



The Community Solution
EDUCATION SYSTEM

The Community Solution Education System

Editorial Style Guide

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Introduction

Whether you're a seasoned writer or someone who occasionally crafts written content, this guide is here to support you in maintaining a unified and professional voice across communications for The Community Solution Education System.

Consistency matters. A unified style ensures that our message is clear, coherent, and reflects our organization's values. By adhering to the widely recognized AP Style, we enhance our credibility and foster trust with our audience. This guide will not only reinforce the rules of AP Style but also highlight instances where our style diverges from it.

The Community Solution has unique names and terms that require special attention. This guide will offer guidance on how to use and format them correctly, preserving our distinct identity throughout all materials.

With this Editorial Style Guide at your disposal, you'll be equipped to produce content that resonates with our audience and effectively communicates the impact of our work. Thank you for your dedication to maintaining our organization's voice and integrity in all written copy. If you have questions about anything in this guide, please contact the Marketing Department at marketing@tcsedsystem.edu.

The Community Solution

When writing about or referring to The Community Solution Education System in copy, please follow these rules:

Name

Official Name and First Reference: The Community Solution Education System

Second Reference/Preferred Short Form: The Community Solution

Third Reference: the System

Additional Guidance:

“The” is always capitalized when used as part of The Community Solution Education System.

“System” is always capitalized when referencing The Community Solution Education System.

“System-wide” maintains the hyphen.

In sentence structures where “a” or “the” precedes “The Community Solution”, it is acceptable to drop “the” and use “Community Solution”.

e.g. The meeting was led by a Community Solution staff member.
 Information for the conference will appear on the Community Solution website.

Acronyms

Avoid using TCS or TCSES. These acronyms should only be used on internal documents when space restrictions exist and do not allow for “the System” (file names, video graphics, social media handles, charts and graphs).

Describing The Community Solution

Use these guidelines when describing the elements that make up our System:

The Community Solution Education System represents the whole of our organization – the colleges and universities *plus* the professionals in our areas of expertise who support our colleges and universities.
We are one System.

Use “organization”, “collective”, “consortium”, or “network” as synonyms for The Community Solution. Do NOT use “company” or “business.”

Use “colleges and universities” or “institutions” to reference the educational institutions that make up our System. Do not use “schools.”

Colleges and universities may be described as “part of The Community Solution” and “a member of The Community Solution.”

“Partner” may be used as a verb but should not be used to describe the colleges and universities within our System. Do NOT use “affiliate.”

“System Office” may be used to reference the community of individuals who are employed by The Community Solution in our areas of expertise to support our colleges and universities.

When describing the work the System Office does, do NOT say “services.” Instead use “areas of expertise”, “specialize in areas of expertise” or “System experts.”

Our community is made up of institutions, community members, and students. We do NOT have “customers” or “clients.”

Radical Cooperation

The success of The Community Solution is fueled by radical cooperation—the coming together of educational expertise and operational knowledge across our community. Together, we create an ecosystem of support, innovation, and excellence that positively impacts students, faculty, and staff alike. Radical cooperation is not capitalized but can be italicized for emphasis.

Titles

Michael Horowitz, Ph.D., is president of The Community Solution. Do not use CEO. He may also be referred to as “founder and president.”

Board of Trustees is capitalized (this is a variation from AP Style). On second reference you may use “Trustees” or “the Board.”

Note: When writing for UWS, use lowercase “board” on second reference.

Boilerplate Descriptions

Long

About The Community Solution Education System

The Community Solution is an integrated, nonprofit system of colleges and universities that work collaboratively to advance institutional sustainability, student success, and community impact. Founded in 2009 as TCS Education System, The Community Solution has grown to encompass six distinct communities—The Chicago School, Pacific Oaks College & Children's School, The Colleges of Law, Saybrook University, Kansas Health Science Center - Kansas College of Osteopathic Medicine, and University of Western States. The Community Solution utilizes strategic partnerships to foster economies of scale, academic innovation, risk mitigation, and resourceful business solutions to maximize students’ educational experiences. To learn more, visit www.tcsedsystem.edu.

Short

About The Community Solution Education System

The Community Solution is an integrated, nonprofit system of colleges and universities that work collaboratively to advance institutional sustainability, student success, and community impact. United by a shared vision, we work together to build strategic partnerships and leverage economies of scale so institutions can focus on their mission—educating students.

The Chicago School

When writing about or referring to The Chicago School in copy, please follow these rules:

Name

Official Name and First Reference: The Chicago School

Subsequent References: the university

Additional Guidance:

In sentence structures where “a” or “the” precedes “The Chicago School”, it is acceptable to drop “the” and use “Chicago School”.

e.g. The lecture was led by a Chicago School staff member.

Information for the conference will appear on the Chicago School website.

Academic Programs

Always refer to the [Academic Catalog](#) for the correct name and capitalization of academic programs.

Acronyms

Avoid using TCS as it will cause confusion with the System’s previous name. An acronym should only be used when space restrictions exist and do not allow for “The Chicago School” (file names, video graphics, charts and graphs).

Campus Names

Capitalize names of campuses including the word “campus” (e.g., Chicago Campus, Online Campus)

The Anaheim, Los Angeles, and San Diego Campuses can be referred to collectively as “Southern California Campuses”.

Colleges

The College of Undergraduate Studies

The College of Professional Psychology

The College of Graduate and Professional Studies

The proposed College of Osteopathic Medicine

The Chicago School Approach

The Chicago School Approach provides students with a practical and solutions-oriented education in an array of academic programs. The Chicago School Approach combines the four core elements of education, innovation, community, and impact. “The Chicago School Approach” is capitalized. The elements are not capitalized.

The Colleges of Law

When writing about or referring to The Colleges of Law in copy, please follow these rules:

Name

Official Name and First Reference: The Colleges of Law

Subsequent References: the college

Additional Guidance:

In sentence structures where “a” or “the” precedes “The Colleges of Law”, it is acceptable to drop “the” and use “Colleges of Law.”

- e.g. The lecture was led by a Colleges of Law staff member.
- Information for the conference will appear on the Colleges of Law website.

The Colleges of Law is a singular noun.

- e.g. The Colleges of Law examines each applicant on a wholistic basis.

Academic Programs

Always refer to the [Academic Catalog](#) for the correct name and capitalization of academic programs.

J.D.

Hybrid J.D. (“Hybrid” is capitalized)

Acronyms

Avoid using “COL” in formal writing. An acronym should only be used when space restrictions exist and do not allow for “The Colleges of Law” (file names, video graphics, charts and graphs).

Kansas Health Science Center– Kansas College of Osteopathic Medicine

When writing about or referring to Kansas Health Science Center – Kansas College of Osteopathic Medicine in copy, please follow these rules:

Name

Kansas Health Science Center is the accredited institution issuing academic degrees, therefore in almost all instances references to the Kansas College of Osteopathic Medicine should include Kansas Health Science Center.

Official Name and First Reference: Kansas Health Science Center – Kansas College of Osteopathic Medicine

Subsequent References/Preferred Short Form: KHSC – KansasCOM

Use an en dash (–) with space before and after to unite the two entities. To generate this correctly in Word, type “Kansas Health Science Center [space] – [space] Kansas College of Osteopathic Medicine.”

The exception to this rule is student-specific materials for the college of medicine. For student-facing copy, use the Kansas College of Osteopathic Medicine.

Official Name and First Reference: Kansas College of Osteopathic Medicine
Takes the article “the” but do not capitalize “the.”

Subsequent References/Preferred Short Form: KansasCOM
Does not take the article “the.”

When writing about or referring to Kansas Health Science Center on its own, use:

Official Name and First Reference: Kansas Health Science Center

Subsequent References/Preferred Short Form: KHSC

Academic Programs

Always refer to the [Academic Catalog](#) for the correct name and capitalization of academic programs.

Titles

Use MD and DO without periods (variation from AP Style) when writing for KHSC - KansasCOM.

Pacific Oaks College & Children’s School

When writing about or referring to Pacific Oaks College & Children’s School in copy, please follow these rules:

Name

Official Name and First Reference: Pacific Oaks College & Children's School

Use this when referring to the institution as a whole.

Official Name and First Reference: Pacific Oaks College

Use this for copy that only discusses the college.

Official Name and First Reference: Pacific Oaks Children's School

Use this for copy that only discusses the children's school.

Subsequent References: Pacific Oaks, the college, the school

Additional Guidance:

The correct possessive form is Pacific Oaks'.

Academic Programs

Always refer to the [Academic Catalog](#) for the correct name and capitalization of academic programs.

Acronyms

Avoid using "PO" or "POC" in formal writing. An acronym should only be used when space restrictions exist and do not allow for "Pacific Oaks College" (file names, video graphics, charts and graphs).

Leadership

The president of Pacific Oaks, Dr. Jack Paduntin, does not take his degree after his name on first reference. Use "Dr. Jack Paduntin."

Schools

School of Human Development and Education

School of Cultural and Family Psychology

School of Global Leadership & Management

Saybrook University

When writing about or referring to Saybrook University in copy, please follow these rules:

Name

Official Name and First Reference: Saybrook University

Second Reference: Saybrook

Subsequent References: the college

Academic Programs

Always refer to the [Academic Catalog](#) for the correct name and capitalization of academic programs.

Acronyms

Avoid using “SAY.” An acronym should only be used when space restrictions exist and do not allow for “Saybrook” (file names, video graphics, charts and graphs).

Colleges

College of Social Sciences

College of Integrative Medicine and Health Sciences

Residential Conference

Residential Conference is always capitalized. In subsequent references, use “the Conference” or the abbreviation “RC.”

University of Western States

When writing about or referring to University of Western States in copy, please follow these rules:

Name

Official Name and First Reference: University Western States

Does NOT take the article “the”.

Second Reference: UWS

Subsequent References: the university

Academic Programs

Always refer to the [Academic Catalog](#) for the correct name and capitalization of academic programs.

Do not capitalize “chiropractic” unless it is within a formal name or at the beginning of a sentence.

Use “certificate program,” not “certification” in reference to the massage therapy program.

UWS does not capitalize program names.

UWS does not capitalize department names (this varies from System style).

Titles

Do not use periods for DC, MS, LMT, etc.

Chiropractors should be referenced as “chiropractic physicians” unless in Canada.

Style

Acronyms

Avoid using acronyms in formal writing. An acronym should only be used in internal documents when space restrictions exist and do not allow for the institutional name to be used (file names, social media handles, video graphics, charts and graphs).

The Community Solution Education System: TCSES

The Chicago School: TCS

The Colleges of Law: COL

Kansas Health Science Center – Kansas College of Osteopathic Medicine: KHSC – KansasCOM

Pacific Oaks College & Children’s School: PO

Saybrook University: SAY

University of Western States: UWS

Academic degrees

When referencing faculty, president’s council, or individuals in academic roles, include their highest degree after their name.

e.g. Deborah Markos, M.S.

Use the following styles for academic degrees and their abbreviations. Note bachelor’s degree and master’s degree are possessive while associate is not.

associate degree

bachelor's degree

Bachelor of Arts

B.A.

master's degree

Master of Arts

M.A.

MBA (no periods per AP Style)

doctorate is the noun

doctoral is the adjective

Correct
doctoral degree

Incorrect
doctorate degree

Doctorate is preferred to doctoral degree.

Ed.D.

Ph.D.

Psy.D.

J.D.

DC

MPH

M.Ed.

DO and MD (variation from AP Style)

Academic program

Always refer to an institution's Academic Catalog for the correct name and capitalization of academic programs.

Addresses

Use abbreviations with periods for street direction and Ave., Blvd., St., etc. regardless of whether an address appears alone or in running text.

Anniversary

Using “year” and “anniversary” together is redundant.

e.g. 50th anniversary

Campus

Lowercase for general usage. Note that The Chicago School capitalizes the names of its campuses, including online.

Dates

Always use Arabic figures, without st, nd, rd or th.

e.g. Early bird registration begins February 19.

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

e.g. January 2016 was a cold month.
Jan. 2 was the coldest day of the month.

Use commas around date if followed by a day of the week.

e.g. Join us this Saturday, January 25, at our San Jose campus for a CBEST workshop.

Use commas around a year when following a month and day.

e.g. Kamala Harris was born October 20, 1964, in Oakland, California.

Days of the week

Capitalize them. Do not abbreviate, except when needed in a table: Sun, Mon, Tue, Wed, Thu, Fri, Sat (three letters, without periods, to facilitate tabular composition).

Departments

Check the organization’s website for correct usage of department names. Official department names should be treated as proper nouns and capitalized including when they do not precede “department” (variation from AP Style). Teams and units within departments are not capitalized. Only Information Technology and Human Resources should be abbreviated.

e.g. Marketing Department; Marketing

Dollars

Always lowercase. Use figures and the \$ sign in references for amounts less than \$1 million. For amounts of more than \$1 million, use up to two decimal places.

- e.g. A budget of \$200,000 was set for the marketing campaign.
 Construction of the new building is expected to cost \$1.5 million.

Fiscal year

Do not capitalize. Do not hyphenate. Do not abbreviate unless space restrictions exist (videos and charts).

Identity groups

African American

No hyphen for this and other dual-heritage terms. Acceptable for an American Black person of African descent. The terms are not necessarily interchangeable. Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow a person's preference.

Black (adj.)

Use the capitalized term as an adjective in a racial, ethnic or cultural sense: Black people, Black culture, Black literature, Black studies, Black colleges.

Use of the capitalized Black recognizes that language has evolved, along with the common understanding that especially in the United States, the term reflects a shared identity and culture rather than a skin color alone.

Black(s), white(s) (n.)

Do not use either term as a singular or plural noun. Instead, use phrasing such as Black people, white people, Black teachers, white students. Black and white are acceptable as adjectives when relevant.

Asian American

No hyphen for this and other dual-heritage terms. Acceptable for an American of Asian descent. When possible, refer to a person's country of origin or follow the person's preference.

AAPI

Asian Americans and Pacific Islanders. The acronym is widely used by people within these communities but is not as well known outside of them. Spell out the full term; use AAPI only in direct quotations and explain the term.

Hispanic

A person from — or whose ancestors were from — a Spanish-speaking land or culture. Latino, Latina or Latinx are sometimes preferred. Follow the person’s preference. Use a more specific identification when possible, such as Cuban, Puerto Rican or Mexican American.

Native Americans, American Indians

Both are acceptable terms in general references for those in the U.S. when referring to two or more people of different tribal affiliations. The term Natives is acceptable on second reference. Also acceptable as an adjective — Native music, Native art.

minority, racial minority

The term is acceptable as an adjective in broad references to multiple races other than white in the United States.

Do not use minority as a noun in the singular. Limit use of the plural minorities unless needed for reasons of space or sentence construction. Phrasing such as *minority students* or *minority groups* is preferable.

In some cases, other wording may be appropriate.

e.g. people from various racial and ethnic backgrounds; diverse groups; various heritages; different cultures.

Do not use person of color for an individual. Do not use the shorthand POC, BIPOC or BAME unless necessary in a direct quotation; when used, explain it.

LGBTQ+

Acceptable in all references for lesbian, gay, bisexual, transgender, and queer and/or questioning, plus other sexual and gender minorities. Fewer or additional letters can be used to be more inclusive or in quotations and names of organizations and events, such as LGBT or LGBTQIA. Maintain consistency throughout the document.

Geographic Locations

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village, or military base. However, the cities listed below may be used alone in copy if no confusion would result.

Atlanta	Milwaukee
Baltimore	Minneapolis
Boston	New Orleans
Chicago	New York
Cincinnati	Oklahoma City
Cleveland	Philadelphia
Dallas	Phoenix
Denver	Pittsburgh

Detroit	St. Louis
Honolulu	Salt Lake City
Houston	San Antonio
Indianapolis	San Diego
Las Vegas	San Francisco
Los Angeles	Seattle
Miami	Washington

Headlines

Capitalize all words in a headline except minor words (articles, short prepositions, and conjunctions).

e.g. Strengthening a Pillar of Community

Inquiry

When writing about marketing and admissions efforts, always use “inquiry” instead of lead.

Job Titles

Use the highest earned degree, set off by commas, after the first use of a person’s name, unless they have specifically requested not to. For individuals with a doctorate, Dr. precedes the person’s last name on all subsequent references.

Dr. Jack Paduntin, president of Pacific Oaks College, does not take his degree after his name. Use “Dr.” on first reference.

Do not use the word “President” or another job title before “Dr.”

e.g. President Michele Nealon, Psy.D.

Second reference: Dr. Nealon

Capitalize job titles only when used before name.

e.g. As we process and reflect on the events at the U.S. Capitol earlier this week, Nathan Long, Ed.D., Saybrook University president, shares his sentiments.

As we process and reflect on the events at the U.S. Capitol earlier this week, Saybrook University President Nathan Long, Ed.D., shares his sentiments.

Licensures (e.g., LMFT, CCEP)

Set off with commas following any academic degrees. Abbreviations typically do not require periods. RN, LPN, and other nursing certifications do not take periods.

e.g. Eugenia Rodriguez, Psy.D., LMFT, is coordinator the Latinx Family Studies program at Pacific Oaks College.

Lists

Put a space between the dash or bullet and the first word of each item in the list. Capitalize the first word following the dash or bullet. Use periods, not semicolons, at the end of each section if it is a full sentence (variation from AP Style).

Use parallel construction for each item in a list:

- Start with the same part of speech for each item (in this example, a verb).
- Use the same voice (active or passive) for each item.
- Use the same verb tense for each item.
- Use the same sentence type (statement, question, exclamation) for each item.
- Use just a phrase for each item, if desired.

Magazine Names

Voices should be Voices in text.

{INSIGHT} can be just INSIGHT in text.

UNBOUND should be UNBOUND in text.

inTouch should be inTouch in text.

Do not capitalize the word magazine, as it is not a part of the name.

More Than and Fewer

Use “more than” instead of “over” and “fewer than” instead of “less” when using with numerical values.

e.g. In the second quarter of the fiscal year, the System facilitated more than 4,400 calls with students resulting in 2,700 file packages and more than 9,600 calls with students.

Resulting in 4,400 fewer calls

Phone Numbers

Use dashes instead of periods or parentheses. Do not include the 1 unless needed for international purposes.

e.g. 312-379-1699

Programs / Areas of Study

Check the organization’s academic catalog for correct usage of the program name. The word “program” is lowercase when used after a program name.

e.g. Master of Arts in Education program

B.A. Psychology program

Note: UWS does not capitalize program names.

Pull Quotes / Display Quotes

Be sure that both opening and closing quotation marks are included. Include an em dash (—) before the attribution. Separate an office or job title with a comma if including after the name.

Quotations

In attributions, “says” should always come after the speaker’s name, except if there is an additional clause describing them after their name.

e.g. “We knew this was coming, we saw it happen, and the systems and the people in power really did nothing to prepare for it or stop it,” says Dr. Chavez, director of advancement.

“We are thrilled to welcome University of Western states to our System community. They bring a wealth of new program areas and a shared commitment to student success,” Dr. Horowitz says.

“We are thrilled to welcome University of Western states to our System community,” Dr. Horowitz says, “because they bring a wealth of new program areas and a shared commitment to student success.”

Seasons and Academic Terms

Always lowercase.

e.g. In the fall of 2019 ...
Beginning with the spring 2020 term ...

Time of Day

Use the abbreviations a.m. and p.m., lowercase with periods. Use a hyphen for time ranges with no spaces.

e.g. We’re excited to host our Virtual Winter Homecoming on Sunday, January 10, from 12:30-2 p.m. PST.

The Best Arts Conference will open with a keynote presentation on Saturday, April 10, 2021, at 9 a.m. PDT, with two additional live presentations to follow.

Time Zones

Don’t confuse standard time (PST, CST, etc.) and daylight saving time (PDT, CDT, etc). Daylight saving time begins in the spring and ends in the fall.

“Central time,” “Pacific time,” etc. can be used instead to avoid confusion.

Titles of Works

Apply these guidelines to the titles of books, movies, plays, poems, albums, songs, operas, radio and television programs, lectures, speeches, and works of art:

Capitalize all words in a title except articles (a, an, the); prepositions of three or fewer letters (for, of, on, up, etc.); and conjunctions of three or fewer letters (and, but, for, nor, or, so, yet, etc.) unless any of those start or end the title.

Put quotation marks around the names of all such works.

Titled

Do not use entitled to mean titled and do not use comma after “title.”

e.g. Daniel Cape, Ph.D., recently delivered a TEDx talk titled “A Deeper Understanding of Creativity.”

Year to Date

Do not capitalize. Do not hyphenate. Do not abbreviate unless space restrictions exist (videos and charts).

United States

Use periods in the abbreviation, U.S. within text. In headlines, it's US (no periods).

Spelling

The following is a list of frequently used, yet commonly misspelled words.

canceled, canceling, cancelation (one l)

classwork (all one word)

coursework (all one word)

co-worker (use hyphen)

curriculum (singular) **curricula** (plural)

email (all lowercase, no hyphen)

fieldwork (all one word)

flyer (when used to mean a sign or handout, not flier)

fundraiser (all one word)

health care (two words; used as one word in some program names)

life cycle (two words)

livestream (all one word)

micro-credential (retain hyphen)

non-licensure (retain hyphen)

nonprofit (all one word)

nontraditional (all one word)

OK (not okay)

postdoctoral (all one word)

postgraduate (all one word)

postsecondary (all one word)

post-baccalaureate (use hyphen)

skill set (two words)

task force (two words)

versus (spell out in text; use v. in names of court cases)

well-being (use hyphen)

Avoid these common misspellings.

Correct	Incorrect
among	amongst
forward	forwards
backward	backwards
toward	towards

Punctuation

Ampersand (&)

OK to use sparingly in social media posts or headlines when space is an issue. Otherwise, do not use.

Colon (:))

Don't use colons after subheads or a header if the header is set apart by a variation in font style.

Comma (,)

Always use a serial comma (also called the Oxford comma) for items in a series (variation from AP Style).

e.g. The conference included poster presentations, lectures, and networking events.

Ellipsis (...)

In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces. Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents.

e.g. In all the decisions I have made in my public life, I have always tried to do what was best for the nation. ...

... However, it has become evident to me that I no longer have a strong enough political base in ... Congress.

Em Dash (—)

Do not use spaces on either side except in emails (variation from AP Style).

Hyphen (-)

compound modifiers

Examples:

third-party content

test-taking strategies

practitioner-based teaching model

40-credit-hour program

Never use a hyphen to connect an adverb that ends in -ly as a part of a compound modifier.

Incorrect

socially-conscious business leaders

Ranges of Time

e.g. Join us for our Virtual Community Open House Wednesday, March 31, from 11 a.m.-12:30 p.m. PDT.

Percent (%)

Always use a numeral and use the symbol instead of spelling out “percent”.

Quotation Marks

The period and the comma always go within the quotation marks.

The dash, the semicolon, the colon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Use single quote marks in headlines.

Slash (/)

Slashes should be avoided in formal writing as much as possible. “And/or” can almost always take either the “and” or the “or.”

Space ()

Only use one space between sentences. Always do a search to make sure only one space is between each sentence.