

UAT COPY RULES

MARCH, 2021

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UAT TERMINOLOGY

These terms are currently used institutional and operational terms, typically not used in public-facing materials.

30/60/90 Credits — 30/60/90 credits represent the completion of a student's freshman, sophomore, and junior years, respectively. These benchmarks are established for various reporting, financial, and advising activities.

Address — UAT's full address is:
2625 West Baseline Road
Tempe, Arizona 85283-1056

Advisor — Admissions, Financial Aid and Student Services staff are only to be referred to as Advisors. Never Representatives or "reps".

Anthology (formerly CampusVue (CVue)) — UAT's Student Information System (SIS); utilized since 1999.

Award Year — July 1 of the year the student started until June 30 of the following year, of each year that the student is actively enrolled and using financial aid.

Brook Cayce Legacy Leadership Award — Brook Cayce was a Network Security student who passed away unexpectedly in 2015. Brook was the perfect example of what a member of UAT's student community should be. Driven, friendly, involved, and always happy to lend a helping hand to her fellow students. To honor that legacy and her memory, the Brook Cayce Legacy Leadership Award is awarded once per term to a student who emulates Brook and has all the traits of a great member of the UAT family. The acronym BCLLA may be used for internal communications, but the award name should never be abbreviated on public-facing communications.

Center for Academic Excellence (CAE) — An educational facility that has met the National Security Agency's standards for demonstrating commitment to securing the nation's information systems, and has been designated as such. UAT has been designated a CAE in Cyber Defense, or CAE-CD, since 2007.

Cohort Completion Rate (Retention, Retention Rate) — A completion indicator comprised of how many starting students completed their degree in a four-year period. This rate is calculated and reported annually to various regulatory agencies.

Cohort Persistence (Persistence) — This is a measure used by UAT to compare the number of students returning from semester to semester, calculated each Fall start. The higher the persistence rate, the better the Cohort Completion Rate.

Commencement & Graduation — Commencement is the annual event held the first Friday each May where students cross the stage and ceremoniously receive their diplomas. “Graduation” may be used interchangeably informally, but public-facing materials and communications should use the term Commencement, and it should be capitalized except when used as a general term in a sentence. Graduation is the date at which students successfully complete their required degree credits; a student can graduate without ever attending commencement.

Commons — The main computer commons at the front of campus.

CONNECT — CONNECT is the new-student/freshmen orientation of the fall semester which includes move-ins, information sessions and activities for entering students and their parents. The entire word is capitalized.

CWR — Cyber Warfare Range, the cyber and network security lab.

Dean’s List — The Dean’s List award is earned by students who have achieved a 3.5 or higher GPA in a semester. The term should be capitalized.

Dropout Detective - A process whereby faculty provides questionable attendance patterns to Student Services for follow-up and counseling.

EC - Electronic classroom, a classroom with computers for tutorial learning.

Engineering Lab — Formerly called the Hardware Studio, this space at the top of the main stairs is where small articulation hardware, networking equipment and other engineering tools can be found.

Essential Skills Module (ESM) — A multi-faceted training program for all employees. The program is designed to develop new employees' cultural knowledge and their knowledge of the operational trainings of UAT. All employees are required to participate and cannot earn promotions or raises until all ESMs are complete. The ESMs are:

Core: UAT Identity, Situational Self Leadership, DiSC and Introduction to Systems Thinking

Advanced: Mental Models, High Performing Teams, Systems Thinking 2 & 3, Six Thinking Hats

Financial Responsibility Composite Scores — The ratio is used by the US Department of Education to assess institutional financial strength. The ratio utilizes three blended financial calculations to measure 1) the relationship of equity to expenses; 2) the relationship of equity to assets and 3) the relationship between income and revenue. The scale of the ratio begins at -1.0 and is maximized at 3.0.

Founder's Hall — The residence hall name is always capitalized and possessive.

FWS — Federal Work Study. Students can apply for certain non-recruitment UAT jobs, given financial aid eligibility. When describing UAT's work-study program, use a hyphen between work and study.

General Education/General Studies courses — Use "General Education" to describe these. UAT provides these courses in such areas as the humanities, arts, mathematics, and social and physical sciences. These courses meet widespread expectations of the undergraduate learning experience while at the same time bringing into clarity the profound connections and trends between humanity's development and technology.

Inservice — Inservice, the bi-monthly all-staff meeting, is one word, capitalized, with no hyphen.

Internal Communications Plan (ICP) — Sometimes referred to as the "funnel," this map describes the communications process associated with recruiting and matriculating new students.

IEP (Institutional Effectiveness Plan) - This is the main reporting mechanism to the board on progression towards Ends.

Institutional Ends (or Ends) — Institutional key result areas related to the mission. These are set by the Board of Directors. The term should be capitalized when being used in this context.

intranet ("Sharepoint") — The internal web portal where employees get information, reports, forms and other resources related to UAT. Use lower case unless it appears as part of proper name.

In Field - Students who accept positions that speak exactly to their program of study. For example, a student who acquires his BS in ACS or Game Programming accepts a position as a Lead Programmer for a game studio.

KRA — Key Result Area, the mission-related fundamental areas of responsibility. These are central to job descriptions, accountability and prioritizing actions.

Kudos - UAT system found on the intranet where any member of the community can recognize the accomplishments of any other member of the community.

Leave of Absence (LOA) - A semester (or less) break from classes that a student can initiate once per 12-month period.

Maker Fabrication Lab (Fab Lab) — The lab in the hallway with the 200 classroom that houses most of the digital fabrication and rapid prototyping tools.

Mama Duck Award — The Mama Duck Award is given once per term to a faculty member demonstrating exemplary mentorship to UAT students. Someone who is so

NT (New Technologies) Lab — The space on campus to the west of the Commons that houses the newest emerging technologies for students to experiment and develop with.

Non-Traditional — The term used to describe prospective students who are more than one year out of high school. These students are adult learners seeking a bachelor's degree, regardless of modality, and graduate students.

Off-campus parking — When referring to UAT's off-campus parking area located at Fry's Electronics, refer to it as the "off-campus parking lot located on the northeast corner of S. Calle Los Cerros Dr. one block from campus."

Orientation — The new-student/freshmen orientation of the spring and summer semesters. Events reflect those of CONNECT, but are slightly altered to serve an adult audience.

Out of Field - Students who accept positions in an area related to technology and programs offered at UAT. For instance, a student who acquires his BS in ACS or Network Security accepts a position as an IT Help Desk Technician for a local or national firm.

Perimeter83 – The business-to-business arm of UAT that focuses on providing resources for tech startups such as office/coworking space and professional technology services. In addition, projects brought in through Perimeter83 provide opportunities for students to receive real industry experience prior to graduation. See more at: <https://perimeter83.com>. Perimeter83 is one word and must not be abbreviated as P83 on any marketing or public-facing communications.

Safety Officer - References to UAT safety and security personnel, always use the term "Safety Officer" rather than "Security Officer" or other terms.

Satisfactory Academic Progress (SAP) - A regulatory notification system that provides students with information regarding their progress within a program. This system is based on minimum grade point averages and maximum time frames as established by the Department of Education.

Scholarship Amounts - Reference a scholarship's amount by writing its full amount, not semester amount. For example, the Innovator Scholarship awards \$5,000 for up to eight semesters. If you are writing about the scholarship, you'd refer to it as a, "\$40,000 scholarship up to eight semesters." ($\$5,000 \times 8 = \$40,000$)

SIP - Student Innovation Project. Student capstone projects; the manifestation of "innovate to graduate".

SOC — Security Operations Center. The new cyber/network security lab where electronic classroom 108 used to be.

SOP — Standard of Performance, the specific functions that serve an employee's KRAs.

SPT - The course code for Special Topics courses; the method UAT uses to introduce advancing technology curriculum and new topics to the course catalog.

Strategic Plan Goal — The institutional goals that are part of UAT's Strategic Plan.

Student Innovation Project Showcase - The once-per-semester event where students present their SIP projects. SIP Showcase may be used for internal communications but should be spelled out on all public communications and collateral.

SyncFlex — UAT's flexible instruction model for adult students. The "F" in "Flex" is capitalized and there is no "h" in "Sync". SyncFlex is a trademarked term and should include the trademark symbol [superscript TM] at the first or most prominent usage, when appropriate.

Synchronic Learning - The methodology approach developed by UAT to enhance learning by its technology students.

Theater - When referring to UAT's Theater (Rm. 136), use "Theater" not "Theatre".

Traditional — The term used to describe prospective students who will attend UAT right out of high school and are seeking a traditional college experience. They are classified as such until the April 30 following their high school graduation year.

UAT Game Studios, LLC — UAT's game studio entity, registered for product release, industry services, and access to development tools.

UAT-Online — All of UAT's degrees, except Digital Video, are also offered completely online. UAT-Online is capitalized and hyphenated.

UATX - UAT Experience, an overnight immersion program for prospective students. When abbreviated, it does not contain an "e" before the "x" and all four letters are capitalized.

Virtual Citizenship Award — The Virtual Citizenship Award is presented once per term to a UAT-Online or SyncFlex student who is driven, friendly, involved and always striving to make the virtual environment as close as possible to a real, in-person classroom.

REGULATORY, DISCLOSURES & DISCLAIMERS

Language that is required either by law or per the rules of one or more of our regulators or accreditors, and examples of instances in which it should be used.

Accreditation Language — Any time you are describing UAT's accreditation status in writing, print or verbally, use this statement:

University of Advancing Technology is accredited by the Higher Learning Commission (hlcommission.org), an institutional accreditation agency recognized by the U.S. Department of Education.

(Mark of) Accreditation Status — As part of HLC's Obligations of Membership, each institution is required to display HLC's Mark of Accreditation Status on its website through coding supplied by HLC. The Mark of Accreditation Status reflects the institution's current accreditation status and links visitors to the institution's Statement of Accreditation Status on HLC's website. An institution's domain name must be registered with HLC to enable the Mark of Accreditation Status to display correctly. Institutions are limited to one domain name in HLC's approved database; however, the mark may appear on more than one page under that domain name.

G.I. Bill – When referencing the G.I. Bill on websites and/or in printed materials, the following trademark language must be included: "GI Bill ® is a registered trademark of the United States Department of Veterans Affairs (VA)."

NSA/DHS Cyber Defense Program of Study - The full status statement of UAT's inclusion in the NSA CAE program is:

The University of Advancing Technology is a designated Center of Academic Excellence - Cyber Defense Education (CAE-CDE) institution through the National Information Assurance Education Training Program (NIETP). Sponsored by the National Security Agency (NSA) and the Department of Homeland Security (DHS), NIETP operates under national authority as the national manager for cyber defense education and training relating to national security systems.

The first sentence may be used standalone. The word "designated" is the *only* accepted term when describing our active status in the program.

BRANDING

Marketing-approved terminology, descriptions, logos and rules for public-facing materials.

UAT “BOILER PLATE” — UAT is an elite intimate private college in Tempe, AZ focused on educating students in advancing technology who desire to innovate in the areas of emerging technology disciplines. UAT offers 20 undergraduate technology degrees and five graduate degrees in advancing technology disciplines including Advancing Computer Science, Information Security, Game and New Media technologies.

While living on campus, students are surrounded in a true living learning technology environment that incubates their ideas into innovations that students can patent and take to market. Students must create an innovation project to graduate.

UAT EXTENDED “BOILER PLATE” — UAT is an elite intimate private college in Tempe, AZ focused on educating students in advancing technology who desire to innovate in the areas of emerging technology disciplines. UAT offers 20 undergraduate technology degrees and five graduate degrees in advancing technology disciplines including Advancing Computer Science, Information Security, Game and New Media technologies.

UAT’s Synchronic Learning Model is designed for developing independent thinkers, leaders and technology innovators of tomorrow. Degree programs are accelerated, mentored, and taught by industry-leading faculty resulting in Associate, Bachelor’s and Master’s degrees and Post-Baccalaureate Certificates.

While living on campus, students are surrounded in a true living learning technology environment that incubates their ideas into innovations that students can patent and take to market. Students must create an innovation project to graduate.

COLORS

RED
pantone 202 red
rgb 158/28/53
cmyk 25/100/77/20
web 9e1c35

BLACK
rgb 3/0/0
cmyk 75/75/75/100
web 030000

SILVER
rgb: 210/216/224
cmyk: 16/10/7/0
web: d3d8e0

DARK SILVER
rgb: 102/102/102
cmyk: 60/51/51/20
web: 666666

ONLINE BLUE
rgb: 54/96/146
cmyk: 86/64/20/3
web: 366092

LOGOS

The following are the only logos approved for public use. Logos may be distributed upon request, and integrated into designs, but may not be altered in any way by any party.



UAT Seal Logo



UAT Wordmark Logo



UATX Logo



Cyber Warrior Logo



UAT Space Logo

UAT Foundation Logo

STYLE GUIDE

Rules for how to format or write commonly-used words and phrases in public-facing materials and communications.

3D — Three Dimensional is abbreviated as 3D with a capital D and no hyphen.

Academic Departments — Capitalize the names of academic departments except when using the department name as a common term in a sentence. The word “department” never needs to be capitalized. Example:

The Game Studies department developed four new courses for the fall semester.

Craig Belanger, Professor, General Education

UAT's artificial intelligence curriculum is advanced.

Administrative Departments — Capitalize the names of administrative departments except when using the department name as a common term in a sentence. The word “department” never needs to be capitalized. Example:

The Financial Aid department’s hours are being extended to meet student need.

Eva Frohna, Senior Administrative Assistant

UAT’s approach to student services is proactive and attentive.

AI — Artificial Intelligence can be abbreviated after first use as AI, except when referring to the Artificial Intelligence degree.

am/pm — Times should be written as with no space between the numbers and the time period, and using no periods. Example:

12:30pm

Ampersand (&) — The ampersand should only be used in proper names. Example:

Digital Maker & Fabrication

UAT offers over 20 technology degrees, including Robotics & Embedded Systems and Business Technology.

Board of Directors — Upon first mention in public-facing communication or materials, use University of Advancing Technology Board of Directors. Board, when used on its own, and director titles should be capitalized unless being used as a descriptor in a sentence. Directors should not be referred to as members in title. Example:

The University of Advancing Technology Board of Directors (Board) is a volunteer board and the Board meets three times per year.

The board meeting is in two weeks.

Jay Lohman, Chairman of the Board

Classes and Courses — Class/Course titles should be capitalized. Three letter course codes should consist of all capital letters.

Coworking — Coworking is one word, no hyphen. It should not be capitalized unless being used to describe a specific Perimeter83 offer or product.

Commencement Honors — Use lowercase and italicize cum laude, magna cum laude and summa cum laude.

Cybersecurity – Cybersecurity is generally one word, with the exception of when deemed more beneficial to write as two (for SEO or tracking purposes, etc.)

Degree Level & Type — Use lowercase when describing bachelor’s and master’s degree and include the apostrophe unless you are specifically indicating one of UAT’s degree offerings. For example:

UAT offers over 20 associate, bachelor's and master's degrees.

UAT first offered its Bachelor of Science in Network Security degree more than two decades ago.

When abbreviating degree level and type, use capital letters and no periods. For example:
BA Game Art & Animation or BA in Game Art & Animation

Degree Names — Degree names should not be abbreviated in marketing or public-facing materials or communications. When referring to one of UAT's degree offerings, include the degree level and type at first mention. Degree level and type may be abbreviated.

internet — Use lower case unless it appears as part of proper name (Internet Council, etc.).

IoT — Internet of Things can be abbreviated after first use as IoT.

Major or Degree — Individual majors should be referred to as a “major” or “degree” and never a “program,” which is a group of majors.

On-campus — Hyphenate when used as a descriptor (e.g., on-campus students), use as two words when used as a location (e.g., Class is held on campus.)

Online — Always one word, not hyphenated, lowercase.

Online Learning — This term can be used in lieu of "distance learning" to the public, to describe UAT-Online courses and majors. Do not use this term to describe SyncFlex courses or courses with a virtual component.

Oxford comma — UAT utilizes the Oxford (Serial) comma in public-facing communications and collateral in accordance with the AP Style Guide.

Professor — capitalize when used in conjunction with a professor's name, use with each mention of the name.

Program Family (major groups) — The term used to describe the topical grouping of UAT's majors. UAT has 6 program families: Business & Innovation, Creation & Simulation, Cyber Security, Digital Arts, Game Studies and Software Engineering. Occasionally, when appropriate, the graduate degrees are separated into their own family.

Race — Capitalize names of races (African American, Asian, Black, Caucasian, Native American).

Real world — Use this reference, not “hands-on”, when describing student learning immersion. Real-world is hyphenated when being used as an acronym. Example:

UAT students learn in a real-world environment.

UAT students graduate prepared to work in the real world.

Resident — The term “resident” may only be used to describe a student living in Founder’s Hall. Students who attend classes in person, should be referred to as “on-campus” students.

Semester - Use the "semester" rather than “term" in public-facing collateral and communications. Do not capitalize semesters in text.

Space after a period - One space only, not two.

Student Classifications - Do not capitalize "freshman," "sophomore," "junior," "senior," "postdoctoral fellow" or "graduate student." But do capitalize as a class designation or formal title. Example:

(Photo caption) Maxwell Cat, Network Security Senior

The incoming freshmen are enjoying the student activities.

Technology - Note specific usage of this word in copy/general use: "Tech" and "techno" are not used to refer to technology. Use this word in its entirety. When referring to the future of, or the changing nature of, technology, use “advancing” or “emerging” technology.

University of Advancing Technology vs. UAT - The first use of the name in any document must spell the name out completely. Do not include "the" when using the full name in writing, though it may be spoken, when fitting. If the name will be used throughout a document and there is a desire to use the name more efficiently, the acronym may be used, subsequent to the first full use, if cited. Example, in first use:

University of Advancing Technology (UAT)

University - Use this on the second reference for UAT, in addition to the acronym. Always capitalize this word when referencing "the University" in direct reference to UAT.

website — In copy, website is always one word and lowercase.

INTELLECTUAL PROPERTY

UAT holds several trademarks, copyright registrations and provisional patents. In copy, when discussing one of the items below, it is

Registered Trademarks — The following are Registered Trademarks of UAT and should be

indicated as such, on first use at least, using the registered trademark symbol (when appropriate):

- University of Advancing Technology
- UAT
- SyncFlex
- Synchronic Learning, with no claim to the exclusive right to the word “Learning”
- Logos:
 - UAT Seal Logo
 - UAT Watermark Logo
 - UAT Cyber Ninja Logo
 - UAT Space Logo
 - UATX logo

Copyright Registrations — The following are Copyright Registrations of UAT and should be indicated as such, on first use at least, using the copyright symbol (when appropriate):

- The UAT Academic Catalog (filed annually)
- Synchronic Learning Diagram
- Graduate Degree descriptions from the “Novel Idea” deck

Provisional Patents — The following are Provisional Patents of UAT and should be described as such using the words “patent pending” in written copy (when appropriate):

- System for Education Delivery, the module-based graduate degree model
- Learning Model, Synchronic Learning learning model, also filed under Year-Round Balanced Learning (YRBL)

HISTORICAL TERMINOLOGY

UAT institutional and operational terminology that is no longer used, but may be referenced in older materials.

Advancing Technology Studies — The former degree name of Business Technology.

Ambitious Action Plan (AAP) — UAT's version of major goals associated with the Strategic Plan. Currently referred to as Strategic Plan Goal

CampusVue (CVue) — UAT's Student Information System (SIS); utilized since 1999. Now called Anthology.

Center for Institutional Research (CIR) — The CIR was charged with promoting institutional research by collecting the correct data and using the data to inform institutional decisions.

Center for Learning Excellence (CLE) — The CLE was charged with improving the pedagogy as well as teaching effectiveness.

Center for Technology Studies (CTS) — The CTS was charged with activity and publication in the areas of technology application by students, faculty and staff.

Digital Media — The former degree name of Advertising Art.

Enterprise Software Development — The former degree name of Data Science.

Journal of Advancing Technology (JAT) — A UAT publication that featured authors on the topic of technology. Replaced by the UAT Tech blog.

Parents' Weekend - A specific event where parents are invited to campus to meet with staff and visit their children.

STAMATS - A survey company that UAT contracts with to measure UAT's national reputation.

Serious Game and Simulation — The former degree name of Virtual Reality

Strategic Technology Development — The former degree name of Digital Maker and Fabrication.

Student Activities Council (SAC) — The former name of Geek Rho.

SWE - The abbreviation for the former BS Software Engineering, which was renamed to Advancing Computer Science and is now only the name of the MS offering.

Virtual Design — A former degree that is no longer part of UAT's offerings.

Web Design — The former degree name of Digital Marketing.

YRBL — Year Round Balanced Learning, the former name of Synchronic Learning

BANNED TERMINOLOGY

These terms are prohibited from use in public-facing materials and communications.

Cave — The informal name of the Cyber Warfare Range

Certification — UAT does not offer certifications, only certificates. So the word should never be used to avoid confusion and misrepresentation.

Distance Learning — Use “online” when describing a UAT-Online major or course, and “virtual” when describing a SyncFlex course or a course or campus event with a virtual component.

Family-Owned — UAT should not be referred to as “family-owned” in public-facing collateral or communications. Use “private” instead.

For-Profit — UAT should not be referred to as “for-profit” in public-facing collateral or communications. If asked about UAT’s tax-paying status, the question may be directly answered using this term, but the response should include context regarding UAT’s history, differentiators, value and accreditation status.

Free — Per the [Arizona Administrative Code Section R4-39-304 D](#), the word “free” (or any variation or implication of the word) may not be used in public-facing collateral or communication.

Guarantee — Per the [Arizona Administrative Code Section R4-39-304 D](#), the word “guarantee” (or any variation or implication of the word) may not be used in public-facing collateral or communication.

Hybrid — Do not use this term in relation to UAT’s modalities or methodologies. Use “flexible” instead, when necessary. Example:
UAT’s graduate courses are delivered via a flexible on-campus, virtual or asynchronous method with our SyncFlex modality option.

Representative — Admissions, Financial Aid and Student Services staff are not to be referred to as Representatives.

SIP Fair — The former name of the Student Innovation Project Showcase.

Tech — Do not shorten “technology” to “tech” in any public-facing collateral or communication. Exceptions are the UAT Tech blog and when “tech” is combined with another word part. Example:
UAT has a tech-centric campus in Tempe, AZ.

*UAT is a technology university offering 100% STEM majors.
Founder's Hall is an extension of UAT's high-tech environment.
At UAT you can take what you learn and create new technology applications.*

Tech Forum - The technology conference hosted twice each year (typically) by UAT.