounds, stock photography, flyers and other resources. You may also request design help, make photo requests or requests for news coverage. More information about marketing forms, work requests and other services are available in the [Marketing and Community Relations](#) website in MyEPCC.

Promotional Materials

External printing should be outsourced through the Marketing and Community Relations Department. No printing will be contracted to an outside vendor without prior approval of the Director of Marketing and Community Relations, who will evaluate the need for such a contract. Please refer to EPCC Procedure [EPCC Procedure GD-6, “Control and Management of Printed and Promotional Materials”](#), to ensure the continuity, quality and institutional consistency of narrative, photography, design and reproduction of all District printed materials (such as folders, invitations, business cards, programs, certificates, thank-you cards, ads, brochures, newsletters, flyers, posters, handbooks, forms, and promotional items).

Social Media

EPCC Marketing and Community Relations operates the official social media channels for the college, including Facebook, Instagram and Twitter. EPCC programs or departments are encouraged to send content submissions to be shared on EPCC’s official social media sites to the Marketing and Community Relations Department. By sharing information on EPCC’s official channels, a larger audience will be reached.

In most cases, the official social media channels are the best way to promote EPCC programs, events and services. Some programs or departments may wonder whether or not they should create their own social media pages. EPCC-affiliated media channels must be approved in advance by Marketing and Community Relations as outlined by EPCC Procedure [CR-3 “Social Media Sites.”](#) For more information or for help in promoting your program or department please contact the Marketing and Community Relations Department or visit the Marketing Portal in MyEPCC.

Communicating with the Media

EPCC is committed to being accessible and transparent and providing accurate information to the media while sending a clear, concise and consistent message. Only the designated spokesperson may provide official statements on behalf of EPCC. Marketing and Community Relations will field all inquiries that come in from the media. If a student, faculty or staff member is contacted by a newspaper, television, online or radio reporter, please contact the Marketing and Community Relations Department for assistance before conducting an interview. Please refer to EPCC Procedure [GC-1, “District Spokesperson, News Releases and Media Inquiries”](#).

Employees should not speak to the news media as a representative of the college before notifying Marketing and Community Relations to receive guidance and training. Employees who choose to speak to the media as a subject expert or as a personal interview, must not speak on behalf of the college and must clarify that they are speaking as an individual, not an EPCC spokesperson.

Sharing Information—News, Events & Announcements

EPCC programs and departments are encouraged to submit news, events, and announcements to the Marketing and Community Relations Department so they may be shared across the college's public website (www.epcc.edu) and MyEPCC (my.epcc.edu). More information about marketing forms, work requests and other services are available *in the [Marketing and Community Relations](#) website in MyEPCC.*

EPCC's Public Website & MyEPCC

EPCC's Division of Information Technology operates the official website for the college. If a department or program has content other than news, events, or announcements to be posted on the college's public website or MyEPCC, it may be submitted to the [Information Technology Web Development office](#). The Information Technology Division follows standards and guidelines to ensure effective communication and a positive user experience and provides guidance on how areas can best serve their content across EPCC's webpages.

Departments or programs that want a new website created should contact the Information Technology Web Development office. The creation of college websites using unsupported external third-party services requires approval from the Information Technology Division.

Use of Unsupported Third-Party Services

EPCC's Division of Information Technology supports communication services for employees. In order to maintain personal and college information security, avoid using unsupported third-party services to conduct college business, including using them to communicate with others within the college. Examples of these services include, but are not limited to:

- Link-shorteners (Bitly, TinyURL, etc.)
- Cloud storage (Google Drive, DropBox, etc.)
- Online services (Zoom, Google Forms, Wix, Gmail, etc.)

Please use the technologies supported by the Information Technology Division and approved for college use. Training is available to help you use these tools to improve ways you can communicate and do business at the college.

Editorial Guide

When writing on behalf of EPCC, it is vital to remember that the final document, publication or message – whether electronic or print – reflects the entire institution and thus, must convey the highest standards, have clarity and be accurate. Stylistic consistency strengthens the messages we want to communicate in our written material by letting the reader focus on the content without being distracted by variations in spelling and punctuation.

This brief style guide provides clarification on word use and spelling, presents basic grammar and punctuation rules and notes college-specific style preferences. It is organized alphabetically to serve as a quick reference when writing or editing material for the college's internal and external audiences.

The basis for this editorial style guide is *The [Associated Press Stylebook](#) (2020- 2022 edition)*. It covers most questions campus writers will have about style issues. Because EPCC's needs are not the same as those of the news media, there are exceptions to the AP style that are noted as part of the specific entry. The use of a good dictionary is also highly recommended to check for spelling and usage issues not covered in this document or *The Associated Press Stylebook*. Our preferred dictionary is *Webster's New World College Dictionary* www.yourdictionary.com, which has definitions, grammar tips and more from 16 authoritative sources. It is also the official dictionary of the *Associated Press*, *the Wall Street Journal*, *the New York Times* and other leading newspapers. Check Webster's after you have referenced the AP Stylebook.

A

AACC Guided Pathways

Guided Pathways is a movement that seeks to streamline a student's journey through college by providing structured choice, revamped support and clear learning outcomes—ultimately helping more students achieve their college completion goals. It has four pillars: 1) clarify pathways to end goals, 2) help students choose and enter pathways, 3) help students stay on path, and 4) Ensure that learning is happening with intentional outcomes. The American Association of Community Colleges (AACC) undertook, with initial funding from the Bill & Melinda Gates Foundation, the AACC Pathways Project.

abbreviations, acronyms

All abbreviations and acronyms should be defined and spelled out the first time they are used, unless likely to be familiar to readers. *For example, see **Course Reference Number (CRN)***. Do not use periods in abbreviations or acronyms. Academic degrees are an exception. *Please also see **academic degrees***.

academic degrees

Academic awards conferred by a college upon successful completion of a program of study. Do not use an "s" or apostrophe when referring to the associate degree. Associate degree is acceptable on first reference. If using official degree titles, use uppercase letters (example: Associate of Applied Science in Nursing). Lowercase unofficial degree titles, such as associate degree in nursing. Use periods after each letter in degree abbreviations, such as A.A., A.S. (This is an exception to the abbreviations rule.) Do not capitalize "degree" when referring to the Associate of Arts degree since degree is a descriptive noun rather than part of the title. Do not capitalize academic degrees used in a general sense. Use an apostrophe in bachelor's degree and master's degree.

academic titles

Capitalize and spell out formal titles such as associate vice president, dean, chair, etc. when they precede a name, lowercase elsewhere. Exception: In TASB policies, all titles are lowercase.

academic year (AY)

Spell out “academic year” in documents for a general audience. Example: Academic year 2021 (AY21) is the period from fall 2021 through summer 2022.

accreditation statement

Specific statements required by accrediting agencies when referencing the accreditation status of the college or individual programs. Please review the guidelines of the accrediting agency when communicating this information in print or on the web. *Please also see **SACSCOC**.*

add/drop, add/drop period, schedule changes

Interchangeable terms for the designated period at the beginning of each semester/session in which students can add or drop classes without penalty.

advising, counseling

Advising or counseling is acceptable in general references for educational and career planning assistance.

advisor, counselor

Advisor or counselor may refer to any staff or faculty member with advising/counseling function in their job description or title. When referring to specific job function, keep lowercase: career advisor, faculty advisor.

age

Always use numerals when referring to an individual or entity: a 20-year-old student, but the student is 20 years old. The student, 20, has a brother. The student is in his 20s.

a.m., p.m.

Use lowercase with periods in print and web content. For example, the essay contest is at 7 p.m. today. Omit the periods in social media and data tables. *Please also see **time**.*

alumni, former student

Any individual who attended EPCC can be called a former student. To be considered an EPCC alumnus or alumna officially, is a person who must have completed at least 20 credits of coursework. “Alumnus” is not the same as “graduate”—a graduate must have earned a degree from EPCC. When referring to alumni, note that “alumni” includes both men and women; the singular male is alumnus, the singular female is alumna; and “alumnae” refers to a group solely composed of women.

area of study

A cluster of academic programs that lead to similar careers and industries. Within each academic area there are different course leading to a degree or certificate designed to prepare students for a given career. There are eight areas of study at EPCC. They are: Arts, Humanities & Communication; Business; Education; Health Sciences; Industry, Manufacturing & Construction; Public Service; Science, Technology, Engineering, Art & Math (STEAM); Social & Behavioral Sciences.

associate degree

Do not use an “s” or apostrophe when referring to the associate degree. *Please see **academic degrees**.*

B**Board of Trustees**

Uppercase when used as a phrase, but lowercase “the board” or trustee. Seven people consist of the El Paso Community College Board of Trustees. The Board of Trustees’ role is to select and evaluate the college president and adopt strategic policies, priorities, budgets and plans to direct the operation of the College.

C

campus names

Uppercase C in campus when using the proper name of one of EPCC's campuses. Lowercase C when listing two or more campuses. See below recommended full name and abbreviation for each campus, please do not use a capital C for campus after abbreviation. For example, the correct usage would be VV campus.

- Administrative Services Center (ASC)
- Mission del Paso Campus (MDP)
- Northwest Campus (NW)
- Rio Grande Campus (RG)
- Transmountain Campus (TM)
- Valle Verde Campus (VV)

campuswide

No hyphen or space. Also applicable for: collegewide, districtwide, statewide, nationwide, worldwide.

Cashier Office

Capitalize, no apostrophe in the official title of the Cashier Office.

certificate

Certificates are awarded to students who completed a specialized course of study that is related to specific career/technical skills. See academic degrees and quick careers.

chair

The preferred reference instead of chairman, chairwoman, chairperson. Capitalize before a name.

child care

Two separate words, no hyphen.

city

Lowercase except as part of the formal title of city government, such as City of El Paso.

class, course

May be used interchangeably to refer to a course. *Please also see **section**.*

college

Lowercase except as part of a formal title. For example: The college has various campuses.

collegewide

*Please see **campuswide**.*

contact hours

Contact hours are the basis of state reimbursement to the college and represent the number of hours of instruction provided to students in any given course. *Please also see **credit hour**.*

Continuing Education

Uppercase when referring to the nondegree division offering personal and professional development classes and programs. CE is acceptable on second reference.

core curriculum

Lowercase, no quotes when referring to EPCC's official block of transferable general education courses.

co-requisite

An academic course required to be taken simultaneously with another course.

course title

Each academic course has a course title, a course abbreviation, and a course number. The course title is capitalized and followed by the course abbreviation and course number in parentheses separated by a space. Example: Biology (BIOL 1306). Following the first reference, it is acceptable to use either the course title or course abbreviation and number.

Course Reference Number (CRN)

CRN is a unique 5-digit identifier assigned to a class for registration purposes. An advisor/counselor will assign you CRNs during advising so that you may register. Abbreviation is acceptable on first reference.

courseload, coursework

Both are one word, no spaces, and no hyphen.

courtesy titles

Do not use courtesy titles such as Mr., Mrs., Ms. The exception is Dr., which can be used on first reference. The preferred style is to use the academic degree designation rather than the Dr. courtesy title. Example: Tejano Jack, Ph.D., and Tejano Jack, Ed.D.

credit hour(s)

Credit hour(s) represent the hours value of a college credit course and how much tuition is charged for a course. For example, HIST 1301 is History 1301 (United States History I) is 3 credit hours; BIOL 1106 is Biology 1106 (General Biology-Science Majors I) is a 1 credit hour Laboratory that accompanies Biology 1306. The credit hour value of a course is always indicated by the second number of the course number. Use numerals for credit hours, no matter how small the number is. Credit is an acceptable term for credit hours. When used as an adjective, hyphenate when a compound modifier: Student has a 3-credit class.

D**dates**

Spell out months in every instance. Always use Arabic numbers (0, 1, 2, 3, 4, 5, 6, 7, 8 and 9) without *st*, *nd*, *rd*, or *th*. Use day of the week, comma, then month, date, comma, and finally year when needed, followed by a comma or other punctuation mark (most often a period). For example, Thursday, December 2, 2021. Month-year combinations don't require commas. Use an apostrophe to indicate numbers from a year that are left out (the year '99). There is not an apostrophe before an "s" (1990s). Separate dates involving spans of time with an en dash or hyphen (2018–21).

days of the week

Capitalize them. Avoid abbreviating, except in tabular format: *Sun, Mon, Tue, Wed, Thu, Fri, Sat* (three letters, without periods to facilitate tabular composition).

degree audit

An individualized analysis of a student's academic progress toward a specified certificate or degree. Degree works is an online tool to help advisors/counselors audit/monitor students' progress toward degree completion. Degree works matches students' coursework (completed, currently enrolled, or registered for in the future) to degree requirements in an easy-to-read worksheet that shows how the courses count toward degree requirements.

department, office

Use lowercase except for words that are proper nouns or adjectives. Use department when referring to instructional units and office when referring to administrative units of the college. Capitalize either term when part of a full name, for example the Marketing and Community Relations Department; lowercase when the term stands alone. Avoid "Office of" or "Department of" when referring to EPCC divisions.

Distance Learning Support Services

Distance Learning Support Services administers the learning management system called Blackboard, the software used to deliver instruction in online, hybrid and enhanced courses. DLSS provides instructional support and training to EPCC faculty and students. Capitalize only when used as the proper name of the EPCC department.

District

Please see *El Paso Community College, El Paso Community College District*. Do not refer to EPCC as just the district.

division

Used when referring to one academic or administrative unit of the college, for example the Information Technology Division, or the Instruction & Workforce Education Division. Division is not necessary on first reference. Capitalize when used with the official division name. Lowercase on second reference.

dollars

When specifying whole dollar amounts, do not add .00 to the amount: The ticket will cost \$10; the price per folder is \$2.65

Dual Credit

Capitalize when used to describe the program or course that allows high school students to take classes for college credit.

E**e.g., i.e.**

The term e.g. is used to mean “for example.” The term i.e. is used for rephrasing, meaning “that is.”

Early College High School

Capitalize when used as the proper name. High school that offers college courses to students beginning in ninth grade, allowing them to complete up to two years of college while they earn a high school diploma. See Early College Start.

El Centro

See Latino/Latin American Studies Center.

El Paso Collaborative for Academic Excellence

The El Paso Collaborative for Academic Excellence, based at The University of Texas at El Paso, is a broad-based, citywide collaboration of education, business and civic leaders that has worked for 25 years to transform the PreK-16 educational pipeline and ensure academic success for all young El Pasoans.

El Paso Community College

Preferred term when referring to the higher education institution. The full name followed by the acronym in parenthesis should be used on first reference. For example, El Paso Community College (EPCC) is located in El Paso, Texas. Then, use EPCC on second and future references. Capitalize College when part of the official name; lowercase college on second reference.

El Paso County Community College District

This is the official name of EPCC. This is the ideal term for the system by which the higher education institution is governed, and the territory within its taxing authority. EPCC, EPCC District, or “district” are acceptable on second reference. Do not use EPCCD. Capitalize District when part of the official name; avoid referring to EPCC as just “district”.

email

No hyphen, lowercase “e.” Hyphen is used for other terms *e-book*, *e-reader*, *e-commerce*.

ESL

Use English as a Second Language in first reference to Adult Basic Education noncredit classes for students who primarily want to learn English for everyday life.

ESOL

May use as first reference to English for Speakers of Other Languages as long as you include full name somewhere in your text. ESOL is the program of developmental education credit classes that help beginning through advanced students improve their English so that they can be more successful.

F**faculty development**

The preferred term for professional development for faculty. *Please also see **professional development**.*

Family Educational Rights and Privacy Act (FERPA)

Federal law that protects the privacy of student records. Abbreviation is acceptable on first reference if it aids readability, and the unabbreviated name appears somewhere in the text.

fee

Lowercase when referring to additional charges not included in tuition. Examples are technology fee, registration fee, and student activity fee.

financial aid

Funding made available from grants, scholarships, loans, and work study. *Please also see **work study**.*

full time/full-time

Hyphenate as a compound modifier. He is a full-time tenured professor. He works full time. *Please also see **part time/part-time**.*

Fiscal Year (FY)

Spell out “fiscal year” in documents for a general or external audience. For example, EPCC’s fiscal year 2021 (FY21) runs Sept. 1, 2021, through Aug. 31, 2022.

G**GED**

Preferred term is HSE, or high school equivalency. GED is a trademarked name and should not be used as a generic reference.

GPA

GPA is acceptable in all references to grade point average. Do not use periods.

grades

Do not use quotation marks, italics, or boldface when writing assessment grades. For plural of any letter grade, use an apostrophe and an “s” (three A’s, two B’s, two I’s.)

H**headlines**

Only the first word and proper nouns are capitalized.

help desk

Preferred name for the call center that provides remote technical support for EPCC employees and students and serves as the phone and online contact for student questions regarding general information questions, including those related to hours of operation, admissions, financial aid, and tuition payments. The Distance Learning Services Department and the Information Technology Division also have dedicated help desks to assist with technical difficulties or questions.

hold

See student hold.

homepage

One word. The college has one homepage, the first page of the site, and other pages are webpages. Both are one word, no spaces, and no hyphen.

Honors Program

Uppercase both words when referring to the merit-based program that provides enriched instruction to eligible students.

hybrid courses

Courses that combine face-to-face classroom instruction with online learning.

I**in-district, out-of-district**

Designations based on an individual's legal residence status. In-district refers to those who reside within the EPCC District, making them eligible for the lowest tuition rates. Out-of-district refers to individuals who reside outside the EPCC District. *Please also see **El Paso Community College District**.*

Internet

Always use uppercase.

J**job titles**

Capitalize titles of an EPCC department, division, or office only when they precede a name; general occupational titles should be lowercase. For example:

- Vice President of Instruction and Workforce Education Steven E. Smith, Ed.D. is in charge.
- The vice president of instruction and workforce education is in a board meeting.
- Steven E. Smith, Ed.D., vice president of instruction and workforce education, is participating in the faculty association meeting.

L**legislative titles**

Abbreviate Rep., Reps., Sen., and Sens. as formal titles before one or more names in text. Spell out and lowercase representative and senator in other uses.

Legislature

Capitalize when referring to a specific Legislature. For example: The Texas Legislature or State Legislature.

M**major**

A student's primary area of study.

minimester

A minimester is a short semester, ranging from five weeks to eight weeks. Minimesters make it possible to complete the same course with the same quality of instruction, but on a shorter schedule. Some minimester courses are offered in the traditional classroom setting and others are online during the fall, winter, spring, and summer semesters.

My.EPCC.edu or MyEPCC

EPCC's intranet and computer applications that make up the student and employee information systems, including online services, Microsoft Office applications and Blackboard. Requires authentication credentials as current employee or student to access.

N**names**

On first reference, use the person's first name, last name, and title. On second reference, use only the last name, without title.

noncredit, nondegree

One word, do not hyphenate when referring to courses offered by the Continuing Education division.

numbers

- Use within **sentences**, spell out whole numerals below 10; use figures for 10 and above.
- Use as **ordinals**, spell out first through ninth and use figures for 10th and above.
- Use as **fractions**, use a hyphen when fractions are expressed in words, and use numbers rather than words for mixed numbers. For example: In the survey responses, one-fourth of the respondents gave a score of 3½ or better.
- Use as **ranges**, can be expressed in two ways with a hyphen or en dash (100–200) or with the words “from” and “to” (from 100 to 200). Do not use from 300–400.
- Use as **ratios**, use figures and hyphens with no spaces. For example: Tezano Jack used a ratio of 2-to-1 whereas a 5-3 ratio was used by Steven E. Smith, Ed.D.

O**office**

Please see **department, office**.

online

One word in lowercase, do not hyphenate.

P**paired courses**

Two courses for which students must co-register. See learning community.

part time/part-time

Hyphenate as a compound modifier. For example: He works part time. He is a part-time faculty. *Please also see **full time/full-time**.*

percent

Always spell out in text; do not use the symbol (%). When showing a range of percentages use the word with both numerals. For example, between 10 percent and 15 percent.

prerequisite

Requirement that students must meet before they can take a course. *Please see **co-requisite**.*

professional development

Faculty development and staff development are the preferred terms instead of the general professional development. *Please also see **faculty development and staff development**.*

professor titles

When referring to academic faculty collectively, use faculty or professors. When referring to faculty individually, refer to them by their title as defined in the [EPCC ranking system](#). Individuals teaching Continuing Education should be referred to as Continuing Education Instructors.

program

Most often refers to a program of study. Capitalize “Program” when used as part of an official title, for example the Nursing Program.

publication titles

Capitalize periodicals such as magazines and newspapers. Capitalize and use quotation marks on magazine article titles and books. For example, *Chrysalis*, *Tejano Tribune* or *Borderlands*.

Q**Quality enhancement Plan (QEP)**

A five-year program required by EPCC’s accrediting body SACSCOC (Southern Association of Colleges and Schools Commission on Colleges) on colleges to improve and increase student learning. The goal of [EPCC’s QEP](#) is to improve student success through increased communication and on-going career exploration to empower students to take ownership of their academic and career paths.

quotation mark

Use double quotation marks to set off a direct (word-for-word) quotation within text. Use single quotation marks when writing headlines, captions, and subheads. Periods and commas always go inside quotation marks.

R**reverse transfer**

Refers to the official process by which a student may complete an EPCC associate degree after transferring to another institution, completing applicable coursework there and submitting a transcript from that institution to EPCC.

room numbers

When giving a location on any given campus, give the building first, then the room number. Spell out and capitalize the words “Building” and “Room.”

S**SACSCOC**

Acronym for the Southern Association of Colleges and Schools Commission on Colleges, EPCC’s accreditation organization. Always spell out full name on the first reference. The SACSCOC acronym can be used for second reference. Do not use the shortened “SACS.” References to accreditation must be accordance with the SACSCOC policy statement *Institutional Obligations for Public Disclosure*. Information on accreditation can be viewed at <https://www.epcc.edu/Administration/SACSCOC>. Before utilizing the SACSCOC Seal or referencing accreditation, please contact the Office of Research, Accreditation and Planning or the Office of External Relations, Communication and Development.

El Paso County Community College District is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Questions about the accreditation of El Paso County Community College District may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC’s website www.sacscoc.org.

SBDC

Acronym for the Small Business Development Center, which is the largest management and technical assistance program for small businesses in the United States. The program is operated by state governments and hosted by universities and colleges under cooperative agreement. The purpose of the program is to enhance the development of small business enterprises through counseling, technical

assistance training services and courses we offer. Always spell out full name on the first reference, SBDC is acceptable on second reference.

school districts

Spell out the full name on first reference. For example, Canutillo Independent School District (CISD). When referring to more than one school district, use lowercase when spelling out independent school district. For example, The region's independent school districts. On second reference use "ISD." For example, EPISD, YISD, CISD.

semester credit hours

Please see **credit hour**.

service learning

An educational strategy in which community-based experiential learning opportunities are incorporated into the curriculum and course objectives. The Service Learning Program at EPCC encourages civic responsibility among students through community service, usually in the nonprofit setting.

semester designations

Do not capitalize. For example, fall semester, spring semester and summer semester.

sexist language

Current practice requires that masculine pronouns not be used for generic references to non-gender-specific persons. Avoid the problem by pluralizing the reference or eliminating the pronoun whenever possible.

60x30EP Higher Education Plan

The 60x30 El Paso initiative brings together education, business and community organizations to collaborate and champion change that will improve educational outcomes for El Paso students; ensuring El Paso reaches the state 60x30TX goals. *Please also see 60x30TX.*

60x30TX

Higher Education Plan

The 60x30TX ("60 by 30 Tex") higher education strategic plan contains four broad goals. Each goal contains a set of targets that will move the state toward reaching one or more goals. The overarching goal: 60x30 Educated Population, the second goal: Completion, the third goal: Marketable Skills, and the fourth goal: Student Debt.

staff development

The preferred term for professional development for non-faculty employees. *Please also see professional development.*

student hold

The preferred term for restrictions placed on students who have unmet obligations or unpaid fees. May prevent students from registering, graduating, or receiving official transcripts.

Student Enrollment Services

Division responsible for admissions, assessment, graduation, financial aid, advising and other student support functions.

syllabus, syllabi

Required outline of essential information about a course. Plural is syllabi.

T

teacher

Do not use when referring to college faculty. Preferred choices are faculty, instructor or professor. *Please also see professor titles or academic titles.*

Tejano Alert

Emergency notification system that sends voice, email and text messages in the event of unexpected closure information, emergency warnings or threat of emergency. Messages are automatically sent to student, faculty and staff EPCC email accounts.

Testing Center

The Testing Center, operated at each campus by Student Services, provides placement testing required for admission to college credit programs and certain course placements. Located inside the library on some campuses.

Texas Higher Education Coordinating Board (THECB)

The state agency that oversees public higher education in Texas. On second reference, use THECB as an adjective or “the THECB” as a noun.

Texas Success Initiative (TSI)

State-mandated basic skills assessment program for incoming college students. TSI on second reference.

time

For clarity, use noon and midnight rather than 12:00 p.m. and 12:00 a.m. In other instances, use figures. Use a colon to separate hours from minutes. do not include zeros in full-hour times. Use a.m. and p.m., lowercase with periods. Use an en dash or hyphen with no spaces to depict spans of time. Example: The art exhibit is open 11:30 a.m.–4 p.m. on Wednesday, and there will be a lunch break from noon–1 p.m. *Please also see **a.m.**, **p.m.***

U**United States and U.S.**

Spell out when it stands alone; use U.S. when it is a modifier: U.S. Army or U.S. Postal Service.

URL

Capitalize and use without periods when referring to Universal Resource Locator, the address of a website or webpage.

W**web**

Lowercase when referring to the World Wide Web. May be used in first and second references. For example, web, webmaster, website, webpage.

withdrawal

Preferred term for dropping a class after the add/drop period is considered a withdrawal. Students who withdraw from a course receive a “W” on their transcript.

work study

Lowercase when referring to the financial aid program that provides part-time work to financially eligible students. Hyphenate as an adjective: a work-study student.