

NORTHEASTERN ADVANCEMENT STYLE GUIDE

Welcome to the redesigned Alumni Relations style guide! This helpful primer contains common guidance and useful tips on Northeastern’s editorial style that may affect your alumni communications.

For more in-depth information, please explore Northeastern’s [Key Terms and Style Guide](#), the [Style for Degrees](#), and the Experience Powered by Northeastern style guide in the [Advancement Communications Library](#).



Academic Degrees

Avoid abbreviations and spell out degrees, unless a part of a name (example: Joe Smith, PhD). Abbreviations are capitalized and use periods.

If writing the general degree, write it out in lowercase (example: master’s degree in biology). All degree names are lowercased.

Bachelor of Arts, Bachelor of Science, Master of Arts, and Master of Science do not have apostrophes.

Capitalize Bachelor of Arts, Bachelor of Science, etc., but use lowercase for bachelor’s degree or bachelor’s.

Only use the title of “Dr.” for those who are medical doctors/physicians.

If there is contention, please err on the side of keeping the donor satisfied. For example, if they have a PhD but want to be referred to as Dr.

For degree designations style, see the section College Codes.

Addresses

For street names, spell out numbers as ordinals (First St., 42nd Ave., etc.) and abbreviate street types (St., Ave., Blvd.).

Spell out the city of the location, with the abbreviated state and zip code to follow (example: Boston, MA 02115). Do not abbreviate Canadian provinces.

Note: Washington, D.C. is stylized as such. Do not use D.C. as a standalone.

Spell out entire street names and states if in a body text. For example, “Northeastern University is located on Huntington Avenue in Boston.”

Alumnus, Alumni, Alumna, Alumnae, Alum, Alums

When referring to a graduate of the university, it’s acceptable to use alumnus for a man and alumna for a woman. When referring to Northeastern graduates, we use alumni to refer to all-male or mixed-gender groups, and alumnae for all-female groups. In casual contexts, the use of alum or alums is acceptable for both genders—except in formal communication.

Alumni Relations

Alumni Relations will be referred to as such, or abbreviated to AR.

Do not use “Office of Alumni Relations” or “OAR.”



Ampersand

Spell out “and” instead of using “&.”

Campuses

All regional campuses—except for Boston—must be stylized as “Northeastern University [campus].” For example, Northeastern University Toronto, Northeastern University Vancouver, Northeastern University Miami.

Mills College at Northeastern is an outdated phrase—it is now Northeastern University Oakland.

Don’t confuse Mills College with Mills Institute, which is perfectly acceptable to use.

Do not use:

- *Northeastern at [location name]*
- *Northeastern University, [location]*

Do not capitalize *campus*.

Capitalization

For academic titles, do not capitalize unless the title appears as the official title preceding a person’s name. Use capital letters for named professorships (for example, *Matthews Distinguished University Professor of Psychology*) and for University Distinguished Professors and Distinguished Professors (for example, *Distinguished Professor of International Business and Strategy, University Distinguished Professor of Pharmaceutical Sciences*).

Advancement should always be capitalized when referring to University Advancement.

Be sure to capitalize the name of the department—however, only when the proper name is used. For instance, use *the Department of Biology* or *the biology department*, as opposed to the *Biology Department*.

Formal university events are capitalized like Homecoming, Convocation, Commencement, etc.

Class of is capitalized when referring to a specific class year, for example *Class of 2019*.

Capitalize the name of Northeastern’s honors program—for example the *John Martinson Honors Program*—but use lowercase for honors student.

Cities, States

Be sure to spell out state names that follow the name of a city or town, and do not abbreviate state names in running text. For example, “He works at Northeastern’s Marine Science Center in Nahant, Massachusetts.”

Certain major U.S. and international city names stand alone in running text, and do not need to be followed by the state or country. Common U.S. examples include Boston, New York, Chicago, Los Angeles, Philadelphia, San Francisco, Seattle, and others. Please refer to the “Cities” entry in the [Key Terms and Style Guide](#) for the complete listing.

College Codes

Use current college abbreviations for all alumni regardless of the name of the college when the alum graduated.

Rule of thumb for thinking about degree identification: Undergraduates default to their colleges, and graduate students use their degree. Example: Kadesh Simms Conroy, DMSB’01, MBA’08.

Drop the C (College of) in codes **except** for CPS.

Criminal Justice is CJ before 2010, SSH after.

Colleges absorbed (Mills) would just be the name and graduation year (example: John Smith, Mills’20).

Current College Abbreviations

<i>Salesforce NU College</i>	<i>Name Badge Abbreviation</i>
Bouvé College of Health Sciences	BHS
College of Arts, Media and Design	AMD
Coll of Computer & Info Sci	Khoury
College of Engineering	E
College of Professional Studies	CPS
College of Science	S
College of Social Sciences and Humanities	SSH
D’Amore-McKim School of Business	DMSB

Communities

For domestic alumni communities and networks, lowercase “community” after the location. Capitalize “community” for international locations. For example, Boston community vs. Paris Community.

Do not use “network” to describe or label communities.

Composition Titles

Use italics for book titles, journal titles, magazine titles, movie titles, play titles, newspaper names, and TV shows—not quotation marks. Use quotation marks for article titles, chapter titles, song titles, and poem titles.

Be sure to capitalize *The* in a newspaper’s or organization’s name if that’s the way the publication prefers to be known. For example, “She is a reporter at *The New York Times*.” However, use lowercase “the” before all newspaper names that appear in a list of papers, when some use the as part of the name, but others do not. For example, “He has worked as a reporter at the *New York Post*, the *Boston Globe*, the *Financial Times*, and the *Wall Street Journal*.”

Dates, Months, Years, and Days of the Week

Months are always capitalized and spelled out, except when the following months are coupled with a specific date: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Exceptions can be made when the date appears in a display type like a poster or advertisement. In formal invitations, always spell out the name of the month.

For numerical days, do not use st, rd, or th with date. Write out full dates using the day of the week, month, day, year model (example: Monday, October 3, 1898).

The same rules for months apply to days of the week.

When writing a timeframe of dates, use either an en dash with no spaces, or write out the word ‘to.’ For example, November 1–8 or November 1 to 8.

Double Husky

Use lowercase d and uppercase H for double Husky.

Em dash vs. En dash vs. Hyphen

Use an em dash when separating thoughts, generally in place of a colon or parentheses (example: Northeastern University—founded on October 3, 1898—is located on Huntington Avenue in Boston).

Em dashes should have no spaces before or after them—the dash should connect directly to the surrounding text.

Use an en dash for date ranges or number ranges. It can also be used for compound adjectives or before listing information (example: Ticket Price—\$10.00).

Use a hyphen only for words that are spelled with it or when connecting two words as a descriptor (example: under-represented communities). Do not use a hyphen for “ly” adjectives.

Cooperative is one word and never hyphenated. Co-op (the abbreviated version) is hyphenated.

Do not use a hyphen when writing something is -wide: *campuswide*, *nationwide*, *statewide*, *universitywide* are the correct written expressions.

Nonprofit is not hyphenated.

Formal Invitations

When writing a formal invitation, be sure to spell out the name of the month in full.

When writing a date, include the day of the week but not the year. For example, “Monday, August 18.”

Date ranges use the word “to” as opposed to an en dash. For example, “Monday, August 18, to Wednesday, August 20.”

Global University System

Since it is not a brand, always lowercase “global university system.”

Do not use a hyphen to denote a campus—always write out the campus name. For example, “Joe Smith received his degree from Northeastern’s Seattle campus.”

Job Titles

Capitalize formal job titles before a name (example: Dean Joe Smith) and lowercase formal titles after names (example: Joe Smith, associate professor of communications).

More Than

When describing a quantity, use the phrase “more than” as opposed to “over” per the Northeastern style guide.

Numerals

Spell out numbers one through nine; use numerals for 10 and above.

When we begin a sentence, headline, or subhead with a number, we write it out.

NU

Never use the abbreviation of NU for any formal communication outside of the following contexts: social media icons, student groups, and informal correspondence. Never use the outdated abbreviation of NEU.

Oxford Comma

Alumni Relations uses the Oxford comma, per AP Style guidelines.

Percentages

Write out the word “percentage” opposed to using the symbol, i.e. 100 percent vs. 100%. Unless you’re doing a specially designed section of statistics.

Phone Numbers

When writing a phone number, use hyphens opposed to periods. No parentheses. For example, 617-373-8522.

Punctuation

Always use one space after a period.

Commas, periods, and question marks go within quotation marks. For example, “He said, “Let’s watch the Northeastern hockey game.”

Sporting Events

When writing about a sporting event that involves two teams, always write the away team first before the home team. For example, if the New York Yankees come to Boston, it would be New York Yankees vs. Boston Red Sox.

Time

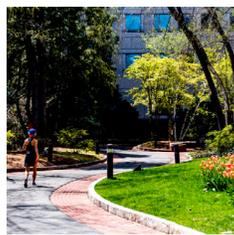
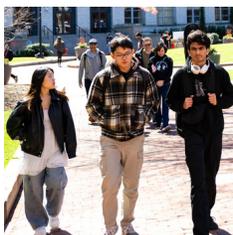
Use a colon to separate figures. Always lowercase and use periods for a.m. and p.m.

Always use time zones but only abbreviate time zones without using “standard” (example: ET opposed to EST).

Toward Not Towards

We use “toward” as opposed to “towards” when writing. For example, “The Husky headed toward Matthews Arena.”

Note: This guide is intended as a helpful tool for accessing quick information about Northeastern’s common written expressions. Exceptions can be made with justification.



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STYLE GUIDE EXAMPLES



As we continue to mark a milestone year for Women Who Empower, we invite you to join upcoming programs, events, and initiatives. Here's a glimpse of what's to come at the start of 2025.

Apply today to be a 2025 Innovator Awards recipient

We are now accepting applications for the 2025 Women Who Empower Innovator Awards! Now in its fifth year, the Innovator Awards have awarded more than \$1.3 million in one-time grants to exemplary members of the Northeastern community—and you could be next! [Click here to learn more and apply.](#)

We invite submissions from Northeastern undergraduate and graduate students, university alumni, and program alumni of the Roux Institute Founder Residency and Lab for Inclusive Entrepreneurship. Candidates can be at any stage of their venture, from exploring a promising idea to scaling an existing business.

*Do you know a Northeastern community member who would benefit from financial backing to develop and advance their idea, product, business, or brand? **Forward them this email and encourage them to apply!***

STYLE GUIDE EXAMPLES



Are you as excited for this year's Homecoming as we are? If so, mark your calendars! From Wednesday, November 5 to Saturday, November 8, join the Northeastern community for a weekend of family fun and special events. Plus, don't miss the opportunity to say farewell to the iconic Matthews Arena and have one final drink at the legendary campus watering hole, Punter's Pub.

That's only the tip of the Homecoming iceberg—we can't wait to see you back on campus to celebrate your Husky pride. Be sure to [register today](#) to return to your pack!

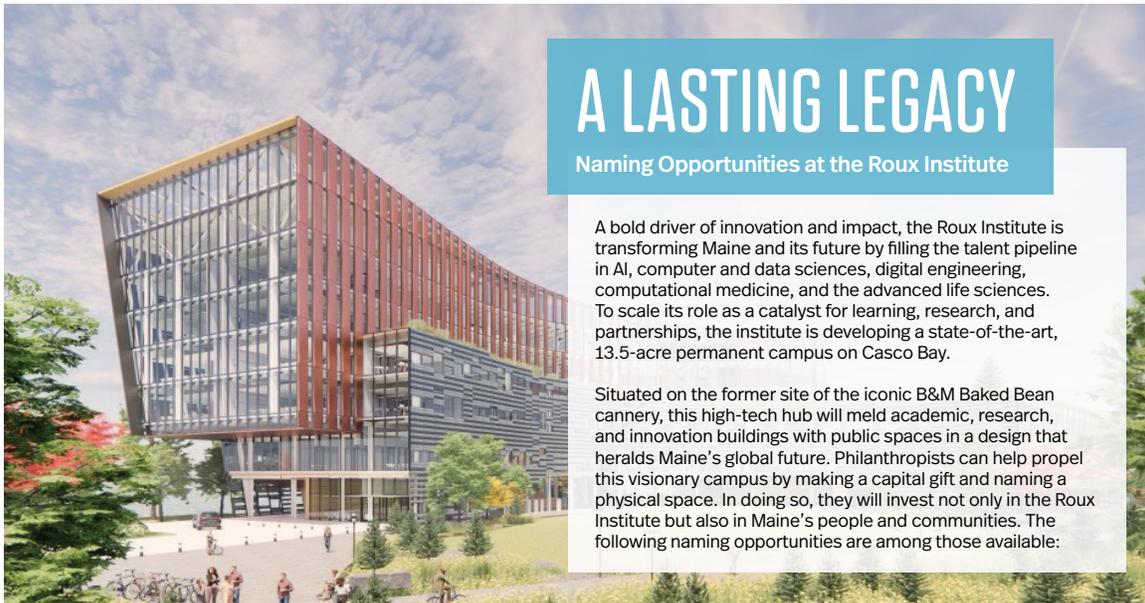
Northeastern 2025 Homecoming

Date: Wednesday, November 5 to Saturday, November 8, 2025

Location: Boston Campus

[Register Today](#)

STYLE GUIDE EXAMPLES



LEARNING, RESEARCH, AND COLLABORATION BUILDING (LRC)

THE PORTAL—\$10 million

The central entry of the LRC, this picturesque, much-traversed gateway will boast vaulted ceilings, inviting collaborative workspaces, natural light, and soaring views of Casco Bay.

EVENT SPACE (sixth floor)—\$5 million

This upscale venue will host networking events, academic conferences, and research symposia, facilitating idea exchanges in science, engineering, healthcare, and technology.

THE GREEN ROOF—\$3 million

On the third floor of the LRC, this open-air terrace will be a destination for visitors to mingle and relax while experiencing unparalleled vistas of the Roux Institute campus, Portland, and Casco Bay.

LABORATORIES (2,500 square feet; two available)—\$1.5 million

In the Roux Institute's labs, learners and researchers will conduct investigations, share their work, develop technologies, accelerate breakthroughs, and launch new ventures.

MAKER SPACE (3,500 square feet)—\$1 million

This dynamic workspace will enable learners, creators, and researchers to collaborate, utilize resources, and turn their ideas into reality.

CLASSROOMS—\$100,000–\$750,000

In these flexible areas, students will hone knowledge and skills that are enriched through experiential learning opportunities, growing a workforce that is aligned with employers' needs.

MEETING ROOMS—\$100,000–\$150,000

Ideal for small team interactions, these gathering spaces will facilitate dynamic discussions, presentations, and other meaningful collaborations.



STYLE GUIDE EXAMPLES



THE NEED FOR STUDENT ENTREPRENEURSHIP SUPPORT

POWERING STUDENTS' VENTURES FROM IDEATION TO LAUNCH

Northeastern's legendary co-op model attracts students who are problem-solvers at heart, intent on testing themselves, gaining a professional edge, digging deep, and following through. The university is providing our entrepreneurs with unparalleled opportunities, positioning them to invent, adapt, and execute.

Philanthropic funding expands access, powering robust participation in all that Northeastern's entrepreneurial ecosystem offers. By backing our student creators from unique backgrounds, across each of our schools and colleges, and throughout our global community, you will help them shepherd their trailblazing ideas from promise to reality.

JUMPSTARTING STUDENT-LED ORGANIZATIONS

At Northeastern, the spirit of entrepreneurship pervades our campuses and community—and you can help expand its reach by supporting any of these student-led organizations:

- **Mosaic.** Created as the umbrella organization under which all student-led entrepreneurial groups live, Mosaic is the first step in Northeastern's entrepreneurial ecosystem. This alliance of groups supports the creation of new products and programs across our schools and colleges.
- **Entrepreneurs Club (E-Club).** Serving Northeastern students on multiple global campuses looking to harness their entrepreneurial drive, the Entrepreneurs Club hosts activities and events to propel students' interests in the field.
- **Generate.** Operating from the Michael J. and Ann Sherman Center for Engineering Entrepreneurship Education, Generate's members advance the product development needs of their entrepreneurial peers, all while gaining hands-on experience and exposure to multiple levels of engineering.
- **IDEA.** Northeastern's venture accelerator IDEA provides entrepreneurs with the support, resources, and educational experience necessary for developing a business from core concept to launch.
- **WISE.** Two Northeastern students launched the Women's Interdisciplinary Society of Entrepreneurship (WISE) in 2018, which now has hubs throughout Northeastern's global network. Its members are dedicated to helping cultivate an entrepreneurial mindset and supporting all women and others interested in launching their own ventures through educational workshops, startup classes, and mentorships.

"My time at the Sherman Center for Engineering Entrepreneurship Education has taught me the essentials of being a founder, and how to truly see my dreams and make them a reality."

Aarya Patel, Bouvé/DMSB'25

One of the first universities to create a formal entrepreneurship program in

1958

#11 ranking by The Princeton Review of undergraduate entrepreneurship opportunities

#13 for graduate entrepreneurship opportunities by The Princeton Review

#10 ranking by the Entrepreneur of undergraduate entrepreneurship programs

STYLE GUIDE EXAMPLES



THE NEED FOR STUDENT GLOBAL MOBILITY PROGRAMS

CULTURAL INTELLIGENCE: THE IRREPLACEABLE HUMAN SKILL

In an economy where routine cognitive tasks are increasingly automated, the ability to work effectively across cultures is a premium skill. While AI can instantly translate text and even facilitate basic conversations across languages, it cannot show cultural empathy, navigate complex relationships, or understand what drive human behavior across different societies.

Our global mobility programs help students develop cultural agility—the uniquely human capacity to navigate ambiguous social situations in unfamiliar contexts, and build trust and rapport across cultural divides. Work and study in other cultures enables students to understand the historical, political, and social forces that shape different societies, as well as adapt communication styles and problem-solving approaches to different cultural frameworks.

These skills require lived experience, human connection, and the kind of real-world learning that only comes from living and learning in new contexts.

CREATING GLOBAL CITIZENS WHO CAN NAVIGATE WHAT AI CANNOT

With opportunities in 149 countries and campuses in 14 cities, Northeastern’s experiential learning model allows students to dive deep into specific regions while pursuing their academic interests. Our global mobility programs transform students into confident, culturally literate professionals who can thrive in an interconnected world. Philanthropy ensures that financial barriers don’t prevent students from gaining the global perspective that will define their lives and careers. Financial support can unlock invaluable opportunities for those who might otherwise never leave the Boston campus

N.U.in. Students begin their Northeastern journey on one of nine international N.U.in campuses—from Prague to Dublin to Barcelona—gaining immediate global perspective and intercultural competence. Your support helps these students return to Boston with not only strong academic foundations but the confidence and worldview that comes from successful independent living abroad.

London, Oakland and NYC Scholars. Whether studying at our London, Oakland, CA, or New York City campuses, students experience urban environments that serve as global crossroads. These scholars develop the sophisticated perspective that comes from living in world-class cities while building professional networks that span continents.

“Starting college in Prague changed everything about how I see the world and my place in it. The experience gave me the confidence to pursue international opportunities throughout my career.”

Sarah Chen,
N.U.in Prague '22