EP STYLE GUIDE FOR WRITTEN CONTENT

Updated September 2014

OUR NAME

In all marketing materials and web content, our name is always written out as:

Johns Hopkins Engineering for Professionals

Do not put EP in parentheses after the full name.

In general, do not use the abbreviation EP at all. Only use the abbreviation EP when writing informally for internal audiences.

EP-SPECIFIC STYLES

Our tagline can be written three ways, depending on space available or context:

Part-Time and Online Graduate Education in Engineering and Applied Sciences for Working Professionals

Part-Time and Online Graduate Education

Part-Time and Online Graduate Education in Engineering and Applied Sciences

Capitalize program names when referring directly to our programs, but not in other cases.

- Example: I am so excited to be enrolled in the Mechanical Engineering program at Johns Hopkins Engineering for Professionals.
- Example: Thank you for attending this mechanical engineering online information session.
- Example: The chair of the Civil Engineering program at Johns Hopkins Engineering for Professionals is Rachel Sangree.
- Example: Wow, civil engineering sure is an interesting field.

Here is boilerplate or basic descriptive language that you can use:

Johns Hopkins Engineering for Professionals provides part-time and online master’s degrees and certificates in engineering and applied sciences, giving working adults a convenient way to advance their education and competitiveness in twenty traditional and newly emerging fields.
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Building on the world-class reputation and dynamic resources of Johns Hopkins University, Johns Hopkins Engineering for Professionals offers online and on-site classes at times that complement the busy schedules of today’s practicing engineers and scientists. Instructors working at the top of their industries impart cutting-edge knowledge and real-world skills in collaborative, interactive learning environments—providing students with a unique opportunity to forge lasting professional connections as they work, study, and maintain a manageable work-life balance.

CHICAGO STYLE TIPS

Johns Hopkins University uses the Chicago Manual of Style, so we do as well.

Below are some Chicago Style rules that might be useful. For anything not listed below, please refer to this website: http://www.chicagomanualofstyle.org/home.html.

Spell out numbers up to and including one-hundred.

• Example: Johns Hopkins Engineering for Professionals offers twenty master’s degrees, three dual degree programs, fourteen post-master’s certificates, and eight graduate certificates. We have 525 total faculty members, 146 of whom teach online.

Always use the serial comma.

• Example: Our corporate partners include top companies such as Raytheon, MITRE, and Northrop Grumman.

Use e-mail, online, Internet, and website.

E-mail has a hyphen.

On-site has a hyphen. Online does not have a hyphen.

It is “On-Site” in a title or headline (not “On-site”). Similarly, it is “Part-Time” in a title or headline (not “Part-time”).

Phone numbers use hyphens only (no parentheses and no periods/dots).
Use periods in a.m. and p.m.; time zones are in parentheses; EDT occurs between March and November (in the spring/summer); EST occurs between November and March (in the winter).

• Example: 7:00-8:00 p.m. (EDT)

In generic cases or running text, degrees are lowercased. However, on official documents or in titles (i.e., either a person’s title, or a heading within an official document or on a webpage), they are capitalized.

• Example: She is pursuing a master of science in civil engineering from Johns Hopkins University.
• Example: Then he introduced Brian Clark, Master of Science.

Abbreviations for degrees do not have any periods/dots.

• Example: BA, MA, MSE, MS, PhD