Editorial Approval Process

School of American Studies
School of Business & Entrepreneurship
School of Education
School of Fine & Performing Arts
School of Humanities
School of Human Services
School of Sciences
Lindenwood College of Individualized Education
Business Office
Office of Undergraduate Admissions
Office of Graduate & Evening Admissions
Office of Financial Aid
Student Development
Institutional Advancement
University Communications Office
Community Relations
Athletic Department
Editorial Approval Policy

All written communications, for print or electronic distribution, must be thoroughly edited and proofed before they are published or uploaded to the Website. The purpose of this policy is

- to ensure that all schools and offices issue error-free communications,
- to set an example for our students regarding superior written documents,
- to impress on potential students and the public Lindenwood’s high editorial standards,
- to ensure that all LU offices/schools follow the same editorial style as clarified in the LU Style Handbook, which has been revised and now includes usage rules and examples.

To properly implement this policy, all documents must be

- reviewed by two content experts before going into production,
- copy edited before going into production,
- proofed by two proofreaders.

Each office has been assigned the following:

- Two content experts
- One copy reviewer
- Two proofreaders

Every content creator must fill out an Editorial Approval Form before

- submitting content to PR for publication,
- submitting content to the Webmaster for uploading,
- printing copies for external readers on a copy machine (i.e. handmade brochures, flyers, etc.).

Other important details:

- If your document is longer than 3 pages, schedule copy reviewing and proofreading time in advance.
- Schedule printed publications with the PR staff at least a month in advance.
- Allow for publication and editorial planning time well before the item’s due date.

Editorial Tracking:

- ALWAYS use “track changes” when editing documents.
- Before you send an edited document to the next person in the editorial process, change the file name so that it includes your initials and the date. Example: Basketballreunion.jb.8.5.10
- Be aware that virtually every document that will be read by the public must be approved. Examples:
  - Brochures
  - Photo copied surveys mailed from your office to students, grads, campus stakeholders, or outsiders
  - Formal Party and event invitations
  - Formal e-mails sent (on behalf of your office or Lindenwood) to outsiders
  - E-newsletters
  - Application forms & business process forms & letters
  - Electronic Surveys sent on behalf on behalf of an office, school, or the University
  - Flyers (announcing new classes, camps, programs, etc.)

Surveys:

For more information on approval of surveys, please refer to the Survey Guidelines document posted on CAMS and on the J-Drive.
1. Prof or Staff Member (content creator) drafts document
2. Submits Doc to 2 Content Experts
3. Submits to Copy Reviewer
4. Submits doc to PR staff in Communications Office & discusses layout
5. PR Graphic Artist lays out doc
6. First Proofreader catches errors
7. Last Proofreader proofs
8. Content Creator verifies process via Approval Form
9. THEN doc goes to press
LINDENWOOD

EDITORIAL FOR WEBSITE

1. Prof or Staff Member (content creator) drafts document

2. Submits Doc to 2 Content Experts

3. Submits to Copy Reviewer

4. Submit to Webmaster for design

5. First proofreader proofs

6. Last Proofreader proofs

7. Content Creator verifies process via Approval Form

8. THEN doc is uploaded to Website

9. Webmaster emails link of new Web page to Last Proofer & Content Creator
## LU Editorial Workflow

### ACADEMIC CATALOGS:

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<td>Dr. Ana Schnellmann, Dean Humanities</td>
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~ # ~
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The Least You Need to Know about Usage
(Excerpt from the LU Style Handbook)

Every Lindenwood employee who creates publications or documents on behalf of the University should follow these usage guidelines, which can be found in more detail in the back of the LU Style Handbook. The handbook can be found on CAMS via the Faculty & Staff Portal. (Exceptions to these guidelines are limited to literary and magazine-style publications such as The Confluence.)

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Academic Degrees

Use an apostrophe in casual reference to a bachelor’s degree, a master’s degree, etc. (Note the lack of capitalization in these casual references.) However, there is no possessive in formal references, such as Bachelor of Arts or Master of Science.

Example:
He has a bachelor’s degree, and he’s going back to school for his master’s.
She was awarded a Master of Arts in Teaching from Lindenwood University.

Use such abbreviations as B.A., M.A., LL.D, and Ph.D. only after a full name (never after just a last name). Include periods in academic titles. When used after a name, an academic abbreviation is set off by commas.

Example:
James Evans, Ph.D., spoke at the convention.

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Bulleted Lists

Rules on bulleted lists are imprecise; however, please follow this approach. If your list is preceded by a complete sentence, you should use a colon followed by bulleted sentences that begin with a capital letter and end with a period. If the sentences are merely short fragments, you can omit the period. If the sentence that precedes your bulleted list is incomplete, then you omit the colon and the bulleted sentences should start with a small-case letter and end with a comma, except for the last sentence, which ends the sequence with a period. If the bullets are complex and contain commas within sentences, you may use semi-colons at the end of each bullet.

Example #1:
Assessment is important for the following reasons:
• The feedback helps improve the quality of coursework.
• Analysis facilitates constant improvement.
• It’s required by the HLC.

Example #2:
Assessment is important because
• feedback helps improve the quality of coursework,
• analysis facilitates constant improvement,
• it’s required by the HLC.

▶▶▶▶

Capitalization – Titles & University

Capitalize formal University job titles regardless of their relationship (or lack of a relationship) to a formal noun, but only when the complete formal title is used (including President Evans, which is a complete title) or
when an approved shortened version of the title precedes a name. Also routinely capitalize references to the U.S. President.

The titles of other university officials would only be capitalized following AP Stylebook rules, which calls for capitalization only when the title precedes the official’s name. Capitalize University in reference to Lindenwood even when the name is not associated with the term.

Example #1:
President Evans is going to the meeting. The President is going to speak to faculty members. Dr. Jann Weitzel, Vice President for Academic Affairs, is also going to the meeting. The vice president is a regular speaker. Dr. Weitzel is also Lindenwood’s Provost. The Provost will stay late to greet the president of Fontbonne University. He was supposed to bring along students from that university but there was a change of plans.

Capitalization – Offices/Schools

Capitalize University office and school titles when the complete title, or an LU Style Handbook abbreviation, is used. Capitalize departments when the word “department” follows the title.

Examples #1:
The Lindenwood Office of Undergraduate Admissions is supervised by the Dean of Undergraduate Admissions. Dean Joe Parisi also has lots of responsibilities. Students who visit admissions get a chance to talk with Parisi. To find out more, visit Undergraduate Admissions.

Example #2
Faculty members from the journalism, philosophy, and mathematics programs are busy this time of year. Members of the Philosophy Department seem busier than usual. That’s because philosophy professors, like English professors, do a lot of preparation.

Commas

Use the serial comma in delimiting items in a series.

Example:
The flag is red, white, and blue. (not “The flag is red, white and blue.”)

Dates

With complete dates, days are not given as ordinals. (In other words, don’t use st, nd, rd, th, etc.)

Examples:
The annual fashion banquet will be held March 11, 2010. (Not March 11th, 2010.)
The sixth annual football banquet will be held April 15, 2010.

Include a comma before and after the year when it is part of a complete date within a sentence:

Example:
Students are going to the Boone Home March 20, 2010, for a special project.

Time Elements

When referring to a specific time, use the traditional style: 4 p.m. (instead of 4pm) and 4:30 p.m.

When defining morning vs. afternoon or evening, use: p.m. or a.m. (not am or pm, and not AM or PM)