

## Web Rollovers' Editorial Guidelines: Schools and Departments

Now that your school's or department's website is in Sitecore, you'll want to keep it updated and consistent with other redesigned sites on spu.edu. To help you, we recommend you use these *Web Rollover Editorial Guidelines*, which were also followed closely in the creation of your site.

For more detailed editorial guidelines, you can also use general Seattle Pacific's Editorial Guidelines.

**academic credits.** For suggested course sequences and other course *lists*, include the number of credits for each course in parenthesis after the course title. Do not include the word "credits."

**Correct:**

- EDU 6655 Human Development and Principles of Learning (3)

**Wrong:**

- EDU 6524 Approaches to Curriculum Design (3 credits)

**academic degrees.** Do not use periods within academic degrees (e.g., PhD, EdD, MAT, MFA, etc.).

**bolding.** In bulleted lists for sites moving into Sitecore, especially for Admission Requirements, bold the first word or two, especially when they are action items. Bulleted lists in other locations do not need to include bolded items as a rule.

**Correct:**

As a student in the MEd in Educational Leadership degree program at SPU, you will:

- **Learn** from distinguished faculty with experience and expertise in school and district leadership.
- **Enjoy** the flexibility of courses taught on campus or on sites around the Puget Sound.

**Click here.** Do not write this. Instead link useful words for skimming users.

**Correct:** Find [information about Ames Scholars](#).

**Wrong:** For information about the Ames Scholars, [click here](#).

**course titles.** Put course titles between quotation marks when included text, but do not use quotation marks or a colon between course numbers and their names when put into bulleted lists.

**Correct:** Sophomores who major in Chemistry must take "Introduction to Research Methods."

For Departments

**Correct:** HIS 3406 Christianity in America

**Dr.** When referring to faculty members in text, after the first identification of them in copy, refer to them with a Dr. surtitle. **See also Mr., Ms.**

**Correct:** Luke Reinsma, professor of English, is the director of University Scholars. Dr. Reinsma joined the SPU faculty in 1985.

**Dissertation, dissertation.** Uppercase when used as a program component. Lowercase when used in the generic sense.

**faculty, staff profile pages.** SPU receives more than a million and a half page views during an average month, many of whom are unconnected to the University. For security reasons, remove the following from faculty and/or staff profile pages. **Also see SPU-safe CVs.**

- Home address
- Home phone number
- Personal mobile phone number, unless it is a necessity.
- Family member's names and birthdates — especially spouse and child(ren)
- Personal photos – spouse and child(ren)

**links, in news-item headlines.** In the redesigned sites, do not link a news' items headline to a site that's not found either on the department's site or somewhere on spu.edu.

**majors, minors.** In the redesigned sites, capitalize the names of majors and minors, but do not capitalize the word "major" or "minor" as part of that.

**Correct:** There are two components to the Integrated Studies major.

**Wrong:** There are two components to the Integrated Studies Major.

**Mr., Ms.** In the redesigned websites, when referring to an instructor or staff member who does not hold a doctoral degree, use "Mr." or "Ms." and their last names after the first reference. **See Dr.**

**Correct:** Francine Peterson is a bassoonist and enjoys a varied career as performer.

Ms. Peterson is also an adjunct at Seattle Pacific University in the Music Department.

**nonmajor.** No hyphen.

**numbers, in lists.** In bulleted or numbered lists, when a numeral is within parenthesis to explain the information of that bullet, the numeral should be an arabic number.

**Correct:**

- Move through the program in a cohort.
- Earn a Washington Residency Teacher Certificate (4 quarters).

**Correct:**

In the MAT program, you will move through the program in a cohort, and earn a Washington Residency Teacher Certificate in four quarters.

**numbers, and academic credits.** When numbers and credits are paired, the number should be an Arabic numeral, not spelled out, even when less than 10.

**SPU-safe faculty CVs.** Verify the faculty member has removed the following:

- Home address
- Home phone number
- Mobile phone number, unless it is a necessity.
- Family member's names and birthdates — especially spouse and child(ren)
- Personal photos – spouse and child(ren)

**titles.** Capitalize formal titles when used immediately *before* a name. Lowercase formal titles when used alone or in constructions that set them off from the name by commas.

- President Dan Martin, Professor of English Luke Reinsma.
- The president spoke at the meeting.
- The students used the *2011–12 Undergraduate Catalog*.
- The class was taught by Jack Levison, professor of New Testament.

Lowercase terms that are job descriptions rather than formal titles:

- *actress M'Lissa Hayes, senior writer Clint Kelly, conference participant Joe Smith, soccer coach Mark Collings.*

**Why I Teach at SPU callouts.** Redesigned school and department websites now include Why I Teach at SPU callouts for all full-time faculty members. Faculty members are requested to ***make their callouts personal and specific to why they teach at SPU***, and not just why they teach. Quotes should be between 25 and 30 words for usability and best practices.

**Why I Teach at SPU photos.** Each Why I Teach at SPU callout will include a photo taken by a photographer from University Communications. The photo will be different than a profile picture, and should be taken in the teaching environment, with interaction with students, if possible.

**A final word ...**

The average user spends two minutes or less on SPU web pages. To help them find what they need — rather than leave in frustration. Remember:

- Keep content clear and concise.
- Keep sentences short.
- Use bullets when including lists.
- Lists are a good way to help users find relevant information quickly.

If you have any questions, feel free to contact your communications specialist in University communications. If you have specific, Sitecore questions, email [UCwebteam2@spu.edu](mailto:UCwebteam2@spu.edu).

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