TABLE OF CONTENTS

Introduction .........................4

Our Brand .............................5
  › Why Branding Matters
  › Shaping Our Brand

Elements of Our Brand ..............6
  › College Name
  › College Seal
  › College Logo

BC Colors ............................9
  › Primary Color Palette
  › Secondary Color Palette

Typeface for Print ....................10
  › Typefaces
  › Typography Tips

Photography Guidelines ............11
  › Image Guidelines
  › Photo Releases
  › Photo Library

Official Communications ..........12
  › Stationery
  › Powerpoint Templates
  › Email Signatures

Website Guidelines .................14
  › Website Accessibility Standards
  › Content Requirements
  › Website Tips

Editorial Standards ..................20
  › Abbreviations
  › Academic Degrees
  › Apostrophes
  › Capitalization
  › Curriculum-Related Content
  › Commas

  › Dates
  › Electronic Communications
  › Hyphenation
  › Numbers
  › Quotation Marks
  › Titles
  › States and Addresses
  › Time of Day

Social Media Guidelines ...........25
  › Posting as an Individual
  › Posting on Behalf of Bellevue College
  › Safety and Privacy Tips for Social Media Networking
  › Groups vs. Pages (Facebook only)
  › Twitter Guidelines
  › Instagram Guidelines

Media Relations ......................31
  › News Releases
  › Tips for Working with the Media

Legal Requirements .................34
  › Publications Approval Policy
  › Requirements
  › Legal Considerations

Policy Compliance ..................36
  › Communications and Publications Compliance
  › Printing Services (Procedures)
  › Technology Accessibility
  › Web Advertisements or Sponsorships (Procedures)
  › Equal Opportunity in Education and Employment

About Us ............................38
  › Institutional Advancement
  › Questions?

Need guidance or support?
Contact the Office of Institutional Advancement
(425) 564-2664
ia@bellevuecollege.edu
INTRODUCTION

Bellevue College is committed to maintaining a consistent brand. We strive for messaging that is accurate, timely, relevant, and interesting. To this end, the office of Institutional Advancement has developed a style guide to help those writing and designing on Bellevue College’s behalf to promote consistent messaging and style.

This guide applies to all internal and external communications released by Bellevue College, including, but not limited to, newsletters, reports for publication, presentations, brochures, website development, social media, and professional stationary. The standards presented here should be consistently applied in every form of communication representing the College.

We will continue to update this guide as new programs and initiatives are developed.
O U R  B R A N D

Figuratively, our brand is our promise to our students. Our brand establishes our value and distinguishes us from the myriad of other educational options available to students. The Bellevue College brand represents who we are, a student-centered, future-ready, innovative institution – and the region’s college of choice.

Literally, our brand consists of the college logo inclusive of visual appearance and messaging of our marketing and communications collateral.

Why Branding Matters
Clear and consistent branding affects how people think and feel about Bellevue College. Maintaining the BC branding standards ensures perceived institutional integrity, contributes to increasing our ability to recruit top students, faculty and staff, supports our fundraising efforts, and helps to foster relationships with our community partners.

Shaping our Brand
The BC logo is the foundation of our brand. Consistent and strategic use of the logo, along with our branding standards (our visual identity), builds strong brand equity and subsequently increases our position as a college of choice. Critical ways to shape our brand include:

❖ Use of the BC logo
   Include only the approved version(s) of the BC logo (see page 7) on everything you publish, whether for in-house use or distributed internationally. No project is “too small to matter”, no exceptions.

❖ Adherence to Brand Standards
   Integration of pre-defined fonts, colors and design templates, consistent with the branding standards, only serve to reinforce our brand.

❖ Consistent Messaging
   The vision of BC is “to be the region’s college of choice, based on its excellence, innovation, and national recognition for exemplary programs.” This message should be evident in all your communications.
ELEMENTS OF OUR BRAND

Consistent use of the college name, seal and logo is crucial to our efforts to promote Bellevue College as an identifiable and distinguished brand and must be presented in an appropriate and professional manner. Adherence to the guidelines presented in this style guide in any and all BC visual representations is required.

College Name

The official name of the institution is Bellevue College. On first reference, it should always be spelled out with no abbreviations. On second reference, after the full name of the college has been used, you may use BC.

College Seal

The college seal as shown here is reserved for formal use on official documents such as diplomas, transcripts and other materials related to graduation per WAC 132H-106-050. The seal should NOT be used on general documents such as advertisements, presentations, posters, promotional items, or as a decorative element without written permission from the office of Institutional Advancement.

College Logo

The BC logo plays a vital role in the graphic identity of the institution and should never be redrawn, modified or altered in any way. It is not appropriate to stretch, alter, adjust, rotate, change or remove any portions of the BC logo to accommodate space or for individual design preferences. See page 8 for unacceptable applications.

Graphic Components

It is the College’s policy that the official logo, icon, wordmark and department signatures described herein are the only sanctioned marks for use. The graphic components of the Bellevue College logo include: the “B” icon, “Bellevue College” wordmark, “Become Exceptional” tagline, and department signature (see next page). If not using a department signature, the logo may be used with or without the tagline when appropriate for the specific application.

Two orientations of the logo are available (vertical/stacked and horizontal). The orientation that best fits the proportions of the space available should be used.
Department Signature Logos

Department signature logos for individual departments and divisions as shown here are available by request. These are recommended for department specific collateral materials (i.e.: program sheets, brochures, etc.) that require a strong individual presence but are still identified as being part of the Bellevue College system.

Approved Identity Versions

Shown below are the approved versions of the BC logo in both positive (for use on light backgrounds) and reversed (for use on dark backgrounds). The background behind a reversed logo may be any color that does not impede its legibility.

Minimum Size and Clearspace Requirements

To ensure legibility, the logo should be printed no smaller than a 1" height for a stacked logo, or a .5" height of the B icon for a horizontal logo.

To assure the prominence and clarity, the logo must always have a minimum clearspace of 20% of the height of the vertical/stacked version and 30% of the height of the horizontal version. This applies to both light and dark backgrounds. No imagery or text should encroach upon the logo within these boundaries.
### Unacceptable Applications

Always use the logo as defined in this style guide. Below are several (but not all) applications in which the logo is **NOT** to be used.

<table>
<thead>
<tr>
<th>DON'T skew or resize the logo disproportionately (hold down shift key when sizing to maintain the proper height/width ratio).</th>
<th>DON'T use the “B” icon as the first letter of your text or create other graphics with it.</th>
</tr>
</thead>
<tbody>
<tr>
<td>DON'T use a low resolution file or cut off any part of the logo.</td>
<td>Become Exceptional</td>
</tr>
<tr>
<td>DON'T resize parts of the logo separately. The “B” icon and wordmark should always be scaled as a unit.</td>
<td>Enim iure consectetur, velit odio ipsum trud do odionsecte consed min hendrer</td>
</tr>
<tr>
<td>DON'T crowd the logo with pictures. Be sure to maintain clearspace requirements defined on page 7.</td>
<td>Ed diat nis nonum.</td>
</tr>
<tr>
<td>DON'T add decorative elements or embellishments to the logo.</td>
<td>DON'T create your own tag line. &quot;Become Exceptional&quot; is the only approved tagline of Bellevue College.</td>
</tr>
<tr>
<td>DON'T add dark drop shadows or other embellishments that impede legibility.</td>
<td>DON'T change the colors. Use only the approved colors (see page 9).</td>
</tr>
<tr>
<td>DON'T box the logo in (maintain clearspace requirements). If placing on a dark background, use the reversed version.</td>
<td>DON'T make your own department signature. Contact IA for assistance.</td>
</tr>
</tbody>
</table>

### Need Something Different?

If you have a specific need that any of the approved logo usage options shown here do not fill, please call Institutional Advancement at (425) 564-2277. We will work with you to provide a solution to your unique needs.
BC COLORS

Consistent use of color is an important component in strengthening the Bellevue College brand. Below are the approved color formulas for print and digital formats. Always reproduce the official colors using the formulas specified. Do not use the standard software translation values when converting colors to CMYK or RGB. This could introduce variations and reduce the impact of the brand.

Primary Color Palette
The BC primary color palette consists of blue and silver and should be the only colors used to reproduce the logo in full color. If printing in a single spot color, the one color (black & white) version of the logo should be used.

<table>
<thead>
<tr>
<th>BC BLUE</th>
<th>BC SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE: PMS 654</td>
<td>PANTONE: PMS 877</td>
</tr>
<tr>
<td>CMYK: 100C 67M 0Y 38K</td>
<td>CMYK: 0C 0M 0Y 40K</td>
</tr>
<tr>
<td>RGB: 0R 61G 121B</td>
<td>RGB: 167R 169G 172B</td>
</tr>
<tr>
<td>HEX #: 003D79</td>
<td>HEX #: A7A9AC</td>
</tr>
</tbody>
</table>

Secondary Color Palette
The BC secondary color palette consists of red, orange, green, gold and dark blue and should only be used when printing in full color (not spot colors). These colors can be used for subheads, backgrounds and other design elements to add consistency with the brand. Avoid using green or gold for text on a white or light colored background. The dark blue should only be used as a background color to achieve greater contrast. BC Blue should ALWAYS be used for the logo.

<table>
<thead>
<tr>
<th>RED</th>
<th>ORANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 0C 100M 79Y 20K</td>
<td>CMYK: 0C 66M 100Y 7K</td>
</tr>
<tr>
<td>RGB: 196R 18G 48B</td>
<td>RGB: 227R 111G 30B</td>
</tr>
<tr>
<td>HEX #: C4122F</td>
<td>HEX #: E36FLE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GREEN</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 23C 0M 100Y 20K</td>
<td>CMYK: 0C 20M 95Y 5K</td>
</tr>
<tr>
<td>RGB: 170R 183G 32B</td>
<td>RGB: 243R 193G 41B</td>
</tr>
<tr>
<td>HEX #: AAB720</td>
<td>HEX #: F2C01E</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DARK BLUE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK: 100C 86M 37Y 32K</td>
<td></td>
</tr>
<tr>
<td>RGB: 22R 48G 88B</td>
<td></td>
</tr>
<tr>
<td>HEX #: 162F57</td>
<td></td>
</tr>
</tbody>
</table>
TYPEFACES FOR PRINT

Typography is the art or process of printing with type and greatly affects the general character or appearance of printed matter. It is an important part of a uniform brand and significantly contributes to the look and feel of print communications. The fonts defined below should be used for official college publications when possible. If you do not have access to these fonts, Calibri and Cambria may be substituted.

Typefaces
Myriad Pro is the primary san serif font for BC and can be used for subheads or small amounts of body/paragraph text. Utopia is the primary serif font and should be used for large amounts of body/paragraph text for easier readability.

- **Myriad Pro**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

- **Utopia [Std]**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  0123456789

Typography Tips
Please consider the following when formatting text in a printed publication:

- Only use all UPPERCASE for headings or specific emphasis in paragraph text as it is difficult to read.
- Use the condensed or extended version of a typeface within a font family rather than manually condensing or stretching a font if possible.
- Script fonts should never be used in uppercase for an entire word or headline.
- Fully justified text (text that is flush on both the left and right margins) should only be used in specific circumstances such as short line lengths on a multi-column page. Space is automatically inserted between words and letters which makes it difficult to read.
- Avoid underlined text. Instead, use italic or bold for emphasis.
- Do not use double spaces between sentences. Proportional spacing is automatically added so only one space is necessary.
- “Leading” is the amount of space between two lines of text. For body copy, set your leading to two or three points higher than the type size.
PHOTOGRAPHY GUIDELINES

Images enhance the meaning of text and can help readers understand content. They should be carefully chosen to illustrate and support the College’s vision and mission. When incorporating photography or graphic images into your design:

- **Do not use copyrighted material without permission or crop an image so that the copyright notice or watermark cannot be seen.** Graphics may be allowed for instructional purposes under fair use, but not always and not for commercial use. Course materials, such as in a PowerPoint, may be allowed to contain an image but it is not allowed for external college advertising or in an educational book that will be for sale or a blog, especially one that collects money. Watermarks are there specifically so that you cannot use them without consent or payment. If you do, you personally risk paying substantial penalties.

- **Do not use images copied from the Internet unless they specifically grant “unrestricted usage” or are labeled for reuse.** Written consent is required. Stock photo services, creative commons licenses and public domain repositories of images are not subject to fair use due to the rights they carry. Stock photo services require you to pay for a license, creative commons licenses confer the right to use an image under certain circumstances, while public domain images are not subject to copyright.

- **Use only high-resolution photos in printed publications.** Image resolution is the amount of detail an image contains. Photography that is low-resolution (less than 300 dots per inch at 100% size) should not be used for print media as the poor reproduction quality will degrade our brand integrity. Low-res photos are suitable for website use only. Do not change the resolution from images that are originally 72 dpi to 300 dpi. Image details cannot be enhanced in this way. A high-res image can be adjusted to a lower dpi but image detail will be lost.

**Photo Releases**

A signed release or other written permission must be obtained from every student who is identifiable in a photo intended for publication. Oral permission is not sufficient. Any persons taking photographs for use in print or online material that feature students must first receive a signed photography waiver from said students. Students under 18 require parental approval. You can download a template photo release form from MyBC. The College must maintain records of all photo releases. Please send completed releases to the Publications Manager, for records keeping.

**Photo Library**

A library of photos is available on the BC OneDrive by permission only. Please contact Institutional Advancement for access.

**Sample Photos**
OFFICIAL COMMUNICATIONS

Stationery

Only official Bellevue College stationery should be used for business correspondence. BC stationery includes letterhead, envelopes, note pads, and business cards. Other BC branded collateral includes event tickets, room signs, name tents, mailing labels, pocket folders and more. To request custom printed stationery, submit a request via Request Center to Printing Services or call (425) 564-2974 with additional questions.

For electronic correspondence, a letterhead template in Word is available in the template library on MyBC.

When composing a letter on official letterhead, consider the following:
- body text should be black with a minimum point size of 10
- a serif font such as Cambria or Times Roman is preferable – do not use decorative, script, or handwriting fonts such as Comic Sans
- use left-justified, ragged right format – do not full-justify text

PowerPoint Templates

Effective PowerPoint slides use graphics and text to tell a story. Several BC PowerPoint templates have been developed that you may use as a tool to brand your presentation. Options can be found in the template library on MyBC.

When creating a PowerPoint presentation, consider the following:
- text-heavy slides can bore audiences and hide key messages
- studies indicates the average adult attention space for a presentation is 20 minutes so keep your presentation short and to the point
- avoid including more than six bulleted items per slide and/or exceeding the length of one line for each item
- do not overload slides with too much text or images
- keep “like” topics together and organize points from most to least important
- tell a story in a logical sequence and avoid unnecessary descriptions or detail
- use a clean font such as Cambria or Calibri and font size of about 28-34 points for body text
Email Signatures

Including an electronic signature in email correspondence is helpful in identifying who you are and how to contact you. It should be easily read in a clean font. Do not use a decorative or script font or add a background pattern or color.

For on-campus correspondence, include your name, title, division and phone number at a minimum. For off-campus, consider including the college mailing address with your room number, a hyperlink to the BC website or your department website and the BC logo.

For example:

Susan B. Smith
Program Assistant | Social Science Division
(425) 564-1212

3000 Landerholm Circle SE, Room B200
Bellevue, Washington 98007
www.bellevuecollege.edu
WEBSITE GUIDELINES

Accessibility Standards
In response to our need and ethical duty to ensure equal access to electronic and information technologies, Bellevue College has established policy 5110 to ensure that our web technologies meet the needs of our students and employees.

To comply with policy 5110 and state and federal law, all content presented on the web should meet or exceed the web standards established by the Worldwide Web Consortium (W3C), specifically the Web Content Accessibility Guidelines (WCAG) version 2.0 level AA.

The following standard highlights areas of WCAG 2.0 which may be particular help to website managers working within the Bellevue College Content Management System (BC CMS).

Images
Images are a great way to add interest to your web content, but they provide challenges for users who can not see. Using alternative (alt) text allows all users to get the information they need from your website.

Alternative (Alt) Text
Images and icons should have appropriate alternative (alt) text. It is the responsibility of website managers to add informative alt text to all images when they are added to pages:

- Alt text is used by assistive technology to describe images and graphics to users who are blind, or who can not load the image due to slow internet. Alt text should describe an image in the context of the page content. Alt text can be added through the Alt Text field within the Add Media interface within the BC CMS (See Figure 1).

- Information contained in a caption does not need to be duplicated in alt text; instead simply use the alt text to let the user know that a caption will follow the image.

- If the image is purely decorative (for example, a telephone icon above in-page text reading ‘Call Us’), mark it as decorative using the available checkbox, or place a space character within the alt text field, allowing assistive technology to skip the image entirely.

- If you are manually adding an image using HTML, make sure to add the alt tag directly to the image element, as follows:

  `<img src="cat.jpg" alt="Cat stalking mouse in an old barn" />`

An in-depth article on writing alt text is available at webaim.org/techniques/alttext/.
Video
As video often includes both visual and audio elements, take care to make sure it is accessible to users who may not be able to see or hear the content presented. Consider the following when adding video to your website:
- Video without audio should be accompanied by a descriptive text or audio transcript to allow blind and low-vision users to access the contents of the video.
- Synchronized captions should be provided for video that includes an audio element to allow access by deaf users. Captions also help users without audio on their computers, ESL students, and users with learning disabilities.
- Audio descriptions should be included with videos to allow blind users to access visual elements.
- Avoid video that flashes or strobes faster than three times per second, especially if there is a high level of red, as this can trigger seizures in some people.

Audio
A descriptive transcript should be provided for audio content to provide access for deaf users and users without access to speakers or headphones.

Text
Use HTML headings and lists to lay out your content (where appropriate). These structures make it easier for blind users to navigate your pages. Keep in mind:
- Headings can be added through the Visual Editor in the BC CMS (see Figure 2). Headings should be used in a nested fashion, starting with Heading 2 (Heading 1 is used as the page title). Your primary page headings should be Heading 2s, with subheadings to these being Heading 3s, etc.
- Text color or style (such as bold or italic) should not be used as the sole means of conveying information or distinguishing content, as assistive technology does not communicate this to blind users. For example, avoid: “Courses in red are required.”
- Instructions in text should not rely on shape, size, color, or visual location. For example, avoid: “Click the round green button to continue.”
- The purpose of each link should be distinguishable from the link text; avoid generic titles like “Click Here.”

Tables
Only use tables to present tabular data. It is recommended that you use the integrated table creation system within the BC CMS, and avoid using tables for layout or stylistic reasons. If you create custom tables, ensure they have proper headings and markup. Avoid nesting tables.
Content Requirements

Specific content requirements for each type of website have been established to assure that public information is accurate, easy to navigate, presents a clear identity (look and feel) belonging to Bellevue College, and provides clear contact information for site visitors. All website managers are expected to maintain pages that comply with the following standards.

❱ Official Websites

Official websites must use the Bellevue College template, available as part of the BC Content Management System (BC CMS). This template includes the following elements:

- College name and logo
- Link to the BC home page
- Name of the website
- Date that each page was last updated or revised

Official website must also meet these requirements:

- Home page must include contact information for the website manager, or a link to a page that includes this contact information on the home page
- All pages and files must be current and accurate
- Include the official division/department logo, or list the division/department name in simple text

Pages may NOT contain:

- Commercial sponsorships or advertisements unless approved by the Vice President of Administrative Services (see BC Policy #5450: “Web Advertisements or Sponsorships”)
- Degree requirements or course descriptions without prior approval from the Curriculum Information Management (CIM) Subcommittee or the Executive Dean of Instruction or his/her designee. Website managers wishing to provide program requirements can link to the Online Course Catalog (www.bellevuecollege.edu/classes/) or the Online Programs List (www.bellevuecollege.edu/programs/).

❱ Affiliate Organization Websites

Requirements for affiliate organization websites include:

- The home page should include a link to the Bellevue College Home Page.
- The BC logo may appear on an affiliate organization website, but is not required. The BC logo must be used appropriately (see pages 6-8).

❱ Personal Websites

Personal websites are available to employees through the Commons platform (commons.bellevuecollege.edu).

The following requirements are met by all Commons websites/templates:

- Pages should include a link to the Bellevue College homepage (included in all Commons templates).
- A content disclaimer explaining the website does not represent the views of the college.
Other requirements:

- Personal websites will not contain the BC logo or other symbols or marks of the college.
- Individuals are required to comply with relevant BC policies, state and federal law, and any relevant licensing agreements relating to intellectual property.
- Pages may not contain commercial sponsorships or advertisements unless approved by the Vice President of Administrative Services (see BC Policy #5450: “Web Advertisements or Sponsorships”).

**Student Organization Websites**

- Student Organization websites are available through the Student Web platform (studentweb.bellevuecollege.edu).
- The following requirements are met by all Student Web websites/templates:
  - Pages should include a link to the Bellevue College homepage.
  - A content disclaimer explaining the website does not represent the views of the college.
- Website must contain:
  - the name of the student club.
  - the e-mail address of the student website manager.
  - the name and BC e-mail of the club's faculty advisor.
- Individuals are required to comply with relevant BC policies, state and federal law, and any relevant licensing agreements relating to intellectual property.
- Pages may not contain commercial sponsorships or advertisements unless approved by the Vice President of Administrative Services (see BC Policy #5450: “Web Advertisements or Sponsorships”).

**Website Tips**

**Creating a New Bellevue College Website**

A website is defined as a page or group of pages related to a division, department, or other campus group. Websites are for a primarily student audience, although certain sites may also orient towards employees or the BC community.

Information Technology Services and Institutional Advancement can help you through the process of creating a new website. A good first step is to gather together draft content for your site. Once you have an idea of the information you need to present, submit a request center ticket so that the process can start.

**Publishing for All Devices**

Many of our employees and students use phones and tablets to access our website. We have designed our website to resize to fit any device, and you need to keep this in mind when designing your content.

- Remember that layouts are fluid – just because something is in a certain place on your computer doesn't mean that it will look the same on someone's phone.
- Avoid using images that have text in them; the text may be readable when the image is large, but it must also be readable on a two-inch wide phone. You can check your layouts by resizing the browser window to a narrow width.
- Do not use content that relies on proprietary technology like Adobe Flash or Microsoft Silverlight. These technologies are not available on most mobile devices.
Creating Content

Creating content for a website is very different than writing for other media. Most users scan web content instead of reading, end to end. Keep your user in mind when developing content. Think about what they want to accomplish, and how you can help them get the information they need.

- Make sure the title of the page is relevant to the information on it.
- Use the title of the page, or a shortened version of it, as the link for that page.
- Use an introductory paragraph when necessary. Otherwise, let the header be the introduction to the content on the page. Never “welcome” people to a page or section of the website.
- Provide easy-to-read and easy-to-scan content.
- Lead with your topic or idea.
- Use sentence fragments sparingly.
- Remove ambiguity – Have someone else read the information prior to posting to see if it really makes sense.
- Be clear and direct when writing copy and headlines.
- Avoid using jargon or acronyms.
- Use an active voice. For example, avoid: The tuition increase proposed by the campus was approved by the Board. Preferred: The Board approved the tuition increase the campus proposed.

Writing Guidelines

Writing for a website is not the same as writing for print. Consider the following:

- Assign one topic to each paragraph.
- Write short paragraphs, less than 50 words. One-sentence paragraphs are acceptable.
- Use headings and subheadings whenever possible to direct users and organize content.
- Be mindful that writing is a creative endeavor. There is no single right or wrong way to write.
- Keep content current. Outdated or incomplete content can damage the credibility and usefulness of the entire site.
- Each piece of content and each image should support BC’s mission, key messages and goals.

Lists and Tables

List and tables add structure but a few key rules should be applied:

- If the order does not matter, use bullets. If the order does matter, number the items.
- Try to limit lists to nine items or fewer. If your list ends up with more than three tiers, consider rewriting it.
- Always capitalize the first letter of bulleted items. If the bulleted item is a complete sentence, capitalize the first letter and add a period. In a bulleted list, the bullet is the punctuation. No other punctuation is needed to separate items.
Avoid using tables as a design element; this type of design is incompatible with mobile devices and assistive technology.

If you use tables, include your most important labels/information in the first column, as people tend to scan the left side of tables first.

**Design and Formatting**

Elements that are important to the design of a user-friendly website include:

- Avoid centered text; it can be hard to read. Website content should be flush left for constancy.
- Avoid overuse of boldface and italics. Italicized words can be difficult for visually-impaired users to read. Limit use to citing books, articles or journals.
- Never type in all capital letters.
- Enthusiasm is great! However, please do not use more than one exclamation point on a page.
- Don't emphasize too much. Too many headers, bullets and paragraphs can make a page unorganized and confusing. Emphasize content sparingly.

**Links**

A hyperlink is a word, group of words or an image that a user can click on to get more information – whether it is another web page, a PDF or other document.

- Avoid using “Click here,” as hyperlink text. For example, avoid: Click here for meeting materials. Preferred: August 8, Board of Trustees meeting materials
- Links should be five to seven words. If you have more than five links together, group them.
- Avoid saying “Use the links above.” Grouping them is more helpful for the user.
- Consider placing links in a way a visitor would use them. For example: “Where can I find [topic]?” or “I want to [topic].”
- Avoid displaying URLs directly – instead use an informative text link.

**File Formats for Documents and Images**

File format and the name of the file are two important components to consider when placing documents on the web. All files should be in PDF, Word or txt formats, with PDF being preferred.

- Only use Word documents if the user is expected to edit the document in some way; save as a PDF if the user is only expected to view the document.
- Files should also be named relevant to the information they provide. Avoid using special characters (/, &, #, etc.) or spaces. Instead of spaces, use an underscore. For example, avoid: 2378549.rtf. Preferred: 08-15-2012_bog_meeting.pdf
- Consistency of website images is also important in enhancing website quality. Web images should be 72 or 96 dpi (dots per inch) resolution. Using photos that are too small or too large can cause undesirable design and technical issues that result in a web page not looking its best.
- Images for use in slideshows should be at least 1200 x 500 pixels at 72 dpi.
EDITORIAL STANDARDS

Editorial style refers to a set of guidelines that editors use to help make words as consistent and effective as possible. Bellevue College uses the Associated Press Stylebook as the official editorial guide for all publications. This guide is widely used by academic, public relations and news media authorities in determining grammar, punctuation and capitalization. Unless otherwise noted, default to the rules and regulations of the Associated Press Stylebook and the American Heritage Dictionary.

Abbreviations

1. The first mention of any organization, agency or group should be spelled out. If the organization is not well known, indicate the abbreviation (with periods) or acronym (without periods) in parentheses immediately following the first reference and refer to the organization by its abbreviation thereafter.

- Examples: There is no need to spell out the name of the federal agency known as the CIA because it is well known. A Bellevue College department is not well known off campus, so use Disability Resource Center (DRC), with no periods because it is also an acronym, and use DRC throughout the remainder of the document.

- Use abbreviations for Dr., Gov., Lt. Gov., Mr., Mrs., the Rev., Sen., and certain military designations when used before a full name. (You may abbreviate company, corporation, incorporated and limited when used after the name of a corporate entity.) Use Mr. and Mrs. in direct quotation only: “Mr. Smith said he would arrive at 8 p.m.”

Academic Degrees

1. If mentioning an academic degree is necessary to establish an individual’s credentials, the preferred form is to avoid an abbreviation and use the full degree title:

- John Jones earned a bachelor’s degree in history from the University of North Carolina at Pembroke.

2. Abbreviate degrees when they appear after a full name on second reference, or when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.

- When used after a name, the academic abbreviation is set off by commas: John Jones, M.D., has practiced

- Do not use a courtesy title (Mr., Mrs., Dr., etc.) with an academic degree and then follow the name with the degree abbreviation: John Smith, Ph.D., not Dr. John Smith, Ph.D.

- Except for Ph.D. and similar compound abbreviations, all degree abbreviations should be written without periods:
  - Bachelor of Science (BS)
  - Master of Science (MS)
  - Master of Arts (MA), Doctor of Philosophy (Ph.D.)
  - Bachelor of Fine Arts (BFA)
  - Bachelor of Arts in Interdisciplinary Studies (BAIS)
  - Associate in Science (AS).

- The terms, “bachelor’s degree” and “master’s degree,” require apostrophes.
Apostrophes

- Form the possessive singular of nouns by adding “’s”: Jeff’s pencil. One exception to this rule is singular proper nouns ending in “s” for which only the apostrophe can be used: Dickens’ computer.
  - Plural possessives are formed by adding “’s” unless the word has a special plural construction that does not end in “s:
    - Students’ rights
    - Women’s studies
  - Plurals of words should not contain apostrophes.
    - Keep up with the Joneses
    - Thousands of items, not thousand’s

Capitalization

Bellevue College style follows the basic rules of the American Heritage Dictionary for capitalization.

- Academic departments, administrative offices and facilities are capitalized when the complete office and official designation is used. They are lowercase on second reference:
  - first reference: Division of Student Affairs; second reference: the division
  - first reference: Department of Sociology; second reference: sociology department
- Lowercase fields of study except when a proper noun is part of the name.
  - biology
  - English
- Lowercase academic degrees:
  - bachelor’s, master’s, doctorate
- Capitalize the following:
  - When the complete title is used, lowercase on second reference:
    - Agencies
    - Boards and Committees
    - Programs
    - Course titles
    - Named awards
  - Official names of organizations and major historical events.
  - All words except articles (the, a, an), conjunctions (and, or, for, nor) and prepositions (of, in, on) in the titles of books, plays, lectures, etc.
- Lowercase the following:
  - the words “division,” “school,” “department,” “office,” “committee,” “board,” “college,” etc., on second and subsequent abbreviated reference.
  - names of seasons (summer, fall, winter, spring), except at the beginning of a sentence or as part of a title.
  - software and company names as they have been trademarked: eBay not Ebay, PowerPoint not powerpoint.
Curriculum-Related Content

Descriptions or lists of required classes or any other aspect of curriculum, whether in print or on the website must conform in all details to the information presented in the current version of the BC catalog, available at www.bellevuecollege.edu/about/publications/catalog. This means titles must be exactly as named when created, with no abbreviations, truncated or dropped words. For example, do not use Intro instead of Introduction unless that is the name filed with the state and listed in our catalog. The department abbreviation in the title must be in caps and, if appropriate, the common course identifier (&) must be included, as in ACCT& 201. If naming the course in a publication, it must include the department abbreviation and course number in addition to the title; example, ACCT& 201 Principles of Accounting I. For special topics courses, you may put a colon (:) at the end of the official title and add a better explanation of the special topic.

Commas

Comma usage in sequence is one example of how the college’s editorial style for its publications, following Associated Press Style, differs from MLA style used by faculty and students for essays or APA (American Psychiatric Association), the standard for most scientific writing.

- Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series:
  - The flag is red, white and blue.
  - He would nominate Tony, Mary or Carol.
- Put a comma before the concluding conjunction in a series when there is more than one conjunction in that series:
  - We invited professors from the biology, English, and philosophy departments.

Do not use semicolons in place of commas. Instead, semicolons are primarily used to connect two closely related sentences without an “and.”

Dates

Spell out the name of a month when it stands alone or with the year only. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

- Put a comma before and after the year when used with month and date, but do not use a comma when a time period is expressed with month and year:
  - The celebration will be held in March.
  - The events of December 2015 are posted online.
  - The celebration on Dec. 31, 2015, will be exciting.
  - Use 2015-16, not 2015-2016 with an en dash.
- In most promotional flyers or posters, do not include the year when an event is coming up within the current year:
  - Opening night is Sept. 5 not Opening night is Sept 5, 2015.
  - In decades identified with their centuries, use figures and omit the possessive apostrophes.
  - 1950s
  - The ’80s
Electronic Communications

When using a URL or email address in a sentence:
- drop the “http://”
- break before or after the discrete units that begin the URL
- do not break with a hyphen
- if a sentence ends with the URL, add a period to the end
- do not hyphenate the word “email”

Commonly used computer and Internet terms, acronyms and software programs include: Bluetooth, download, e-book, email, e-reader, Facebook, Foursquare, Google, Googled, hashtag, IM, Instagram, iPad, LinkedIn, metadata, online, Pinterest, RSS, smartphone, social media, tablet computer, text message, trending, Tumblr, Twitter, Vine, voice mail, VoIP, WAP, webcam, webcast, webmaster, website, Web, webpage, web feed, widget, wiki, Wikipedia, YouTube

Hyphenation

Use a hyphen to connect two or more words used as a modifier:
- He works full time.
- He has a full-time job.
- She is teaching an off-campus course.
- She teaches off campus.

Suspend hyphens in a series: Do you want first-, business-, or economy-class tickets?

Numbers

Spell out:
- numbers zero through nine; use numerals for 10 and higher. Use either all numerals or all words when several numbers appear together in a passage.
- numbers when they begin a sentence, or rewrite the sentence to avoid having to spell out a large or hyphenated number, a monetary figure or a percentage.
- fractional amounts that are less than one in text copy; using hyphens between the words: two-thirds, three-sixteenths

Ages, large numbers and monetary figures should be noted with Arabic numerals:
- 22 years old, a 40-year-old man (note the hyphens)
- 10 billion
- $5, $22.50, 10 percent (spell out percent)

Convert to decimals whenever practical: 4-3/16 should be 4.188.

Following AP style, percentages in BC style are always in numerals and percent is always spelled out:
- The football coach told The Watchdog reporter, “Our team is giving 110 percent!”
- Well-nourished children experience a 200 percent growth rate in one year.

As in APA (American Psychiatric Association) style, the symbol % is used in scientific, technical and statistical copy. In documents where percentages are heavily used, it may be used for faster reading and to save space, particularly if it is a lengthy document.
Quotation Marks with Other Punctuation

- Place a comma or period inside the quotation marks. The semicolon and colon are placed outside the quotation marks.
- Place question marks or exclamation points inside or outside quotation marks, depending on the quote.
  - Did the president say, “The committee will meet this afternoon”?
  - The president asked, “Will the committee meet in Conference Room B?”

Titles

- Capitalize a title when it appears before a person’s name. Lowercase a title following a person’s name, or when it stands without a name.
- Avoid courtesy titles, such as Mr., Mrs., Miss, or Ms.
- Titles (and, in most cases, first names) should be dropped on second reference and thereafter. Exceptions are familiar and frequently used occupational titles, such as coach or chancellor.
- Use quotation marks to designate titles of short stories, short poems, or articles, individual chapters in books; individual songs; conference presentations or papers; and radio and television shows.
- Italicize titles of books, films, long poems, magazines, plays, record albums, large musical works, newspapers and continuing radio/TV series.

States and Addresses

- Do not use Postal ZIP code abbreviations when abbreviating a state name in text copy. Use the abbreviations accepted by the Associated Press:
  - Calif., Minn., Wis., S.D. (instead of CA, MN, WS, SD)
- Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated.
- Use Postal Service state abbreviations with no periods in addresses. Place items in the following order:
  - Name
  - Office, Agency or Center, if applicable
  - Department
  - Institution
  - Street or Building, Room or Suite
  - City, state, zip code

  Example:
  John Jones
  Arts & Humanities Division
  Bellevue College
  3000 Landerholm Circle SE
  Bellevue, WA 98007-6484

Time of Day

- Use lowercase noon and midnight, not 12 a.m. or 12 p.m. Use 5 a.m., not 5:00 a.m.
- Do not capitalize a.m. or p.m. Use periods after each letter.
- Do not use a.m. at the end of a sentence.
- Use a comma after a.m. or p.m. when used in a sequence with day, date and location: The show will start at 5 p.m., on Friday, Dec. 7, in Chapel Hill.
- For a span of time, either 5-7 p.m. or 5 to 7 p.m. is acceptable.
SOCIAL MEDIA GUIDELINES

The rapid growth of social media technologies combined with their ease of use and pervasiveness make them attractive channels of communication. However, these tools also hold the possibility of a host of unintended consequences. To help you identify and avoid potential issues, we have compiled these guidelines. They are examples of best practices from various institutions and are intended to help you understand, from a wide range of perspectives, the implications of participating in social media.

BC maintains profiles on the following platforms:

Policy

Participation may be part of an employee’s job. BC may ask that employees maintain work-related, supervisor-approved social media accounts or blogs, which can be managed and updated during work hours. Employees must be transparent in their activities, using their real names rather than writing anonymously or under pseudonyms, and must disclose or explain their roles at the college.

Official groups or pages must be supervisor-approved. Groups and fan pages on social media sites are easy to create and promote, sometimes making it difficult for users to identify “official” pages. However, these pages require input and maintenance to be effective. If an employee feels there’s a need and value to generating an official group or page for BC, the employee must gain approval from his or her area’s dean or vice president before allocating time or resources to this endeavor. The employee is expected to maintain a professional attitude when representing BC. The employee must maintain records of account/site usernames and passwords to facilitate transition of account management to another employee when necessary.

Public records and records retention: Social media prepared, owned, used, or retained by BC may be subject to the Public Records Act. (RCW 42.56.)

Things to Consider When Beginning to Use Social Media

Applications that allow you to interact with others online (e.g., Facebook, Instagram, Twitter) require you to carefully consider the implications of friending, linking, following, or accepting such a request from another person. For example, there is the potential for misinterpretation of the relationship or the potential of sharing protected information. Relationships such as faculty-student, supervisor-subordinate, and staff-student merit close consideration of the implications and the nature of the social interaction. The following are some guidelines to follow in these cases.

Guidelines When Posting As An Individual

Bellevue College uses social media to supplement traditional press and marketing efforts. Employees are encouraged to share college news and events that are a matter of public record with their family and friends. Linking straight to the information source is an effective way to help promote the mission of Bellevue College and build community.

When you are using social media for personal purposes and might be perceived as an agent/expert of Bellevue College, you need to make sure it is clear to the audience that you are not representing the position of the college or Bellevue College policy. While the guidelines below apply to those instances where there is the poten-
tial for confusion about your role as a Bellevue College agent/expert versus personal opinion, they are good to keep in mind for all social media interactions. When posting to a social media site, you should:

▷ **Do No Harm**

Let your Internet social networking do no harm to Bellevue College or to yourself, whether you’re navigating those networks on the job or off.

▷ **Does It Pass the Publicity Test?**

If the content of your message would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site. Ask yourself, would I want to see this published in the newspaper or posted on a billboard tomorrow or 10 years from now?

▷ **Be Aware of Liability**

You are personally responsible for the content you publish on blogs, wikis, or any other form of user-generated content. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts). Increasingly, employers are conducting web searches on job candidates before extending offers. Be mindful that what you publish will be public for a long time—be sure that what you post today will not come back to haunt you.

▷ **Maintain Transparency**

The line between professional and personal business is sometimes blurred: Be thoughtful about your posting’s content and potential audiences. Be honest about your identity. In personal posts, you may identify yourself as a BC faculty or staff member. However, please be clear that you are sharing your views as an individual, not as a representative of Bellevue College. If you identify yourself as a member of the BC community, ensure your profile and related content are consistent with how you wish to present yourself to colleagues.

▷ **Be a Valued Member**

If you join a social network, make sure you are contributing valuable insights. Don’t hijack the discussion and redirect by posting self-/organizational-promoting information. Self-promoting behavior is viewed negatively and can lead to you being banned from websites or groups.

▷ **Think Before You Post**

There’s no such thing as a “private” social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it’s wise to delay posting until you are calm and clear-headed. Only post pictures that you would be comfortable sharing with the general public (current and future peers, employers, etc.).

▷ **Take the High Ground**

If you identify your affiliation with Bellevue College in your comments, readers may associate you with the college, even with the disclaimer that your views are your own. Remember that you’re most likely to build a high-quality following if you discuss ideas and situations civilly. Don’t pick fights online.
**Respect Your Audience**

Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in BC's community. You should also show proper consideration for others' privacy and for topics that may be considered sensitive, such as politics and religion. You are more likely to achieve your goals if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

**Correct Mistakes**

If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

**Monitor Comments**

Most people who maintain social media sites welcome comments—it builds credibility and community. However, you may be able to set your site so that you can review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

**Protect Your Identity**

While you should be honest about yourself, don't provide personal information that scam artists or identity thieves could use. Don't list your home address or telephone number. It is a good idea to create a separate email address that is used only with social media sites.

A common practice among individuals who write about the industry in which they work is to include a disclaimer on their site, usually on their “About Me” page. If you discuss higher education on your own social media site, we suggest you include a sentence similar to this: “The views expressed on this [blog, website] are mine alone and do not necessarily reflect the views of Bellevue College.” This is particularly important if you could be perceived to be in a leadership role at BC.

**Don’t Use the BC Logo or Make Endorsements.**

Do not use any Bellevue College marks or images on your personal online sites. Do not use BC’s name to promote or endorse any product, cause, or political party or candidate.

**Guidelines When Posting on Behalf of Bellevue College**

Online collaboration tools provide low-cost communication methods that foster open exchanges and learning. While social media tools are changing the way we work and how we connect with the public and other higher education institutions, Bellevue College policies and practices for sharing information remain the same. In addition to the individual guidelines discussed above, please follow these official guidelines when you create or post to a social media site on behalf of BC:

**Process for Creating a Bellevue College Social Media Presence**

To ensure that your social media efforts adhere to the design and policy standards of Bellevue College and that your efforts are not tied specifically to a BC community member's personal account, all official accounts must be created with the assistance of the office of Institutional Advancement.
Maintain Bellevue College Confidentiality
Do not post confidential or proprietary information about Bellevue College, its students, its alumni, or your fellow employees. Use good ethical judgment and follow the College’s policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA).

Maintain Privacy
Do not discuss a situation involving named or pictured BC members on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.

Be Thoughtful
Before composing a message that might act as the “voice” or position of the college or a school/department, please discuss the content with your supervisor or the dean/chair of the school/department or his or her delegate. If you ever have any question about whether a message you are crafting is appropriate to post in your role as a BC employee, talk with your supervisor before you post.

Respect College Time and Property
It’s appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should participate in personal social media conversations on your own time.

Be Responsible
What you write is ultimately your responsibility. Participation in social computing on behalf of BC is not a right but an opportunity, so please treat it seriously and with respect. Keep in mind that if you are posting with a college username, other users do not know you personally. They view what you post as coming from the college. What you say directly reflects on the college. Discuss with your supervisor the circumstances in which you are empowered to respond directly to users and when you may need approval.

Be Accurate
Make sure that you have all the facts before you post. It’s better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible—that’s how you build community.

Administration & Frequency
Assign an administrator who regularly monitors postings and content. Multiple site administrators are recommended, or at least two so that there’s a back-up. For student organizations, overlap outgoing and incoming administrators to make sure the transition is smooth.

Create a content calendar with pre-planned content for slow periods. Aim for standard times for postings and updates.
**Departed Admins**

When page editors and administrators, especially students, have left the college and no longer require access to social media accounts, you must update/adjust your page roles immediately.

**Stagnant Accounts**

Institutional Advancement reserves the right to disable or temporarily unpublish Bellevue College social media accounts that are dormant (no posts, no activity) for more than SIX months, as such stagnancy reflects poorly on the college.

**Proper Branding**

Abide by the College Identity Standards. For social media profile avatars, Institutional Advancement will provide a template upon request of a new page.

For titles of Facebook pages, we recommend using “Bellevue College” for the first two words, as appropriate, for consistency and best results in searches, for example:

- Bellevue College XXXX Department
- Bellevue College Class of XXXX
- Bellevue College Chess Club
- Bellevue College Men's Basketball

Use of the official college logo on Facebook is not recommended, since there is only one slot for a homepage photo, and it would cause confusion for multiple groups to use the same logo.

**Safety and Privacy Tips for Social Media Networking**

The Internet is open to a worldwide audience. When using social media channels, ask yourself:

- **Did I set my privacy setting to help control who can look at my profile, personal information, and photos?** You can limit access somewhat but not completely, and you have no control over what someone else may share.

- **How much information do I want strangers to know about me?** If I give them my cell phone number, address, email, class schedule, a list of possessions (such as my CD collection), how might they use it? With whom will they share it? Not everyone will respect your personal or physical space.

- **What if I change my mind about what I post?** For instance, what if I want to remove something I posted as a joke or to make a point? Have I read the social networking site's privacy and caching statements? Removing material from network caches can be difficult. Posted material can remain accessible on the Internet until you've completed the prescribed process for removing information from the caching technology of one or multiple (potentially unknown) search engines.

- **Have I asked permission to post someone else's image or information?** Am I infringing on their privacy? Could I be hurting someone? Could I be subject to libel suits? Am I violating network use policy or HIPAA privacy rules?
Groups vs. Pages (Facebook only)

Pages, rather than groups, are the preferred method of creating a Facebook presence. Pages have more flexibility, are easier to brand, and allow a greater number of features, including showing up on Facebook homepage news feeds. Pages were specifically designed for organizations, and should be used as such to represent BC.

Twitter Guidelines

Twitter should include a bio, daily or nearly so updates, active links, and an appropriate image. Tweets should point back to other content.

Instagram Guidelines

▷ Keep It Real

Instagram is all about authenticity and telling the world what you are, as a person or as an organization, one photo at a time. So before posting, ask yourself whether your photo comes off as authentic or commercialized. If it doesn't feel 100 percent real, don't post it.

▷ Go Behind The Scenes

Too often there is a large divide between the people and processes behind what we do in higher ed. Students in particular want to be a part of the experience. Keep students engaged by giving bits and pieces of the backstory (but not too much; you want them to always want more). Make sure you cover everyone and everything, big and small; Think “Humans of New York” meets “National Geographic” meets “How It’s Made.”

▷ Be Relevant

Follow and participate in Instagram’s pop-culture social trends like “Throwback Thursday” (#TBT). Participating in such cultural movements doesn't only show your audience that you’re relevant and with it but also allows you to tell different stories than your day-to-day content stream.

▷ Be Intentional

It’s better to put some thought into one great picture or video than it is to put an hour into a ton of uninspiring pictures just for the sake of getting something online. Quality is better than quantity in this case.
MEDIA RELATIONS

Bellevue College is dedicated to building and strengthening relationships with the news media to responsibly promote the College and its accomplishments and inform the public about policy, positions and general news. Institutional Advancement is responsible for coordinating and overseeing all media relations efforts on behalf of the College.

Inquiries requesting information or comment regarding College policy or position should be directed to Institutional Advancement. Please feel free to contact Institutional Advancement with questions or for guidance.

News Releases

All news releases are distributed through Institutional Advancement. If you have questions about how to best make information available to the public, please contact Evan Epstein.

Tips for Working with the News Media

Please be sure to contact Evan Epstein when media reaches out to you so she can be aware of any upcoming media coverage and serve as support for both you and the media throughout the interview process.

Preparing for an Interview

- Understand that reporters are usually working on a deadline. Call back right away. When a reporter calls you, always find out what kind of deadline he or she is facing.
- Ask for the reporter's name and the media organization for which he or she is reporting. If the person or news outlet is unfamiliar to you, you may want to vet them with your media relations staff.
- When a reporter calls requesting an interview, you have a right to ask the subject of the interview and some sample questions. If you need time to collect your thoughts and the reporter's deadline allows, offer to call back later at a specific time – and follow through.
- Don't let yourself be ambushed by the media. If a reporter shows up in your office or calls at a time when you are unprepared, reschedule the interview for a time when you feel comfortable.
- Think of two to three main points you would like to make about your subject. Gather facts, figures and anecdotes to support your points. Anticipate questions the reporter might ask and have responses ready.
- Have printed materials to support your information whenever possible in order to help the reporter minimize errors. If time allows, offer to email the reporter printed information in advance of the interview.
- Be aware that reporters’ schedules are determined by the “breaking” news of the day. Do not be offended if an interview gets canceled or rescheduled because a more urgent story arises.
During the Interview

- If you are being interviewed by phone, the reporter is required to tell you when you are being recorded. If you're not certain, you should ask.
- Begin at a basic level. Avoid academic or technical jargon; explain special terms if you must use them.
- Be brief! We live in the age of the sound bite. Television and radio stories may use only a 10-30 second cut. The shorter your comments, the less likely they are to be edited. Even print reporters are looking for short, snappy quotes.
- There are five C's to success:
  - Speak with conviction in a conversational manner while retaining your composure.
  - Be confident. Remember that you are the expert.
  - Be colorful – tell stories and anecdotes that illustrate your point. Give examples.
- Stick to your main points and do not allow yourself to get drawn too far off on tangents. Most people make the mistake of talking too much. Repeat your points if necessary to get back on track.
- Speak in complete thoughts. The reporter's question may be edited out and your response should stand on its own.
- Don't overestimate a reporter's knowledge of your subject. When a reporter bases a question on information you believe is incorrect, do not hesitate to set the record straight. Offer background information where necessary.
- If you do not understand a question, ask for clarification rather than talking around it. If you do not have the answer, say so. Tell the reporter where to find the information, if possible.
- Never say, “No comment.” Instead, if you cannot or do not choose to answer, explain briefly. For example, “It is our policy not to discuss lawsuits currently in litigation” or “I can't answer that because I haven't seen the research paper you are referring to.”
- Avoid saying things “off the record.” Reporters may or may not honor this, and it annoys them. If you don't want to hear it on the evening news, you had better not say it.
- Be honest. Don't try to conceal negative information; rather, let your interviewer know what you are doing to solve a problem.

Tips for Broadcast Media

- For television interviews, plan to wear solid-color clothing. Stripes, plaids or other designs can cause problems with color TV pictures. Avoid large, jangling or reflective jewelry. Also avoid wearing white and other pale colors as they tend to wash out the wearer's face on TV.
- Look in a mirror, if possible, just before going on camera. The reporter may not tell you that your collar is folded over or your hair is out of place.
- Choose a location where you can screen out extraneous noises. Hold your calls and turn off your computer, if possible. Avoid rooms with loud background hums from air conditioning or heating units.
- Find out in advance whether the interview is edited or “live.” If you agree to a live interview, be sure you are comfortable thinking on your feet and responding off the cuff.
In edited interviews, do not answer questions too quickly; pause briefly before answering. This helps the reporter get a "clean" sound bite and also has the added benefit of allowing you time to think out your answer.

In edited interviews, it's O.K. to stop and start over again if you don't like the way you worded your answer.

In a TV interview, look at the reporter and not the camera.

Stay stationary in front of radio or TV microphones and avoid sitting in a chair that rocks or spins. Wandering around or rocking in your chair can cause the recorded volume to rise and fall.

Be aware of and avoid nervous habits such as pen tapping that can interfere with the interview.

**After the Interview**

Tell the reporter how you wish to be identified. Otherwise you may be dismayed to find yourself as “historian Janet Wilson” with no mention of Bellevue College.

In most instances you will not have the opportunity to check over the reporter's story before it appears. However, you can ask questions at the end of an interview to test for comprehension. For example, you might inquire, “What do you think is the main story angle here?”

Be sure to ask when a story will appear. The reporter may not have an answer, but if s/he does s/he'll be happy to tell you. Also be sure to ask for a copy of the story – a PDF or link to a printed article and a link to video or a hard copy of television pieces.

If you feel after reflecting on an interview that you misspoke or gave incorrect information, call the reporter as soon as possible and let them know. Similarly, you can call with additional information if you forgot to make an important point.

Give positive feedback to reporters, if merited, after a story appears. Like the rest of us, they usually hear only complaints and rarely get a call or note to say they've done a good job. This reflects well on not only you, but on Bellevue College on the whole.

If an error appears, let the reporter know right away. Sometimes a correction can be printed or aired. You also will want to prevent the incorrect information from being used as background for future stories.

If you are unhappy with a story, share your concerns with the reporter first. Contacting his or her editor is a last resort.
LEGAL REQUIREMENTS

Publications Approval Policy Requirements

The following must be on every document that represents the college (such as brochures and flyers) that promotes the college or a college event, recruits students or faculty, and/or will be used off campus. (See policy #6650 on page 37.)

The Bellevue College Logo

See pages 6-8 for usage guidelines.

Bellevue College Main Campus Address

Bellevue College
3000 Landerholm Circle SE
Bellevue WA 98007-6484

Use the college mailing address (NOT the North Campus address or that of any other college location). If you are inviting people to Main Campus (in an event announcement, for example), provide this geographic reference: 3000 Landerholm Circle SE, Bellevue, at the intersection of SE 28th St. and 148th Ave. SE.

Contact Information

Minimum requirement: BC website address: [www.bellevuecollege.edu](http://www.bellevuecollege.edu)

If room, also include: contact name and title, phone number and/or email address, department web address, and publication date (6pt type)

Equal Opportunity Statement

The minimum equal opportunity statement is acceptable in most instances:

“Bellevue College does not discriminate on the basis of race or ethnicity; creed; color; national origin; sex; marital status; sexual orientation; age; religion; genetic information; the presence of any sensory, mental, or physical disability; or veteran status in educational programs and activities which it operates... Please see policy 4150 at [www.bellevuecollege.edu/policies/](http://www.bellevuecollege.edu/policies/).”

Medium and full length versions are required on some documents. For more information, go to: [www.bellevuecollege.edu/equal/](http://www.bellevuecollege.edu/equal/)

Legal Considerations

Educational institutions do not escape from lawsuits, common in our litigious society, since resolution for perceived injustices are commonly pursued through the legal system. As a result, we have to be on the defensive and carefully consider how our communications are received by the reader. In every topic below there has been litigation against a college. Awareness of potential legal problems is the first step, so please read carefully.
Advertising

Be cautious about anything that might be interpreted as advertising for another organization. State funds should not be used to promote any private interests. The use of another organization’s logo could in some cases be considered advertising by the post office. Check with the Publications Manager to be sure. The presence of advertising content can drastically raise postage rates.

Always, Never, All, Every, None

Be careful with any word expressing an absolute – it only takes one instance to prove it false. Good alternatives: Usually, typically, generally, almost never, rarely, most, nearly all, often, on average.

Certification, Licensing

Never state or imply that taking a class, earning a degree or certificate or completing any BC process will enable a student to pass a certification or licensing exam. (If you do and the student then fails the exam, he or she could bring suit.) Wrong: This class prepares students to take the XYZ exam. Graduates of this class will be ready for the XYZ exam. Right: This class helps prepare students to pass the XYZ exam. This class is intended to prepare students to take the XYZ exam.

Employment, Jobs

Never state or imply that taking a class, earning a degree or certificate or completing any BC process will get a student a job. Instead, provide recent employment statistics for graduates, or quote specific students or employers (but be sure you have their written permission). Wrong: “leads to employment as...” Graduates of this program find work as... Students learn the skills needed to... Right: “intended for people considering work in field of...” “helps ready graduates to compete for jobs in...” Covers the skills needed to... Even better: 95 percent of our 2006 graduates found jobs in... “Thanks, BC! I got three job offers within a month of graduation!” Suzy Student, 2006.”

Non-promissory Language

Do not write content that uses promissory language (containing or conveying a promise or assurance) such as:

Promissory: “You’ll be qualified for a career in ______ after taking this class.”
Not Promissory: “This class is designed to help prepare you for a career in ______.”

Promissory: “This class gives you skills that will make you immediately employable.”
Not Promissory: “This class gives you the opportunity to obtain skills that may help make you employable.”

State of the Art

Never use. Technology changes so rapidly that nothing is state-of-the-art by the time it reaches the classroom. (One nearby community college was sued, successfully, for promising and not delivering in this regard.) Alternatives: Equipment of the type often found in the field... Systems and equipment typically used in... Modern equipment...

Transfer

Never claim or imply that a specific course will transfer to the UW or anywhere else, unless you know for an absolute fact that it is true. The receiving institution, not BC, decides what BC credits they will accept.
POLICY COMPLIANCE

Bellevue College policies and procedures provide an institutional perspective on many important issues for college management and governance as set forth by President's Staff and the college board of trustees. The policies cited below speak directly to communications, printing, technology accessibility and accreditation requirements mandates as they relate to the contents of this guide and all BC employees are required to comply.

‣ Policy 6650: Communications and Publications Compliance

Original Date: 5/22/1996 * Last Revision Effective: 10/15/2015
Policy Contact: Vice President, Institutional Advancement

“Bellevue College is committed to honesty, accuracy, currency, consistency and professionalism in its public communications. Overall responsibility for assuring that this commitment is realized lies with the Institutional Advancement office. In carrying out this charge, Institutional Advancement leads and coordinates all of the college's public communications activities – providing final approval of all official college publications, advertisements and speeches, and managing all public pronouncements including interactions with news media...”

For full policy, please visit: www.bellevuecollege.edu/policies/id-6650/

‣ Policy 6750P: Printing Services (Procedures)

Original Date: 11/1/1995 * Last Revision Effective: 10/19/2015
Policy Contact: Vice President, Institutional Advancement

“Bellevue College's Printing Services is a full-service facility offering assistance in graphic design, printing and duplicating for the college community. Departments needing these services must request them through the printing services department following these procedures. If the services needed are not available in printing services or cannot be performed satisfactorily within the timeframe the originating department specifies, printing services will then use outside vendors to provide the services...”

For full policy, please visit: www.bellevuecollege.edu/policies/id-6750p/

‣ Policy 5110: Technology Accessibility

Original Date: 6/12/2013 * Last Revision Effective: 4/28/2015
Policy Contact: Vice President, Information Technology Services

“Bellevue College is committed to providing accessible technology services. In an effort to meet this commitment, all technology services are required to meet minimum requirements set forth by standards outlined by Section 508 standards of the Rehabilitation Act.”

For full policy, please visit: www.bellevuecollege.edu/policies/id-5110/
**Policy 5450: Web Advertisements or Sponsorships**

*Original Date: 3/22/2005 * Last Revision Effective: 5/13/2015  
*Policy Contact: Vice President, Administrative Services*

“The official Bellevue College website provides prospective students, enrolled students, alumni, Bellevue College employees, and members of the community with college information and services. Bellevue College may solicit a limited number of commercial sponsors or advertisers for the college's website to provide enhanced services for students.

The college reserves the right to limit the number and placement of ads or sponsorships on the Bellevue College website and will only accept advertising or sponsorship that proposes a commercial transaction. The college will refuse any advertisement or sponsorship that is political or religious in nature; that contains sexual content; and/or that pertains to alcohol, tobacco or illegal drugs. The reasons for these specified exclusions are that the college has an interest in: 1) obtaining fair market value for advertisement on its website; 2) maintaining its neutrality on controversial subjects; 3) presenting an environment where advertisers or sponsors may be assured that their products or services are presented in an appropriate environment; and 4) support the mission and strategic plans of Bellevue College.”

For full policy, please visit: [www.bellevuecollege.edu/policies/id-5450/](http://www.bellevuecollege.edu/policies/id-5450/)

**Policy 5450P: Web Advertisements or Sponsorships (Procedures)**

*Original Date: 3/22/2005 * Last Revision Effective: 5/13/2015  
*Policy Contact: Vice President, Administrative Services*

“The following procedures are established to meet the requirements for implementing policy #5450 – Web Advertisements or Sponsorships.

All requests must be submitted to the vice president of administrative services, who will manage commercial transactions that involve the Bellevue College website and who will be responsible for presenting them to president's staff for approval, developing and applying uniform fees, contracting with the vendor, and resolving any concerns or complaints.”

For full policy, please visit: [www.bellevuecollege.edu/policies/id-5450p/](http://www.bellevuecollege.edu/policies/id-5450p/)

**Policy 4150: Equal Opportunity in Education and Employment**

*Original Date: 11/8/1988 * Last Revision Effective: 4/7/2015  
*Policy Contact: Vice President, Human Resources*

“Bellevue College does not discriminate on the basis of race or ethnicity; creed; color; national origin; sex; marital status; sexual orientation; age; religion; genetic information; the presence of any sensory, mental, or physical disability; or veteran status in educational programs and activities which it operates. Bellevue College is prohibited from discriminating in such a manner by college policy and by state and federal law. All college personnel and persons, vendors, and organizations with whom the college does business are required to comply with applicable federal and state statutes and regulations designed to promote affirmative action and equal opportunity.”

For full policy, please visit: [www.bellevuecollege.edu/policies/id-4150/](http://www.bellevuecollege.edu/policies/id-4150/)
ABOUT US

Institutional Advancement

Institutional Advancement (IA) is your in-house marketing and public relations agency. IA is comprised of two departments as follows:

Marketing and Communications
- Branding
- Marketing
- Communications
- Public Relations
- Graphic Design
- Media & External Relations
- Publications
- Print Media
- Social Media
- Web Content

BC Foundation
- Fund Development
- Scholarship & Program Administration
- Alumni Relations
- Development Events
- Planned Giving

Questions?

Questions regarding anything contained in this style guide should be directed to the Institutional Advancement team. Our team of experienced and award-winning writing, design and public relations professionals are here to support your marketing and communications efforts.

To ensure that all of these related services and initiatives are consistently administered across the college, requests for these services should be directed to the following:

<table>
<thead>
<tr>
<th>Service</th>
<th>Contact</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding &amp; Marketing</td>
<td>TBD</td>
<td>2810</td>
</tr>
<tr>
<td>Development Events</td>
<td>Taryn Echert</td>
<td>2945</td>
</tr>
<tr>
<td>Fund Development</td>
<td>Mareth Flores</td>
<td>2457</td>
</tr>
<tr>
<td>Graphic Design &amp; Print Media</td>
<td>Robyn Bell-Bangerter</td>
<td>2277</td>
</tr>
<tr>
<td>Planned Giving &amp; Alumni Relations</td>
<td>Rebecca Chawgo</td>
<td>3061</td>
</tr>
<tr>
<td>Public Relations, Media &amp; External Relations, &amp; Social Media</td>
<td>Evan Epstein</td>
<td>2486</td>
</tr>
<tr>
<td>Publications &amp; Communications</td>
<td>Sharon Berg</td>
<td>2283</td>
</tr>
<tr>
<td>Scholarship &amp; Program Administration</td>
<td>Lauren Hardin</td>
<td>5074</td>
</tr>
<tr>
<td>Web Content</td>
<td>Jim Hoehn</td>
<td>5077</td>
</tr>
</tbody>
</table>

For all other questions, please contact Laura Gettleman (ext. 2664).