



Park University Style Guide

Park University has adopted *The Associated Press Stylebook* for its writing standards, and currently refers to the 2019 edition.

The director of communications and public relations within Park's Office of University Engagement maintains the *Park University Style Guide* to serve as an additional reference for Park University faculty,

Julian Field (soccer complex)
Louise Morden Board Room (located in Mabee Learning Center/Academic Underground)
Mackay Hall
Mabee Learning Center/Academic Underground
McCoy Meetin' House
McAfee Memorial Library
Millsap Foyer (main/south entrance to the Mabee Learning Center/Academic Underground)
Norrington Center
Old Kate Court (outdoor basketball court to the south of Chestnut Hall)
Parkade Battleground (home to Park's esports teams; located in Park Avenue across from Ed Bradley Sports Medicine Center)
Park Avenue (area of Academic Underground between Parkade Battleground and study areas)
Park Distance Learning Conference Center (located in Parkville Commercial Underground)
Park House (home to the George S. Robb Centre for the Study of the Great War; Robb Centre on second reference)
Park University Bookstore (located in Mabee Learning Center/Academic Underground)
Parkville Commercial Underground
President Condit Underground Exit
President Mackenzie Underground Entrance
Robert W. Plaster Free Enterprise Center (future home of the School of Business and Park Global Warrior Center; Plaster Center on second reference)
Synergy Services (on campus property, but not a part of the University)
Thompson Commons (student center)
University White House (president's residence)
Pirate Café
Pirate Grounds (coffee shop)
Watson Literacy Center (located in Mabee Learning Center/Academic Underground)

PARK UNIVERSITY COLLEGES/SCHOOLS

- College of Education and Health Professions
 - School of Behavioral and Health Sciences
 - Department of Nursing
 - Department of Social Work
 - Department of Psychology and Sociology
 - School of Education
- College of Liberal Arts and Sciences
 - School of Applied, Natural and Social Sciences
 - Department of Computer Science and Information Systems
 - Department of Criminal Justice Administration
 - Department of History, Political Science and Interdisciplinary Studies
 - Department of Mathematics
 - Department of Natural and Physical Sciences
 - School of Humanities
 - Department of Art and Design
 - Department of Communication, Journalism and Public Relations
 - Department of English and Modern Languages
 - International Center for Music

College of Management

- Hauptmann School of Public Affairs
- School of Business

PARK UNIVERSITY CAMPUS CENTER LOCATIONS

Parkville, Mo. (flagship campus)

Downtown Kansas City, Mo.

Independence, Mo.

Lenexa, Kan.

Gilbert, Ariz.

Austin, Texas

El Paso, Texas

Little Rock Air Force Base, Little Rock, Ark.

Davis-Monthan Air Force Base, Tucson, Ariz.

Luke Air Force Base, Glendale, Ariz.

Barstow Community College, Barstow, Calif.

Camp Pendleton Marine Corps Base, Oceanside, Calif.

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PARK FACTS

Founded: 1875

Location: Parkville, Mo. (flagship campus)

Campuses: 41, providing face-to-face instruction in 22 states, plus online internationally

School colors: Canary and wine

Mascot: Pirates, "Sir George"

Website: www.park.edu

Total acreage on Parkville Campus: 700

Oldest buildings: Park House (circa 1840) and Mackay Hall (construction began in 1886, occupied in 1893)

Accreditation: Higher Learning Commission

Number of degree programs: 77 (Associate: 8; Bachelor: 54; Master: 14; Specialist: 1) – Fall 2019

Number of certificate programs: 31 (Undergraduate: 13; Graduate: 18) – Fall 2019

Unduplicated annual headcount: 16,172 (AY 2018-19; below numbers from Fall 2019)

- 9,546 undergraduate students nationwide (58% male, 44% female)
- 1,869 graduate students nationwide (41% male, 59% female)
- 1,596 students at the Parkville Campus (41% male, 59% female)
- 375 students live on the Parkville Campus (40% male, 60% female)
- 300 students at the Gilbert Campus (64% male, 36% female)
- 285 undergraduate students at the Gilbert Campus (64% male, 36% female)
- 6,706 military-related students (by payment type) nationwide (65% male, 35% female)
- 59% of students nationwide are military-related

Degrees awarded (AY 2018-19): 2,583, plus 109 certificates

Students from all race/ethnic categories other than white: 55% (Fall 2019)

International students: 253 (from 58 countries) – Fall 2019

- Top 10 countries: Brazil 39; Kenya 23; Nepal 16; China 13; Mongolia and Saudi Arabia 11; Azerbaijan and Uzbekistan 9; Russia 8; Chile 7

Full-time staff/faculty: 398 staff/118 faculty (plus 951 adjunct faculty nationwide) – Fall 2019

Library holdings: 359,934 (including 345,767 digital/electronic materials) – FY 2019

Total grant aid awarded to all undergraduate students (AY 2018-19): \$25,262,614

Endowment: \$58,966,210 (end of FY 2019)

Living alumni (number of undergraduate alumni of record): 76,526 – FY 2018

PARK UNIVERSITY DEGREE OFFERINGS

(2019-20 academic year)

Bachelor of Arts

- Biology
- Communication Studies
- Criminal Justice Administration/Corrections
- Criminal Justice Administration/Law Enforcement
- Criminal Justice Administration/Security
- English
- Fine Art
- History/European and Classical
- History/Public History Concentration
- History/U.S. History
- Multimedia Journalism and Public Relations
- Organizational Communication
- Political Science/American Politics
- Political Science/International Politics
- Psychology
- Sociology
- Spanish

Bachelor of Fine Arts

- Fine Art
- Graphic Design
- Interior Design

Bachelor of Music

- Music Performance/Piano
- Music Performance/Orchestral Strings

Bachelor of Public Administration

- Public Administration/Business Relations
- Public Administration/Criminal Justice
- Public Administration/Fire Service Management
- Public Administration/Homeland Security
- Public Administration/Public Service

Bachelor of Science

- Accounting
- Biology
- Business Administration/Accounting
- Business Administration/Computer Information Management
- Business Administration/Corporate Financial Management
- Business Administration/Digital Marketing
- Business Administration/Economics
- Business Administration/Entrepreneurship
- Business Administration/Healthcare
- Business Administration/Human Resource Management
- Business Administration/International Business
- Business Administration/International Business and Economic Development
- Business Administration/Labor Economics
- Business Administration/Logistics
- Business Administration/Management
- Business Administration/Marketing Concentration
- Business Administration/Personal Financial Planning
- Business Administration/Professional Sales
- Business Administration, Project Management

- Chemistry
- Chemistry and Engineering
- Construction Management
- Criminal Justice Administration/Corrections
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- Secondary Education, Mathematics
- Secondary Education/Social Science

Bachelor of Science in Nursing

- Nursing (Pre-Licensure)
- Nursing (RN to BSN)

Bachelor of Social Work

Undergraduate Certificate

- A Skilled Helper (Adult)
- A Skilled Helper (Pre-Adult)
- Computer Networking
- Cybersecurity
- Diversity and Social Justice
- Entrepreneurship
- Geographical Information Systems
- Global Communication
- Human Resource Management
- Industrial Organizational Psychology
- Personal Financial Planning
- Professional and Technical Writing
- Project Management
- Terrorism and Homeland Security
- Unmanned Aerial System

GRADUATE

Graduate Artist Diploma

- Music Performance

Master of Arts

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- Master of Healthcare Administration, Healthcare Administration
- Master of Healthcare Administration/Global Business
- Master of Healthcare Administration/Homeland Security Concentration
- Master of Healthcare Administration/Human Resource Management
- Master of Healthcare Administration/Management Accounting
- Master of Healthcare Administration/Management Information Systems
- Master of Healthcare Administration/Marketing
- Master of Healthcare Administration/Project Management
- Master of Healthcare Administration/Quality and Innovation Management

Master of Education

- Master of Education/Educational Leadership – Principalship
- Master of Education/Educational Technology for Teachers
- Master of Education/Language and Literacy
- Master of Education/Organizational Leadership and Adult Learning
- Master of Education/Teacher Leadership - Urban Education

Master of Music

- Master of Music in Performance/Cello
- Master of Music in Performance/Piano
- Master of Music in Performance/Viola
- Master of Music in Performance/Violin

Master of Public Administration

- 4+1 Bachelor's to MPA
- Master of Public Administration/Criminal Justice Administration
- Master of Public Administration/Disaster and Emergency Management
- Master of Public Administration/Global Governance
- Master of Public Administration/Management Information Systems
- Master of Public Administration/Nonprofit and Community Services Management
- Master of Public Administration/Project Management
- Master of Public Administration/Public Management

Master of Science

- Master of Science/Information Systems and Business Analytics

Master of Social Work

Graduate Certificate

- Business Analytics
- Creative and Life Writing
- Disaster and Emergency Management
- Finance
- Global Business
- Global Governance
- Health Services Management and Leadership
- Homeland Security
- Human Resource Management
- Leadership of International Healthcare Organizations
- Management Accounting
- Management Information Systems
- Marketing
- Music Performance
- Nonprofit Leadership
- Project Management
- Public Accounting
- Quality and Innovation Management

Educational Specialist

- Educational Administration

Note that when writing about individual degree programs in a story/article, such as a Bachelor of Arts in public relations, the program is lowercase; if in a list, OK to capitalize the program

ABBREVIATIONS

Use the ampersand (&) only if used by a company in its official name (*Procter & Gamble*); otherwise, spell out

Degrees should not be abbreviated; use full name such as “Bachelor of Science,” “Bachelor of Music,” “Master of Science,” “Master of Arts,” “Doctor of Philosophy,” etc.

U.S. is acceptable on first reference

Military titles — Refer to *Associated Press Stylebook*

ALUMNI

Individuals should be listed with their graduation year:

- John Doe, '76
- Jane Doe, MPA '91
- Joe Smith, '09, MBA '11
- Jill Johnson, '62, Ph.D.
- Andy Baxter, x71 (the “x” is for those who were a part of a class, but did not graduate; note no apostrophe used in this instance)

Married couples:

- Robert, '55, and Margaret (Williams), '57, Frost
- Steve and Eileen Rogers, both '66
- Steve and Eileen (Jackson) Rogers, both '66

Note the direction of the apostrophe before the class year. Microsoft Word will likely auto-correct it when you type the apostrophe. This apostrophe can be created by holding the “Ctrl” key and hitting the “apostrophe” key twice.

“Park University Alumni Association” and “Park University Alumni Council” on first reference; “Alumni Association” and “Alumni Council” acceptable on subsequent references.

APOSTROPHE

Use an apostrophe with bachelor’s (degree) and master’s (degree), or bachelor’s degree and master’s degree.

“associate degree” (not “associate’s degree”)

ATHLETICS

Park University’s flagship Parkville Campus competes in the National Association of Intercollegiate Athletics (NAIA is acceptable on first reference, but preference is to spell out on first reference) and in the Heart of America Athletic Conference (HAAC on second reference; effective August 1, 2020).

Mascot: Pirates

Park competes in 18 intercollegiate sports:

Men: Baseball, Basketball, Cross Country, Golf, Soccer, Track and Field (indoor/outdoor), Volleyball

Women: Basketball, Cross Country, Golf, Soccer, Softball, Track and Field (indoor/outdoor), Volleyball, Beach Volleyball

Coed: Esports

Current members of the Heart of America Athletic Conference with Park*:

Baker University (Baldwin City, Kan.)

Benedictine College (Atchison, Kan.)

Central Methodist University (Fayette, Mo.)

Clarke University (Dubuque, Iowa)

Culver-Stockton College (Canton, Mo.)

Evangel University (Springfield, Mo.)

Graceland University (Lamoni, Iowa)

Grand View University (Des Moines, Iowa)

MidAmerica Nazarene University (Olathe, Kan.)

Missouri Valley College (Marshall, Mo.)

Mount Mercy University (Cedar Rapids, Iowa)*

Peru State College (Peru, Neb.)

William Penn University (Oskaloosa, Iowa).

* Park and Mount Mercy do not offer football; other sports offered by the HAAC that Park does not compete are bowling and wrestling.

BOILERPLATE

Spans of years are written as follows:

- 1861-65, 1880-95, 1898-1902, 1903-04, 1985-86

Spell out numbers of centuries from first through ninth and lower case (*the third century, the ninth century*), but use numerals from the 10th and over.

- *the 12th century*

Hours of the day (7 p.m. or 7:30 p.m.); never 7:00 p.m.

Amounts of money with the word “cents” or with the dollar sign: \$3 (*not \$3.00*), \$5.09, or 77 cents, unless tabulated in columns.

Do not begin a sentence with numerals; supply a word or spell out the figures. Note: numbers below 100 should be hyphenated when they consist of two words (*fifty-five*).

FOUNDING DATE

Park University was established as Park College in 1875. In 2000, Park achieved university status and was renamed Park University.

HYPHEN

Do not hyphenate “vice president”

Hyphenate “part-time” and “full-time” when used as an adjective.

- *He is a part-time instructor in the English department.*
- *She works full time in the computer laboratory.*

Hyphenate any modifying word combined with “well” that precedes its subject.

- *She is a well-qualified instructor for the course.*
- *The dean is well qualified to handle that issue.*

Do not use a hyphen to connect an adverb ending in “ly” with a participle in such phrases as:

- *highly qualified student*
- *elegantly furnished home*

ITALICS / QUOTATION MARKS

Titles of plays, television shows, songs, articles, chapters or divisions of a publication should be noted in quotation marks; titles of books, magazines, journals, operas are in italics

MISSION/VISION STATEMENTS & CORE VALUES

Mission Statement

Park University transforms lives through accessible, student-centered, quality higher education.

Vision Statement

Park University will meet learners’ needs for a lifetime.

Core Values

We expect *accountability* for our actions at all levels, to each other and to Park University.

We treat all with *civility* and *respect* while being open and honest in our communication.

We seek *excellence* in all we do, with passionate learning as our highest priority.

We celebrate *global citizenship* through our connected learning and working environment, liberal arts education and community stewardship.

We embrace *inclusivity* that fosters diversity, teamwork and collaboration.

We act with *integrity* through honesty, efficiency and reliability.

SPELLING/USAGE

Jr. / Sr. / III — No comma after the person's name (Chris Baker Sr.; Jeff Walker III)
more than/over —

