

Editorial Style Guide

Updated October 2019

Bren School of Environmental Science & Management UC Santa Barbara

A Note About Use Cases

This style guide is intended to be a helpful reference for Bren staff and faculty in terms of writing copy for marketing, public relations, event materials, and other **public-facing** communications about the Bren School. This typically includes news articles, brochures and collateral, the Bren website, social media posts, and email newsletters, to name a few examples. Staff may also use this style guide for writing for fundraising, academic programs and initiatives, memos, etc, but that is a decision to be made within your unit. If you would like to submit a question or suggest a correction/addition, please feel free to drop a comment in this document. To request help editing relevant copy, please email melissa@bren.ucsb.edu.

Official Name of the School

Bren School of Environmental Science & Management

Official Names of the Degrees

Master of Environmental Science and Management

Master of Environmental Data Science

PhD in Environmental Science and Management

Mission Statement

Short version:

The mission of the Bren School is to solve environmental problems.

Long version:

The Bren School develops interdisciplinary solutions to environmental problems, trains environmental leaders, and works for a sustainable future.

English language default style guide: AP Style, modified with exceptions

Bren, Bren School, and the Bren School

Yes:

Bren School of Environmental Science & Management

The Bren School is...

The mission of **the** Bren School is...

No:

The mission of **The** Bren School is...

The **Donald Bren** School of Environmental...

The Bren School of Environmental Science **and** Management

Note:

It is fine to refer to the Bren School as simply “Bren” in these cases:

- Social media blurbs
- In collateral pieces or other formal pieces *once the full name has been previously established*. The final mention of the school in a long written piece should be either “the Bren School” or “Bren School of Environmental Science & Management.”

In press releases and event programs, use of **the Bren School** and **Bren School of Environmental Science & Management** are strongly encouraged throughout the piece, rather than referring to “Bren.”

Degrees in More Detail

Master of Environmental Science and Management

Master of Environmental Data Science

Use the full and official name whenever possible. Only use MESM or MEDS when the audience will definitely understand the acronym.

Acceptable in social media copy or informal pieces:

- The student earned her **master’s degree** in Environmental Science and Management
- Bren’s **master’s degree** programs - or - Bren’s **master’s program**
- **Master’s student** group projects will be presented...

PhD in Environmental Science and Management

- Very formally, it is ok to refer to it as a Doctor of Philosophy in Environmental Science and Management or a doctorate in Environmental Science and Management
- No periods in PhD (eg. Ph.D or Ph.D.)

Yes:

Master of Environmental Science **and** Management
PhD in Environmental Science **and** Management

No:

Master of Environmental Science **&** Management
PhD in Environmental Science **&** Management

Incorrect in general:

masters degree/program
masters' degree/program

Program Terminology

These terms are treated as Bren proper nouns on our website and are capitalized even when used mid-sentence:

- Fall Quarter
- Master's Group Project
- Eco-Entrepreneurship Project or Eco-E Project
- Master's Project Public Presentations
- Corporate Environmental Management (for example, including all of our specializations when referred to as a specialization)
- Forest Sustainability Fellowship (for example, including all of our fellowship program titles)

These are examples of terms that are commonly used *in the general sense* and are not treated as proper nouns. Provided in the context of a sample sentence:

- Students must choose a **specialization**
- There are many **fellowship** programs available to support students
- Bren **master's programs** stand out from other **master's degrees** in a number of ways.

This list is in progress.

Location/Address

Bren School of Environmental Science & Management
2400 Bren Hall
University of California, Santa Barbara

Santa Barbara, California 93106-5131

Program Information (805) 893-7611

Administration (805) 893-7363

Giving Opportunities (805) 893-5743

Fax (805) 893-6113

Email Signature Format

Name | Title

Bren School of Environmental Science & Management

University of California, Santa Barbara

XXXX Bren Hall, Santa Barbara, CA 93106-5131

email address | 805.893.XXXX | bren.ucsb.edu

or

Name

Title

Bren School of Environmental Science & Management

University of California, Santa Barbara

XXXX Bren Hall, Santa Barbara, CA 93106-5131

Email address@bren.ucsb.edu | Office: 805.893.XXXX | bren.ucsb.edu

Optional: Include a pronoun declaration line (eg. Pronouns: she/her/hers) after title or at end

Referring to Staff and Faculty

The words “faculty” and “staff” are collective nouns and can be referred to as a single unit (singular verb) or individually but collective (plural verb).

Yes:

- The staff at the Bren School is a tight-knit group.
- The staff have each set aside time for reviews.
- The faculty is comprised of subject matter experts.
- The faculty are experts in their respective fields.
- The faculty were discussing what action to take.
- He is on the faculty
- She is a faculty member
- They are a member of the faculty

- He's faculty
- She's staff

Ok:

- The faculty members are interested in pursuing this project.
(“members” used to avoid seemingly awkward constructions, but isn't necessary)

No:

- He's **a** faculty of environmental law
- She is **a** staff of academic programs
- He's **Faculty** of environmental law
- She is **Staff** of academic programs

Use of Professor and Dean

Professor and dean are nouns and professions that only need to be capitalized when referring strictly to someone's official title.

Yes:

- Steve Gaines is the dean of the Bren School
- Steve Gaines, Dean, Bren School of Environmental Science & Management
- She is a professor of environmental policy at the Bren School.
- Professor Sangwon Suh is an expert in corporate environmental management
- They are a professor with the Bren School. (professor is their professions, ok even if their title is Assistant Professor, for example)
- James Salzman is the Donald Bren Distinguished Professor of Environmental Law (official name of the endowed chair)

No:

- Steve Gaines is the **Dean** of the Bren School
- They are a **Professor** of ecology at Bren

Referring to the University

Preferred brand: UC Santa Barbara

Ok: UCSB

Sometimes: When establishing the campus in a formal piece where the audience is not like to understand the acronym “UC” you can use the full name as written: **University of California, Santa Barbara** (note the comma)

No:

- University of California Santa Barbara
- University of California at Santa Barbara

University as a word is a noun, but not a proper noun - unless it's part of the full "University of California" campus name.

Acceptable:

- The University of California's ten campuses...
- The university guidelines suggest that...

Use of "the" is not necessary in front of University of California, Santa Barbara or UC Santa Barbara.