

Updated 7-1-14

Corban University

Writing and Grammar Style Guide

Introduction

The Corban Style Guide identifies grammar, information and writing styles preferred by the Communications Office, with the goal of bringing consistency to our various departmental and corporate communication pieces. It also provides a quick reference with answers to repetitive and unique instances of writing and grammar that frequent our campus culture and that of higher education. *The Associated Press Stylebook* and the *Merriam-Webster's Collegiate Dictionary* are recommended as general sourcebooks for issues not covered in this guide.

The Corban Style Guide is a dynamic document— subject to updating when necessary. Alterations and suggestions regarding these guidelines may be submitted on an ongoing basis, and a review of each request will be considered and addressed. Send them to shunt@corban.edu

General Guidelines

ABBREVIATIONS

Ampersand: Do not use an ampersand (&) in running text unless part of an official name. (e.g. Office of Marketing & Communications).

Bible References: Whenever possible, use whole names: *Matthew 3:14*. Use cardinal numbers for book names: *1 Timothy*, *2 Samuel*.

States: Do not use the two-character ZIP code abbreviations in textual settings. Use lowercase for "state" in all "state of" phrases. *The state of Oregon requires all citizens to register*. Spell out the names of states when they stand alone in running text. When needing to abbreviate a state's name, such as when using the state's name in conjunction with the name of a city, use the following abbreviations:

Ala.

Alaska

Ariz.

Ark.

Calif.

Colo.

Conn.

Del.

Fla.

Ga.

Hawaii

Idaho

Ill.

Ind.

Iowa

Kan.

Ky.

La.

Maine

Md.

Mass.

Mich.

Minn.

Miss.

Mo.

Mont.

Neb.

Nev.

N.H.
N.J.
N.M.
N.Y.
N.C.
N.D.
Ohio
Okla.
Ore.
Pa.
R.I.
S.C.
S.D.
Tenn.
Texas
Utah
Vt.
Va.
Wash.
W.Va.
Wis.
Wyo.

Note that there are eight states in the above list that should never be abbreviated in running text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

In running text, place a comma after the name of a city and another comma after the state name, unless at the end of a sentence. *She will travel to her home in Omaha, Neb., to visit her family for Thanksgiving.*

In mailing addresses, use the two-letter Postal Service abbreviations with no period: *OR, CA, FL, etc.*

CAPITALIZATION:

Bible/biblical: Capitalize *Scripture*; *Bible* and use lower case for *biblical*; see also **Deities**.

Board of Trustees: Upper case when preceded by “the” pertaining to a specific board; *The Board of Trustees*; *The Board* is also acceptable.

Buildings: Capitalize the full, proper names of buildings. *The Academic Center, Student Townhouses.*

On subsequent references, it is acceptable to use generic names, which should be lowercased. *The building. The apartments. The library.* (See a buildings list in the Corban Specific Guidelines section).

Chapel: Do not capitalize when referring to Corban’s chapel gatherings.

Degrees: Capitalize the first letter of each abbreviated part of an academic degree. Use periods and do not use spaces between the letters for most degrees; *B.A.; M.A.; M.S.* Capitalize only the official name of a degree program: *Bachelor of Arts in History, Master of Science in Business.* Use uppercase initials when the degree follows an individual’s name: *Jared Donovan, Ph.D., Jane Doe, M.A.* Use an apostrophe to abbreviate the full official name: *bachelor’s degree or master’s program.*

Deity: Capitalize *God, the Father, the Son, the Holy Spirit, Jesus Christ, the Son of God, the Redeemer, Church* (when referencing the universal Church) etc. Corban documents should use uppercase pronouns referring to deity: *He, Him, His, Thee, Thou, Whose, Thy, etc.*

Groups: Names of groups should be capitalized if preceded by the word “the” or a specific reference: *the Concert Choir performed well; the Corban Concert Choir*, otherwise not: *the groups included are concert choir, band, and orchestra.*

Titles: Capitalize titles only as a formal title before name of Corban’s administrators, but use lowercase in all other uses: *President Nord; as president of Corban*; on second reference use only the last name of the person.

The organization: When referencing Corban, use cap on “the University.” Use of “university” in referencing other schools should be entered in lower case.

ETHNICITY-BASED WORD USAGE African American or Black: The use of *Black* (with cap) is generally agreed as

acceptable. *African-American* is generally agreed as acceptable. Be sensitive to the fact that the use of *Colored* is not acceptable and is assumed to be an insult in most countries.

American Indian: *American Indian* (with caps) is the preferred descriptive rather than *Native American*. Use of *Native American* is acceptable in quotations and names of organizations. Be sensitive to the use of many terms in reference to a person or past traditions that can be considered offensive: *squaws*, *braves*, *warriors*, *powwow*, *scalpin'*, etc.

GENDER-BASED WORD USAGE

Athletes: Discrimination occurs when a male team is referred to as a men's team and a female team is referred to as a girl's team. Correct: *the men's and women's soccer teams*. Incorrect: *The men's and girl's soccer teams*.

He pronoun: It is no longer appropriate to use "he" to refer to either gender. Group words to use a plural pronoun: Correct: *Typical Corban students bring their books*. Incorrect: *The typical Corban student brings his books*.

Girls/Boys: Depending on age, it is appropriate to use boys and girls in addressing adolescents. It is, however, demeaning to choose one or the other when describing persons of a similar adult age group: *women and boys*, or *men and girls*.

Man: All humans are not men. In journalism, *man* should not be used to mean *woman*. When describing humanity broadly, the word *human* should be used: *Humans have carved out a civilization* rather than *Man has carved out a civilization*. Similarly, *humankind* is preferred over *mankind*.

Wife: the opposite of husband. *Husband and wife* should be used, not *man and wife*.

GRAMMAR

Common grammatical errors

Affect, effect: *Affect* is a verb meaning to act upon something or someone; *The criticism did not affect the manager's attitude*. *Effect* is a noun indicating occurrence, situation, or condition; *The downpour did not have any effect upon the hillside*. Less commonly, *effect* is a verb meaning "to bring about", as in *to effect change*.

Assure, ensure and insure: *Assure* is a verb meaning to give confidence to; *I can assure you we will be at the wedding*. *Ensure* is a verb meaning to guarantee; *We packed it carefully to ensure a safe arrival*. *Insure* is a verb indicating the procurement of insurance on or for; *My insurance agent agreed to insure our house*.

Bring, take: Correct: *Please take these books to the professor*. Incorrect: *Please bring these books to the professor*. (*Take* is outgoing from the speaker/listener, *bring* is incoming to the speaker/listener).

Its, it's: *Its*: a possessive pronoun: *going to its kennel*; *a child proud of its first drawings*; *its final enactment into law*. An easy test: use *its* as you would use "his" (you wouldn't write "hi's")

Also a noun: *It would not leave us alone*. **It's:** non-possessive; a contraction representing the two words "it is."

Less, fewer: *Less* refers to quantity: *less money*, *less weight*. *Fewer* should be used to refer to units that can be counted: *fewer dollars*, *fewer pounds*.

Over, more than: *Over* typically refers to *above*, *upon*, or *during*; *more than* indicates *greater in amount or degree*, or *additional or further*. Correct: *Corban offers more than 50 majors and programs of study*. Incorrect: *Corban offers over 50 majors and programs of study*.

Passive voice (overuse of it): Passive voice often makes language sound uncertain and less convincing. It is usually helpful to change passive statements to active ones. Active: *The ambassador gave the commencement address*. Passive: *The commencement address was given by the ambassador*.

Possessives: An apostrophe typically indicates possession. Singular: *Those are the queen's jewels*. Plural: *Those are the queens' jewels*. Non-possessive: *The ledger lists all of the queens that have served England*. Tip: write the word *queen* and then make it possessive *queen's*. Note: possessive pronouns (*his*, *hers*, *ours*, *its*) take no apostrophe. They are already possessive.

Regardless, irregardless: Either is ok but the preferred is *regardless*: *"Regardless of the situation it is best to proceed."*

Run-on sentences: One sentence with multiple clauses that contains too many varying thoughts;
Correct: *The dog barked repeatedly while the owner approached. Not realizing that the animal was dangerous, the man continued to approach and was attacked. He was later taken to the hospital and eventually released with minor injuries.*

Incorrect: *The dog barked repeatedly, while the owner approached, not realizing that the animal was dangerous, and was attacked and later taken to a hospital, but eventually was released with minor injuries.*

Sentence fragments: A complete sentence must be independent with a subject and a verb. Correct: *When the president arrived on campus, the day's activities began.* Incorrect: *When the president arrived on campus.*

Symbols: To print symbols and foreign language characters, go to *Start > Programs > Accessories > Character Map*. Double click on the desired symbol and when it appears in the lower box, copy and paste it into your document. For inserting directly, the keystroke sequence is also listed in the lower right.

Tense: The subject and its corresponding verb must agree. If the subject is plural, the verb should indicate plurality. Correct: *The members of the choir have never been asked.* Incorrect: *The members of the choir has never been asked.*

Pronouns and the nouns they refer to should be consistent. Correct: *The students will bring their books.* Incorrect: *The student will bring their books.*

NUMERALS

Spell out numbers *one* to *nine* but use numerals for *10* and above. *The **six** children accounted for **96** of the **300** books read.*

Exceptions:

--in graphing, series, or column references:

8 potatoes

9 squash

3 tomatoes

--when referring to age: *he is a 6-year-old; my niece is 5 today; grandma was in her 90s*

--in writing decades, do not use an apostrophe: *90s*

Academic credit: For academic credits (also called semester hours and units), always use numerals. *It is a 3-unit course.*

Beginning a sentence: Spell out a number at the beginning of a sentence.

Four-digit numbers: Always use a comma: *2,000*

Millions: It is appropriate to use numerals followed by the word million: *125 million*. In reference to money, the dollar sign should precede the numerals (as opposed to the word "dollars" written at the end): *\$40 million*

Ordinal numbers: Spell out "first" through "ninth" when they indicate sequence in time or location: *first base, or second in line.*

PUNCTUATION

Comma: In a series: Use a comma before the concluding conjunction in a complex series of phrases:

The questions remain whether the students have the knowledge to lead, whether they have the grace to listen, and whether they have the experience to instill confidence.

Use to separate elements in a series, but do not put a comma before the conjunction in a simple series;

The package included a knife, candle, matches and flare. Put a comma before the concluding conjunction of a series however, if an integral part of the series requires a conjunction: The lunch included a sandwich, chips, cookie, and peaches and cream.

Dash: Do not use hyphens as dashes (and visa versa). Em dashes (longest length) and en dashes (midlength) are appropriate. Use an **em dash** to set off phrases. *I will go—no matter what—tomorrow night.*

Do not use a space on either side of an em dash. Use an **en dash** between numbers in times for tabular entries. *Your appointment is 10–11 a.m.* Do not use a space on either side of an en dash. In journalistic entries, use *to* between times. *Your appointment is 10 to 11 a.m.*

(NOTE: Some programs/keyboards do not have direct en/em dash keys. If so, follow this path: type

Em dashes with **alt+0151** and en dashes with **alt+0150**. Be sure to hold down **alt** while typing the numerals and only use the numeral key pad on the right of your keyboard. When you release the alt key, the dashes will appear).

Hyphen: Use a hyphen for a compound adjective when it comes before the noun it modifies: *The twopronged approach worked well. Just as they had feared, the worst-case scenario came true.* Exceptions are for words easily recognized as a single concept: *lower division or upper division class, computer science field.* Compounds that are hyphenated as adjectives: *off-campus housing, part-time employment, decision-making skills* are not typically hyphenated after the nouns: *her apartment is off campus; she works less than full time; findings that assist in decision making.* Exceptions, however, may be made after forms of the verb *to be* to avoid confusion: *The car is bluish-gray. The woman is well-educated. The book was well-read.* Compound adjectives consisting of an adverb ending in “ly” are not hyphenated: *privately funded, highly regarded, biblically centered education.* Compound adjectives with numerals should not be hyphenated: *The \$20 million campaign.*

The preference at Corban is to not hyphenate these commonly used words: worldview, fundraising, online, website, vice president. Commonly used hyphenated words include: on-campus, co-worker, nonprofit. Full-time/part-time vs. full time/part time: When used as an adjective before a noun, hyphenate “full time” and “part time”; *full-time employees receive benefits that are not extended to those who do not work full time.*

Periods

Use periods with lower case in time references: (a.m. and p.m.)

Use periods in degree abbreviations: (M.Div., D.Min. etc.)

Use periods in abbreviation of the United States of America: (U.S.)

Quotation marks:

Quotation marks go inside semicolons and colons, outside commas and periods. Question marks and exclamation points go inside the quotation marks if they are part of a quotation; *Did he finally “bite the dust”?*, and outside if they are not; *Then he asked, “Do you spend much time in the library?”* Items that should be in quotation marks include: direct quotes, short poems, song titles, essays, article titles appearing within a journal, movies, plays, song works (more than one movement) and short story titles. NOTE: Beware of “smart quotes.” When documents are pasted from email, sometimes quote marks appear like “this.” (straight vertical marks commonly used for indicating inches or feet). To fix, retype the quotation marks in the draft and make them true quotation marks. Most word processing programs now convert automatically and only apply inches/feet marks after numerals.

Spacing: Do not insert a double space after a period when creating documents for publication. Document and layout software now inserts a slight increase in spacing automatically. This double spacing rule for text within a formal letter varies.

Title/academic degree: Courtesy titles such as Mr., Mrs., Miss and Ms. are used in the first reference, but not to be used in second references. Use last names in secondary/subsequent references.

Do not include “Dr.” before names of faculty or staff members. If it is necessary to identify a professor's doctoral degree, then list the degree after the name: *James Donner, Ph.D.*, or do so in sentence form. *James Donner, who holds a Doctor of Philosophy degree from Montana State University...*

Confirm an instructor's teaching level: a professor, associate professor, assistant professor, lecturer or another title.

Disabled: *disabled* is preferred over *handicapped*.

Groups: Use the full name of a group or department in first reference and cap all words except prepositions. Secondary references can omit parts of the title and not capitalize them: *The Graduate School of Education is now in session. The graduate school is open to all persons seeking licensure.*

RELIGIOUS TERMINOLOGY

Antichrist vs. anti-Christ: *Antichrist* is the proper name for the Bible's description of the individual who will challenge Christ in the End Times. *Anti-Christ* is an adjective applied to someone or something that is opposed to Christ.

Bible/biblical: Capitalize *Bible* in all writings and use lower case for *biblical*.

Deity: Capitalize *God, the Father, the Son, the Holy Spirit, Jesus Christ, the Son of God, the Redeemer, Church*, (when referencing the universal Church) *the Word* (when referencing the Bible) and *Gospel*. etc. Corban documents should use uppercase pronouns referring to deity: *He, Him, His,*

Thee, Thou, Whose, Thy, etc.

Ministers: Use *the Rev.* before a name on the first reference if the associated denomination is accustomed to that title. [NOTE: Most evangelical churches use the less liturgical/formal title of *Pastor*.]

Jesus Christ: Use “Jesus Christ” on first reference; thereafter “Jesus” or “Christ.”

For either style, use the last name only on subsequent references within an article. Examples: *the Rev. William Johnson* on first reference, *Johnson* on subsequent references. *Pastor William Johnson* on first reference, *Johnson* on subsequent references.

SPELLING

Commonly misspelled words:

Accommodate

Acknowledgment

Acreage

Acquaintance

Acquire

Aesthetic

A lot: do not create a word: *alot*

Baccalaureate

Capital, Capitol: *state capital: the city; state Capitol: the building*

Conscience

Corban: not Corbin

Council, counsel: *governing body; counsel: give advice*

Definitely

February

Fundraising

Hors d'oeuvres

Irreverent

Judgment

Liaison

License

Loose/lose: *The chain was loose. Do not lose your gloves.*

Millennium

Northwest: capitalize a *region*

Noticeable

Occasionally

Pavilion

Privilege

Receive

Rendezvous

Residence Hall (*not Resident Hall*)

Theatre, theater: Corban prefers *theatre* for its drama, but *amphitheater* for its outdoor campus venue.

Their, there, they're: Specifying persons, *Their inheritance was large*; signifying a direction, *Put the papers there*; a contraction of “they are” *They're going to the mall*.

Usage

Usually

Worldview

ZIP codes: In journalism, use upper case for *ZIP* and lower case for *code*. Use the two-character codes

on mailing pieces for all states: *OR, CA, WA*, etc. but not in journalism use as an abbreviation for a state.

Corban-Specific Guidelines/Glossary

ACCREDITATION: Corban University is accredited by the Northwest Commission on Colleges and Universities (NWCCU). As a member of the Association of Christian Schools International (ACSI), its education program is approved to culminate in an ACSI teaching certificate. Corban's education program is also approved for teacher licensure by the Teacher Standards and Practices Commission of the State of Oregon.

The U.S. Department of Education and the Council for Higher Education Accreditation (CHEA) have recognized six regional organizations (instead of one national) to manage the accreditation process.

Regional accreditation looks at the entire institution, not just individual programs.

Regional accreditation of postsecondary institutions is a voluntary, non-governmental, self-regulatory process of quality assurance and institutional improvement. It recognizes higher education institutions for performance, integrity, and quality to merit the confidence of the educational community and the public.

Accreditation or pre-accreditation by a postsecondary regional accrediting agency qualifies institutions and enrolled students for access to federal funds to support teaching, research, and student financial aid. The NWCCU is an independent, non-profit membership organization recognized by the U.S. Department of Education and the CHEA as the regional authority on educational quality and institutional effectiveness of higher education institutions in the seven-state Northwest region of Alaska, Idaho, Montana, Nevada, Oregon, Utah, and Washington. It fulfills its mission by establishing accreditation criteria and evaluation procedures by which institutions are reviewed.

The Commission oversees regional accreditation for 156 institutions. Its decision-making body consists of twenty-six commissioners who represent the public and the diversity of higher education institutions within the Northwest region.

ALUMNI: (see also REFERENCES)

Alumni are identified by the year they graduated or were scheduled to graduate, contracted by an apostrophe: *Bill Engstrom '98*. Example: *If you entered in fall 1981, attended three years and left in 1984 without graduating, you are associated with the class of 1985 because that is the 4-year graduation date of your classmates.*

The terminologies for gender and tense are:

Alum or alumnus: single form for male or when gender is unknown: *He is an alumnus of Corban*. *Alumnus* is preferred.

Alumna: female, singular: *She is an alumna of Corban*.

Alumnae: female, plural: *Those three women are alumnae of Corban*.

Alumni: plural for men or both genders together: *The people in that group are all alumni of Corban*. Incorrect: *I am an alumni of Corban*.

AMBEX:

Corban's study abroad program in Regensburg, Germany is called *AmBex*. *AmBex* stands for American Bavarian Exchange.

Link: <http://www.corban.edu/ambex>

BUILDINGS: (see also VENUES)

Agard Residence Hall

Academic Center

Adult Degree Programs Building

Alden and Joan Velde Davidson Residence Hall

Alumni House
Athletic Activities Office
Campus Care Building
C.E. Jeffers Sports Center
Farrar Residence Hall
John G. Balyo Residence Hall
Music House
Pavilion Classroom Building
President's Home
Psalm Performing Arts Center
Psalm Music Annex
Richard L. Caulkins Hall
Schimmel Hall
Student Townhouses
Travis Memorial Dining Hall

CCCU: Council for Christian Colleges & Universities. Use full name on first reference. Note the ampersand, which is part of the organization's official name. May use CCCU on subsequent references. Corban is a member of this organization, located in Washington D.C. See <http://www.CCCU.org>

CONFERENCE ROOMS:

See: VENUES

CONTACT INFORMATION:

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5000 Deer Park Drive SE
Salem, OR 97317-9392
503-581-8600 or 503-375-7005
800-845-3005
corban.edu

CORE VALUES:

Christ-honoring, Bible-centered, People-oriented, Excellence-driven, Future-directed

DENOMINATION:

Corban is an independent Christian university with a Baptist heritage.

DESCRIPTIVE STATEMENT:

Corban is an independent Christian college with over 50 majors and programs of study including professional, liberal arts and ministries. Adult degree programs and graduate studies in education, business, counseling and ministries, online and on campus, are also available. Corban is accredited by the Northwest Commission on Colleges and Universities. As a member of the Association of Christian Schools International (ACSI), our education program is approved to culminate in an ACSI teaching certificate. Corban's education program is also approved for teacher licensure by the Teacher Standards and Practices Commission of the State of Oregon.

For the 11th year running, Corban University was ranked in the Top Ten in the West for regional colleges in the "U.S. News Best Colleges." The guide ranked Corban eighth for 2013.

Our distinction is relationship—student to student and faculty to student. The members of the Corban community are here to help new students succeed. Our motto, *Dedicating Heart and Mind to God*, is a very real part of our process.

DESCRIPTIVE MESSAGING FOR MARKETING

MOTTO: *Dedicating Heart and Mind to God.*

MISSION: *To educate Christians who will make a difference in the world for Jesus Christ. (Matthew 28:19-20)*

- To foster a transformative learning culture where a sustainable biblical worldview takes shape.
- To build a vibrant Christian community that promotes worship, creative expression and activities reflecting God's character.
- To cultivate a life of stewardship and service toward God, humanity and creation.

WHAT THESE TELL US:

Corban's motto and mission point to a holistic, balanced approach to educating Christians (heart and mind, transformative, etc.). They demonstrate:

- A strong commitment to biblical integration that prepares students to engage a post-Christian culture as redemptive leaders.
- An active application of faith and biblically-rooted thinking into their professional lives.
- A distinct commitment for all students to actively engage the community through service.

WE DO THIS BY A:

- Commitment that all students complete 24 credits of Bible/Theology, laying the foundation for a solid, robust Christian worldview
- Focus on intentional, focused biblical integration in all academic areas
- Strong discipleship model that guides faculty and staff engagement with students
- Rich academic experiences that prepare students to live their faith in all walks of life
- Requirement that all students complete 150 hours of church and community service.

THE CORBAN STORY

Corban is a gospel-driven community of scholars and leaders who seek to bring a biblical perspective to all areas of study and practice. We offer deep scriptural rooting to students while training them for any of a wide variety of professions—from education to business and from counseling to political science. Why? Because as a comprehensive university we believe the best way to make a difference in the world for Jesus Christ is sending biblically- and theologically-grounded graduates into a wide variety of fields.

In fact, we think Corban plays a unique role in The Great Commission (Matthew 28:19-20). We're a training ground for disciples. We believe every academic and professional field can be transformed by the gospel, by disciples who love the Lord with all their heart, soul, strength and mind (Matthew 22:37) and who love their neighbors as themselves (Matthew 22:39).

[ABBREVIATED VERSION]

The world desperately needs educators, healthcare professionals, business and ministry leaders whose daily lives are rooted in the Word of God. That's what we do here. Everyone part of Corban—the staff, faculty, leadership, volunteers, students and donors of Corban—work together to educate Christians who will make a difference in the world for Jesus Christ (Matthew 28:19-20).

Corban is a gospel-driven community of scholars and leaders who seek to bring a biblical perspective to all areas of study and practice. We offer deep scriptural rooting to students while training them for any of a wide variety of professions—from education to business and from counseling to political science. Why? Because as a comprehensive university we believe the best way to make a difference in the world for Jesus Christ is sending biblically- and theologically-grounded graduates into a wide variety of fields.

[BRIEF VERSION]

The world desperately needs professionals in every field whose daily lives are rooted in the Word of God. That's what we do here. Everyone part of Corban—the staff, faculty, leadership, volunteers, students and donors

of Corban—work together to educate Christians who will make a difference in the world for Jesus Christ (Matthew 28:19-20).

CORBAN UNLEASHED (Four Strategic Goals)

1. **CHRISTIAN THOUGHT LEADER**
Establish Corban University as a recognized Christian Thought Leader in the Pacific Northwest.
2. **CHRIST-CENTERED EDUCATION**
Enhance and expand the teaching/learning environment where students are offered a Christ-centered education.
3. **INNOVATIVE TECHNOLOGY**
Strengthen the application and use of innovative technology throughout the entire organization.
4. **GLOBAL INTERACTION**
Expand Corban's global interaction

See complete document: <http://inside.corban.edu/unleashed>

DISCRIMINATION: (see non-discrimination statement)

EMERGENCIES:

The Corban emergency numbers are:

Corban Chief of Security from an on-campus land line: 8152 or from cell: 503-589-8152

Fire/Police/Medical from an on-campus land line: 9-911 or from cell: 911

On-campus Medical, Nurse Janie Vohland: 2181

Campus Care (daytime) from an on-campus land line: 7031 or from cell: 503-375-3385

Security (evenings/night pager) from an on-campus land line: 7777 or from cell: 503-510-3010

ENROLLMENT 2013-14: 1,160 Figure is determined annually on October 15 and remains for one year.

ETHNICITY-BASED WORD USAGE:

American Indian Mascot: Corban's *warrior* mascot was changed in 2003 to depict an ancient warrior.

Any references to an American Indian warrior should not be used, including Indian war chant music.

FONTS:

All Corban correspondence pieces and publications should use consistent fonts in their communications.

[See the *Graphic Standards Manual* on the website, under Resources/Marketing & Communications.]

HARASSMENT/DISCRIMINATION POLICY:

<http://www.corban.edu/employees/harassment.html>

HISTORICAL INFORMATION:

There are three versions included here:

- 1) Abbreviated for insertion in general marketing publications
- 2) Full version for official publications such as accreditation, catalog, etc.

ABBREVIATED VERSION:

Corban University has its roots in Phoenix, Arizona, where in 1935 it began as Phoenix Bible Institute.

After relocating to California in 1946, it became known as Western Baptist Bible College, where it operated until moving to Oregon in 1969.

In 1955 it received degree-granting status from the State of California Department of Education, and in 1959 received national accreditation as a Bible college by the American Association of Bible Colleges. In

1968 it was first regionally accredited and remains so today by the Northwest Commission on Colleges and Universities.

Over the years, the University has been transformed from a Bible college to a comprehensive university offering programs in biblical studies, the liberal arts and professional studies.

EXPANDED VERSION:

Corban University has its roots in Phoenix, Arizona, where in 1935 it began as Phoenix Bible Institute. After Dr. H.O. Van Gilder was called to assist in promoting the struggling Bible institute, he felt that his position as head of a network of Baptist churches could help in support. At that time the name was changed to Phoenix Baptist Bible Institute. In 1946, a further effort was made to connect to a larger support base, and the organization was relocated in Oakland, Calif., where it became known as Western Baptist Bible College. It operated there until 1956 when it moved to a larger campus site in El Cerrito, Calif., just 15 miles away. In 1969 it again moved, this time to Salem, Ore., its current 142-acre site.

In 1955 the University received degree-granting status from the State of California Department of Education, and in 1959 received national accreditation as a Bible college by the American Association of Bible Colleges. In 1968 it was first regionally accredited and remains so today by the Northwest Commission on Colleges and Universities. Over the years, the University has been transformed from a Bible college to a comprehensive university offering programs in biblical studies, the liberal arts, and professional studies. In 1991 adult degree programs were added, and in 2005-06, graduate programs were added.

INDONESIA:

A teacher education program is in place which partners with the teachers college of Universitas Pelita Harapan and extends accreditation to their program.

LEADERSHIP: Corban is owned by a self-perpetuating Board of Trustees, which is responsible to hire the president. The president chooses a cabinet of administrators. The hierarchy is as follows:

President

Provost/Executive Vice President

Associate Provost for Academics

Dean of Hoff School of Business

Dean of Education & Counseling

Dean of Ministries

Dean of Professional Studies

Department Chair or Program Head

Registrar

Director of Assessment

Chief Information Officer

Librarian

Bookstore Manager

Postal Services Associate

Vice President for Advancement

Director of Alumni and Parent Relations

Director of Development

Vice President for Business

Assistant Controller

Director of Human Resources

Associate Provost for Enrollment Management

Director of Financial Aid

Director of Graduate Admissions

Director of Undergraduate Admissions

Vice President for Marketing

Director of Institutional Marketing
Creative Director
Vice President for Student Life
Campus Pastor
Dean of Students
Director of Reach
Director of Counseling Services
Director of Residence Life

LETTER FORMATTING: All lines begin at the left hand margin.

Date

Four Spaces

Name and Address

Two Spaces

Salutation

Two Spaces

Body of Letter: Text is single spaced, double spaced between paragraph

Two Spaces

Closing

Four Spaces for Signature Area

Signature

Signature typed

Title typed

Margin widths can vary according to how the letter fits on the paper. Letter should look balanced to the size of the stationery. If a very short letter, perhaps font size should be increased to 14 for a nicer appearance.

[LETTER FORMATTING SAMPLE]

[Start two inches down from top of sheet to allow for masthead]

Date

[Four spaces]

Name

Address

City

State ZIP

[Two spaces]

Salutation

[Two spaces]

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[Two spaces]

Closing

[Four spaces for Hand-written signature]

Signature Typed

Title

[Two spaces]

Cc: or Encl.

FONTS

It is best that there be a consistent, unified look to all marketing and communication pieces that represent the College. Having multiple, growing number of departments makes it increasingly important that each one does their part to support the unification of a professional, quality image (see Graphic Standards Manual for Corban branding, from the Director of Communications).

In producing all printed materials, please use one of the following:

Visage Light: used for the text portion of any formal document

Visage Book: used for areas such as a subtitle

Visage Bold: used for headings and other emphasis

Frutiger Light: used for the text of casual communication pieces and athletic documents

Frutiger Roman: used for subtitles on charts or casual communication pieces.

Frutiger Bold For use on email, an additional font is to be used for optimum readability.

Calibri: used for electronic communication

Klavica: used for athletics branding/communications

LOCATION:

Salem, Oregon's capital city, has a greater population of 170,000. It is 45 miles south of Portland, one hour from the mountains and Pacific Ocean.

MAILING ADDRESS: Corban University, 5000 Deer Park Drive SE, Salem, OR 97317-9392

MAP:

The web address below brings a satellite photo of our campus. Clicking on "Bird's Eye View" gives a 3-D photo of the facilities, and the "rotate" arrow in the tool box area allows you to view the campus from any of four directions.

<http://maps.live.com/?go=SearchMaps&q=mount%20of%20olives%20jerusalem&form=SOLTLB#JnE9eXAuNTAwMCtkZWVyK3BhcmsrZHJpdmUrc2Urc2FsZWOrb3IlN2Vzc3QuMCU3ZXBNLjEmYmI9NDQuOTQ4MzkwMzg4NzlyJTdlLEyMy4wOTI3ODEONDcxNCU3ZTQOLjkONjYxNDYzMjIxMDMIN2UtMTIzLjA5NTcwMjYIMDYINw==>

MASCOT: Corban's mascot is an ancient warrior in full armor.

COLORS: Navy and Gold. For reproduction purposes use PMS123 and PMS282

MISSION: To educate Christians who will make a difference in the world for Jesus Christ. Matthew 28:19-20

--A transformative learning culture where a sustainable biblical worldview takes shape.

--A Christian community that promotes worship, creative expression, and activities that reflect God's character.

--A life of stewardship and service toward God, humanity and creation.

MOTTO:

Dedicating Heart and Mind to God

NON-DISCRIMINATION STATEMENT:

Corban University is an independent educational institution which has a core purpose to educate Christians who will make a difference in the world for Jesus Christ. A personal relationship with Jesus Christ is required for all employees and students. Within these guidelines, it is our policy to provide equal opportunity to all applicants, employees and students and not to discriminate on the basis of gender, disability, race, color, national origin or age in access to, or treatment in employment, unless it relates to job performance.

OFFICES: (NOTE: Offices directly administered by a Dean or V.P. generally have more PR visibility in external communications so we've elected to use the formalized title *Office of*. There are exceptions.

Official names for our offices are:

Office of Academics

Office of Admissions

Office of Adult Degree Programs

Office of Advancement

Office of Alumni and Parent Relations

Associated Student Body Office

Athletic Activities Office

Bookstore

Office of Financial Services

Campus Dining Office

Campus Care Office

Office of Academic Support

Common Grounds (coffee shop)

Custodial Services

Faculty Office

Office of Graduate Admissions and ADP

Information Systems Group

Postal Services

Office of Marketing & Communications

Music Office

Newspaper Office (*Hilltop News*)

Health Services Office

Office of the President

Office of Student Life

POD (Provisions On Demand - snack shop)

Education Office

Yearbook Office

Registrar's Office

Human Resources Office

PHONE MAIN SWITCHBOARD: 503-375-7005 or 503-581-8600

PHONE PREFIXES: If the 4-digit extension number begins with: 7, use 375; 33, use 316; 8, use 589; 29, use 315; Example: *503-375-7000* (do not use parenthesis on area code).

PHONE EXTENSIONS: If the extension is used alone, use in parenthesis with abbreviated word: (Ext. 2000); if the extension is used with a full phone number use x only: 503-375-7005 x2021

PROGRAM TITLES:

Accounting/Finance
Bible Educator
Bible Translation
Biblical Studies
Biology Education
Business Administration
Business Education
Communications
Creative Writing
Education
Elementary Education
English
General Music
General Psychology
Health Science
History
Humanities
Human Performance
Industrial/Organizational Psychology
Information Systems
Intercultural Studies
Interdisciplinary Studies
Journalism
Language Arts Education
Language Literacy
Management
Mathematics
Mathematics Education
Ministry
Music Education
Music Performance
Pastoral Ministry
Physical Education
Pre-law
Pre-professional Programs
Psychology
Social Science
Social Studies Education
Student and Family Ministry
Theology
Women's Ministry
Worship Arts
Youth and Family Studies
ADULT DEGREE PROGRAMS

Business Administration:
Organizational Leadership (B.S.)
Psychology: Family Studies (B.S.)
Biblical Studies
Business
Paraprofessional Educator
GRADUATE DEGREES
Master of Business Administration (MBA)
Master of Science in Education (M.Ed.)
Master of Arts in Counseling (M.A.in Counseling)
Master of Christian Leadership
Master of Divinity (M.Div.)
Doctor of Ministry (D.Min.)

PRONUNCIATION / PHONETICS GUIDE for Corban employee names:

Aguilera, Mary: Ag-u-lare-uh
Bale, Dave: Ball-ee
Balyo Residence Hall: bal-yo
Bartsch, John: barsh
Benitez: Kathy: ben-ee-tez
Bruner, Richard: broo-ner
Dyer, Sang Eun: song-un
Emitte Center: em-et
Garrard, Jennifer: jer-ard
Hiebenthal, Don and Julie: heeb-in-tall
Krug, Micah: kroog
Kruse, Carol: kroose (no z sound)
Leavitt, Don: leh-vit
Milionis, Daren: mill-ee-own-us
Ochsner, Gina: Awsh-ner
Ohta, Nathan: oh-tuh
Saemenes, Nick: say-mens
Seregow, Anita: sara-goe
Traver, Sheldon Tray: ver
Velazquez, Olga: vell-azz-kwez
Vohland, Wally and Janie: voe-lund
Zavala, Donny: zuh-vaw-luh

RADIO STATION: KWBX www.corban.edu/radio is the Corban-owned 90.3 FM frequency with programming time leased to K-Love/Air-1 radio of Roseville, California. www.air1.com
KWBX broadcasts contemporary Christian music 24/7 with twice-hourly PSA's from Corban or community non-profit organizations.

RECOGNITIONS:

For the 11th year running, Corban University was ranked in the Top Ten in the West for regional colleges in the "U.S. News Best Colleges." The guide ranked Corban sixth for 2013-14.

Corban also received national recognition by the **Best Christian Workplace Institute** ranking it as the number one Christian workplace in 2006 among similarly sized colleges.

REFERENCES:

Alum or alumnus: single form for male or when gender is unknown: *He is an alumnus of Corban.*
Alumnus is preferred.
Alumna: female, singular: *She is an alumna of Corban.*

Alumnae: female, plural: *Those three women are alumnae of Corban.*

Alumni: plural for men or both genders together. Correct: *The people in that group are all alumni of Corban.* Incorrect: *I am an alumni of Corban.*

First and Subsequent:

Corban University: The first reference in a document or story should be Corban University depending upon the familiarity the audience has with the College. Subsequent references can be Corban University or Corban. When referencing the institution, it is also appropriate to capitalize university when it stands alone: Corban is a private institution and therefore not state funded. The University depends upon gifts from friends and alumni.

Formal Documents and invitations:

The most formal form on the envelope would be:

The Honorable Fred Jensen and Mrs. Jensen

2345 Any Road

Anytown, NY 11747

The most formal salutation would be"

"Dear Judge Jensen and Mrs. Jensen"

For college and university presidents, assume a doctorate:

"Dr. Andrea Cole and Guest" (formal salutation websites all agree that "President Andrea Cole" is not the proper salutation).

Single Women: Miss, not Ms:

"Miss Nancy Mullins"

Resident Director/Resident Assistant: should be spelled out in first references but RD and RA are acceptable for second references or as a first reference in internal publications.

SEXUAL HARASSMENT POLICY: (see Employee Handbook or web: harassment/discrimination policy)

SPORTSPLEX:

Outdoor fields on the north end of campus which support baseball, softball, soccer, and track activities.

STATEMENT OF FAITH: (<http://www.corban.edu/about/faith/index.html>)

STUDENT/FACULTY RATIO: 13:1

STUDY ABROAD:

Ambex

www.corban.edu/ambex

Other study locations:

<http://www.corban.edu/studyabroad/index.html>

MEETING VENUES:

Psalm Performing Arts Center (capacity: 683 general seating/224 table seating)

C.E. Jeffers Sports Center (capacity: 1,100 stadium seats/2,000 seating incl. floor)

Emitte Center (capacity: 120 seating only/98 with tables)

Oak Grove Amphitheater (capacity: 300)

El Cerrito Room (Travis Memorial Dining Hall) (capacity: 75)

Psalm Center Mezzanine (capacity: 30)

Alumni House Conference Room (capacity: 12)

Library Conference Room (capacity 10)

WRITING—GUIDELINES FOR MARKETING:

The overarching purpose for our stories is to establish credibility for the University. This may come on multiple levels but the main two are academic credibility and spiritual formation and development.

The spiritual formation information should be clothed in a clear theme of our mission and its adjoining points:

To educate Christians who will make a difference in the world for Jesus Christ. Matthew 28:19-20

-To foster a transformative learning culture where a sustainable biblical worldview takes shape.

-To build a Christian community that promotes worship, creative expression and activities that reflect God's character.

-To cultivate a life of stewardship and service toward God, humanity and creation.

When writing about people and their "stories" or activities, the goal should be to wrap the story into a summary that accomplishes item #1. This should serve as a filtering system for sorting through the myriad of story possibilities to determine which are the strongest ones that can drive home our purpose as expressed in item #1.

WRITING—HOW TO BE INTERVIEWED:

They call it *giving* an interview, not taking one, and for good reason. If you're not eager to share your perspective, don't bother showing up.

Questions shouldn't be taken literally. The purpose of the question is to give you a chance to talk about something you care about. The audience wants to hear what you have to say, and if the question isn't right on point, answer a different one instead.

In all but the most formal media settings, it's totally appropriate to talk with the interviewer in advance, to give her some clues about what you're interested in discussing. It makes you both look good.

The interviewer is not your friend, and everything you say is on the record. If you don't want it to be in print, don't say it. If you get asked the same question from interview to interview, there's probably a good reason.

Saying, "I get asked that question all the time," and then grimacing in pain is disrespectful to the interviewer and the audience. See rule 1.

If your answers aren't interesting, exciting or engaging, that's your fault, not the interviewer's. See rule 2.

ZIP code for Corban:

97317-9392