

1.0 General Guidelines

A. To request that a new page be created for the L&C website, please submit all content (including photos if applicable) to Lori Artis, Brett Reinert and Teresa Haas via email. If questions arise, this team will contact you for additional information. If the request is approved, the page will be created and assigned to you and you will be notified by one of the team.

B. The correct acronym for Lewis and Clark Community College is L&C (no spaces between letters and the ampersand). Only use the ampersand when abbreviating. For example, don't use "Lewis & Clark" or "Lewis & Clark Community College". Always spell out "and" when not abbreviating to L&C. Never use LCCC.

2.0 Specific Word Usage

A. Technologically oriented words have variant spellings and treatments. The following forms should be used to maintain consistency:

- Web site (*two words, Web is always capitalized*)
- e-mail (*with a hyphen*)
- Internet (*capitalized*)

3.0 Abbreviations

A. When providing abbreviations, acronyms, or initialisms, provide the abbreviated form in parentheses following the first use of the full name or phrase on that page. After that, you may use only the abbreviation in the text. If the abbreviation is not used, do not provide it.

Examples:

We are committed to the principles of Continuous Quality Improvement (CQI). ... Sound assessment practices throughout the institution are a critical element of CQI. These practices entail the disciplined and continued evaluation of our performance as educators, service providers, and stewards of the public trust.

The CWT also provides certified trainers in both the Achieve Global and Development Dimensions International (DDI) programs. [*Because Development Dimensions International is not referred to again on that page, there is no need to include its initialism. Remove "(DDI)".*]

Phi Theta Kappa (PTK)

Phi Theta Kappa is an honor student organization at the local, state, and national level. This club is for all students striving for academic excellence. [*There is no instance in which “PTK” is used, so “(PTK)” should be removed.*]

B. Commonly used abbreviations do not need to be preceded by the full phrase or name.

Examples:

OSHA
GPA
ACT

C. In some cases, both an abbreviation and the full name are used equally commonly. Provide both (even if the abbreviation is not used again) when doing so ensures clarity.

Examples:

Students interested in earning their General Educational Development (GED) certificate should contact Enrollment Services.

L&C offers English as a Second Language (ESL) courses.

D. Do not abbreviate items in lists.

Example:

Programs include:

- Aviation
- Business Admin. [*“Administration” should be spelled out*]
- Chemistry
- Nursing

E. Course Prefixes – be sure to use the correct course prefix when referring to specific courses. The following are the correct course prefixes to use:

- I. Adult Education (EASL, GEDP)
- II. Accounting (ACCT)
- III. Architectural Drafting & Construction Graphics (ADCG)
- IV. Agricultural Science (AGSC)
- V. Anthropology (ANTH)
- VI. Art (ART)
- VII. Automotive Technology (AUTO)
- VIII. Aviation: Pilot Training (AVIA)
- IX. Biology (BIOL)
- X. Business (BUSN)
- XI. Case Management for Aging Populations (CAMA)
- XII. Computer Graphics (CGRD)

- XIII. Child Development (CHDV)
- XIV. Chemistry (CHEM)
- XV. Computer Information Systems (CIS)
- XVI. Computer Network & System Technology (CNET)
- XVII. College Orientation (COLL)
- XVIII. Communications (COMM)
- XIX. Cooperative Education (COOP)
- XX. Criminal Justice (CRMJ)
- XXI. Computer Science and Engineering (CSEN)
- XXII. Construction Laborer (LBAP)
- XXIII. Dance (DANC)
- XXIV. Dental Assisting (DENT)
- XXV. Dental Hygiene (DENT)
- XXVI. Drama (DRAM)
- XXVII. Drafting/CAD Technology (DRFT)
- XXVIII. Directed Study (DST)
- XXIX. Economics (ECON)
- XXX. Training for Educators (EDTR)
- XXXI. Education (EDUC)
- XXXII. Electrician Apprenticeship (ELAP)
- XXXIII. Electronics (ELTN)
- XXXIV. Emergency Medical Technician (EMT)
- XXXV. English (ENGL)
- XXXVI. Exercise Science (XSCI)
- XXXVII. Fire Science (FIRE)
- XXXVIII. French (FREN)
- XXXIX. Geography (GEOG)
- XL. German (GERM)
- XLI. General Studies-Vocational Studies (GSVS)
- XLII. Health Education (HEED)
- XLIII. Hospitality (HIM)
- XLIV. History (HIST)
- XLV. Health (HLTH)
- XLVI. Humanities (HUMN)
- XLVII. Human Services (HUMS)
- XLVIII. Industrial Maintenance-Mechanical (IMME)
- XLIX. Jobs and Career Interests (JOBS)
 - L. Job Readiness Training (JRTA)
 - LI. Labor Studies (LABR)
 - LII. Laborer Apprenticeship (LBAP)
 - LIII. New Student Orientation (LCCC)
 - LIV. Life Skills Development (LIFE)
 - LV. Literature (LITT)
 - LVI. L&C Management (LMGT)
 - LVII. Machinist (MACH)
 - LVIII. Therapeutic Massage (MASG)

- LIX. Mathematics (MATH)
- LX. Mass Communications (MCOM)
- LXI. Basic Mechanics (MECH)
- LXII. Management (MGMT)
- LXIII. Marketing (MKTG)
- LXIV. Machine Tool Apprenticeship (MTAP)
- LXV. Music (MUSI)
- LXVI. Nurse Assistant (NUAD)
- LXVII. Nursing (NURS)
- LXVIII. Occupational Therapy Assistant (OCTA)
- LXIX. Office Technology (OTEC)
- LXX. Olin Training Industrial Safety (OTLC, OTSF)
- LXXI. Physical Education (PHED)
- LXXII. Philosophy (PHIL)
- LXXIII. Physical Science (PHSC)
- LXXIV. Physics (PHYS)
- LXXV. Paralegal Studies (PLGL)
- LXXVI. Paramedicine (PMED)
- LXXVII. Political Science (POLS)
- LXXVIII. Psychiatric Rehabilitation Counseling (PRCP)
- LXXIX. Process Operations Technology (PRCS)
- LXXX. Psychology (PSYC)
- LXXXI. Public Service (PUBS)
- LXXXII. Radio Broadcasting (MCOM)
- LXXXIII. Reading (READ)
- LXXXIV. Real Estate (REAL)
- LXXXV. Reserved Officers' Training Corps (ROTC)
- LXXXVI. Service Learning (SERV)
- LXXXVII. Sign Language (SIGN)
- LXXXVIII. Small Business (SMBU)
- LXXXIX. Sociology (SOCl)
- XC. Spanish (SPAN)
- XCI. Speech (SPCH)
- XCII. Study Skills (STSK)
- XCIII. Technology-Industrial (TECH)
- XCIV. Vocational Skills (VOSK)
- XCV. WebCT Training (WBCT)
- XCVI. Web Development/Web Design (WEB)
- XCVII. Welding (WELD)
- XCVIII. Exercise Science (XSCI)

F. Do not abbreviate building names. When referring to a building on the Web site, do not abbreviate the name (i.e. say the event will take place in Trimpe, not the event will take place in TR).

ATC stands for Advanced Technology Center

Hatheway is spelt with an “e”

The Templin Nursing Building, The Olin Science Building, The Commons and the Robert L. Watson Math Building are all part of The McPike Math and Science Complex.

4.0 Contact Information

A. Contact information should follow this format:

The Academic Affairs Office is located in Caldwell Hall, Room 2319.

Our office hours are 8 a.m. to 4:30 p.m., Monday through Friday.

Dr. Linda T. Chapman, Vice President of Academic Affairs
Caldwell Hall, Room 2319
618-468-4000
618-468-7110 (fax)
lchapman@lc.edu <mailto:lchapman@lc.edu>

B. Phone numbers should include the area code separated by a hyphen.

C. If an office has varying hours, use this format:

Our office hours are:

8 a.m. to 5 p.m., Monday through Thursday

8 a.m. to 4 p.m., Friday

D. When the span of time includes both morning and afternoon, include both a.m. and p.m.

Examples:

8 a.m. to 5:30 p.m.

After-school programs run from 3:30 to 5 p.m.

E. In lists, times of day may be indicated with a hyphen.

Example:

Advising Hours

10:30 a.m.-3:30 p.m., Monday

8:30 a.m.-6:30 p.m., Tuesday and Wednesday

8:30 a.m.-3:30 p.m., Thursday, and Friday

Eliminate the zeros on the hours when reporting times. Use 3 p.m., not 3:00 p.m. Use midnight and noon – do not use 12 a.m. and 12 p.m. Also, do not use the 12 before noon or midnight (i.e. 12 noon or 12 midnight). It is redundant.

Lowercase and abbreviate a.m. and p.m. Do not use “AM or PM” or “am or pm”

5.0 Percentages

Use % only when displayed in a graphic or in tabular format. In written text write out “percent”.

6.0 Fractions

Do not use fractions in text. Instead, use decimals. (i.e. “The College received \$2.5 million from Alton Memorial” not “The College received \$2 ½ million..”

7.0 Sentence Spacing/Format

A. Do not double space after each sentence in paragraph form. Use only one space after each period.

B. Single space all text for the Web. Do not use double space or 1.5 spacing.

8.0 Commas in a sequence

A. Use commas in a sequence of three or more; however, do not use a comma to separate the last two in a series.

This is the correct way to write a series: “Lewis and Clark provides excellent education, service and research opportunities for students.” This is incorrect: “Lewis and Clark provides excellent education, service, and research opportunities for students.”

9.0 Job Titles

A. When referring to an individual’s job title capitalize the title only if it is used before the person’s name (i.e. Lewis and Clark President Dale Chapman). If you place a person’s title after the name, lowercase the title and set it off with commas (i.e. Dale Chapman, president of Lewis and Clark, currently serves as the...)

B. Departments should be capitalized in a person’s title regardless of whether it precedes or follows a person’s name (i.e. “Carla Coury, director of Continuing Education” or “Director of Continuing Education Carla Coury”).