

# Comm Toolkit

MAY 2022

---

**LIFE**  
University



Communication from  
Life University  
must be **strategic.**

**We believe that**  
living systems are  
self-aware,  
self-developing,  
self-maintaining and  
self-healing.



**The Life U Marketing Department's Communications Toolkit is a living document exploring the expression of Life U's brand, mission and values in an organized and consistent written form. It provides the official communications resource for the Life U community to reference so that we all speak the same "Life U language."**

**COMMUNICATIONS OVERVIEW**

Internal Communications ..... 2  
Submission Guidelines ..... 3  
External Communications ..... 4  
Communications Campaigns ..... 5  
Speaking with the Media ..... 6

**WRITING GUIDE OVERVIEW**

Editorial Guide ..... 7  
Style Guide ..... 16  
    University-Specific ..... 16  
    Business Letter Writing ..... 22  
    Common Grammar & Style Issues ..... 24

# Internal Communications

**The Marketing Department is responsible for publishing internal communications to the Life University (Life U) community.**

To ensure that Internal Communications are both effective and efficient vehicles to share important and/or critical information with the Life U community, the University must be strategic regarding both the content and frequency of this method of communication.

This internal communications outreach can take the form of a:

## **Daily Life U Wire**

Priority information targeted to a specific audience (students, faculty, staff) that is sent immediately or scheduled for an appropriate date determined by the Marketing Department. This type of communication is primarily for urgent and/or high-priority announcements, and the decision about the use of this type of communication is solely at the discretion of the Marketing Department. Submissions must be sent to [lifenews@life.edu](mailto:lifenews@life.edu).

## **Life U News & Events/FacStaff News & Events**

Online “articles” that appear on the [living.life.edu](http://living.life.edu) website (a one-stop-shop for all news, events, press releases and more for the University) and are highlighted in a weekly email to the two audiences. Any announcement or official Life University event can be communicated through this vehicle. Submissions must be sent to [lifenews@life.edu](mailto:lifenews@life.edu).

## **PowerPoint Slide in Socrates Café**

Four screens in the café show rotating slides for announcements and official Life University events. PowerPoint slides must be created by you and submitted to [lifenews@life.edu](mailto:lifenews@life.edu) for approval.

## **PowerPoint Slide in CCE/CGUS/LRC/Harris Center buildings**

The screens in each of these buildings show rotating slides only for a limited number of specific announcements and events. The Marketing Department has sole discretion for which announcements and events can be displayed on these monitors, the parameters of which have been dictated by the Executive Office.

## **Facebook and Additional Social Media Channels**

All announcements and official Life University events are entitled to one Facebook or additional social media channel posting on an official Life University social account. Multiple listings are at the sole discretion of the Marketing Department. Submissions must be sent to [lifenews@life.edu](mailto:lifenews@life.edu).

## **Life University Calendar**

The various departments are responsible for posting the events that they run; however, if you do not have access to calendar submission, those items can be sent to [lifenews@life.edu](mailto:lifenews@life.edu).

# Submission Guidelines

When requesting any of these options, please take note of the following guidelines:

- Submissions for student events must be accompanied by approval of Student Affairs prior to posting in any medium.
- Submissions for Life U News & Events / FacStaff News & Events must be received by 5:00 p.m. on Friday in order to guarantee posting in the following Monday's edition. Exceptions can be made at the discretion of the Marketing Department.
- Every accommodation will be made to posting a social media announcement on your requested day. However, certain other announcements and the quantity of scheduled posts on a certain day may take priority and necessitate posting on an alternate date. If a potential conflict arises, the Marketing Department will contact you and discuss an alternate date.

# External Communications

**External communications bring Life U beyond our campus** and into local, regional, national and global conversations. It is vital that we are intentional in our dialogue with external constituents so that we showcase the optimal state of the Life U brand.

Life U faculty, staff and students can request a press release for an event, news story, award won, research presentation given, conference attended, etc. to be distributed to the appropriate media contacts the Life U Marketing Department has access to in its database by emailing [lifenews@life.edu](mailto:lifenews@life.edu). These media contacts can include, but are not limited to, local and national newspaper contacts; local television newsroom contacts; national chiropractic website and magazine contacts; local community organizations (e.g., Cobb Chamber, Cobb Marketers Group, etc.); and other influential media outlets on both the local and national level. Media contacts that the requestee has access to can be sent in the request, but the requestee must supply permission from that contact to be included in the University's press release contact database.

Final press release distribution is at the sole discretion of the Life University Marketing Department.



# Communications Campaigns

## **Faces of LIFE**

Faces of LIFE is a story campaign that showcases members of the dynamic Life U community, including faculty/staff, students, alumni and health science professionals. These profiles are often highlighted in our LIFE News & Events and FacStaff News & Events newsletters, as well as our various social media channels. Interested in being featured or nominating a candidate? Email [Marketing@life.edu](mailto:Marketing@life.edu).

## **My 1st Quarter**

My 1st Quarter is a campaign featuring students who are currently within or who recently finished their 1st quarter of studies at Life U. All university students (undergraduates, graduates and D.C.) are encouraged to share their experiences in order to help those in future incoming classes get a real-life glimpse of what they can expect as they start a new chapter of their educational journeys at Life U. If you are interested in being featured or nominating a candidate, email [Marketing@life.edu](mailto:Marketing@life.edu).

## **Slice of LIFE (Blog)**

Slice of LIFE is the official blog of Life University that aims to share the energy of our campus and capture its stories. It is active three days every week: Monday, Wednesday and Friday. We encourage our Life U family and anyone looking to check out a new blog to stop by and get insights into all aspects of Life University – from academics and campus life, to student profiles and healthy lifestyle tips.

Follow all of our posts easily by connecting to our social media hub and watch for chances to share your own experiences and photos with Slice of LIFE. Who knows, someday maybe we will feature you, your academic work, your club, your team or maybe even your pets!

# Speaking with the Media

**There's no denying that the media has a huge impact on the thought lives of the general public.** Therefore, strategic guidelines must be adhered to when Life U is being approached by, or chooses to approach, the media so that the information that they gain access to is indeed the most accurate information available.

## **Guidelines for Speaking with the Media**

While the following guidelines are to be observed while you are speaking to the media, please first make sure (from your department head) that you are authorized to speak on behalf of the University. It is vital that the message we convey is on-target and on-brand, and we must make certain we are using the proper language.

If a member of the press contacts you and you have not been authorized by the University to speak on its behalf, it is always best to respond in this way: "I have no comment [on the matter], but I can refer you to our University spokesperson who should be able to provide you with more information," and refer the matter to the Communications & Marketing Manager within Life U's Marketing Department, or your supervisor. Otherwise, to aid in handling inquiries from the press, please refer to the approved language listed in our Editorial and Style Guide section of this document below and make sure that you do not stray from it.

It is also very important to keep the Life University "big picture" in mind and point out to the media that we are much more than only a "chiropractic school," (i.e., there are varied degree programs that are also offered).

# Editorial Guide

## **Our Language**

It is important that every member of the Life U community speaks the same 'language.' From simple things such as the names of buildings or programs, to complex ideas such as the description of an event or initiative, the words and language we use must be uniform in order to keep our brand and messages consistent.

In the age of texts, social media and email, it is easy to utilize slang, shorthand and improper grammar; however, as an institution of higher learning, the language we use is a reflection on the University. Therefore, no matter what the medium, proper spelling, grammar and usage must be part of our routine. The Marketing Department is happy to review your language/message and provide edits and feedback in order to adhere to this edict.

## **University Short Description/Elevator Speech**

Life University (Life U) offers a variety of revolutionary undergraduate and graduate programs rooted in innovation and purpose, along with the world's most extensive and philosophically sound Doctor of Chiropractic program. Life U is breaking boundaries in multiple disciplines across the health and wellness spectrum by impacting and inspiring future leaders to become life-changing revolutionaries.

## **University Long Description/Lunch Speech**

Life University (Life U) offers a variety of revolutionary undergraduate and graduate programs rooted in innovation and purpose, along with the world's most extensive and philosophically sound Doctor of Chiropractic program. Life U is breaking boundaries in multiple disciplines across the health and wellness spectrum by impacting and inspiring future leaders to become life-changing revolutionaries.

While Life U is most known for its Doctor of Chiropractic program (the largest single-campus College of Chiropractic in the world), the University also offers 14 undergraduate degrees and a pre-Doctor of Chiropractic pathway. Three graduate degrees are available, encompassing areas of sport health science, clinical nutrition and positive psychology. Some nationally-recognized degree programs are also offered to distance learners through the College of Online Education.

Life U's 110-acre campus in Marietta, Georgia, just northwest of Atlanta, is home to more than 2,800 undergraduate, graduate and professional students who come from all 50 United States and more than 45 countries.

The University strives to empower its students to succeed both professionally and personally. At Life U, we innovate our approach to higher education, while also remaining true to our philosophical commitment to produce informed leaders who exemplify humanistic values in their professions. To achieve this goal, Life U recognizes and demonstrates its dedication through three official Life University Values: Lasting Purpose, Vitalism and Integrity.

**Degrees**

While Life University is most known for its Doctor of Chiropractic program (the largest single-campus chiropractic program in the world), we also offer 14 undergraduate degrees and a pre-Doctor of Chiropractic pathway. Three graduate degrees are available, encompassing areas of sport health science, clinical nutrition and positive psychology. Some degree programs are also offered to distance learners through the College of Online Education.

**Mission**

The mission of Life University is to empower each student with the education, skills and values to maximize the perfection within, based upon a vitalistic philosophy. Life University is committed to a global vision and excellence in teaching, learning and research, providing an exceptional student experience leading to a life of Integrity and Lasting Purpose.

**Mission of Life U's Three Colleges****College of Chiropractic Mission**

The Mission of the College of Chiropractic is to educate, mentor and graduate contemporary and compassionate Doctors of Chiropractic, based on a model of Vertebral Subluxation. The College establishes an environment demonstrating the expression of University core values; to embody Vitalism, nurture the standard to live an exceptional life of Integrity and be of service to the world.

**College of Graduate and Undergraduate Studies Mission**

The Mission of the Life University College of Graduate and Undergraduate Studies is to empower students to achieve successful careers and meaningful lives, based on a vitalistic philosophy that promotes optimum performance and transformational leadership, to produce a positive impact in a dynamic world.

**College of Online Education Mission**

The Mission of Life University's College of Online Education is to provide a high-quality global online educational experience, based on a vitalistic philosophy, that maximizes each student's innate potential to pursue their goals and assume roles in leadership and the workplace through the application of integrity and principles of Lasting Purpose.

**Vision**

A world centered on vitalistic thinking and action.

**Credo**

- We believe that living systems are self-aware, self-developing, self-maintaining and self-healing.
- We understand that living systems function best when operating free of interference.
- We recognize that interference results in the diminished expression and quality of life.
- Therefore, Life University's programs are designed to educate students to identify and correct interference, allowing living systems to improve the expression of their innate potential.

**Values**

- Lasting Purpose – To live an inner-directed life, to give, to do, to love, to serve, out of your own abundance.
- Vitalism – Our recognition that the Universe itself is self-conscious, and as such, creates itself as a dynamic system wherein living organisms are self-developing, self-maintaining and self-healing.
- Vitalistic Ethos – We acknowledge that the phenomenon of life is fundamentally original, adaptable and unpredictable. It is original in that life creates its own meaning; adaptable in that it expresses itself through overcoming entropy; and unpredictable as it transforms itself and evolves.
- Integrity – A state of completeness or wholeness; adherence to a set of values, implying wholeness of body, mind and spirit, and in our relationships with people and the planet.

**Life U's Promise**

With its vitalistic vision, clearly defined performance proficiencies and measurable criteria for success, a Life University education will produce leaders who exemplify humanistic values and, in a world where change is constant, provide innovative approaches to direct that change to elevate society and evolve its healthcare system.

**Tagline**

Life University – Leading the Vital Health Revolution

Official Life University Website - [life.edu](http://life.edu)

Remember to also remind people that they can go to [life.edu](http://life.edu) to learn more about the University.

**Standard Boilerplate**

Life University is regionally accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award baccalaureate, master's and Doctor of Chiropractic degrees, and also has programmatic accreditation through the Council on Chiropractic Education (CCE) and the Accreditation Council for Education in Nutrition and Dietetics (ACEND). The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy. Life University is committed to a global vision and excellence in teaching, learning and research, providing an exceptional student experience leading to a life of Integrity and Lasting Purpose.

**Accreditation Language**

Life University is accredited by the following agencies: Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), Council on Chiropractic Education (CCE) and the Accreditation Council for Education in Nutrition and Dietetics (ACEND).

**SACSCOC**

Life University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, masters, and Doctor of Chiropractic degrees. Questions about the accreditation of Life University may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org))

**CCE**

The Doctor of Chiropractic degree program at Life University's College of Chiropractic is awarded programmatic accreditation by the Council on Chiropractic Education.

10105 E Via Linda Ste 103 PMB 3642

Scottsdale, AZ 85258

480.443.8877

[www.cce-usa.org](http://www.cce-usa.org)

**ACEND**

Life University's Nutrition and Dietetics Education Program is accredited by the Accreditation Council for Education in Nutrition and Dietetics of the Academy of Nutrition and Dietetics, 120 South Riverside Plaza, Suite 2190, Chicago, IL 60606-6995, (312) 899-0040 ext. 5400. <http://www.eatrightpro.org/ACEND>.

Life University's Dietetic Internship Program is accredited by the Accreditation Council for Education in Nutrition and Dietetics of the Academy of Nutrition and Dietetics, 120 South Riverside Plaza, Suite 2190, Chicago, IL 60606-6995, (312) 899-0040 ext. 5400. <http://www.eatrightpro.org/ACEND>.

*Effective January 1, 2024, the Commission on Dietetic Registration (CDR) will require a minimum of a master's degree to be eligible to take the credentialing exam to become a registered dietitian nutritionist (RDN). In order to be approved for registration examination eligibility with a bachelor's degree, an individual must meet all eligibility requirements and be submitted into CDR's Registration Eligibility Processing System (REPS) before 12:00 midnight Central Time, December 31, 2023. For more information about this requirement visit CDR's website: <https://www.cdrnet.org/graduatedegree>. In addition, CDR requires that individuals complete coursework and supervised practice in program(s) accredited by the Accreditation Council for Education in Nutrition and Dietetics (ACEND). Graduates who successfully complete the ACEND-accredited Dietetic Program in Dietetics (DPD) program at Life University are eligible to apply to an ACEND-accredited supervised practice program.*

### **Additional Inquiries**

All other inquiries about the institution, such as admission requirements, financial aid, educational programs or other operational topics should be addressed directly to the University, and not the accrediting agency.

### **History of Life University**

The idea for Life University was conceived among a group of prominent chiropractors led by Dr. Sid Williams during several retreats in Ormond Beach, Florida. The discussion centered on the need for a principled and vitalistic-based chiropractic college in the Southeast.

In 1975, Life Chiropractic College opened its doors using half of what was, at the time, the Georgia Unemployment Office. Twenty-two students attended the first classes in January 1975. Since that "Day-One class," the school has grown both in enrollment and physical space, acquiring land and buildings and constructing new facilities. Currently, Life University occupies 110 acres of property on the northwest corner of the intersection of Cobb Parkway (US 41) and South Cobb Drive (US 253) in Marietta, Georgia.

By 1990, under the leadership of the founder/president Dr. Sid Williams, Life College had grown to become the largest chiropractic college in the world. In 1996, Life College expanded its degree offerings to include an undergraduate school and became Life University.

In June 2002, Life University's accreditation was questioned by the Council on Chiropractic Education (CCE) and the Southern Association of Colleges and Schools (SACS). Accreditation by the CCE was

temporarily suspended before being restored by a Federal Court injunction. Life University was put on temporary probation by SACS, but returned to normal status soon after the accrediting restoration by CCE. During this time, Dr. Sid Williams resigned as President of Life University.

Michael Schmidt, D.C. was installed as interim President in July 2002. Dr. Schmidt diverted resources from many of the programs and initiatives secondary to academics, such as the athletic program, in order to keep the University solvent. Other cost-cutting measures included workforce reductions, and the sale of off-campus administrative and industrial buildings owned by the University. During the relative uncertainty of this period in LIFE's history, enrollment dropped significantly.

In January 2003, Benjamin DeSpain, Ph.D. was named President. Prior to his arrival, Dr. DeSpain had developed a reputation in his previous positions in higher education for turning the most challenging situations into opportunities for growth. It was during his tenure that the University's programmatic accreditation was restored retroactively by the Federal Court.

In March 2004, Guy F. Riekeman, D.C., was installed as President of Life University, a role in which he served for more than 13 years through May 2017 when he was appointed University Chancellor. Dr. Riekeman, former Chancellor of Palmer Chiropractic University, played a key role in restoring Life University's credibility as an institution of higher learning while serving as president. Within months of his appointment, he raised millions of dollars for capital expenditures and operating costs. Dr. Riekeman also led the University through reaffirmation of accreditation by SACS and CCE. Enrollment began growing again in 2004 and has been increasing consistently ever since. By 2008, Life University once again housed the largest single campus chiropractic college in the world, a distinction it holds to this day.

While under the direction of Dr. Riekeman, Life University underwent transformational innovation that set a standard of world-class excellence in the physical campus, curriculum design, academic programs and national policy. Dr. Riekeman established "Life U" as a premier university with an international reputation for service and as a thought leader in the healthcare industry.

Changes included new construction built to Gold-level LEED standards, the "greening" of the campus and modernization of existing buildings. Life University also established chiropractic clinics in places such as China and Costa Rica, while also establishing chiropractic education across the globe through international governing bodies and universities. It has developed the first master's degree program in positive psychology with an emphasis on secular ethics and more, while also affecting National Testing Protocols.

Additionally, Life U is known throughout North America for its sports programs, especially its top-ranked rugby program. The University continues to influence policymakers via its forums and summits organized through the Octagon, a global think tank serving to advance dialogue on health care and in the community at-large related to the University's Eight Core Proficiencies.



In May 2017, Rob Scott, D.C., Ph.D., was named the fifth President of Life University. Dr. Scott came to Life U in 2005 as the Dean of the College of Chiropractic before moving to Vice Provost and executive leadership roles in Academic Affairs. He has also worked as the Dean of Chiropractic at Northwestern Health Sciences University and as the Vice President for Academic Affairs at Logan College of Chiropractic. Most recently before his appointment to President, Dr. Scott served as University Provost from October 2015 to May 2017. Dr. Scott brings more than two decades of experience in Academia, Chiropractic and health care to his role as president. His ability to lead and manage Life U's educational programs and steer its vision forward will continue to make it a university that continues to change the world and create thought leaders in a variety of healthcare disciplines.

### **Acronyms**

At Life University, we love acronyms and initialisms. As part of conversations and internal messaging, it is fine to use them, but for official communications, the official name should be used first, with a notation of its acronym/initialism for future use in the same document. For example:

“Life University sees more than 60,000 patients annually in the Center for Health and Optimum Performance (C-HOP). C-HOP is an on-campus, outpatient clinic that is open to the public.”

### **Buildings**

- Life Village Retreat (LVR)
- Center for Health and Optimum Performance (C-HOP)
- Center for Graduate and Undergraduate Studies (CGUS)
- Guy F. Riekeman, D.C. Center for Chiropractic Education (RCCE)
- Center for Athletics and Sport Health Science (SHS)
- Learning Resource Center (LRC)
- NeuroLIFE Institute (NLI)
- Lyceum Dining Hall (LDH)

**Departments/Areas/Initiatives/Values**

- Center for Compassion, Integrity and Secular Ethics (CCISE)
- Compassionate Integrity Training (CIT)
- College of Graduate and Undergraduate Studies (CGUS)
- College of Chiropractic (COC)
- Doctor of Chiropractic Program (DCP)
- College of Online Education (COE)
- Center for Excellence in Teaching and Learning (CETL)
- Office of Institutional Effectiveness, Planning and Research (OIEPR)
- Diagnostic Imaging and Alignment (DIA)
- Family Educational Rights & Privacy Act (FERPA)
- Health Insurance Portability and Accountability Act (HIPPA)
- National Board of Chiropractic Examiners (NBCE)
- Preparation, Analysis and Record Keeping (PAR Center)
- Progressive Advisement for Student Success (PASS)
- Practice, Excellence, Art & Knowledge (PEAK)
- Lasting Purpose / Serving Lasting Purpose (LP / SLP)
- Satisfactory Academic Process (SAP)
- Academic Center for Educational Success (ACES)
- Peer Assisted Learning (PALS)
- Office of Diversity, Equity & Inclusion (ODEI)

**Accrediting Agencies**

- Accreditation Council Education in Nutrition and Dietetics (ACEND)
- Council on Chiropractic Education (CCE)
- Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)

**Publications**

- Daily Life U Wire (DLW)
- Life U News & Events (LN&E)
- Faculty/Staff News & Events (FSN&E)
- Today's Conversations on Leadership (TCL)
- Your Extraordinary LIFE (YEL)

**Degrees****Associate Degrees**

- Computer Information Management (A.S.)
- Health & Wellness (A.S.)
- Positive Human Development & Social Change (A.A.) – Only offered in conjunction with the Chillon Project at Arrendale State Prison

**Bachelor's Degrees**

- Biology (B.S.)
- Biopsychology (B.S.)
- Business Administration (B.B.A.)
- Computer Information Management (B.S.)
- Culinary Nutrition (B.S.)
- Dietetics (B.S.)

- Exercise Science (B.S.)
- Health Coaching (B.S.)
- Human Ecology (B.S.)
- Interdisciplinary Studies (B.S.)
- Nutrition (B.S.)
- Psychology (B.S.)

**Master's Degrees**

- Clinical Nutrition (M.S.)
- Positive Psychology (M.S.) – 2 Concentrations
- Sport Health Science (M.S.) – 6 Tracks

**Professional Degree**

- Doctor of Chiropractic (D.C.)

# Style Guide

The Life University Marketing Department, in accordance with the Executive Office, has established a university-wide standard for all forms of internal and external communications. The Life University Style Guide addresses common grammatical and stylistic issues as well as University-specific usage. It is intended to enable all faculty and staff to communicate in a professional, consistent manner within the institution and especially when communicating with external constituents and media outlets.

Life University uses the Associated Press (AP) style; however, there are certain cases where Life U's style trumps conventional AP style. Within this document, you will see some of those cases.

If you have a question regarding Life University style that is not addressed in this guide, please contact [lifenews@life.edu](mailto:lifenews@life.edu).

## Life University-Specific

### University Name

Always capitalize both words:

“Life University.”

When you want to shorten the University name, use the full name first followed by the shortened version in parentheses:

“Life University (Life U).”

Then use “Life U” (NOT “Life” or “LIFE”) from that point onward:

Welcome to Life University (Life U). We hope you will enjoy your visit to Life U's campus.

This style also applies to any University acronyms:

- Center for Health and Optimum Performance (C-HOP)
- Center for Excellence in Teaching and Learning (CETL) Sport Health Science (SHS)

Capitalize “University” when using the phrase “the University” in reference to Life U:

One of the major goals of the University is to adopt an official style guide.

### Email

Life University email addresses are written as shown:

[@life.edu](#) for faculty and staff

[@student.life.edu](#) for students

### URLs

Common URLs used by Life University are formatted and capitalized as follows:

life.edu—main website homepage

LIFEforce.life.edu—LIFEforce website

Alumni.life.edu—Life University Alumni & Friends website

Living.life.edu—Life University’s one-stop-shop for University news, events, press releases, blog and communications campaigns

### Life U News & Events & Daily Life U Wires

Use these two formats only (NOT E-Life or E-News);

Life U News & Events (LN&E) is sent weekly to students every Monday morning of the quarter.

Daily Life U Wires (DLW) are distributed as needed.

### Subsidiaries

Capitalize the names of major subdivisions of the University:

Life University’s College of Chiropractic

The Board of Trustees for Life University

### Internal Elements

Use lowercase for internal elements of the University:

the basketball team at Life University

the president of Life University

UNLESS used as part of an official title:

Life University President Dr. Rob Scott

Life University Head Men’s Wrestling Coach Omi Acosta

### Degrees

The following are correct uses of the degrees we confirm:

Associate of Science = Associate degree (NOT Associate’s)

Bachelor of Science = B.S. = Bachelor’s degree

Bachelor of Business Administration = B.B.A. = Bachelor’s degree

Master of Science = M.S. = Master’s degree

Doctor of Chiropractic = D.C. (Use these two forms ONLY and capitalize “Doctor of Chiropractic” in all cases)

Use “of” program or degree format when referring to the specific Life University program:

Life U’s Master of Science in Clinical Nutrition is our newest degree offering.

Use possessive degree format as appropriate:

He earned his Master’s degree in Clinical Nutrition from Life University.

\*Remember: One is a “Master of” but earns one’s “Master’s in”\*

### Capitalizing Titles

If a title is an official title attached to a name, capitalize the title, otherwise use lowercase:

President Dr. Rob Scott addressed the graduates.

Dr. Rob Scott, president of Life University, addressed the graduates.

### Redundant titles

Do not duplicate titles; use either “Dr.” before the name, or academic degree abbreviation(s) following the name, NOT both:

Dr. Rob Scott (correct)

Rob Scott, D.C. (correct)

Dr. Rob Scott, D.C. (incorrect)

### D.C. vs DC

Punctuate “D.C.” if using as an academic title following a name:

David Koch, D.C.

Do NOT use punctuation if using “DC” as a noun:

A group of DCs attended the convention in Florida.

### DCs vs. DC’s

When pluralizing “DCs,” do not use an apostrophe. “DC’s” refers to the possessive only:

Two DCs spoke at the conference. One DC’s specialty was pediatric chiropractic, while the other DC worked mostly with athletes.

### Lasting Purpose

The proper order is

“to give, to do, to love, to serve”

The complete thought is:

“Lasting Purpose: To live an inner-directed life, to give, to do, to love, to serve, out of your own abundance.”

**Eight Core Proficiencies**

“Eight” should be written as text, NOT the numeral “8”; capitalize each word.

Also known as “Eight Ways to Great” (again, text “Eight” NOT numeral “8”).

The correct format and order for the Eight Core Proficiencies is as follows (capitalize and use ampersands as shown):

Integrity & Citizenship

Leadership & Entrepreneurship

Learning Theory & Critical Thinking

Contemporary Scientific Paradigms

Philosophy of Human Existence & Healthcare Policy Communication & Relationship Theory/Skills

Belief Systems & Performance

Integrative Change

**LIFEforce**

Always capitalize LIFE and lowercase “force” as one word as shown:

DC supporters of Life University are encouraged to join our LIFEforce tribe.

**Alum/na/nus/ni**

One male is called an alumnus; multiple males are alumni.

One female is called an alumna; multiple females are alumnae.

Multiple graduates of mixed sex/gender are alumni even if only one male is present.

**Hyphens vs. No Hyphens**

Use “postgraduate”—one word, no hyphen:

Please contact the Postgraduate Department.

Use “outpatient”—one word; no hyphen:

C-HOP is Life University’s outpatient clinic.

Use “coursework”—one word; no hyphen:

You must complete all coursework with a GPA of 3.5 or higher to be eligible.

Use “prerequisites”—one word; no hyphen:

You must complete all prerequisites before applying to the D.C. program.

Use “well-being”—one word; with hyphen:

The safety and well-being of the entire Life U community is paramount.

Use “lifelong”—one word; no hyphen:

Striving for your optimal potential is a lifelong journey.

Use “Work-Study”—one word; hyphenated and capitalized:

Work-Study students can work a maximum of 20 hrs. per week.

Use “email”—one word; no hyphen:

Life University’s email address is @life.edu.

### **Department Capitalization**

Capitalize the names of departments except when used in a person’s title:

The Marketing Department recently hired a new Integrated Content Creator.

Use lower case for the word “department” when it stands alone:

According to the Nutrition Department, Professor Hamilton has been with the department for seven years.

Capitalize the field when it’s used to mean the department. Use lower case for the field when it’s used in a general sense:

He teaches in the Clinical Sciences Department. He is a clinical sciences professor.

### **Quarters**

Always capitalize the full name of the quarter:

Spring Quarter

Summer Quarter

Fall Quarter

Winter Quarter

Always write the year before the full name of the quarter when referring to a specific quarter:

2022 Summer Quarter – Correct

Summer 2022 Quarter – Incorrect



### Academic Majors

Use lowercase for degree programs, unless used as a University program or department (see previous):

She is earning her dietetics degree.

She is a dietetics student.

She is enrolled in Life U's Dietetics program. (NOTE: In this instance, "program" is lowercase).

### Healthcare vs. Health Care

As a profession (noun), use "health care" (two words):

We are thought leaders in health care.

"As an adjective, use healthcare (one word):

He is a healthcare practitioner.

### Chiropractic

As a profession, capitalize:

He is a leading voice in Chiropractic.

As an adjective, lowercase:

We advertise in several chiropractic magazines.

### Vitalism

As a philosophy, capitalize:

Life University is founded on the principles of Vitalism.

As an adjective, use "vitalistic," lowercase:

As chiropractors, we strive to live vitalistic lifestyles.

### Common Words / Phrases NOT to use

The following are sometimes used in the profession, but are NOT in alignment with Life U's philosophy:

"Medicine" or "Chiropractic Medicine"

"Physician" or "Chiropractic Physician"

"Cure"—use "provide relief," "ease" or "help heal" / "facilitate healing"

"Treatment"—use "care" or "adjustment"

"Good health" / "Bad health"—use "in health," "healthy" / "health," "well" / "wellness"

"Prevention" or "Preventative"—use "preventive care" or "wellness care"

# Business Letter Writing

## General Rules of Business Letter Writing

### Abbreviations

Do not use abbreviations like “univ.,” “dept.,” “asap,” etc., unless it is awkward to spell something out:

Please call the Life University Marketing Department as soon as possible to retrieve your Student ID card.

*\* In this example, “ID” is an exception, because it is awkward and unnecessary to write “Student Identification card.” However, “Department” and “as soon as possible” are not abbreviated. Other exceptions are outlined in the “Life University-specific” section and include acronyms, degrees, etc.*

### Greetings/Salutations

For formal business letters, the salutation is NOT the same as the name in the address line:

#### Address line:

Mrs. Jane Doe  
Life University  
1269 Barclay Cir.  
Marietta, Ga. 30060

#### Salutation line:

Dear, Mrs. Doe.  
  
or  
  
Dear, Jane. (If you know her personally)

### Listing

When listing three or more items, do NOT put a comma in between the second and third item:

The new uniforms were gold, green and white.

UNLESS:

1) The list includes an element that also employs a conjunction (and, or, etc.):

I had eggs, bacon, and biscuits and gravy for breakfast.

2) The series is long or complex:

The team succeeded because they remained positive despite setbacks, acknowledged everyone’s unique contributions instead of fixating on their weaknesses, and managed to the best solution.

## Numbers

In reference to a non-specified number, the general rules are:

Couple = 2

Few = 3

Several = 4

Many = 5 or more

Spell out numbers under 10, and use numerals for numbers 10 and higher:

A total of 35 hot dogs and nine pizzas were consumed during Saturday's basketball game.

Use commas with numbers greater than 999:

Life University's current total enrollment is 2,794 students.

UNLESS it is a calendar year:

1974 was a good year.

Always spell out a number that begins a sentence; rearranging the word order is preferred:

Nine hundred and eighty-three students graduated last year.

PREFERRED:

Last year, 983 students graduated.

Ordinal numbers (1st, 2nd, 3rd, etc.) should be spelled out:

He was the first person in his family to graduate college.

UNLESS it is part of a proper name:

2nd District Court of Appeals

# Common Grammar & Style Issues

## Common Grammar & Style Issues

Commonly misused and/or misspelled words

### To / Two / Too

“To”—Relates to direction:

He went to school.

“Two”—Is the number:

He has two tests today.

“Too”—Means also:

Mary has a test too.

Or relates to a generic comparison amount:

He has too many tests today.

NOTE: When it comes to placing a comma before “too,” the preferred style is to omit it unless it adds wanted emphasis or clarity to the sentence:

I would like to attend the meeting too.

I, too, find the meetings helpful.

### There / Their / They're

“There”—Relates to direction/location:

Before Lyceum Park was there, the area was a parking lot.

There are several other campus improvement projects underway.

“Their”—Is a plural possessive:

Their offices are just down the hall.

“They're”—Is the contraction of “they are”:

They're going to Socrates Café later.

### Here / Hear

“Here”—Relates to position:

Here is the brochure you requested.

“Hear”—Relates to listening:

I always hear so many great things about Life U.

**Its / It's**

“Its”—Is the possessive form:

Its purpose is to involve and engage students in their own learning.

“It's”—Is the contraction of “it is”:

It's called the Quality Enhancement Program (QEP).

**Affect / Effect**

“Affect”—Is a verb meaning “to influence”:

Attitude affects performance.

“Effect”—Is a noun meaning “result”:

Overall, the effects of the workshop were very positive.

**Farther / Further**

“Farther”—Relates to physical distance:

Campus Safety is housed farther down Barclay Circle.

“Further”—Is a definition of degree:

We're taking health one step further.

**Lay / Lie**

“Lay”—Takes a direct object:

Just lay the paper on my desk.

The past tense is laid:

He laid the paper on my desk.

“Lie”—Is the act of reclining in a horizontal position:

I need to lie down.

The past tense is “lay”:

I asked the patient to lay face down on the table.

The present participle version is “lying”:

He is lying down.

“Lie”—Also means not telling the truth. Past tense is “lied.” Present participle is “lying.”

### **That / Which / Who**

“That” and “which” are used to modify objects. In many cases, they are interchangeable. “That” should almost always be used with restrictive- clauses (clauses that change the meaning of the sentence if removed):

I want the pen that glows in the dark.

“Which” is most commonly used with non-restrictive clauses (non- essential “additions” to the sentence):

She chose the glow-in-the-dark pen, which is one of my favorites.

“Who” / “whom” is used to modify a person:

He was the one who gave me the directions.

### **Who / Whom**

“Who” is used to modify a subject of a sentence or question:

Dr. Smith, who is also a chiropractor, co-hosted the recruitment event. (“Dr. Smith” is the subject being modified).

“Whom” is used to modify the object of a sentence or question:

Whom did you invite to speak at the recruitment event?

(The speaker is the object being modified by the question; “you” is the subject).

A good way to remember this is to rephrase the sentence using “him/ her” or “he/she.” If the rephrased sentence makes grammatical sense using “him/her,” then use “whom.”

I invited her (whom) to speak at the event.

If it makes sense when you insert “he/she,” use “who”:

She (who) co-hosted the recruitment event.

### **Over / More Than**

“Over” is used for direction:

The cow jumped over the moon.

“More than” is used for math and numbers:

There are more than 200 characters in the Japanese alphabet.

**Less / Fewer**

Use “less” for non-quantifiable items:

We have less time to complete the project.

Use “fewer” for individual items:

We have fewer hours to complete the project.

**Toward**

“Towards” is the common British English usage, not the official American English usage.

**Regardless** is the proper word. There is no such word as “irregardless.”

**A whole other** is the proper phrase. There is no such phrase as “a whole nother.”

**Words that combine without hyphens**

Nonetheless

Notwithstanding

Oftentimes

Adding “wide” to the end of a word:

citywide, nationwide UNLESS it looks awkward:

Universitywide should be hyphenated to University-wide.

**City Capitalization**

Use greater Atlanta, metro Atlanta and metro area (do not capitalize modifiers).

**Seasons are lowercase**

spring, summer, fall, winter UNLESS part of a specific title:

2022 Winter Quarter

**Directions are lowercase**

north, south, east, west

UNLESS they refer to a specific region:

The heart of the South,

or are part of a proper name:

West Coast; Spring Break.

**Titles**

Always capitalize the first word and every word that is four letters or more UNLESS a short word or preposition is significant to the title's meaning:

Lights of LIFE, Silence of the Lambs, A Bridge Too Far

**Time of Day**

Abbreviations are always lowercase with a space between the number and the abbreviation, and with periods punctuating the letters:

6:00 a.m.            10:42 p.m.

**Composition Titles**

Magazine and newspaper titles aren't italicized; just capitalized. For composition titles such as books, video games, films, TV shows, works of art, speeches, etc., use quotation marks.

She read The New York Times before she watched "Inception." My favorite book is "The Kite Runner."

**Quotations**

When quoting someone's actual words, use double quotes ("..."):

Abraham Lincoln famously said, "Four score and seven years ago ..."

When using a colloquial phrase, word or saying, use the single ('...'):

When reading this newspaper, she always knows to 'take things with a grain of salt.'

When writing a letter or memo containing a long quote (more than a sentence or two), make the quote its own paragraph within the body of the text.

For a quote within a quote, use double quote ("...") to begin and end the larger quote and use single quote ('...') for the internal quote:

"When I graduated from chiropractic school," she says, "my father said, 'I'm so proud of you.'"

Final punctuation always comes before the end quote:

"What's the deal?" he asked.

Says Dr. Scott, "This is what Life U is all about!"

**State Abbreviations**

AP style no longer accepts state abbreviations. When writing the name of a state, always spell it out completely.



# Life University Marketing Department's Communication Guide

MAY 2022

---

**LIFE**  
University

To find out more about Life University, go to [life.edu](https://life.edu).