



TCU STYLEBOOK 2014

This computer-searchable stylebook provides a general overview designed to achieve as much consistency as possible in written material from TCU. For points not covered here, please consult the *Associated Press Stylebook* or contact Ma'lisa Yost in Advancement Communications at m.yost@tcu.edu.

TCU

www.marketingandcommunication.tcu.edu

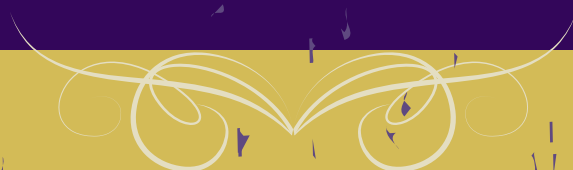


TABLE OF CONTENTS

History.....	2
University's Names.....	2
Mission, Vision and Core Values Statements.....	2
Facts.....	2
TCU's Endowment.....	2
Academic Divisions.....	2
Advisory Boards and Councils.....	3
School and College Advisory Boards.....	3
Alumni Relations.....	4
Chapters.....	4
Official Special Interest Groups.....	5
Awards.....	5
Athletics.....	5
Big 12 Conference.....	6
Buildings/Maps.....	6
Square Footage of TCU Facilities.....	7
The Christian Church (Disciples of Christ).....	7
TCU-Church Relationship.....	7
College of Fine Arts.....	7
Community Scholars.....	8
Degrees.....	8
Financial Aid and Scholarships.....	9
Fiscal Year.....	9
Fundraising.....	9
General Writing Information.....	11
Gift Clubs.....	13
Graduation Years.....	15
Initials.....	15
International.....	15
Center for International Studies: TCU Abroad	
Partner Programs	
International Educational Exchange Programs	
Certificate in International Studies	
Junior, Senior and Ill.....	15
Neeley School of Business.....	16
Neeley School Recognition.....	17
Numbers.....	17
Outside Business Names and Titles.....	18
Scholarships (Also see Financial Aid).....	18
Seasons, Dates.....	18
Spaces after Periods.....	19
TCU.....	19
Schools and Colleges.....	19
Technology.....	23
Titles.....	25
Universities.....	26

History

- Founded as AddRan Male and Female College, Thorp Spring, 1873-1895 (*Thorp* has no *e*, *Spring* no final *s*)
- Moved to Waco in 1895. Waco facility burned in 1910, and TCU then moved to Fort Worth.

University's Names

- AddRan Male and Female College, 1873-1889
- Add-Ran Christian University, 1889-1902
- Texas Christian University, 1902-present

Mission, Vision and Core Values Statements

Mission: To educate individuals to think and act as ethical leaders and responsible citizens in the global community

Vision: To be a world-class, values-centered university

Core Values: TCU values academic achievement, personal freedom and integrity, the dignity of and respect for the individual, and a deep heritage that includes inclusiveness and service

Facts

- Be sure that any facts you use correspond with the current and official *About TCU* brochure. Information is available online at "TCU At a Glance" at <http://www.tcu.edu/at-a-glance.asp>.
- Official fall 2012 enrollment of 9,725: 8,456 undergraduates, 1,269 graduate students
- Student/faculty ratio is about 13:1.
- TCU's retention of first-year students from fall 2011 to fall 2012 was 90 percent.
- 82,000 living alumni
- Campus size: 277 acres
- Tuition covers only about 68 percent of the true cost of a student's TCU experience. Donor contributions, income from the endowment and other revenue make up the remaining 32 percent.
- About 80 percent of TCU students (graduate and undergraduate) benefit from financial aid, with 65 percent receiving aid directly from the University.
- International students come to TCU from more than 85 countries. Undergraduate international student enrollment in fall 2012 was more than 400.
- The Class of 2016 was selected from more than 19,000 applicants.

TCU's Endowment

The TCU endowment comprises the long-term investment assets of the University. These assets are strategically invested by the chief investment officer and his staff under the direction of the Investment Committee of the Board of Trustees. Total investments as of May 31, 2012, were about \$1.2 billion. The TCU endowment is ranked 61st among the top college and university endowments in the United States. In Fiscal Year 2012, endowment income provided for 14.1 percent of the University's operating expenses.

Academic Divisions

AddRan College of Liberal Arts
 Bob Schieffer College of Communication - (no "s")
 College of Education
 College of Fine Arts

College of Science & Engineering
Harris College of Nursing & Health Sciences
Neeley School of Business
John V. Roach Honors College

Advisory Boards and Councils

Board of Trustees
Brite Divinity School Board of Trustees
Chancellor's Advisory Council
Clark Society Board
Frog Club Board
Leadership Center Board of Partners
National Alumni Board
Parents Council
Quinq Club Board of Directors

School and College Advisory Boards

AddRan College of Liberal Arts
AddRan College Board of Visitors
AddRan Emeritus Faculty Council

Bob Schieffer College of Communication
College of Communication Advisory Board

College of Education
College of Education Board of Visitors

College of Fine Arts
International Fine Arts Board of Visitors

College of Science & Engineering
College of Science & Engineering External Advisory Board
Department of Engineering Board of Advisors
Institute of Child Development Advisory Board
TCU Energy Institute Board of Advisors (joint program with the Neeley School)

Harris College of Nursing & Health Sciences
Harris College of Nursing & Health Sciences Board of Visitors

Neeley School of Business
International Board of Visitors (IBOV)
eBusiness BIS Program Advisory Board
Neeley Entrepreneurship Program Advisory Board
Accounting Advisory Board
Luther King Capital Management Center for Financial Studies Advisory Board
Neeley Alumni Executive Board
EMBA Alumni Board
MAc Advisory Board
Supply and Value Chain Center Advisory Board
Students in Free Enterprise Business Advisory Board
TCU Energy Institute Board of Advisors (joint program with the College of Science & Engineering)

Alumni Relations

alumnus (singular male)

alumni (plural male or plural male and female)

alumna (singular female)

alumnae (plural female only)

FrogFest (Homecoming celebration for alumni, parents and TCU friends)

froglinks.com (online social networking community for alumni)

lifetime dues membership (one-time gift: \$600 for a couple; \$500 individual, \$400 first year after graduation)

TCU Alumni Association

National Alumni Board

Dee J. Kelly Alumni & Visitors Center (Use ampersand not *and*. There are only two correct ways to refer to the center: by its full name or “the Kelly Center.”)

Alumni Relations

Alumni Association Chapters

Parents and friends are invited to all chapter events.

Atlanta Chapter

Austin Chapter

Chicago Chapter

Dallas Network

Frog Families: Alumni and their little Frogs connect for fun-filled and educational experiences.

Frog Fans: Sports fans connect for game-watching parties, coaches’ events and to display their purple pride.

Lifelong Learning: Frogs connect to learn more about the arts, debate hot topics and attend challenging lectures.

TCU Business Network: Professional Frogs and friends in the business community connect for networking, speakers and programs tailored by TCU.

Volunteer Frogs: Frogs who want to make a difference in the world connect for service and involvement in the community.

Young Alumni: Graduates from the past 10 years connect for cultural, educational and social events.

Fort Worth Network

Frog Families

Frog Fans

Lifelong Learning

Premier Frogs: A dynamic group designed to help alumni in their 30s and 40s stay connected to the University

TCU Alumni Career Network: Connecting leadership and career opportunities for students, parents, alumni and friends

Volunteer Frogs

Young Alumni

Houston Network

Froggie Moms: Moms and relatives of current and former students as well as female alumnae connect to support the University and maximize their students’ experiences.

Frog Families

Frog Fans

Lifelong Learning

TCU Business Network
Volunteer Frogs
Young Alumni

Kansas City Chapter
Denver Chapter
Los Angeles Chapter
San Diego Chapter
St. Louis Chapter
San Antonio Chapter
Tri-State Area Chapter (New York, New Jersey, Connecticut)
Washington Metro Chapter

Official Special Interest Groups

Black Alumni Alliance (BAA)
Golden Frogs: A program designed especially for Horned Frog alumni who attended TCU during the early '60s as well as the preceding decades.
Hispanic Alumni Association (HAA)
Quinq Club [pronounced "Quink"]: Organization for alumni who graduated or whose preferred class graduated 50 or more years ago (can be a non-degreed alum).

Leadership Awards

(Formerly known as Alumni Awards. Not all awards are given annually.)

Honorary Alumnus Award (or Alumna)
Distinguished Alumnus Award (or Alumna)
Valuable Alumnus Award (or Alumna)
Alumni Service Award
Royal Purple Award
Founders Award
Frog O'Fame Award
Distinguished Student Award
Outstanding Young Professional Award

Athletics

Horned Frog (official mascot — space between words)
Refer to all TCU athletic teams as *Horned Frogs*; *Frogs* on second reference.
TCU Equestrian team
Amon G. Carter Stadium (Per the Chancellor, use full name with middle initial unless simply calling it "the stadium." Never use "Carter Stadium.")
Champions Club, Founders Club, etc. (Amon G. Carter Stadium)
Founders Plaza (Amon G. Carter Stadium)
athletics program
Director of Intercollegiate Athletics Chris Del Conte (per Chancellor)
Athletics Media Relations
Coach Gary Patterson - head football coach Gary Patterson (When full description is used, do not capitalize, even though it comes before the name.)
Fast Break Club
Frog Horn
Hyperfrogs
Bleacher Creatures (children who run out on the field before a game with the team)

the TCU Frog Club

(Use whole name on first reference. Don't capitalize the "T" in "the." On later reference use "the Frog Club." Also see [Gift Clubs](#) for giving levels.)

TCU Frog Club...**Scholarships for Champions**

student-athletes

SuperFrog (mascot's nickname — no space between words)

TCU Lettermen's Association

(Use whole name on first reference. On later reference use "Lettermen's Association.")

TCU Lettermen's Hall of Fame

tip-off

www.gofrogs.com

Big 12 Conference

Big 12 Conference — not "Big XII" or "Big Twelve" (TCU moved to this conference in July 2012.) Click here to access Big 12 Art Sheet: <http://www.marketingandcommunication.tcu.edu/pdf/Big-12-Art-Sheet-072612.pdf>

Big 12 Championships

Big 12 events should only be referred to as championships, not tournaments. Championship is always singular unless referring to combined men's and women's championships (cross country, swimming, tennis, etc.), which are two events at the same site. For example:

Big 12 Cross Country Championships

Big 12 Soccer Championship

Phillips 66 Big 12 Men's Basketball Championship

Big 12 Tennis Championships

Click here for championship marks: <http://www.marketingandcommunication.tcu.edu/pdf/Championship-Marks-06222012.pdf>

All-Big 12 Teams

All-conference honors are awarded for all league sports. All-league honorees will be identified as follows:

All-Big 12

All-Big 12 First Team (not First Team All-Big 12)

Big 12 All-Tournament Team

Academic All-Big 12 Team

Major awards are capitalized (Big 12 Player of the Year, Big 12 Rookie of the Year)

Buildings/Maps

Use formal name of campus facilities with uppercase in formal communication.

Official names can be found at <http://bldglist.tcu.edu>.

Mary Wright Admission Center

Students here for Monday at TCU will meet at the Mary Wright Admission Center.

On second reference, if the proper name is used, drop the first and middle name/initial and retain uppercase: *Wright Admission Center; Students here for Monday at TCU will meet at the Wright Admission Center.*

When the proper name is not used on second reference, lower case: admission center;

Students here for Monday at TCU will meet at the admission center.

Exceptions:

Brown-Lupton University Union; University Union (always capitalize)

(BLUU is acceptable for internal, on-campus use)

Campus Commons; always use this way. Do not shorten name or lowercase.

The official TCU campus map, located at www.maps.tcu.edu, is the only map that should be distributed to ANYONE (this comes directly from the Chancellor).

Collegiate Beaux Arts (architectural style of most TCU buildings)

Facilities Master Plan

Intellectual Commons — planned for the east campus; will include a transformation of the Mary Coouts Burnett Library; a new instructional building east of the library; an addition to the Annie Richardson Bass Building; and renovation of existing space for the Harris College of Nursing & Health Sciences.

Square Footage of TCU Facilities

A listing of the square footage of all major TCU facilities can be found in the fall *Fact Book* produced each year by the Office of Institutional Research. *Fact Book* information also can be found at <http://ir.tcu.edu>.

The Christian Church (Disciples of Christ)

The Christian Church (Disciples of Christ) is a Protestant community that began in the United States two centuries ago. Coming largely from Presbyterian parentage, Disciples bear many similarities to the faith and practice of traditional Christian communities. Distinctive characteristics of Disciples include believer's baptism, weekly communion and a commitment to unity of all Christians and to the dialogue between faith and reason. A reforming impulse leads to ongoing re-examination of personal faith commitments. Disciples are profoundly committed to social justice and to honoring the dignity of all persons, as well as to constructive dialogue across all faith communities and traditions.

TCU-Church Relationship

Texas Christian University is the largest of 14 colleges and universities associated with the Christian Church (Disciples of Christ), a denomination committed to demonstrating true community, deep Christian spirituality and a passion for justice. With the full support of the Disciples, TCU is committed to the highest standards of scholarship, affording students the rigorous challenges that make higher education worthwhile. Reflection on questions of meaning and value is crucial to genuine learning. TCU's covenant with the Christian Church (Disciples of Christ) supports an approach to education that brings together faith, reason and intellectual curiosity. [Note: TCU is associated with, not governed by, the Christian Church (Disciples of Christ).]

College of Fine Arts

School of Music

Germán Gutiérrez [pronounced Hair-MAHN GOO-tee-AIR-ez]

Tamás Ungár [pronounced Tah MAHSH OONG Gar]

Mimir Chamber Music Festival [pronounced MEE MEER]

Latin American Music Festival

the Van Cliburn International Piano Competition

the Van Cliburn International Piano Competition Archives

PianoTexas International Academy & Festival (formerly the TCU/Cliburn Piano Institute), held in conjunction with the Van Cliburn International Piano Competition. There is no space between *Piano* and *Texas*.)

Van Cliburn Gold Medalist José Feghali

[pronounced JOE zay (not HOE zay) Fuh GAH lee]

artist-in-residence

distinguished guest artist

distinguished guest professor
 Bass Performance Hall
 Faculty and Friends Chamber Music Series
 TCU Cellofest
 TCU Concert Chorale
 TCU Jazz Ensemble
 TCU Jazz Festival
 TCU Marching Band
 TCU Steel Drum Band
 TCU Symphony Orchestra

Theatre TCU
 theatre, theater – if it pertains to TCU, use theatre, for example: *Jerita Foley Buschman Theatre*,
Department of Theatre, theatre major
 Trinity Shakespeare Festival at TCU (began June 2009)

School of Art (formerly the Department of Art and Art History)
 The Art Galleries at TCU
 Moudy Gallery (in J.M. Moudy Building North)
 Fort Worth Contemporary Arts gallery (2900 W. Berry Street)

Department of Interior Design & Merchandising

School for Classical & Contemporary Dance (formerly the Department of Ballet and Modern Dance)
 choreographer-in-residence
DanceTCU – one word with “Dance” italicized

Community Scholars

The Chancellor’s Council on Diversity established the Community Scholars Program in 1999. Since the first class enrolled in 2000, more than 200 Community Scholars have enriched the TCU community. TCU has helped to make college a reality for more than 6,000 first-generation/low-income students across the Metroplex through College Access programs, which include TCU Community Scholars.

The University has Community Scholars partnerships with a number of DFW area high schools, including Diamond Hill Jarvis, Dunbar, North Side, O.D. Wyatt, Polytechnic, Trimble Tech and South Hills; DeSoto High School; Sam Houston in Arlington; and Lincoln and Carter in Dallas.

Degrees

This list offers some examples of common degrees

Bachelor of Arts or BA
 Bachelor of Science or BS
 bachelor’s degree or baccalaureate degree
 D.O. (Doctor of Osteopathy)
 Ed.D. in Educational Leadership
 J.D. (Doctor of Jurisprudence)
 Master of Arts or MA
 Master of Science or MS
 Master of Business Administration or MBA
 Master of Divinity or M.Div.
 master’s degree

MBA/Ed.D. in Educational Leadership

M.D.

Doctor of Philosophy or Ph.D.

Doctor of Nursing Practice (DNP)

Doctor of Ministry or D.Min.

Doctor of Education or Ed.D.

doctoral degree

earned the Ph.D., the Master of Arts, etc. (not a Ph.D. or a Master of Arts) *Earned* is preferred to *receive*.

Use *the* instead of *his* or *her*. For example: *Mr. Smith earned the Master of Arts from TCU.*

Not: Mr. Smith received his Master of Arts from TCU.

Financial Aid and Scholarships

About 80 percent of TCU students benefit from financial aid.

Official Names of Scholarships

A list of most of the endowed scholarships can be found in the TCU catalog. If the scholarship you are looking for is not in the list, contact Samantha Suttle in Donor Relations, c.s.suttle@tcu.edu, for the official name. To get to the list, go to http://www.catalog.tcu.edu/current_year/undergraduate. Search for “endowed scholarships” in “entire catalog.”

Official Names of Chairs and Professorships

A list of chairs and professorships can be found in the TCU catalog. To get to the list, go to http://www.catalog.tcu.edu/current_year/undergraduate. Search for “chairs” in “entire catalog.”

Fiscal Year

Follow these rules regarding “fiscal year” in all written reports and documents, per the Chancellor.

Please use either of the following:

FY2012 (No space between the “Y” and the “2”)

Fiscal Year 2012

Please do NOT use:

FY ‘12

FY 2012

FY12

Fundraising

The Campaign for TCU, the University’s 7-year campaign, raised \$434.1 million to create a world-class, values-centered university experience for TCU students. When it concluded May 31, 2012, the campaign had surpassed its original goal by \$184 million. Almost \$109 million from the campaign was directed to

scholarships. Thirteen new endowed faculty positions were created and donors gave \$67 million for faculty and academic program support. Twenty-six facilities were constructed or extensively renovated. The University continues to raise funds for endowed positions, academic programs, faculty support and other needs, but the top priority is scholarships.

Tuition covers only about 68 percent of the true cost of a student's TCU experience. Donor contributions, income from the endowment and other revenue make up the remaining 32 percent.

endowed — When discussing gifts that endow something, do not use the verb “endowed.” Use “supports” or “in support of.” Instead of “*The Smiths endowed the William Smith Professorship in Basket Weaving,*” use “*The Smiths’ gift is in support of the William Smith Professorship in Basket Weaving.*”

fund raiser (Note: Your computer spellchecker will indicate that this is one word, but we use two.)
 fundraising (noun)
 fund raising (verb)
 fund-raising event (adjective)

gifts-in-kind
 kickoff (Do not use in reference to the campaign.)

needs — When writing/discussing the campaign, please remember that the University doesn't HAVE needs, it MEETS needs. Use words like “opportunities” and “priorities.”

The Office of Annual Giving
 tagline: **Count Me In!**
 the Faculty/Staff Annual Campaign
 TCU Calling All Frogs Phonathon
 TCU Class Gift
 50th Class Gift
 Senior Class Legacy

the Addison & Randolph Clark Society (the Clark Society on later reference) (See [Gift Clubs](#) for giving levels)
 tagline: **TCU Clark Society: Leadership Donors Investing In TCU's Future**

Use in every article referencing Clark Society:
The Addison & Randolph Clark Society is comprised of students, alumni, parents and friends who annually strengthen TCU with leadership-level investments. Named after the University's founders, Addison and Randolph Clark, this leadership giving organization supports tomorrow's leaders. Annual gifts of \$1,000 or more can be designated toward any program a donor wishes to support. For more information about the Clark Society, please visit www.clarksociety.tcu.edu, call the Donor Relations Office at 817-257-7806 or email us at donorrelations@tcu.edu. Gifts may be sent to University Advancement, TCU Box 297044, Fort Worth, Texas 76129. They also may be made online at makeagift.tcu.edu.

the Clark Society Board
 the Junior Clark Society
 tagline: **TCU Junior Clark Society: Giving Forward**
 Clark Society Scholars
 Clark Society Endowed Scholarships
 Clark Weekend

(Note: when referring to the Clark Society, do not use terms such as *elite* and *prestigious*. Use terms such as *inclusive* and *fun*. Emphasize support of our students as opposed to support of the institution. The Clark Society Board has specifically requested this change.)

Office of Gift Planning (not Planned Giving)

The B.M. and Frances Britain Society recognizes the many generous alumni and friends who have included

TCU and/or Brite Divinity School in their estate plans. (On later reference use “the Britain Society.”)

the TCU Frog Club (Also see [Gift Clubs](#) for giving levels)

(Use whole name on first reference. Don’t capitalize the “T” in “the.” On later reference use “the Frog Club.”)

TCU Parents Fund

Mary Wright Admission Center (Please note, the admission center was named for Mary Wright in recognition of multiple generous gifts to TCU by Bob and Mary Wright. Their gift did not “fund,” “underwrite” or “make possible” the admission center.)

General Writing Information

affect, effect — Affect, as a verb, means to influence: *The game will affect the standings.* Affect, as a noun, is best avoided. It occasionally is used in psychology to describe an emotion, but there is no need for it in everyday language. Effect, as a verb, means to cause: *He will effect many changes in the company.* Effect, as a noun, means result: *The effect was overwhelming. He miscalculated the effect of his actions. It was a law of little effect.*

all right (never alright)

American Council on Education (when abbreviated as ACE, say each letter, not the word “ace.”)

ampersand (&): Use the ampersand (&) if it is a formal part of the title or name.

baby boomer

backbone

barbecue (not *barbeque* or *Bar-B-Q*)

Barnett Shale

Berry Street Initiative

boardroom

campuswide: (words created with the suffix *wide* are written as one word with no hyphen)

can/may: “Can” denotes ability. “May” denotes possibility and permission.

capitalization: Capitalize sparingly; lowercase academic subjects/majors and minors unless they are proper nouns (*mathematics, French*). Capitalize the formal, full names of centers, bureaus, institutes, schools, colleges, departments, administrative offices, boards and committees; lowercase informal usages. Examples: *Center for Cultural Analysis* (formal), *cultural analysis center* (informal); *Office of Residential Services* (formal); *residential services* (informal); *Graphic Design Program* (formal), *graphic design* (informal).

CFA (Chartered Financial Analyst)

chair, chairman, chairwoman – use the preferred position title or the individual’s preference.

charterholder

check in (verb), check-in (noun, adjective)

co-curricular

co-chair

coed

coeducation

coeducational

comma in a series: Do not use a comma before the word “and” in a series. Example: *Resources available to students include numerous computer labs, lighting and sound systems, specialized libraries and equipment, galleries, art and dance studios, theaters and performance halls.*

complement/compliment – *Complement* denotes completeness or the process of supplementing something. *Compliment* denotes praise or the expression of courtesy.

continual/continuous – *Continual* means steady repetition, over and over again. *Continuous* means uninterrupted, steady, unbroken.

course titles: Capitalize the proper name of a course to denote a course of study.

emerita (feminine singular), emeritus (masculine singular), emeriti (masculine plural), emeritae (feminine plural)

ensure, insure - *Insure* means to establish a contract for insurance of some type; ensure means to guarantee.

entitled, titled - *Entitled* means one has the right to do or to have something: *she is entitled to the inheritance*; use *titled* to introduce the name of a publication, musical composition, seminar, etc.

extracurricular

fewer, less - In general, use *fewer* for individual items, less for bulk or quantity: *I had less than \$50 in my pocket*; however, *I had fewer than 50 one-dollar bills in my pocket*.

firsthand

Fort Worth, not “Ft. Worth”

Fort Worth Star-Telegram (the *Fort Worth Star-Telegram* [“the” is not italicized], the *Star-Telegram* [“the” is not italicized])

forward not forwards, toward not towards, upward not upwards

hands-on

health care (two words)

in-service

intramural (competitive units within a single community or institution)

intermural (competitive teams from different universities)

kickoff (one word if adjective or noun, avoid in reference to campaign events)

kick off (two words if verb)

landman

lectern, podium, pulpit, rostrum (A speaker stands *behind* a lectern, *on* a podium or rostrum, or in the pulpit.)

lifelong

me, myself and I

Incorrect: *The staff and myself thank you for your contribution.*

Correct: *The staff and I thank you for your contribution.*

Incorrect: *Deliver the equipment to my partner or myself.*

Correct: *Deliver the equipment to my partner or me.*

Metroplex (capitalize when referring to Dallas-Fort Worth metroplex)

middle income

Modern Art Museum of Fort Worth

multimedia

National Cowgirl Museum & Hall of Fame

The New York Times

nonfiction

nonprofit organization

noon, midnight - Use without numeral 12 before. To avoid confusion, do NOT use *12 a.m.* or *12 p.m.* in reference to either noon or midnight.

oilman

one-half

one-on-one

over/more than (As a general rule, use *more than* to refer to things that can be counted, for example, *more than 30 people*. *Over* can be used in cases like these: *She is over 30*. *I paid over \$300 for this suit*.)

possessive pronouns versus contractions: The possessive forms of personal pronouns are *my, mine, our, ours, your, yours, his, her, hers, its, their, theirs*. None of them takes an apostrophe. Nor does the possessive form of *who* (*whose*). Please note the difference between *its* (the possessive of *it*) and *it's* ("it is"); *your* (the possessive of *you*) and *you're* ("you are"); *whose* (the possessive of *who*) and *who's* ("who is"); and *their* (the possessive of *they*), *there* ("in that place" or "in that way"), and *they're* ("they are").

principal, principle — *principal* is a noun and adjective meaning someone or something first in rank, authority, importance or degree. It can also refer to an original monetary sum invested or lent, such as *endowment principal*. *Principle* is a noun that means a fundamental truth, law, doctrine or motivating force.

problem-solving

ratios — use figures and hyphens: *a 2-1 ratio*

serviceman

servicewoman

service member

Southwestern Exposition and Livestock Show (*and* not &)

stand-alone

startup (noun and adjective) — used to describe a new business venture

state-of-the-art

stationary is to stand still; *stationery* is paper

tax-free

teacher-scholars

temperatures — use figures for all except zero. Use a word, not a minus sign, to indicate temperatures below zero.

T-shirt

Texas and Southwestern Cattle Raisers Association (*and* not &)

The Wall Street Journal

underwrite

under way (two words unless referring to a ship launching)

United States or U.S. (always use periods)

Washington, D.C., not Washington, DC

well-known

work force

workout

workplace

Gift Clubs

Clark Society Membership Levels

Lifetime Giving Recognition

Visionary

Cumulative gifts of \$25 million or greater

- Pillar
Cumulative gifts of \$10 million to \$24,999,999
- Founder
Cumulative gifts of \$1 million to \$9,999,999
- Benefactor
Cumulative gifts of \$500,000 to \$999,999
- Sustainer
Cumulative gifts of \$250,000 to \$499,999
- Centurion
Cumulative gifts of \$100,000 to \$249,999
- Patron
Cumulative gifts of \$50,000 to \$99,999

Annual Giving Recognition

- Chancellor's Council
Annual gifts of \$10,000 or greater
- Dean's Council
Annual gifts of \$5,000 to \$9,999
- Director
Annual gifts of \$2,500-\$4,999
- Member
Annual gifts of \$1,000 to \$2,499

Junior Clark Annual Giving Levels

- Calendar year of graduation...
An annual gift of \$50 or greater
- Years 1-3 after graduation
An annual gift of \$100 or greater
- Years 4-6 after graduation
An annual gift of \$300 or greater
- Years 7-9 after graduation
An annual gift of \$500 or greater

Frog Club Membership Levels

- Founder
Cumulative gifts of \$1 million or more to athletics
- Benefactor
Cumulative gifts of \$500,000 to \$999,999 to athletics
- Centurion
Cumulative gifts of \$100,000 to \$499,999 to athletics
- Patron
Cumulative gifts of \$50,000 to \$99,999 to athletics
- Full Scholarship Member
Annual gifts of \$36,400 or more to athletics
- Platinum Member
Annual gifts of \$10,000 to \$36,399 to athletics

Gold Membership

Annual gifts of \$5,000 to \$9,999 to athletics

Silver Membership

Annual gifts of \$1,500 to \$4,999 to athletics

All-American Membership

Annual gifts of \$1,000 to \$1,499 to athletics

All-Conference Membership

Annual gifts of \$500 to \$999 to athletics

Regular Member

Annual gifts of \$10 to \$499 to athletics

TCU Student Member

Annual gifts of \$10 to \$99 to athletics

Graduation Years

Patrick Beckham '59 (no comma before or after year)

Floppy and Genevieve Blackmon '43 '44 (when both are graduates)

Jim '57 and Eloise Holder (husband only is graduate)

Jim and Eloise Holder '57 (wife only is graduate)

Initials

When two initials are used in a name, do not separate with a space, for example, *J.M. Moudy*.

International

Center for International Studies: TCU Abroad TCU Abroad facilitates study abroad for more than 70 programs in 50 countries. TCU Summer Abroad programs feature study in many international locations directed by TCU faculty members from numerous disciplines. TCU Semester or Academic Year Study Abroad programs offer students classes at local universities in London, Florence and Seville, and a variety of opportunities for immersion, cultural enrichment and travel.

TCU Partner Programs and faculty-led summer abroad programs allow TCU students to study in more than 75 locations throughout the world.

International Educational Exchange Programs allow students to directly enroll in specific international universities in Singapore, Chile and two locations in Japan.

Certificate in International Studies is a program designed to develop global citizens through academic coursework, skill-building programs and interaction with international communities.

Junior, Senior and III

William D. Smith Jr.

William D. Jr., and Helen Smith (when wife is included)

William D. Smith III (no comma needed)

Neeley School of Business

Use the Neeley School of Business at TCU for all formal communications, first mention. Use “Neeley School” or “Neeley” on subsequent references. Only use M.J. Neeley School of Business when referencing the history of the school.

Tagline: **It’s More Than Business. It’s Personal.** ®

Neeley’s distinctive attributes: **Personal. Connected. Real.**

ACHIEVE Summer Business Institute
 Alcon Career Center (named space for Career Services at the Neeley School)
 BNSF Next Generation Leadership Program
 Business Information Systems
 C-Level Confidential (MBA event with a CEO)
 Charles F. and Alann P. Bedford Professor of International Business
 C.R. Williams Professor of Financial Services
 Dan Rogers Hall
 Barry Davis Family Entrepreneur-in-Residence
 Duncan Faculty Fellowship
 The Earl E. Dyess Lectureship Series in Marketing
 Educational Investment Fund (EIF)
 Eunice and James L. West Chair (2)
 Fehmi Zeko Jr. Faculty Fellowship
 Glenn Entrepreneurial Intern Program
 Global Supply Chain Conference
 Graduate Career Service Center (GCSC)
 Greater Tarrant Business Ethics Awards
 International Board of Visitors (IBOV)
 Investment Strategies Conference
 John V. Roach Dean of the Neeley School of Business at TCU
 J. Vaughn and Evelyne H. Wilson Professorships in Business (2)
 J. Vaughn and Evelyne H. Wilson Chair (Business)
 Luther King Capital Management Center for Financial Studies (LKCM Center for Financial Studies on subsequent references)
 MBA Marketing Case Competition
 M.J. Neeley Professor of Management
 Neeley Academic Advising Center (formerly Neeley Student Resource Center)
 Neeley Ambassadors (undergraduate ambassadors)
 Neeley & Associates Consulting (MBA consulting projects)
 Neeley eNews
 Neeley Entrepreneurship Center
 Neeley Entrepreneurship Program is the name for Entrepreneurial Studies.

- Coleman Faculty Fellows
- Collegiate Entrepreneur of the Year Award
- Jane and Pat Bolin Innovation Forum
- Small Business of the Year Award
- TCU Collegiate Entrepreneurs Organization for first reference (TCU CEO Club in later references)
- Richards Barrentine Values and Ventures TM Business Plan Competition

Neeley Fellows

Neeley Magazine

Neeley Premium Credentials TM (an advanced skill-building program exclusively for Neeley undergraduate

business students)
Neeley Speaker Series (students only)
Neeley Professional Development Center (formerly Center for Professional Communication)
Neeley Professor of Marketing
O. Homer Erekson, John V. Roach Dean of the Neeley School of Business at TCU
Professional Program in Accounting
Roadmap to Careers in <Subject>
Robert and Edith Schumacher Executive Faculty Fellow in Innovation and Technology
Robert and Maria Lowden Professor of Finance
Shaddock Entrepreneurial Fellows
Steve and Sarah Smith Entrepreneurs Hall (Smith Hall)
Supply and Value Chain Center
Tandy Center for Executive Leadership
 Tandy Executive Speaker Series
Tandy Hall
TCU Business Breakfast of <CITY NAME>
TCU High School Investor Challenge
TCU Energy Institute
Theodore and Beulah Beasley Faculty Fellowship (3)
William M. Dickey Entrepreneur-in-Residence

Bachelor of Business Administration (BBA)
Accelerated MBA Program (AMBA)
Executive MBA Program (EMBA)
Full-time MBA Program (FMBA)
Professional MBA Program (PMBA)
Educational Leadership Program (MBA/Ed.D. dual degree)
Master of Accounting (MAc)

Neeley School Recognition

The Neeley School of Business at TCU <<http://www.neeley.tcu.edu>> is nationally ranked and recognized as a premier business school for both undergraduate and graduate programs by *Bloomberg Businessweek*, *U.S. News & World Report*, *The Economist*, *Entrepreneur* magazine and The Princeton Review. The U.S. Association for Small Business and Entrepreneurship named the Neeley Entrepreneurship Program the 2011 National Model Entrepreneurship Program. Gartner ranked the Neeley Supply Chain 19th in the nation. The Neeley School is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB), the highest standard of accreditation for business schools internationally.

Numbers

ages – Use figures for people and animals but not for inanimates: *The boy is 13 years old; the law is twelve years old.* Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun: *A 10-year-old girl, but the girl is 10 years old. The party is for 4-year-olds. The man is in his 40s* (no apostrophe).

grade, grader – hyphenate in combining forms: a third-grade pupil, a 12th-grade student, second-grader, 10th-grader.

No. 1 (as in “We’re No.1” or “The school was rated No.1.”)

numbers - Spell out a number at the beginning of a sentence, with one exception: a numeral that identifies a calendar year: *1968 marked a turning point in the Vietnam War.* Spell out whole numbers below 10.

Use figures for 10 and above: *They had 10 dogs and four cats.* When large numbers must be spelled out, use a hyphen to connect a word ending in 'y' to another word; do NOT use commas between other separate words that are part of one number: *twenty, twenty-one, one hundred forty-five.*

numerals - In general, spell out one through nine and first through ninth, use numerals for 10 and 10th and above. For more details, see the *AP Stylebook*.

Use figures for dimensions, percentages, ages, distances, computer storage capacity.

Write out *percent* instead of using % sign, and use a figure instead of spelling out (*3 percent*).

Outside Business Names and Titles

Use what the company uses. Check letterhead and spell out or abbreviate accordingly.

Corporation or Corp.

Company or Co.

Check for commas between names and whether to use & or *and*.

Inc. (Use comma before and after in a sentence, i.e. *Talbot, Inc., founded in 1899.*)

Scholarships (Also see Financial Aid)

assistantships

Chancellor's Scholar Program

Community Scholars (Also see Community Scholars separate listing.)

fellowships

J.W. Fulbright Student Program

Fulbright Scholar

Fulbright Scholarship

Fulbright winner

Gates Cambridge Scholarship

Gates Millennium Scholar

Goldwater Scholar

Marshall Scholarship

Rhodes Scholar

Harry S. Truman Scholarship

Truman Scholar

middle income scholarships (no hyphen)

A list of most of the endowed scholarships can be found in the TCU catalog. To get to the list, go to http://www.catalog.tcu.edu/current_year/undergraduate. Search for "endowed scholarships" in "entire catalog." If the scholarship you are looking for is not in the list, contact Samantha Suttle in Donor Relations, c.s.suttle@tcu.edu, for the official name.

Seasons, Dates

fall (seasons not capitalized)

Sept. 23-24, 2011 (not *23 and 24*). Abbreviate months when dates follow, except for March, April, May, June and July.

Sept. 3 (not *September 3rd*)

fall 2011 (no comma)

July 2011 (no day, no comma)

May 12, 2011 (day, comma — if the full date is used in a sentence, use a comma after the year as well)

1990s (no apostrophe)
'90s
mid-1990s

Spaces after Periods

Use one space after periods at the ends of sentences in printed publications. Use two spaces otherwise, for example, in letters. (But do not use two spaces after periods in initials or following titles such as Mr., Mrs., Ms., Dr. and Rev.)

TCU

Use Texas Christian University on first mention in a communication from the Chancellor or on formal occasions. However, in articles in publications and in informal letters, we generally use TCU on first reference.

TCU (no periods)

the University (Use capital letter only when TCU can replace *the University*. Do not capitalize the *t* in *the*. Example: Do not capitalize *University* in a sentence such as: "This university is unique." One wouldn't say: "This TCU is unique.")

Schools and Colleges

On first reference, use the full, formal name of the school/college. *Examples:* AddRan College of Liberal Arts, Bob Schieffer College of Communication, College of Education, College of Fine Arts, Harris College of Nursing & Health Sciences, Neeley School of Business, John V. Roach Honors College, College of Science & Engineering. On second reference, the use of school or college (both lowercase) is acceptable.

Department of Mathematics
the mathematics department

Advise TX College Advising Corps—under the Center for Urban Education; aims to increase the number of low-income, first-generation and underrepresented Texas students entering and completing post-secondary education. TCU is expanding the program from 16 to 24 advisors in 2012-13.

Robert D. Alexander Lectureship in the Liberal Arts

Andrews Institute of Mathematics & Science Education – Established to provide an environment for innovation and change in mathematics and science education through creative research, community partnerships and professional development

Applied Projects Partnership Program (Institute for Environmental Studies)

Associate Provost for Research and Dean of Graduate Studies & University Programs (Bonnie Melhart)

BNSF Career Center (Named space of Career Services and located in Jarvis Hall. Center is named after Burlington Northern Santa Fe Corporation, but use BNSF when referring to it.)

boardroom – one word

Paul F. Boller, Jr., Symposium on the American Presidency (every other year, began in November 2009)

T.J. Brown & C.A. Lupton Foundation (first reference); Brown-Lupton Foundation (second reference)

Center for Community Involvement & Service-Learning

Center for Evidence Based Practice and Research (Harris College)

Center of Oncology Education (Harris College)

Center for Strategic and International Studies (CSIS), Washington, D.C. TCU's Bob Schieffer College of Communication co-sponsors a series of monthly dialogues with CSIS featuring top public policy experts, government officials, leading scholars and prominent journalists.

Center for Texas Studies (AddRan College)

Center for Urban Education - Established to improve the quality of education in Tarrant County's urban schools through collaborative partnerships to recruit and prepare teachers and administrators, and to conduct and disseminate research on best practices in urban schools.

Chancellor's Award for Distinguished Achievement as a Creative Teacher and Scholar chairholder (one word)

Chancellor's Assembly

Chancellor's Staff Award for Outstanding Service

Clark Society ([See Fund Raising](#))

Convergence Center (School of Journalism)

Core Curriculum ([See TCU Core Curriculum](#))

The Commission on the Future of TCU (Italicize complete name, but do not italicize when using the Commission on later reference.) (See below for *Vision in Action*.)

coursework

cum laude – with distinction

Daryl D. Schmidt Lectureship on Religion in Public Life (held every other year beginning October 2009)

Department of Criminal Justice (formerly part of Sociology, Criminal Justice and Anthropology)

Department of Interior Design and Merchandising (formerly the Department of Design, Merchandising & Textiles)

Department of Film, Television and Digital Media (FTDM, formerly Department of Radio-TV-Film)

Department of Modern Language Studies (formerly the Department of Modern Languages & Literatures)

Department of Sociology and Anthropology

Department of Spanish and Hispanic Studies

Disciplina Est Facultas can be translated both as "Learning Is Power" and "Education Is Opportunity."

(Both translations fall under the TCU trademark.)

Division of Strategic Communication (School of Journalism, formerly Advertising/Public Relations)

dormitory - Don't use. Use *residence hall* instead.

Educational Investment Fund or EIF (provides real market experience as business students learn to invest wisely)

TCU Energy Institute (joint program of the College of Science & Engineering and the Neeley School of Business)

Extended Education

Facilities Master Plan

Faculty Senate

Michael R. Ferrari Award for Distinguished Service and Leadership

The Festival of Student Scholarship and Creativity is a campuswide event that is held in conjunction with Honors Week. Each college/school at TCU participates by hosting a showcase event or forum for their students' work. This includes the AddRan Festival and the Science & Engineering Student Research Symposium. Harris College and the College of Education each host a poster session; the Neeley School event includes formal presentations by students to a panel of judges. AddRan Festival of Undergraduate Scholarship and Creativity includes student poster presentations and formal juried paper presentations. The Bob Schieffer College of Communication and the College of Fine Arts have various venues for student presentations.

first-year students or freshmen

Fogelson Honors Forum
Fort Worth-TCU Symphonic Choir
founders of TCU were Addison and Randolph Clark; only Addison was president of AddRan or TCU
Frog Camp
Frog Club (See [Fund Raising](#))
froglinks.com - online social networking community for alumni and TCU friends
FY2012, Fiscal Year 2012

Gates of Chai Lectureship in Contemporary Judaism
GPA (Always use the abbreviation when referring to grade point average.)
Green Honors Chair
Gwendolyn P. Tandy Memorial Film Library
High School Journalism Workshop
Homecoming
Honors Program became the John V. Roach Honors College at the beginning of the 2009-2010 academic year.

Image magazine (student-run)
Information Technology (formerly Technology Resources)
Intellectual Commons (planned for east campus)
Institute of Behavioral Research (IBR)
Institute of Child Development (Science & Engineering)
Institute for Critical and Creative Expression (AddRan College)
Institute for Environmental Studies (Science & Engineering)
Institute for Urban Living and Innovation (AddRan College)
International Student Teaching Program (College of Education program under the European Teacher Education Network of Colleges and Universities that facilitates the exchange of TCU education students through different colleges and universities in Europe each semester)
Jerry W. Allen Engineering Scholars
Jim Wright Symposium
John V. Roach Honors College (Honors College on second reference)
J. Vaughn and Evelyne H. Wilson Honors Fellow
J. Vaughn and Evelyne H. Wilson Professorship in the Honors College

KinderFrogs School (laboratory school for students aged 18 months to 6 years with Down syndrome and other developmental delays. Do not capitalize s in *syndrome*.)
Leap Frog for KinderFrogs fund-raising event
magna cum laude – with great distinction
Master of Environmental Management (joint offering of Neeley School and College of Science & Engineering)
Dorothy Garrett Martin Delta Gamma Memorial Lecture in Values and Ethics
Mercer Presentation Showcase
Mary Coutts Burnett Library, Bistro Burnett, Information Commons, Technology Resources (Help Desk)
The library's Special Collections department comprises the Speaker Jim Wright Collection, the Amon G. Carter Collection, the Van Cliburn International Piano Competition Archive, the William Luther Lewis Collection, the Pate-Newcomer Luxembourg Collection, the TCU Archives and Historical Collection, and the TCU Photo Archives, including the Linda Kaye Collection.
Miller Speech and Hearing Clinic
Model UN Program
Oscar E. Monnig Meteorite Gallery, the Monnig Meteorite Gallery
Moore Symposium (AddRan College)
The Morris Foundation Academic Wing (new to Starpoint School/KinderFrogs). "*The*" is always capitalized.
Mortar Board

Alice Neeley Special Education Research and Service Institute — Established to provide an environment for

innovation and change in special education through exemplary teaching, creative research, creative outreach and professional development.

Neighborhood News (e-newsletter)

New Media Writing Studio (AddRan)

Office of Admission (no final s)

on-campus jobs

Parents Association

Pat Schieffer, not Patricia Penrose Schieffer or Patricia Schieffer

Petroleum Land Practices Certificate program (Energy Institute)

Pre-Health Professions Program for prospective doctors, dentists and veterinarians

premed

premedical program

presidents and chancellors — There have been 10 CEOs in TCU's history: Addison Clark, Ely V. Zollars, Clinton Lockhart, Frederick D. Kershner, Edward M. Waits, McGruder E. Sadler, James M. Moudy, William E. Tucker, Michael R. Ferrari and Victor J. Boschini, Jr. On occasion, presidents served under chancellors and were not TCU's CEO (for example, Ray Lindley), and there have been acting presidents. They are not counted among the 10. [Note: Randolph Clark was a founder, never a president, of TCU's forerunner institution.]

Program in Jewish Studies at TCU and Brite Divinity School

Radio/TV/Film (now called Department of Film, Television and Digital Media)

Ranch Management Program

Regional Spelling Bee—the College of Education hosts the Scripps Regional Spelling Bee for North Texas' brightest spellers

Research Apprentices Program (RAP), physics department

School of Journalism

Convergence Center

Strategic Communication (no "s") Division, formerly Advertising and Public Relations

Schieffer Symposium

School of Art

School of Geology, Energy and The Environment (began June 2010)

School of Nurse Anesthesia

SERC (Science & Engineering Research Center)

Sponsored Programs (formerly Sponsored Research)

Sports Broadcasting major in Film, Television and Digital Media department

Staff Assembly

Starpoint School (laboratory school for students aged 6 to 12 years with learning differences)

SRS (Student Research Symposium)

summa cum laude - with highest distinction

TCU Center for Evidence Based Practice (Harris College)

TCU Center for Oncology Research & Education

TCU Center for Remote Sensing and Geographic Information Systems (GIS)

TCU Leadership Center

TCU Core Curriculum (first reference); core curriculum in second reference (omit TCU; lowercase)

Approved description: "The distinctive TCU Core Curriculum provides the opportunity for students to explore significant achievements in the liberal arts while gaining an understanding of the past, an awareness of the global and cultural issues of the present, and a foundation for becoming responsible citizens and ethical leaders in the future." (Went into effect with Class of 2009)


Core Implementation Committee

the *TCU Daily Skiff* (Do not capitalize or italicize *the*.)
The TCU Magazine (Italicize and capitalize all three words.)
TCU 360 (student-run website offering news from the *Daily Skiff*, *Image* magazine and TCU News Now)
TCU Family Weekend
TCU High School Journalism Workshop
TCU Institute of Child Development
TCU Mapping Enhanced Counseling (internationally recognized innovation for drug addiction treatment; a joint program of the Department of Psychology and the IBR)
TCU News Now (student newscast)
TCU-Oxford Sustainable Futures Initiative
TCU Purple Bike program
TCU seal – was developed for the 1914-1915 *Horned Frog* by Ed R. Bentley. The seal is now reserved for the Chancellor or for other special TCU uses. Get permission from the publications office before using on anything, including business cards, stationery, newsletters, brochures, Web pages, etc.
TCU Veterans Plaza

Technical Services (formerly Business Services)
Texas Christian University Fall Convocation & Founders' Celebration
Texas Center for Community Journalism
theatre, theater – If it pertains to TCU, use *theatre* – for example: *Jerita Foley Buschman Theatre*, *Department of Theatre*, *theatre major*.
Trinity Shakespeare Festival (inaugural season was June 2009)
TRiO programs (through the College of Education; provides outreach to support eligible students from first generation and less advantaged backgrounds)
vivarium
Vision in Action: Planning TCU's Future (italics): VIA on second reference (no italics, no periods). VIA projects are implemented through Strategic Initiative Fund grants.
Wassenich Award for Mentoring in the TCU Community [pronounced Wass-in-ick]
Washington Internship Program
William L. Adams Center for Writing
Wind Research Institute
Mary Wright Admission Center

Technology

app (application)
Blackbaud
BlackBerry(s)
blog
CD-ROM
cellphone (one word)
computer-assisted instruction
cyberspace
database (one word)
domain names
download
DVD
DVR
eBay
e-book
e-business
e-commerce

email (one word, no hyphen)
 Facebook
 GIF, JPEG, JPG (image compression mechanisms)
 Google
 handheld (noun)
 high-tech
 home page (two words)
 HTML (all caps)
 HTTP (lowercase in Web addresses)
 hyperlink (a link from one part of a Web page to another page)
 hypertext
 IM (instant messaging)
 intranet (not capitalized)
 Internet (capitalized) (If an Internet address falls at the end of a sentence, use a period after it.)
 Internet 2
 IP address
 iPad
 iPhone
 iPod
 laptop
 listserv
 login, logoff, logon (one word as a noun, but use two words in verb form)
 MP3 (an audio compression format)
 multimedia
 online
 PDA (personal digital assistant)
 PDF (portable document format)
 PeopleSoft
 Photoshop
 Podcast
 PowerPoint
 RSS (series of Web feed formats used to publish frequently updated content, such as blog entries, news headlines or podcasts)
 smartphone (one word)
 smart tab
 social media
 state-of-the-art (Synonyms include *newest and best*, *latest*, *cutting edge*, *advanced*.)
 status update
 tablet computer
 text messaging or texting
 the Web
 tweet
 Twitter 

 upgrades
 up-to-date laboratories
 VCR
 video recording
 videotape
 voice mail (two words)
 wallpaper
 webcam
 webcast
 Web page
 website

webmaster (one word)
Wi-Fi network (generic wireless interface of mobile computing devices)
wireless
wiki (collaborative website that can be edited by anyone who has access to it; example: Wikipedia)
YouTube

Titles

Chairman Clarence Scharbauer III (Scharbauer is pronounced SCAR-BURR.)
Clarence Scharbauer III, chairman of the Board of Trustees

J. Luther King, Jr., former chairman of the Board of Trustees (use *chairman*, not *chair*; Do not use *Chairman Emeritus*)

Vice Chairman Mark L. Johnson
Mark L. Johnson, vice chairman of the Board of Trustees

Chancellor Victor J. Boschini, Jr., on first reference
Chancellor Boschini or the Chancellor on later reference (Note: Do not use Vick or Vic.)
Chancellor Emeritus Michael R. Ferrari
Chancellor Emeritus William E. Tucker
the late Chancellor Emeritus James M. Moudy
The Honorable Bob Bolen, senior advisor to the Chancellor
Karen Baker, chief of staff

Provost R. Nowell Donovan
R. Nowell Donovan, provost and vice chancellor for Academic Affairs (full title)
Provost Donovan
the Provost
Provost Emeritus William H. Koehler or William H. Koehler, provost emeritus

Vice Chancellor Donald J. Whelan, Jr.
(Capitalize when title comes before name.)
Donald J. Whelan, Jr., vice chancellor for University Advancement
(Lowercase when title comes after name.)
Tracy Syler-Jones, vice chancellor for Marketing and Communication
Kathryn Cavins-Tull, vice chancellor for Student Affairs
Brian G. Gutierrez, vice chancellor for Finance and Administration

Trustee (Always capitalize when referring to TCU or Brite Trustees.)
trustee (Always lower-case when referring to other institutions' trustees.)
Emeritus Trustee(s) - formerly Honorary Trustee(s) for TCU. When leaving active status as Board members, some (but not all) Trustees are elected to emeritus status.
Honorary Trustee(s) - became a new designation in 2006 for individuals who have offered exceptional service and generosity to the University. The first three Honorary Trustees were W.A. "Tex" Moncrief, Perry Bass and Anne Marion.
Board of Trustees (Always capitalize when referring to TCU Board, but not external boards.)

artist-in-residence (Do not capitalize.)
choreographer-in-residence (Do not capitalize.)
distinguished guest artist
executive-in-residence (Do not capitalize.)

interim - Capitalize when in a title preceding a name: "... said Interim Dean Joan Smith." Do not capitalize when following name: "... said Joan Smith, interim dean."

Rev. - When this description is used before an individual's name, precede it with "the."

The Honorable - American, federal, state and local government officials are referred to by the courtesy title "The Honorable." On envelopes, write this on the line above the person's full name. It is preferable not to use the abbreviation "The Hon." People who have earned this title may be addressed as such for life; however, they should not use it to refer to themselves. Do not address a person in conversation by this title. Instead, use "Mr.," "Ms.," "Mrs." or "Dr."

Order of spouses in address - When wife is Dr. and husband is Mr., on address use this form: "*Dr. Lynn D. and Joseph W. Ball.*" On salutation, use this form: "*Dear Dr. and Mr. Ball.*"

When both spouses are doctors and share a surname (both have doctorates or are medical doctors) - On address use this form: "*Dr. Joseph W. Ball and Dr. Lynn D. Ball.*" On salutation, use this form: "*Dear Drs. Ball.*"

When both spouses are reverends and share a surname, on address use this form: "*Rev. Joseph W. Ball and Rev. Lynn D. Ball.*" On salutation, use this form: "*Dear Revs. Ball.*"

Reverend comes first unless the doctor is a TCU/Brite person. (Example: Dr. Newell Williams, president of Brite Divinity School, would come before his wife, Rev. Sue McDougal.)

Universities

Rice University, but Rice and Duke universities
Texas A&M (no spaces before and after the ampersand)
University of Texas at Austin or UT

1/7/13