

Editorial Style Guide: Purdue Marketing Communications

Note: If you have a style question that is not addressed in this guide, please direct your question to Paula McKinney, chair of the PMC Style Committee, and/or to committee members Kristal Arnold, Steven Lincoln, and Jessica Moman.

a and an

See CMS 7.46 (p. 289).

academic subjects, courses, and lectures

See CMS 8.91–8.93 (pp. 345–46).

addresses

In return addresses and in running text, use the following style:

Return address:

Pfendler Hall, Room 128
715 W. State Street
West Lafayette, IN 47907-2061

Running text:

Pfendler Hall, Room 128, 715 W. State Street, West Lafayette, IN 47907-2061

This style takes addresses from the “Search Campus Addresses” site (<http://www2.itap.purdue.edu/printsvc/mds/search/search.cfm>) and adds punctuation where necessary, particularly after compass points.

Note: When addressing an envelope to someone for a bulk mailing, use U.S. Postal Service style — all capital letters and no punctuation.

advisor

Affirmative Action Statement

An equal access/equal opportunity/affirmative action university

See Appendix A-I: Legal Statements, Disclaimers, and Verbiage.

African American

See CMS 8.41–8.42 (p. 325).

aircraft

See CMS 8.124–8.126 (p. 355)

“All-American” Marching Band**Asian American**

See CMS 8.41–8.42 (p. 325).

Big Ten

In this phrase, “Ten” is always spelled out.

The Big Ten, established in January 1895, actually has 11 conference members: University of Illinois, Indiana University, University of Iowa, University of Michigan, Michigan State University, University of Minnesota, Northwestern University, The Ohio State University, The Pennsylvania State University, Purdue University, and University of Wisconsin.

Board of Trustees/board of trustees

Capitalize “Board of Trustees” in reference to the Purdue University Board of Trustees; thereafter, use “the board” or “the trustees” when referring to that specific group. Do not capitalize “board of trustees” in conjunction with a company name.

Boilermakers

When including Purdue’s nickname in text, use the term “Boilermakers.” Intercollegiate Athletics discourages use of the shortened form, “Boilers,” but understands that there are exceptions, such as headlines and cheers.

Boilermaker Special

The Boilermaker Special, Purdue’s official mascot, resembles a train locomotive. The fifth version of the Boilermaker Special was dedicated September 25, 1993.

brackets

See CMS 6.104–6.110 (pp. 267–268) and CMS 11.66–11.68 (pp. 463–464).

brand names

See CMS 8.162 (p. 365).

building names

In mailing addresses and running text, it is acceptable to use short forms of building names, e.g., “Beering Hall” instead of “Steven C. Beering Hall of Liberal Arts and Education.” If your client voices a preference for listing the whole name or using an alternate short form such as “Beering Hall of Liberal Arts and Education,” defer to the client and be consistent in this usage across the client’s publications.

Campus

Lowercase the “c” in “campus” whenever referring to particular Purdue locations — e.g., “West Lafayette campus,” “North Central campus,” etc.

campus names

The following are the full names of the University and its campuses:

- Purdue University
- Indiana University-Purdue University Fort Wayne
- Indiana University-Purdue University Indianapolis
- Purdue University Calumet
- Purdue University North Central
- Purdue University West Lafayette

Note: The punctuation mark used in the IPFW and IUPUI references above is a hyphen, not an en dash. In addition, try to avoid using the word “regional” when referring to campuses outside of West Lafayette, as some think the word diminishes the stature of the campuses. Rather, favor verbiage that emphasizes the Purdue identity of these institutions.

campus-wide

This term should be hyphenated in all uses to avoid misreading.

captions

See CMS 12.31–12.39 (pp. 484–487).

centuries

Contrary to CMS 9.36, centuries are not spelled out, unless describing a single-digit century or beginning a sentence.

- the fifth century
- the 20th century

The Chao Center

Legally named: Purdue GMP Center LLC Doing Business as The Chao Center for Industrial Pharmacy & Contract Manufacturing. Don't use the full legal name in our publications; it's "The Chao Center."

The law firm Stuart & Branigin LLP has written guidelines for referring to The Chao Center. See Appendix A-II: The Chao Center for examples of appropriate and inappropriate references to The Chao Center.

charts

See CMS 12.56–12.61 (pp. 491–492).

childcare

In all uses, spell as one word, no hyphen. Exceptions: If the word is treated differently in a proper noun, then follow that usage.

citations

See CMS 11.72–11.84 (pp. 465–469).

class

When referring to a group of juniors and/or seniors, "upperclassmen" may be used. When referring to a group of first-year students and/or sophomores, "underclassmen" may be used. "Upperclassmen" and "underclassmen" are gender-neutral words; do not use "upperclass students," "lowerclass students," or "underclass students."

college/school names

Use capitalization when listing a college or school by its formal name (e.g., College of Liberal Arts) or when using a shortened form (e.g., Liberal Arts) to make clear you are referring to the college/school versus a field of study. Do not capitalize "college" or "school" in generic, subsequent references such as "the college" or "the school."

Do not capitalize the words "colleges" or "schools" when referring to more than one individual school or college, e.g., "the colleges of Science and Agriculture."

When referring (generically) to all the colleges and schools at Purdue, list "colleges" first then "schools," e.g. colleges/schools, colleges and/or schools.

When alphabetizing college and school names, organize them by their discipline and not by the "College of" or "School of" part of the name. The following are the colleges and schools on the West Lafayette campus:

College of Agriculture
College of Consumer and Family Sciences
College of Education
College of Engineering
 School of Aeronautics and Astronautics
 Weldon School of Biomedical Engineering
 School of Chemical Engineering
 School of Civil Engineering
 School of Electrical and Computer Engineering
 School of Engineering Education
 School of Industrial Engineering
 School of Materials Engineering
 School of Mechanical Engineering
 School of Nuclear Engineering
College of Liberal Arts
Krannert School of Management
College of Pharmacy, Nursing, and Health Sciences
 School of Health Sciences
 School of Nursing
 School of Pharmacy and Pharmaceutical Sciences
College of Science
College of Technology
School of Veterinary Medicine

colons

See CMS 6.63–6.69 (pp. 257–258).

commas

See CMS 6.18–6.56 (pp. 244–255).

company/institution names

See CMS 8.73–74, 8.163 (pp. 338–339, 366).

The proper names of companies and institutions should be treated as they are by the company/institution. If an article preceding the company/institution name is part of the proper name and is capped by the company/institution, then it should be capped. If there is unusual capitalization or spacing, then maintain it.

- *BusinessWeek* (no space between the “s” and the “W”)
- eBay, iMac (lowercase first letter)
- The Ohio State University (“The” is part of the proper name.)
- the RAND Corporation (all caps in “RAND”)
- *U.S. News & World Report* (no space between “U.S.” and “News”)

If a sentence begins with a brand/company name that has a lowercase initial letter, recast the sentence so the name does not begin the sentence. Remove commas preceding the words company, corporation, incorporated, LLC, etc.

computer terms

See CMS 7.81 (p. 299).

Córdova, President France A.

The 11th president of Purdue University is identified as “President France A. Córdova” on first reference; thereafter, use “President Córdova” or “the president.”

Note: Create the diacritical mark in “Córdova” by striking the option and “e” keys, then the letter “o.”

President Córdova is married to Christian Foster. An example of the style for addressing them in the same sentence is:

President France A. Córdova and her husband, Purdue’s First Gentleman Christian Foster, attended the banquet in the Purdue Memorial Union.

course names

It is acceptable to abbreviate a subject field when followed by the course number in text: ENGL 560

When listing the whole course name, use the following treatment: ENGL 560 (Modern American Poetry)

coursework

credit lines

See CMS 12.40–12.51 (pp. 487–490).

dates

See CMS 6.46 (p. 253).

deans

There are 10 deans at the West Lafayette campus.

decades (CMS 9.37, p. 389).

Because CMS doesn't like to capitalize decades like "the twenties" or "the sixties," PMC's preference is for using numerals.

1860s

1920s or the '20s

1960s or the '60s

Note that the apostrophe on the shortened version is NOT an open single quote mark.

Certain decades, like other traditional names, are capitalized (CMS 8.79–8.80, pp. 340–341).

the Roaring Twenties

the Swinging Sixties

the Gay Nineties

the Jazz Age

degrees

Degree abbreviations should be formatted as follows:

- BA
- MA
- PhD

Refer to general degree names as follows:

- a bachelor's degree
- an associate's degree
- a master's degree
- a doctorate (note that "degree" does not follow "doctorate")

See CMS 8.32 (p. 321) and CMS 15.21–15.22 (pp. 563–564) for more style pertaining to academic degrees.

department names (CMS 8.73, p. 338)

Use capitalization when listing a department by its formal name (e.g., Department of Physics) or when using a shortened form (e.g., Physics) to make clear you are referring to the department versus a field of study. On successive references, use "the department." Avoid using phrases such as "the physics department" so that you don't appear inconsistent. That said, though, try to lowercase as much as possible.

For named departments, use the full title on first reference. A shortened version of the title may be used on subsequent references, e.g., "Patti and Rusty Rueff Department of Visual and Performing Arts" on first reference and "Visual and Performing Arts" or "VPA" thereafter.

disabilities

The wording is “students with disabilities” as specified by the Office for Civil Rights. Place emphasis on the person, not the disability. In certain contexts, “students with special needs” might be the best verbiage.

disclaimer

See Appendix A-I: Legal Statements, Disclaimers, and Verbiage.

distinguished professor

See “professor” entry.

dorm/dormitory

Do not use. The preferred terminology is “residence hall” or “residence.”

dot-com

Online business, usually selling retail goods and/or services to individual consumers.

Dr.

Use the title “Dr.” only when referring to a doctor of medicine, dentistry, or veterinary medicine.

e-

Words that start with “e-” (such as e-mail) should be capitalized only at the beginning of a sentence or in a title.

ellipses

See CMS 11.51–11.66 (pp. 458–463).

em dash

An em dash (—) should be placed in text with a space before and after.
Note: To create an em dash in Microsoft Word (on a Macintosh platform), hold down the shift and option keys, then press the hyphen (-) key.

emeritus/a professor

See “professor” entry.

en dashes

See CMS 6.80 (p. 260) and CMS 6.83–6.86 (pp. 261–263).

Note: To create an en dash in Microsoft Word (on a Macintosh platform), hold down the option key, then press the hyphen (-) key.

**equal access statement
(Title IX/EO statement)**

The statement is “An equal access/equal opportunity university”. It should be spelled out whenever possible, not abbreviated.

- The statement should not be on the same line as the “Produced by Purdue Marketing Communications/job number” line unless absolutely unavoidable in the design. If the statement *must* be on the same line as the “Produced by PMC” line, the only correct way to do it is: “An equal access/equal opportunity university • Produced by Purdue Marketing Communications xxxxxx” Note that the two are separated with a bullet.
- Preferably, the EA/EOU statement should be large enough to be noticed. The PMC statement can be smaller and should not be as noticeable as the EA/EOU statement.

See Appendix A-I: Legal Statements, Disclaimers, and Verbiage.

ethnic group names

See CMS 8.41–8.43 (pp. 325–326).

exclamation points

See CMS 6.76–6.79 (p. 260).

foreign words, names, titles, and institutions

See CMS 7.51–7.56 (pp. 291–292), CMS 7.62 (p. 294), and CMS 10.1–10.154 (pp. 400–441).

Foster, Chris

He is married to Purdue President France A. Córdoba. On first reference, use “First Gentleman Christian Foster”; thereafter, use “Foster.”

In reference to the two of them, the style is:

President France A. Córdoba and her husband, Purdue’s First Gentleman Christian Foster, attended the banquet in the Purdue Memorial Union.

freshman

The phrase “first-year student” is preferred; however, “freshman” is still used in cases where a distinction needs to be made between a beginning college student and someone who has transferred but is in his/her first year at Purdue. “Freshman” also is acceptable in headlines and in phrases such as “freshman class.”

fundraising

The term fundraising is to be written as one word with no hyphenation.

gender: adjectives/nouns

When you need to specify gender, use “female” or “male” as the adjective and “woman” or “man” when you need a noun.

France A. Córdova is the first female president of Purdue University.

France A. Córdova is the first woman to be appointed president of Purdue University.

government bodies

See CMS 8.66–8.70 (pp. 334–336).

graduation rates statement

See Appendix A: Legal Statements, Disclaimers, and Verbiage.

Greater Lafayette

Do not use the phrase “Greater Lafayette” unless it’s part of a formal name, such as the United Way of Greater Lafayette. Instead, refer to the local community as “Lafayette–West Lafayette” with an en dash between the city names.

healthcare

In all uses, spell as one word, no hyphen. Exceptions: If the word is treated differently in a proper noun, then follow that usage.

Hispanic

See entry for “Latina/Latino.”

home page

The term is to be written as two words in lowercase letters.

hyphenation

See CMS 6.80–6.82 (pp. 260–261) and CMS 7.82–7.90 (pp. 299–308). In addition, the dictionary is a great resource for determining whether or not a word should be hyphenated.

indexing (CMS 18.56–59, pp. 774–75)

PMC uses word-by-word indexing for catalogs, handbooks, and other reference books of this type. In a letter-by-letter sort, spaces, commas, hyphens, and other nonletters are ignored. Here is an example of a list sorted letter-by-letter:

- Newark
- New Hampshire
- New Jersey
- Newton
- New York

Intercollegiate Athletics

Refer to this Purdue entity as “Intercollegiate Athletics,” not as Athletic Department, Department of Intercollegiate Athletics, or Athletics. In addition, leave out the words “Division of” in references to this area.

Neovision is the official eyecare provider for Intercollegiate Athletics.

Jischke, Martin C.

The former president of Purdue University is officially President Emeritus Martin C. Jischke.

job numbers

When listing a Purdue Marketing Communications job number on a publication, omit hyphens so that the number couldn’t possibly be mistaken for a date reference. For example, a job listed as 10-007-06 in the PMC database should be listed as “1000706” on the publication.

Krannert School of Management

Because the Krannert School of Management is a named school, do not omit the word “Krannert” on first reference. On second reference, use “the Krannert School,” “the school,” or “Krannert.”

Lafayette–West Lafayette

When referring to the local community, use “Lafayette–West Lafayette” separated with an en dash. Do not use “Greater Lafayette.”

land-grant/land grant

Requires a hyphen when used as an adjective. No hyphen is needed when used as a noun. This rule applies to sea-grant/sea grant and space-grant/space grant also.

When using all three together follow this order:
Purdue is a land-, sea-, and space-grant university.

Latina/Latino

See CMS 8.41–8.42 (p. 325).

line breaks

See CMS 7.33–7.45 (pp. 286–289).

listserv**majors** (CMS 8.91, p. 345)

In running text, do not capitalize the names of majors unless the major itself is a proper noun, e.g., English, American history, etc. However, in tables or bulleted lists, it's acceptable to capitalize majors.

She is majoring in apparel design and technology.
He is an English major.

military terms

See CMS 8.120–8.123 (p. 353).

Mr., Mrs., Ms.

Omit courtesy titles in most contexts, including journalistic articles.

This style extends to First Gentleman Chris Foster, so you would not say “Mr. Foster.”

This style also extends to Patty Jischke, who is married to President Emeritus Martin. C. Jischke. She prefers “Patty Jischke” in most contexts, not “Mrs. Jischke.” E.g., President Emeritus Martin C. and Patty Jischke.

named professor

See “professor” entry.

names (of people)

See CMS 8.5–8.20 (pp. 312–317).

names, possessives of

Add " 's" to the end of a name to form the possessive. E.g., Mark Simons's photos.

For exceptions, see CMS 7.20–22 (p. 283).

Native American

See CMS 8.41–8.42 (p. 325).

Neil Armstrong Hall of Engineering

When referring to the Neil Armstrong Hall of Engineering a second time, use "Neil Armstrong Hall" instead of "Armstrong Hall." "Stanley Coulter Hall" is the precedent.

nondiscrimination policy statement

See Appendix A-I: Legal Statements, Disclaimers, and Verbiage.

numbers

Follow the alternative rule in CMS 9.6: "[spell] out only single-digit numbers and [use] numerals for all others." Ages, however, are always listed as numerals, regardless of their being over or under 10.

Octoberbreak

The official spelling is "Octoberbreak" — all one word, with a lowercase "b."

online

The term "online" is written as one word in all uses.

orphans

A single word alone on the last line of a paragraph must have five or more letters.

parentheses

See CMS 6.97–6.103 (pp. 265–267).

periods

See CMS 6.13–6.15 (pp. 243–244).

phone numbers

Format phone numbers as follows:

- 49-48745 for on-campus publications
- (765) 494-8745 for publications going off campus
- (800) 555-1212 for toll-free numbers

Note: The preferred style is to place parentheses around the area code in long-distance numbers and leave a space between the closing parenthesis and next digit.

places (names of)

See CMS 8.46–8.63 (pp. 326–333).

plurals

See CMS 7.6–7.16 (pp. 279–281).

possessives

See CMS 7.17–7.30 (pp. 281–286).

postscript

When adding a postscript to a letter, use capital letters and place a period after each letter.

P.S. Your participation is crucial to our goal of increasing participation in the Krannert Annual Fund by 500 alumni.

Produced by Purdue Marketing Communications

This credit and the job number (without hyphens) are required on every print project and Web site PMC creates unless the director or an assistant director of PMC grants an exception. Typically, neither the PMC credit nor the job number is included on such items as displays or banners; or buttons, magnets, lapel pins, or other novelties.

professor (CMS 8.31, p. 321)

When referring to Purdue staff members, use the title or rank given to them by the University. Apply the title “professor” only before the name of a staff member of professorial rank: professor, associate professor, or assistant

professor — not before the name of an instructor, teaching assistant, or staff member.

Do not qualify the title professor with “**associate**” or “**assistant**” before a person’s name, but do qualify it after the name.

Prof. Samuel Brown, Professor Brown
Samuel Brown, associate professor of biology

Do not abbreviate “associate” and “assistant” when used in a title.
assistant professor of bacteriology

After referring to an individual by full name, use the spelled-out title and last name: e.g., Professor Smith, only if the person has a professional title.

The title “**professor**” may be abbreviated when it precedes the first name or initials; spell out titles when they are used before the surname alone.

Prof. E. B. Smith
Professor Smith
Profs. E. B. Smith and J. T. Jones
Professors Smith and Jones

For **distinguished** and **named** professors, capitalize full title on first use.

Wilbur G. Lewellen, Herman C. Krannert Distinguished Professor of Management
Glenn R. Parker, Distinguished Professor of Political Science

Subsequent usage follows the rules for professor.

For **emeritus/a** professors, indicate status following the name on first use.

Janice Lauer, professor emerita of English
Professor Emerita Mary Fuqua

Subsequent usage follows the rules for professor.

For faculty members with **more than one title**, include both on first reference.

Connie Weaver, head and distinguished professor, Department of Foods and Nutrition

proofreaders’ marks

See CMS pp. 100–101.

Purdue Alumni Association/Purdue Alumni

In written correspondence, such as press releases, magazines, and newsletters, refer to the organization as the “Purdue Alumni Association” on

first reference. All other mentions in the publication should simply be “Purdue Alumni.”

For formal letters and invitations the signature name should be “Purdue Alumni Association.”

The abbreviation “PAA” should not be used.

question marks

See CMS 6.70–6.75 (pp. 259–60).

quotation marks

Use single quotation marks in headlines. See CMS 6.120 (p. 270) and CMS 11.33–11.50 (pp. 453–458) for other styles pertaining to quotation marks.

religious names and terms

See CMS 8.97–8.119 (p. 347).

RSVP/R.s.v.p.

According to *Merriam-Webster's Collegiate Dictionary, Eleventh Edition*, the abbreviation should be treated with all capital letters and no periods. Note, however, that in promoting events at Westwood, the usage should be R.s.v.p.

To avoid redundancy, never use the word “please” before RSPV; the term is an abbreviation of the French expression *répondez s'il vous plaît*, which means “please reply.”

SATS

See “Student Access, Transition and Success Programs” entry.

school/college names

See “college/school names” entry.

scientific terminology

See CMS 8.127–8.161 (p.356).

seasons (fall, winter, etc.)

See CMS 8.94 (p. 346).

slashes

See CMS 6.111–6.119 (pp. 268–270).

spring break/spring vacation

The official term used by the Office of the Registrar is “spring vacation”; however, “spring break” may be used also. Lowercase both terms in running text. Capitalization may be used when the terms are used in calendars, tables, etc.

state names

Do not abbreviate names of states when following names of cities and towns, except in footnotes and class notes.

West Lafayette, Indiana.

When you do abbreviate, use U.S. Postal Service abbreviations.

Always abbreviate the District of Columbia to Washington, DC. Omit periods from DC and surround with commas where necessary in running text.

Dave and Tim went to Washington, DC, to help with an event.

Student Access, Transition and Success Programs (SATS)

An official department name. Do not use a serial comma after “Transition.”

system-wide

This term is perhaps the best adjective/adverb to use when talking about things that span all Purdue campuses/locations.

theater vs. theatre

Because the Patti and Rusty Rueff Department of Visual and Performing Arts consistently refers to its academic area of study as “theatre” and its performance stages as “theatres,” all VPA-related references should use the “re” spelling. However, references to movie or other performing theaters — and other generic usages — should use the “er” spelling unless referring to a proper name.

The Campaign for Purdue

Note that the “T” is uppercase.

times (CMS 9.41–9.43, p.391)

Unlike CMS style, PMC style is to use numerals for times of day in running text.

She goes running at 5:00 a.m. each day.

The abbreviations “a.m.” and “p.m.” should be set in lowercase type with periods. Zeros should be used for even hours. Separate times with an en dash and with no space on either side of the en dash. When stating a beginning and ending time in running text, use “from” and “to”. Noon and midnight should be spelled out and lowercased unless they begin a sentence.

The meeting began at 9:00 a.m. and was over by noon.

The meeting will be held from 9:00 a.m. to noon.

The meeting will be held 9:00 a.m.–noon.

9:00 a.m.–noon

9:00–11:00 a.m.

9:00 a.m.–2:00 p.m.

noon–3:00 p.m.

In some types of publications, such as agendas, invitations, etc. there is some flexibility.

time zones (CMS 8.96, p. 347)

When spelled out, time zones are lowercased. Abbreviations are capitalized.

eastern standard time

daylight saving time

Note: Purdue University West-Lafayette campus observes Eastern Time year round. This means that the time on the West Lafayette campus is always the same time as New York and one hour ahead of Chicago.

titles and offices

See CMS 8.21–8.35 (pp. 317–323).

titles of works (books, television shows, etc.)

See CMS 8.164–8.208 (p. 366).

trademarks

See CMS 8.162 (p. 365).

University

The word "University" should be capitalized in instances where it stands for the longer phrase "Purdue University." Note that such references to "University" are always preceded by the word "the."

Several famous astronauts have graduated from the University.

But: Purdue is a land-grant university.

University-wide

When referring to Purdue University, capitalize "University-wide" and hyphenate it in all uses.

upperclassmen

A gender-neutral group of juniors and/or seniors. Do not use "upperclass students."

underclassmen

A gender-neutral group of first-year students and/or sophomores. Do not use "lowerclass students" or "underclass students."

URLs

URLs should be set in plain type, not underlined or set in italics, etc.

Don't print the "http://" portion of a URL unless the URL won't work without it.

If a URL can't be listed on one line, never break it with a hyphen; rather, break the URL after a period, slash, or double slash.

U.S.

Use periods when abbreviating "United States." Note, however, that the abbreviated form is only acceptable as an adjective.

Usenet

Washington, DC

Always abbreviate the District of Columbia to Washington, DC. Omit periods from DC and surround with commas where necessary in running text.

Dave and Tim went to Washington, DC, to help with an event.

Web

Web should be used with a capital "W" when it refers to a Web page, site, or search engine.

West Lafayette

Do not abbreviate "West" in "West Lafayette."

West Lafayette campus

The "c" should be lowercase in running text.

year in school

See "class" entry.

years

In cases where the century doesn't change, inclusive years should be formatted as follows:

1998–99

2002–03

Recommended reference works

The Chicago Manual of Style, 15th Edition

Merriam-Webster's Collegiate Dictionary, Eleventh Edition

Random House Unabridged Dictionary, Second Edition

Note: Refer to *Random House* only when a word isn't in *Webster's*. If there is a conflict, defer to *Webster's*.

Secondary references include *The Associated Press Stylebook and Libel Manual* and *Wired Style: Principles of English Usage in the Digital Age*.

Appendix A

I. Use of Legally Required Statements

Publication	Disclaimer	Nondiscrimination	Title IX/EO	Affirmative Action	OCR	Graduation Rates
About Admissions	X	X	X		X	X
Admissions Series	X		X		X	
Facts at Your Fingertips	X		X		X	X
Faculty/Staff Handbook	X	X		X	X	X
Financial Aid Series	X		X		X	X
General Information	X	X	X		X	X
Get Involved	X		X		X	
Introducing Purdue	X	X	X		X	X
Family Handbook	X	X	X		X	X
Undergraduate Catalogs	X	X	X		X	X
University Regulations	X	X	X		X	X
You and Purdue	X	X		X	X	

All Purdue publications must contain the **Title IX/EO Statement** or the **Affirmative Action Statement** in order to ensure that every University publication contains a statement about equal access/equal opportunity.

- In addition to appearing in our in-house publications as indicated in the above chart, the **Title IX/EO Statement** also should appear on *all* materials for student recruitment or educational programs.

- And in addition to appearing in our own in-house publications as indicated in the above chart, the **Affirmative Action Statement** should appear on *all* materials for faculty/staff recruitment or employment purposes.

The **OCR** wording should be used in *all* publications when referring to students with disabilities.

The **Graduation Rates** statement should *not* appear in any materials produced for specific schools or departments, except for selected publications produced for, or in consultation with, the Office of the Registrar or the Office of Admissions.

The Statements

Disclaimer

The information contained in this bulletin is subject to change as a result of action by federal and/or state governments, the trustees of Purdue University, and the administration of Purdue University. Questions concerning the contents of this bulletin should be directed to the appropriate University department or official.

Abbreviated Disclaimer: Subject to change without notice.

Nondiscrimination Policy Statement

Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life.

Purdue University views, evaluates, and treats all persons in any University related activity or circumstance in which they may be involved, solely as individuals on the basis of their own personal abilities, qualifications, and other relevant characteristics.

Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a veteran. The University will conduct its programs, services and activities consistent with applicable federal, state and local laws, regulations and orders and in conformance with the procedures and limitations as set forth in Executive Memorandum No. D-1 which provides specific contractual rights and remedies. Additionally, the University promotes the full realization of equal employment opportunity for women, minorities, persons with disabilities and veterans through its affirmative action program.

Any question of interpretation regarding this Nondiscrimination Policy Statement shall be referred to the Vice President for Human Relations for final determination.

Title IX/EO Statement

An equal access/equal opportunity university
EA/EOU in capital letters

Affirmative Action Statement

An equal access/equal opportunity/affirmative action university
EA/EO/AAU in capital letters

OCR (Office for Civil Rights)

students with disabilities

Graduation Rates

Graduation rates for the West Lafayette Campus are available in the Office of Enrollment Management, Schleman Hall, 475 Stadium Mall Drive, West Lafayette, IN 47907-2050, (765) 494-0292, enrollmentmanagement@purdue.edu. These rates are calculated and made available as required by the Student Right-to-Know and Campus Security Act.

II. The Chao Center

When referring to The Chao Center in publications or other mediums, be careful about how you explain the center's relationship to Purdue University. Stuart & Branigin LLP notes "... while The Chao Center was formed to serve Purdue, Purdue does not own or operate it." The law firm has provided the following guidelines for referring to The Chao Center:

Some examples of appropriate wording:

- The Chao Center is a limited liability company formed to serve the needs of Purdue and its School of Pharmacy.
- The Chao Center in the Purdue Research Park.
- The Chao Center is an LLC owned by Purdue Research Foundation (or by McClure Park, Inc., a PRF affiliate).
- PRF's Chao Center.
- The Chao Center is an affiliate of Purdue Research Foundation.
- The Chao Center is a cGMP facility devoted to meeting the educational, research and training goals of Purdue's School of Pharmacy and its Department of Industrial and Physical Pharmacy.
- Profits from The Chao Center will support Purdue University, including its School of Pharmacy and Department of Industrial and Physical Pharmacy.
- The Chao Center was formed using funds contributed to Purdue by Dr. Allen Chao to train students and professionals in using cGMP's.
- The Chao Center gives Purdue access to an operating cGMP facility to train students and professionals from around the world.
- The Chao Center has access to the industry and educational expertise of Purdue's highly ranked School of Pharmacy

Some examples of inappropriate wording:

- Purdue's or the School of Pharmacy's Chao Center.
- Purdue's manufacturing facility, Purdue's facility, or the Purdue facility.
- Purdue's products manufactured at The Chao Center.
- The Chao Center at Purdue.
- Purdue's or the School of Pharmacy's cGMP facility.
- The MDR-TB project is Purdue's first foray into drug manufacturing.