



Penn
Social Policy & Practice
UNIVERSITY of PENNSYLVANIA

SP2 Style Guidelines

For most matters, please refer to [The Associated Press \(AP\) Stylebook](#). Below is a list of common phrases and questions that occur in SP2 promotional materials and written content.

SP2 Titles:

- University of Pennsylvania School of Social Policy & Practice
- Penn's School of Social Policy & Practice
- Ampersand is part of School's official name and brand
- "SP2" is only acceptable after first reference
- "School" with a capital S at all times

Degree Programs and Faculty:

- Master of Social Work (MSW)
- Master of Science in Social Policy (MSSP)
- Master of Science in Nonprofit Leadership (NPL)
- Doctor of Philosophy in Social Welfare (PhD)
- Doctorate in Clinical Social Work (DSW)

The formal names of specific degrees should always be capitalized in AP style:

Bachelor of Science

Master of Arts

Master of Science

The forms bachelor's degree, bachelor's, master's degree and master's, doctoral degree are acceptable as general terms.

In case it's not obvious, I have a bachelor's in writing.

I still have not pursued a master's degree.

If possession of an academic degree grants the title Dr. to an individual, do not use both the title and the abbreviation in the same reference.

Incorrect: Dr. Ben Franklin, PhD

Correct: Ben Franklin, PhD

Correct: Dr. Ben Franklin

Capitalize a faculty title if it precedes a name.

Example: Professor LeVar Burton, PhD

Do not capitalize titles that follow names or stand alone.

Example: Dr. John Smith, professor in social policy

Courses

When referring to official course titles, use caps. Do not use quotation marks, italics, or any other formatting.

They were required to take Social Work Fundamentals in their first year.

Official School, Center, & Project Names / Abbreviations:

- Penn's School of Social Policy & Practice (SP2)
- Center for High Impact Philanthropy (CHIP)
- Center for Social Impact Strategy (CSIS)
- Center for Mental Health and Aging (CMHA)
- The Field Center for Children's Policy, Practice & Research
- Ortner Center on Violence & Abuse in Relationships
- Actionable Intelligence for Social Policy (AISP)
- Penn Restorative Entrepreneurship Program (PREP)
- Program for Religion and Social Policy Research (PRSPR)
- SexGen Policy Lab
- Social Impact of the Arts Project (SIAP)
- SP2 Penn Top 10
- OpenSP2
- Annual Homelessness Assessment Report (AHAR)
- Camra
- Initiative on Culture, Society, & Critical Policy Studies
- Health Ecologies Lab
- Social Justice and Arts Integration Initiative
- Data for Equitable Justice Lab
- Center for Guaranteed Income Research (CGIR)

Student and Alumni:

- Sammy Davis Jr., MSW '13
- Fran Drescher, MSSP '05
- Simone de Beauvoir, DSW '22

Time:

Time should be expressed as a figure followed by a.m. or p.m. (with periods). Do not use the 00 when referring to an hour. Use an en dash in between times when indicating a time span.

If using "from" to indicate a time span, use "to." Do not use "from" with a dash.

Correct: The reading will occur at 8:30 a.m.
Correct: A reception will be held 2–3 p.m.
Correct: Classes take place from 2:30 to 4:30 p.m.
Incorrect: The movies will screen from 2:30–4:30 p.m.

Numbers:

Spell out numbers under 10, unless when opening a sentence. Use figures for cents, dollars, dates, percentages, temperatures, and times.

Correct: Last week, 40 students participated in the demonstration.

Correct: The cohort contained seven students.

Incorrect: 50 years ago, two courses were added to the School's MSW curriculum.

Names:

Use a person's first and last name the first time they are mentioned. On second reference, use only last name with no title.

Quotation marks:

- Single quotation marks to be used only for a quote within a quote
- Do not use quotation marks for word emphasis
- The period and the comma always go within the quotation marks
- The dash, semicolon, question mark and exclamation point go within the quotation marks when they apply to the quoted matter; they go outside when they apply to the whole sentence.

Percent:

Always spell out, except in charts, where “%” is permissible

Faculty:

Treat as plural. When singular use “faculty member.”

Vita/vitae:

Use “curriculum vitae” for the singular form, “curricula vitae” for the plural.

If you have any questions, please reach out to:

- *Jessica Bautista, Associate Director of Communications and Public Relations*
- *Alina Ladyzhensky, Marketing and Communications Writer*

Jessica and Alina are located within SP2's Office of Institutional Advancement. They can be reached via SP2news@SP2.upenn.edu.