



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](mailto: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 chancellor of The Community Solution. Do not use CEO. He may also be referred to as “founder and chancellor.”

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 the only fully integrated private, nonprofit higher education system in the United States. 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 University, 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](http://www.tcsedsystem.edu).

### Short

About The Community Solution Education System

The Community Solution is the only fully integrated private, nonprofit higher education system in the United States. Colleges and universities within the System utilize 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](http://www.tcsedsystem.edu).

## 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 Illinois 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.

## Boilerplate Description

### About The Chicago School

The Chicago School is a leading nonprofit university dedicated to training professionals for careers that improve the health of individuals, organizations, and communities. By combining education, innovation, community, and impact, The Chicago School approach provides students a practical and solutions-oriented education in an array of academic programs across psychology, medicine, business, counseling, and behavioral sciences. With more than 6,000 students and locations in Chicago, Dallas, Southern California, and Washington, D.C., the university's extensive network of community partnerships provides applicable training and networking opportunities.

The Chicago School is accredited by the WASC Senior College and University Commission. The Chicago School is a proud member of The Community Solution Education System, an integrated nonprofit system of colleges and universities working together to advance student success and community impact. To learn more, visit [www.thechicagoschool.edu](http://www.thechicagoschool.edu).

## 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).

### Boilerplate Description

#### About The Colleges of Law

Established in 1969, The Colleges of Law was founded to expand opportunities and broaden access to legal education. The college is dedicated to a student-centered approach that affords students of diverse backgrounds the opportunity to pursue careers in law or legal-related fields. Faculty at the college advance a real-world perspective and practicality on the application of law and includes

practicing attorneys, judges, public servants, and leaders in business and nonprofit organizations. The college is accredited by the WASC Senior College and University Commission. The Juris Doctor program is accredited by the Committee of Bar Examiners of the State Bar of California. The Colleges of Law is part of The Community Solution Education System, a nonprofit system of colleges and universities working together to advance student success and community impact. For more information, visit [www.collegesoflaw.edu](http://www.collegesoflaw.edu).

## Kansas Health Science University-Kansas College of Osteopathic Medicine

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

### Name

Kansas Health Science University 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 University.

**Official Name and First Reference:** Kansas Health Science University-Kansas College of Osteopathic Medicine

**Subsequent References/Preferred Short Form:** KHSU-KansasCOM

Use a hyphen ( - ) with *no* space before and after to unite the two entities.

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 University on its own, use:

**Official Name and First Reference:** Kansas Health Science University

**Subsequent References/Preferred Short Form:** KHSU

### 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 KHSU-KansasCOM.

## Boilerplate Description

### About Kansas Health Science University

Kansas Health Science University (KHSU) is committed to developing strong, innovative education programs in emerging areas of health care. In 2022, KHSU welcomed the first class of students to the Kansas College of Osteopathic Medicine, the first college of osteopathic medicine in the state. The college provides a comprehensive education that combines the core tenets of osteopathic medicine with curriculum focused on innovative technologies and community-based care. KHSU is part of The Community Solution Education System, a nonprofit system of colleges and universities working together to advance student success and community impact. For more information, visit [www.kansashsu.org](http://www.kansashsu.org).

# 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).

## Academic Departments

Department of Human Development

Department of Marriage & Family Therapy

Department of Social Work

Department of Community Psychology & Leadership

## Boilerplate Description

### About Pacific Oaks College & Children’s School

Founded in 1945, Pacific Oaks College & Children's School is composed of two educational entities. Pacific Oaks College is a nonprofit higher education institution offering bachelor's and master's programs in human development, marriage and family therapy, education, early childhood education, teacher preparation, social work, community psychology, business administration, and organizational leadership and management. Pacific Oaks Children's School provides early childhood education programs for children ages six months through five years and has pioneered achievements in the areas of anti-bias education, emergent curriculum, and peaceful conflict resolution. Pacific Oaks College & Children’s School is part of The Community Solution Education System, a nonprofit system of colleges working together to advance student success and community impact. To learn more, visit [PacificOaks.edu](http://PacificOaks.edu).

# 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 university

## 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

## Learning Experiences

Always capitalize:

University Learning Experience (ULE)

Residential Learning Experience (RLE) – offered every semester

Virtual Learning Experience (VLE) – offered every semester

Community Learning Experience (CLE) – offered only every other year

## Boilerplate Description

### About Saybrook University

From its inception in 1971, Saybrook University has empowered students to create a more sustainable and just world. A pioneer in hybrid instruction, Saybrook transforms learning by humanizing the virtual experience to develop leaders who drive positive social change and prioritize holistic health. One of the first U.S. universities to offer online graduate education to working professionals, Saybrook combines online education with in-person learning experiences for a tailored, comprehensive academic environment. The Saybrook experience is rooted the humanistic tradition, allowing the community to help students reach their full potential. Saybrook is accredited by the WASC Senior College and University Commission. Saybrook University is part of The Community Solution Education System, a nonprofit system of colleges and universities working together to advance student success and community impact. For more information, visit [www.saybrook.edu](http://www.saybrook.edu).

# 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.

## Titles

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

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

## Boilerplate Description

### About University of Western States

For more than 120 years, University of Western States (UWS) has been at the forefront of whole person health, educating professionals in the areas of chiropractic medicine, naturopathic medicine, clinical nutrition, sports medicine, sport and performance psychology, occupational therapy, and clinical mental health counseling. The university prepares graduates to help shape the future of health care by providing an education grounded in scientific rigor and empathetic understanding. Located in Portland, Oregon, UWS is accredited by the Northwest Commission on Colleges and Universities. University of Western States is part of The Community Solution Education System, a nonprofit system of colleges and universities working together to advance student success and community impact. To learn more, visit [UWS.edu](http://UWS.edu).

## Style

### Acronyms

Avoid using acronyms in formal writing. The Chicago School does not take acronyms. 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:** none

**The Colleges of Law:** COL

**Kansas Health Science University-Kansas College of Osteopathic Medicine:** KHSU-KansasCOM

**Pacific Oaks College & Children’s School:** PO

**Saybrook University:** SAY

**University of Western States:** UWS

## Academic degrees

When referencing faculty, chancellor'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 Feb. 19.

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate 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, Jan. 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 Oct. 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. Titles of committees and task forces are capitalized.

e.g. Marketing Department; Marketing  
Information Technology Department; IT

## 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 unless referring to an actual year. Do not hyphenate. Do not abbreviate unless space restrictions exist (videos and charts).

e.g. A marketing plan for the remainder of the fiscal year was approved by university leadership.  
Multiple changes to the Master of Business, Law, and Technology program were implemented throughout Fiscal Year 2024.

## Identity groups

For reporting demographics, the Office of Institutional Research uses the [race and ethnicity categories outlined by the Department of Education](#).

Hispanic or Latino  
American Indian or Alaska Native  
Asian  
Black or African American  
Native Hawaiian or Other Pacific Islander  
White

Additional guidance to consider when writing about 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 or Latino**

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**

Do not use. Instead use "historically underrepresented students/communities/groups".

Do not use the plural minorities. Phrasing such as *marginalized communities* and *communities of color* 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. When part of a hyphenated compound modifier, drop the plus sign: LGBTQ-related legislation.



## 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.

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, University of Western States 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.**

**UWS Magazine should be UWS Magazine 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

Seasons are always lowercase. Capitalize when using the full term name. Use "term" instead of "semester".

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 and year over year

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.

**antibias** (no hyphen)

**canceled, canceling, cancelation** (one l)

**classwork** (all one word)

**coursework** (all one word)

**co-chair** (use hyphen)

**co-founder** (use hyphen)

**co-worker** (use hyphen)

**cocurricular** (no 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; The Chicago School uses one word – healthcare; some program names use one word)

**life cycle** (two words)

**life cycle** (two words)

**life span** (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.



# System Messaging Guide

## Purpose

This guide provides recommended language and themes for integrating information about The Community Solution Education System into the collateral, websites, and other communications channels of its colleges and universities. The goal is to ensure clarity, alignment, and recognition of the shared mission across the System while highlighting benefits for students.

## Key Messages

- The Community Solution Education System is the nation's only fully integrated private, nonprofit higher education system.
- We are a network of six colleges and universities working together at every level to advance student success and community impact.
- We are focused on positively impacting communities by building a diverse, culturally sensitive workforce in high-need fields.
- We embrace a culture counter to traditional academia – we bust silos and set aside egos to work cooperatively toward real, positive outcomes for our institutions, our students, and our communities.
- Student benefits include:
  - o A broader array of academic programs
  - o Enhanced global opportunities, including study abroad and international field experiences
  - o Stronger institutional stability
  - o Access to advanced technology made possible by economies of scale
  - o Expanded financial aid and admissions support to better serve students
  - o Higher program quality through support in achieving programmatic accreditation

## Sample Language

### **Short Description**

For use where space is limited or more detail is unnecessary. For use in press releases, small brochures, and presentations.

#### ***The Chicago School***

The Chicago School is a proud member and the founding institution of The Community Solution Education System, the nation's only fully integrated private, nonprofit higher education system. Since joining The Community Solution in 2009, The Chicago School has experienced significant advancement in academic offerings, enrollment growth, and opportunities for international programming.

#### ***Pacific Oaks College & Children's School***

Pacific Oaks College & Children's School is a proud member of The Community Solution Education System, the nation's only fully integrated private, nonprofit higher education system. Since joining The Community Solution in 2010, Pacific Oaks has enhanced student learning experiences and expanded educational offerings to include a doctoral program and more than 20 academic areas.

### ***The Colleges of Law***

The Colleges of Law is proud to be a part of The Community Solution Education System, the nation's only fully integrated private, nonprofit higher education system. Since joining The Community Solution in 2010, The Colleges of Law has experienced significant enrollment growth and expanded program offerings to further improve access to legal education.

### ***Saybrook University***

Saybrook University is a proud member of The Community Solution Education System, the nation's only fully integrated private, nonprofit higher education system. Since joining The Community Solution in 2014, Saybrook has expanded educational offerings to include more than 30 degree programs.

### ***Kansas Health Science University***

Kansas Health Science University is a proud member of The Community Solution Education System, the nation's only fully integrated private, nonprofit higher education system. In 2019 The Community Solution began exploring opportunities to expand its System to include a medical school, recognizing a growing need for health infrastructure. Together The Community Solution and KHSU established Kansas' first college of osteopathic medicine.

### ***University of Western States***

In 2023 UWS joined The Community Solution Education System, the nation's only fully integrated private, nonprofit higher education system. Together the six colleges and universities work collaboratively to enhance learning experiences for students, improve infrastructure and support systems, and develop strategies for sustainable growth.

### **Expanded Description**

Use to articulate an institution's connection to The Community Solution, detail how we work together, and describe benefits. For use on websites and longer brochures.

Six Universities. One System.

[*Institution*] is a proud member of The Community Solution Education System, an integrated nonprofit system of six colleges and universities working together to advance student success and community impact.

We believe that focusing on cooperation instead of competition drives innovation and enhances the student experience. Through **strategic partnerships, shared resources**, and a **collaborative culture**, we reach across institutional borders to create real, positive outcomes for our students.

Each of our unique institutions answers the call of a rapidly changing world by offering innovative educational experiences in critical fields such as **education, medicine, psychology, law, business, social work, chiropractic, and more.**

### **Benefit-focused Language**

This copy describes the unique outcomes for each institution as a part of The Community Solution and how membership benefits students.

#### ***The Chicago School***

Since joining The Community Solution in 2009, The Chicago School has expanded educational offerings for students to include more than 40 degree programs and earned prestigious programmatic accreditations. The Community Solution also brings The Chicago School students the opportunity to participate in unique international experiences that foster cultural exploration and practical learning.

#### ***Pacific Oaks College***

Since joining The Community Solution in 2010, Pacific Oaks has expanded educational offerings for students to include a doctoral program and more than 20 academic areas. Because of the stability provided by membership in The Community Solution, the college has earned prestigious programmatic accreditations and been recognized by the Department of Education as a Hispanic Serving Institution. The Community Solution also brings Pacific Oaks students the opportunity to participate in unique international experiences that foster cultural exploration and practical learning.

#### ***The Colleges of Law***

Since joining The Community Solution in 2010, The Colleges of Law has launched innovative degree programs, achieved WSCUC accreditation and approval to award federal financial aid, furthering its mission of making legal education more accessible. The Community Solution also brings students the opportunity to participate in unique international experiences that foster cultural exploration and practical learning.

#### ***Saybrook University***

Since joining The Community Solution in 2014, Saybrook has expanded educational offerings for students to include more than 30 degree programs and earned prestigious programmatic accreditations. The Community Solution also brings Saybrook students the opportunity to participate in unique international experiences that foster cultural exploration and practical learning.

#### ***Kansas Health Science University***

In 2019 The Community Solution began exploring opportunities to expand its System to include a medical school, recognizing a growing need for health infrastructure. Together The Community Solution and KHSU established Kansas' first college of osteopathic medicine which offers a curriculum focused on innovative technologies and community-based care. With support from The Community Solution, KHSU successfully obtained approval to award federal financial aid within its first year of operations—an accomplishment that improves accessibility and affordability in medical education.

***University of Western States***

UWS joined The Community Solution Education System in 2023, understanding the power of universities coming together to create innovative solutions to common challenges and improve student outcomes. With support from The Community Solution, UWS has launched a Community-Based Clinical Education program, offering increased flexibility for students to earn clinical hours in their home communities. Students also benefit from expanded administrative support, giving them the resources they need to be successful.