



**EAST
STROUDSBURG
UNIVERSITY**

Publications Style Guide

**Published by the Office of University Relations
October 2017**

Welcome

The ESU Publications Office, a unit within the Office of University Relations, designs and produces publications in categories including, but not limited to, brochures, flyers, high-end student recruitment packages, catalogs, postcards, handbooks, newsletters, magazines, event programs, annual reports, marketing materials, banners and other materials designed to communicate with and inform audiences about ESU. Audiences range from the internal campus community, to alumni, the general public, existing and potential donors, and existing and prospective students. Content promotes and informs readers about such subjects as academic and student programs, our tradition of academic excellence, our people (including our alumni) and their accomplishments, and the university's value to the community, commonwealth and society in general.

The university website also publishes many of the above pieces as online publications to enhance communication, reduce printing quantities in the interest of sustainability, and communicate with specific audiences in addition to the university community and the general public. Visit issuu.com/esupublications to view a collection of some of our publications that have been published online.

The Publications Office provides the following services:

- Graphic design for all university publications;
- Writing, editing and proofreading assistance;
- Preparation of printing specifications for external competitive bids when internal printing is not an option;
- Coordination and management of above pre-print production services and schedules;
- Review and approve university-related print projects. Also applies to projects created independently of our office;
- Transform Microsoft Word or Publisher files (when independently created) into higher end publications and websites to meet university standards as well as department and office needs;
- Provide branding assistance for all university publications.

The ESU Publications Style Guide seeks to ensure:

- Consistency and high standards in style and content in all university publications;
- A graphically consistent image;
- Truth in advertising;
- Postal regulation compliance;
- University requirements regarding identifying graphics and non-discrimination notice compliance and design.

The ESU Publications Style Guide establishes official policy and standards for the design and text of ESU publications (both print and web).

The manual outlines specific rules and usages to be followed. Adhering to these standards will help ensure that communications from every college, department, office and organization speak with a clear, uniform voice.

If you have any questions about this guide or about university publications, please contact the Editorial Project Manager at ext. 3062 or esupublications@esu.edu.

Brenda E. Friday, Ph.D., director of university relations

Table of Contents

Welcome.....	2
Office of University Relations.....	3
Publications Policy	4
Essentials for All University Publications	4
State System Affiliation.....	4
Non-discrimination Notice.....	4
Special Accommodations Statement.....	4
Colors, Fonts, and Logos.....	5
Stationery and Business Cards.....	6
Publications Office Services.....	6
Event Planning, Publicity, and Photography	7
Event Planning	7
Press Releases	7
Social Media.....	7
Digital Signs, Listserv Messages and Warrior Notes	7
Photography	7
Style Guide for Text.....	8
Campus Buildings.....	10
University Departments	11
Glossary – Athletics	13
Warrior Teams	14
Athletics Newsletters	14
Mail Preparation and Postage.....	15
Large Mailing Request Form.....	17

Office of University Relations

The Office of University Relations is located on the ground floor of the Reibman Administration Building. The main lobby for University Relations is in G8. Publications is located in G5 and G3. The Web Services Team is in Stroud Hall.

Director of University Relations.....	Brenda E. Friday, Ph.D., ext. 3532
Editorial Project Manager	Caryn S. Fogel, ext. 3062
Public Relations and Social Media Manager	Elizabeth Richardson, ext. 3139
Graphic Artist/Illustrator	Mary Davis, ext. 3288
Administrative Assistant.....	Selena Hines, ext. 3534
Director of Web Services.....	Maccabee Levine, ext. 3995
Web Manager.....	Steve LaBadie, ext. 3999

Publications Policy

It is East Stroudsburg University's policy that all printed and web material intended for public distribution or viewing be approved by the Publications Office. Publications and web materials are reviewed for proper use of logos, inclusion of statements regarding

non-discrimination and special assistance that are required by the Pennsylvania State System of Higher Education, of which ESU is a member, and to ensure appearance and content generally correspond to the university's visual and content standards.

Essentials for All University Publications

All publications intended for off-campus distribution must include the following items:

- The East Stroudsburg University logo
- The full name of the university
- A Member of the Pennsylvania State System of Higher Education
- The university website: esu.edu
- The non-discrimination notice
- The special accommodations statement

The ESU Logo

For information about the East Stroudsburg University logos, please review the visual identity guide online at esu.edu/licensing.

State System Affiliation

The Pennsylvania State System of Higher Education has established requirements regarding the presentation of State System information in university communications. In any printed first reference to the university, the complete name shall be used: "East Stroudsburg University of Pennsylvania." The abbreviated "East Stroudsburg University" or "ESU" may be used on subsequent references. Official publications, periodicals, letterhead, ads, websites, and information booths must also include a line noting the institution's affiliation with the State System: "A Member of the Pennsylvania State System of Higher Education." NOTE: This can appear below and smaller than the ESU logo or name, or on the back cover of brochures/books. It should not be larger than the word "university." In copy, "Pennsylvania State System of Higher Education" shall be used on first reference and "State System" on subsequent references.

Non-discrimination Notice

The university non-discrimination notice must appear on all publications:

East Stroudsburg University of Pennsylvania is committed to equal opportunity for its students, employees and applicants. The university is committed to providing equal educational and employment rights to all persons without regard to race, color, sex, religion, national origin, age, disability, sexual orientation, or veteran's status. Each member of the university community has a right to study and work in an environment free from any form of racial, ethnic, and sexual discrimination including sexual harassment, sexual violence and sexual assault. (Further information, including contact information, can be found on the university's website at esu.edu/titleix.) In accordance with federal and state laws, the university will not tolerate discrimination.

This policy is placed in this document in accordance with state and federal laws including Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the Civil Rights Act of 1991 as well as all applicable federal and state executive orders.

Special Accommodations Statement

For events or classes, the following statement should be included, along with the wheelchair logo if possible: "For assistance or special accommodations, call 570-422-xxxx." The phone number listed would be that of the event sponsor or the office seeking to draw people to the event or to enroll in classes.

Colors, Fonts, and Logos

Colors and Fonts

ESU's official colors are red, black, and silver/gray with white used as an accent. The red used should match Pantone 199, and the silver/gray should match Pantone 429.

University publications created by university relations use the DIN Next font family. Other fonts may be used as accents. Publications designed independently of university relations should use Calibri, which is available on most campus computers.

Institutional Logo

A distinctive logo is an important element in a cohesive university identity system; therefore, the ESU logo must appear on all university publications to help establish continuity and a uniform identity.

Official logos are available from university relations in a variety of formats including png, jpg, tif, and eps files. Please do not save or copy the ESU logo from the website and insert it onto your publication. Higher quality files designed for print are available. To identify the logo file you need, please refer to the Art Sheet, which can be found at esu.edu/licensing, and contact the publications office. The visual identity guide containing guidelines on usage may also be found on the licensing page.



Athletics Logos

The Warriors logo and its sport-specific variations also may be obtained from the publications office. To identify the logo file you need, please refer to the Art Sheet, which can be found at esu.edu/licensing, and contact the sports information director. A distinct Athletics Visual Identity Guide containing guidelines for usage may be found at esuwarriors.com/visualidentityguide.



Licensing and Branding

If you plan to use any of ESU's official logos or wordmarks for items other than printed publications (i.e., pens, t-shirts, hats, etc.), please refer to the Licensing and Branding section of the university website at esu.edu/licensing.

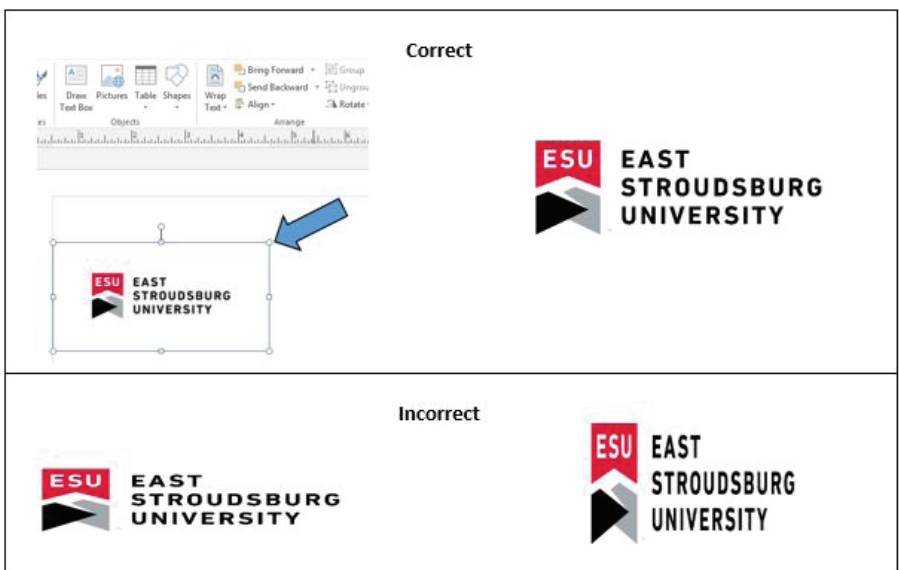
Any commercial or promotional use of the official signature, seal, and other indicia of ESU requires licensing approval. Contact the director of university relations or the editorial project manager for information regarding ESU's licensing program. These marks are registered with the U.S. Department of Commerce Patent and Trademark Office and with the Pennsylvania Department of State Corporation Bureau.

External or non-ESU logos

External or non-ESU logos are not permitted on ESU's website or any publications.

Tips on Placing an Image into a Document

One common misuse of the logo (or a photo or any image file) is stretching it out of proportion. If you insert the image into a Word or Publisher document, please be sure to resize it proportionally, which can be accomplished by dragging the corner handle of the image box rather than the top or side. Please see examples to the right.



Stationery and Business Cards



Desktop Printing and Electronic Letterhead

University faculty and staff may request customized letterhead and envelope files by contacting the editorial project manager at 422-3062. Please allow two weeks for completion.

Commercial Printing

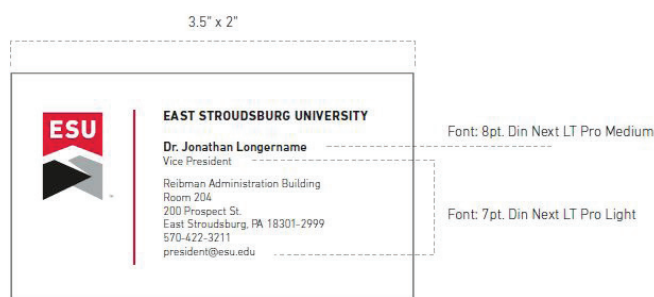
To order preprinted letterhead and envelopes, please contact printing and duplicating services at ext. 3627 or Sharon Lee at slee@esu.edu. All stationery is printed in two-color, PMS 199 and black, on 24 lb. or 60 lb. letterhead and envelopes.

EAST STROUDSBURG UNIVERSITY 200 Prospect St. | East Stroudsburg, PA 18301 | www.esu.edu

Business Cards

Business cards are ordered online through Five Thousand Forms, Inc. For step-by-step instructions on how to order business cards from this online vendor, please contact university relations at 422-3534.

To view the design of the university's letterhead, envelopes, and business cards, please view the visual identity guide at esu.edu/licensing.



Publications Office Services

The publications office provides graphic design, page layout, writing, editing, and branding assistance for university offices. Whether it is a brochure, poster, newsletter, handbook, advertisement, magazine or annual report, our designers, writers and editors can provide content geared to your specific audience and a professional look for your publication.

Costs for publication services are determined on a case-by-case basis. Printing and related costs in most cases usually must be absorbed by the requesting department. However, if you have a publications need but do not have funding, please talk to us about it as we may be able to help you find funding.

We strive to maximize the results on a minimal budget so that we obtain a professional product that reflects the university's visual identity, gets your message

across to your audience, and meets university goals toward sustainability.

Please allow 8-10 weeks to complete your project, including design and printing. Some projects, however, can be completed within a couple of days, while others may take several months. We can give you an estimate after you submit your Publications Request form that we will review with you and fit into our schedule where appropriate.

Your first step is to complete a publications request form, available at esu.edu/ur, so we can get your project on our schedule.

If you have any questions, please call the editorial project manager at 422-3062.

Event Planning, Publicity, and Photography

Event Planning

University relations and conferences services have developed an Event Planning Checklist, which outlines the time frame and steps necessary to help make your event a success. The first step is to request an event through Virtual EMS so the event is posted on the master calendar. Please visit the [conference services webpage](#) for further information.

Press Releases

University relations will assist you with publicity for upcoming events, exhibits, new programs or changes in programs, awards, achievements and appointments, research (ongoing or completed), community outreach efforts and exceptional students, faculty and staff. Please complete and submit the publicity request form located on the university relations web page at esu.edu/ur at least two weeks before the event (if applicable) to allow for timely preparation and distribution of the press release.

You may draft a preliminary release based on the guidelines on the Publicity Request Form. If submitting a photo, note that we prefer horizontal photos whenever possible. Cell phone photos will only be accepted if they are the original uncompressed files (the "Actual Size" option on your cell phone). Do not send a photo that has been uploaded to Flickr or other websites and then copied/pasted into your email. Also, do not send any photo that is from a website. All photos submitted are subject to university relations approval.

Social Media

ESU maintains a presence on Facebook, Twitter, Instagram, Flickr, YouTube and Snapchat. Participation in social media facilitates an exchange of information to students, the general public, alumni and ESU faculty and staff. It gives us the opportunity to highlight the achievements of our students, faculty and staff and inform about events on campus.

Many university organizations have established their own presence on social media--apart from the official university sites.

For more information about official ESU social media pages, please contact the public relations/social media manager at ext. 3139.

Digital Signs, Listserv Messages and Warrior Notes

Digital sign requests and listserv messages to students must be approved by the vice president of student affairs or the dean of student life. Please call 422-3463 for more information. Approvals for listservs to faculty and staff should be obtained from the dean and chair of the originating department. Due to the increased number of listserv requests, university relations has developed Warrior Notes, which compiles all or most listserv messages each day into one, concise communication. The bulleted list of notifications and reminders is sent to all faculty, staff and students via email each day. If your message should not be sent to all faculty, staff and students, please specify, and it will be sent as a separate listserv to the audience you choose. Please request Warrior Notes submissions using the form located at esu.edu/ur.

Photography

Photography services for official university purposes are available through university relations, using freelance professional photographers. Depending on the availability of a photographer and/or the nature of the event to be covered, a camera may be provided on loan (in lieu of a photographer) at the discretion of the office. When taking your own photos, please try to take both horizontal and vertical shots and be aware of what's in the background.

To request a photographer, complete the photography request form on the university relations webpage at esu.edu/ur two weeks in advance of the event or other photography need. Please note that photographer availability cannot be guaranteed.

A Microsoft Outlook calendar appointment will be emailed to you when a photographer has been assigned. Please contact esuphotography@esu.edu or complete the request form on the [university relations webpage](#). Call ext. 3532 for more information.

In an effort to contain university costs, it may be necessary to limit some photo coverage or to charge back some assignments to a department or division budget.

Style Guide for Text

University relations uses Associated Press (AP) style for all print and electronic publications. Following is a reference guide for faculty, staff and others who draft campus communications.

academic degrees:

Capitalized with punctuation and no spaces.

B.A., B.S., M.A., M.S., M.Ed., Ed.D., Ph.D.

Use lowercase when referring to generic degrees, majors and minors.

bachelor's degree
master's in biology
doctorate

When listing a major or degree program, capitalize only the official diploma title, not the program or concentration (unless it includes a proper name).

She graduated with a Bachelor of Science in biology.

He earned a bachelor's degree in English.

He received his master's degree in history.

Sue Smith is a mathematics major at ESU.

Use an apostrophe in bachelor's degree, master's, etc., but there is no possessive in Bachelor of Arts or Master of Science. Also, associates degree does not take the possessive.

academic majors: Lowercase all majors except for those incorporating proper nouns: theatre, biology, Spanish, English, chemistry.

adviser: This spelling is preferred over advisor.

alma mater: Two words, lowercase.

alumnus/alumni, alumna/alumnae: Use alumnus (alumni in the plural) when referring to a man. Use alumna (alumnae in the plural) when referring to a woman. Use alumni when referring to a group of mixed or unknown gender. ESU alumni should be listed with their graduation years after their names, as follows:

Frank Pullo '73 M'76, Ed.D.

The first year indicates his bachelor's degree earned at ESU, the year preceded by "M" signifies his master's earned at ESU, and the final degree is his highest degree earned at another university.

a.m., p.m.: Lowercase, with periods

building names: First references to building names should use the entire name.

capitalization:

chapters: Capitalize chapter when used with a numeral in reference to a section of a book or legal code. Roman numerals should be avoided. Chapter 1, Chapter 20.

class standing/year: Lowercase references to an individual's class standing: Joe Smith is a junior biology major.

colleges: Capitalize and use the formal style for the names of ESU's colleges: College of Business and Management, College of Arts and Sciences, College of Health Sciences, College of Education, University College, Graduate College.

Council of Trustees: Capitalize when used formally: The Council of Trustees of East Stroudsburg University, the ESU Council of Trustees. Lowercase when using informally, without ESU: the council of trustees, the council.

courses: Capitalize full course titles; lowercase general references.

ESU is offering Public Relations Writing this spring.

Courses in physics and art tend to fill up quickly.

dean: Capitalize before an individual's name: Dean Jane Doe. Lowercase when used after the name: John Doe, dean of the College of Arts and Sciences. Dean's list should not be capitalized.

departments and offices: Capitalize department, office, or college when they are part of official titles. Otherwise, use lowercase.

the chemistry department
ESU Department of Nursing

chair/chairman/chairwoman/chairperson: Adhere to the individual's preference if known; otherwise, use chair.

dates: Use only cardinal numbers in dates. Do not use ordinal numbers.

Classes begin on August 28, 2017

The theatre production begins on April 12.

emerita/emeritae, emeritus/emeriti: Use *emerita* when referring to a female retired faculty member who has been granted this status. Use *emeritus* when referring to one male, *emeritae* when referring to two or more females, and *emeriti* for a group of males or if the group is of mixed or unknown gender.

entitled: Books, articles, etc. are titled. Individuals who have earned or inherited various rights are entitled.

foreign words: Italicize foreign words that are not commonly used in English.

names: Use Jr., II, Sr., etc. on first reference with the individual's full name. The abbreviations are not set off with commas.

John Smith Jr.

On second and subsequent references to an individual, refer to the person by last name only.

Smith graduated with degree in chemistry.

numbers: Spell out single-digit numbers. For numbers 10 and above, use a numeral.

off campus, on campus: Two words, hyphenated only when used as a modifier.

Many university students live off campus.

Off-campus living requires a commute to classes.

More freshmen are choosing to live on campus.

You may wish to live in on-campus housing.

online: One word, lowercase.

percent: Spell out the word in text, repeating it when describing a range. Use numerals in percentages.

College increases your lifetime earnings between 35 percent and 65 percent.

president: Capitalize only as a formal title before the name: President Welsh, President Obama, Presidents Welsh and Obama. Lowercase in all other uses: Dr. Welsh is president of East Stroudsburg University.

professor: Abbreviate only in lists or tables. Capitalize only when used before the name as part of a title.

R.S.V.P.: Uppercase with periods.

school names: Capitalize the name of a school or college when it's used as part of a proper name.

He went to high school in Albany.

She graduated from Stroudsburg High School.

semesters and seasons: Lowercase spring, summer, winter, and fall, unless part of a formal name or a

publication. Capitalize the first letter, but do not use a comma in between if year is given.

Registration for fall begins soon.

Spring 2016 commencement is in May.

The Fall 2016 semester begins at the end of August.

state names: Associated Press style used to have its own abbreviations, but now the style is to always spell out the names of the 50 states. Do not use the two-letter postal abbreviations in running text. (The former AP style abbreviations are still acceptable.)

theatre: This spelling is preferred over theater.

times: Use a colon to separate hours from minutes. For example: 11 a.m., 1 p.m., 3:30 p.m. Use the words noon and midnight rather than 12 p.m., 12 a.m. Do not use double zeroes to indicate an hour.

titles: Professional titles should be capitalized when they immediately precede an individual's name. Use lowercase when they are used after a name.

Director of Admission John Smith

Jane Smith, professor of communication

On first reference, use abbreviated academic credentials after full names. Use a comma between the person's name and degree. The university's style is to list only doctoral degrees after a person's name.

John Smith, Ph.D.

On subsequent references to an individual who holds a doctorate, use Dr. and the last name.

Dr. Smith

In general do not use the courtesy titles Mr., Mrs., Miss, or Ms. Only use Mr. if it is combined with Mrs.

John Smith

Mr. and Mrs. Smith

Do not use Dr. before a name and the academic degree following a name.

Incorrect: Dr. Sally Smith, Ph.D.

titles of works: Books, movies, song titles, and album titles are set off in quotation marks. Italicize the names of newspapers and journals. Magazines are simply capitalized:

Time magazine carried the *Washington Post* review of the Beatles' "Abbey Road."

website: One word, lowercase.

Campus Buildings

The following list contains the official names of campus buildings. Please use the full name on first reference.

Abeloff Center for the Performing Arts	McGarry Communication Center
Joseph H. & Mildred E. Beers Lecture Hall	Minsi Residence Hall
Business Management (427 Normal / 208 Smith)	Monroe Hall
Center for Hospitality Management	Moore Biology Hall
Computing Center	Multicultural Affairs (96 Normal)
Conference Services (96 Normal Street)	Orientation (403 Normal)
Dansbury Commons	Philosophy and Religious Studies
DeNike Center for Human Services	President's Residence
Department of General Services / Field Offices	Procurement and Contracting (145 Ridgeway)
Facilities Management Annex	Reibman Administration Building
Facilities Management Complex	Rosenkrans Hall
Fine and Performing Arts Center	Shawnee Residence Hall
Flagler-Metzgar Center	Stroud Hall
Gessner Science Hall	Sycamore Suites
Hawthorn Suites	Trio Building
Hemlock Suites	University Apartments
Henry A. Ahnert Jr. Alumni Center	University Center (also known as Student Union)
Warren E. '55 and Sandra Hoeffner Science and Technology Center	University Police Station - Hemlock Suites
Innovation Center	University Ridge
Institutional Storeroom and Garage	Utility Plant
Kemp Library	Women's Center (411 Normal)
Koehler Fieldhouse and Natatorium	Zimbar-Liljenstein Hall
Laurel Residence Hall	
Leadership Studies and Military Science (ROTC Office, 427 Normal)	Satellite campus: Lehigh Valley Center 50 West Broad Street Bethlehem, Pa.
Lenape Residence Hall	
Linden Residence Hall	
Mattioli Recreation Center	

University Departments

Academic Affairs, Vice President	Counseling and Psychological Services
Academic Advising	Digital Media Technologies
Academic Computing	Dining Hall
Academic Enrichment and Learning (DAEL)	Early Childhood and Elementary Education
Administrative Computing	Economic Development and Entrepreneurship
Administration and Finance, Vice President	Education, College of
Admissions	Enrollment Management
AFSCME (American Federation of State, County and Municipal Employees)	English
Alumni Engagement	ESU Foundation*
Applied DNA Sciences Laboratory	Exercise Science
APSCUF (Association of Pennsylvania State College and University Faculties)	Facilities Management
Art + Design	Field Experience and Partnerships
Arts and Sciences, College of	Financial Aid
Athletic Office	Frederick Douglass Institute for Intercultural Studies
Athletic Sports Medicine Clinic	Graduate and Extended Studies
Athletic Training	Graphics Center*
Biological Sciences	Health Studies
Business and Management, College of	Health Sciences, College of
Business Management	History and Geography
Business Office	Hospitality, Recreation and Tourism Management
Campus Activities Board	Human Resource Management
Campus Card Center	Human Performance Lab
Career Development Center	Institutional Effectiveness, Planning and Assessment
Chemistry and Biochemistry	Instructional Resources
Clinical Exercise Physiology	Instructional Support
Communication	Intercollegiate Athletics (Koehler/Athletic Office)
Communication Sciences & Disorders	International Programs
Commuter Student Services*	Kemp Library
Computer Science	Leadership Studies and Military Science
Computing and Communication Services	Learning Center
Conference Services	LGBTQA Center (Lesbian, Gay, Bisexual, Transgender, Queer, Ally)

Library Acquisitions	Sponsored Projects and Research
Library Dean's Office	Sports Information
Library Periodicals	Sport Management
Mailroom, Receiving and Distribution Center	STAR Program
Mathematics	Stony Acres*
Mekeel Child Care Center	Stroud Courier
Mattioli Recreation Center	Student Activity Association*
McMunn Planetarium	Student Affairs, Vice President
Modern Languages, Philosophy and Religion	Student Conduct and Community Standards
Multicultural Affairs	Student Enrollment Center
New Student Programs	Student Support Services
Nursing	Theatre
OASIS (Office of Accessible Services Individualized for Students)	University Advancement
Older Adult Learning Center, The (TOALC)	University Honors Program
Orientation	University Police and Safety
Physical Education Teacher Education	University Relations
Physics	University Ridge*
Political Science and Economics	University Store*
President's Office	Upward Bound
Printing and Duplicating Services	Wellness Education & Prevention
Procurement and Contracting	WESS
Professional and Secondary Education	Women's Center
Psychology	
Reading	*ESU Affiliate
Residence Life and Housing	
ROTC	
Schisler Museum of Wildlife and Natural History	
Sign Language Interpreter	
Sociology, Social Work and Criminal Justice	
Special Education and Rehabilitation	

Glossary – Athletics

ESU Affiliations

NCAA – National Collegiate Athletic Association is a semi-voluntary association of 1,281 institutions, conferences, organizations and individuals that organizes the athletic programs of many colleges and universities in the United States and Canada. It is headquartered in Indianapolis, Indiana.

PSAC – Pennsylvania State Athletic Conference is a college athletic conference that participates in the National Collegiate Athletic Association Division II. The conference is composed of 18 full-time members within Pennsylvania.

Coaching/Polling Organizations

ABCA – American Baseball Coaches Association is a baseball coaching organization formed in 1945. It is the primary professional organization for baseball coaches at the amateur level.

AFCA – American Football Coaches Association is an association of over 11,000 football coaches and staff on all levels. According to its constitution, some of the main goals of the American Football Coaches Association are to “maintain the highest possible standards in football and the profession of coaching football,” and to “provide a forum for the discussion and study of all matters pertaining to football and coaching.”

AVCA – American Volleyball Coaches Association is an organization of nearly 5,000 members, incorporated as a private non-profit educational corporation in 1981, as the Collegiate Volleyball Coaches Association.

CSCAA – College Swimming Coaches Association of America is the oldest a professional coaching organization of college swimming and diving coaches dedicated to serving and providing leadership for the advancement of the sport of swimming at the collegiate level.

IWLCA – Intercollegiate Women’s Lacrosse Coaches Association is a membership-led nonprofit association representing the nation’s intercollegiate women’s lacrosse coaches within Division I, II & III of the National Collegiate Athletic Association (NCAA). The IWLCA is a 501c Non-Profit educational organization.

NABC – National Association of Basketball Coaches has continually worked to further the best interests of the

game of basketball as well as the players and coaches who participate in the sport.

NCBWA – National Collegiate Baseball Writers Association is dedicated to the advancement of college baseball

NFCA – National Fastpitch Coaches Association (softball) is the professional growth organization for fastpitch softball coaches from all competitive levels of play.

NFHCA – National Field Hockey Coaches Association is a non-profit organization serving field hockey coaches and supporters of the game from across the United States. The mission of the organization is to stimulate the professional development of coaching leadership within the sport of field hockey.

NSCAA – National Soccer Coaches Association of America is an organization of American soccer coaches founded in 1941. The NSCAA has grown from a handful of college soccer coaches to more than 22,000 members, making it the largest coaching organization in the world.

USTFCCCA – U.S. Track & Field and Cross Country Coaches Association is a New Orleans, Louisiana-based professional association representing men’s and women’s cross country and track & field coaches in the United States.

WBCA – Women’s Basketball Coaches Association is an association of coaches of women’s basketball teams at all levels.

CoSIDA – College Sports Information Directors of America is the organization that has since 1952 bestowed Academic All-American recognition on male and female athletes in Divisions I, II, and III of the National Collegiate Athletic Association (NCAA)—covering all NCAA championship sports—and NAIA athletes.

ECAC-SIDA – Eastern Collegiate Athletic Conference-Sports Information Directors Association is one of the nation’s largest sports information director associations, with member colleges and universities ranging from Maine to North Carolina. The association includes NCAA Divisions I, II, III, as well as NAIA schools and junior colleges.

Warrior Teams

Men's Sports

- Baseball
- Basketball
- Cross Country
- Football
- Soccer
- Indoor Track and Field
- Outdoor Track and Field
- Wrestling

Women's Sports

- Basketball
- Cross Country
- Field Hockey
- Golf
- Lacrosse
- Soccer
- Softball
- Swimming
- Tennis
- Indoor Track and Field
- Outdoor Track and Field
- Volleyball

Athletics Newsletters

All athletics newsletters must be aligned with university relations guidelines. Please adhere to the following procedures:

Coaches are responsible for gathering information and high-resolution photos for use in their newsletters and must submit the content for their publications to Sports Information Director Greg Knowlden for review. All content must be approved by Greg Knowlden to ensure it is appropriate and meets standards.

Approved content will be shared with the athletic director for approval.

Once content has been approved, coaches will work directly with SAA Graphics Center to develop the layout and design of his/her newsletter.

A rough draft of the newsletter will be submitted to the coach, Athletic Director, and Greg Knowlden for final edits/approval.

Coaches work with alumni engagement to develop a mailing list for his/her publication.

Coaches work with graphics center to have newsletters printed and the mailroom to have newsletters distributed.

Mail Preparation and Postage

Your publications budget should include any mail preparation and postage costs you anticipate incurring. To benefit from ESU's nonprofit rate, publications must be designed to specific sizes and bear a mailing panel that conforms to postal requirements. These continually change, so please address this issue with the office of university relations or with the mailroom supervisor at ext. 3093. To ensure proper use of the nonprofit indicia, we ask that the indicia be applied by the mail house that is preparing your mailing or by the ESU mailroom.

ESU contracts with Raven One-to-One Marketing in Allentown for mailing services. The publications department or the mailroom supervisor can obtain a quote for mailing preparation services once we have specifications on your job. Rough postage estimates can be obtained by the mail house once it has your publication, or something similar, in hand.

ESU's nonprofit indicia allows for mailing only at the East Stroudsburg Post Office on Courtland Street or at the Lehigh Valley Post Office in Allentown. To obtain that rate, publications must be mailed in quantities of at least 200 at a time.

1. Addressing Mail Pieces

- USPS regulations require that all mail carry nine digit zip codes to the extent that such are available. All mail sent by university offices must carry the appropriate nine digit zip codes in the return address. All university offices shall make every reasonable effort to determine and use the appropriate nine-digit zip code for the addresses of outgoing mail available at the website: usps.com/zip4.
- All outgoing university mail should be addressed by typewritten or computer generated labels. If handwritten, the addressee area must be legibly printed in ink.
- Detailed mailing procedures, zip code listings, postal rates and detailed information are available from the ESU mailroom supervisor.

2. Dispatch Time

- Mail will be dispatched from the mailroom once a day to the U.S. Post Office prior to 3:30 p.m., Monday through Friday, except on holidays or

on days when the university is officially closed. Mail received in the mailroom after 3 p.m. will be processed the next business day.

3. Campus Communications

- The campus mail system is for official interoffice mail only. Campus communications concerning official campus business will be delivered to campus departments. Only official campus correspondence is to be sent through campus mail in interoffice envelopes. When used, include the department name as well as individual's name. When any person uses the campus mail for unofficial purpose, the mail in question will not be delivered; such as solicitations, for profit business, chain letters, personal items, food, cash, coins, etc., and the individual will be duly notified (when possible).

The U.S. Postal Service constantly updates postal regulations. Please contact the Mail Room for assistance on any of the following:

1. Large Mailings - Contact the ESU mailroom supervisor to obtain information concerning the most efficient, cost effective method to process over 200 pieces.
2. A Large Mailing Request form is required for all large mailings prior to printing postal indicia/ stamp. The form is available from the ESU Mail Room Supervisor and must be completed with appropriate approval signatures.
 - The mailroom will handle and process large mailings up to 1,000 pieces. All mailings over 1,000 pieces are sent to a mail house contractor for preparation and delivery to the USPS. Please contact the mailroom supervisor for assistance.
 - All university departmental mailing lists should be updated at least quarterly (preferably before each mailing).
 - When mailing labels are ordered from the computing center, request labels in presorted zip code order (00000-99999).
 - To qualify as a large mailing, all envelope content must be same correspondence type and weight (invoices and personalized correspondence do not qualify).

3. It is the responsibility of the department to ensure that the appropriate preparation and class of mail is utilized. Planning is the key element in the utilization of the non-profit, standard, or First Class rates.
 - Business Reply Mail (BRM) - The advantage of using the Business Reply Mailing envelope is that postage is not charged until the piece is returned. Business Reply mail requires special handling and nine digit zip codes. All business reply pieces in excess of 100 pieces must be pre approved by the appropriate Vice President. A reproduction sample must be presented to USPS.
 - The originator should contact the ESU mailroom supervisor at least four weeks in advance of the intended mailing date. This time is required to contact the Readability Specialist at the U.S. Postal Service for approval of the business reply and to order the typesetting.
4. For special mail services such as Express Mail, Priority Mail, Certificate of Mailing, Registered Mail, Certified Mail, or package shipment, please contact the mailroom for assistance.
 - It should never be assumed that a BRM envelope previously accepted is still acceptable. Contact the ESU mailroom supervisor prior to printing.
 - Pre-printed generic #9 envelopes are available through Printing and Duplicating Services for mailings of less than 100 pieces at a nominal cost to the originating department.

Large Mailing Request Form

ESU MAIL SERVICES REQUIREMENTS FOR A DEPARTMENTAL MAILING OVER 200 PIECES

UPDATED FEBRUARY 2006

Planning stage:

1. Plan in advance with the time estimation of 6 to 8 weeks for print order completion and mail delivery.
2. Pre-Approval and signatures of Dean or Vice President, and Final -Approval by Vice President is necessary.
3. Draft your mailing brochure or mail pieces. Estimated time for response requests is 2-3 weeks from mail date.
4. To include Business Reply envelopes, you should request from the Print Shop in 5-6 weeks in advance.
5. Plan 3-5 business days from the print shop to addressing contractor for preparation and delivery to USPS.

To complete the form below, have the following information ready:

- ___ Include the anticipated mailing date; the response date, if any; the estimated number of mailing pieces with ESU return address preprinted in upper left corner, and if a Business reply is requested.
- ___ Check whether the mailing pieces are to be inserted into a #10 envelope or designed as a tabbed flyer. The ESU Mail Room Manager and University Relations will assist and approve the design set up. *(Pieces designed as mailers save on the cost of mailings.)*
- ___ Origin of the mailing address list (complete list needed for addressing the mailing pieces).

Remember, complete and forward this form with a final draft of the postal design layout attached or information to be inserted into envelopes. If you have any questions, please call extension 3093 or 3871.

Routing steps:

1. Complete and attach a final draft of the postal design layout, and forward/or walk to the Dean or Vice President. When approved, get signature below on form.
2. Forward by mail or walk the form and draft to University Relations. You will be notified of any change needed. Incorporate time into your schedule for design changes.
3. Forward by mail or walk the form and draft to Mailroom Manager. You will be notified of any change needed.
4. Note whether printing is on campus to be sent onto the ESU Printing and Duplication Services.
5. Final Approval signature by Vice President.

Please complete:

Contact Person: _____ Department: _____ Cost Code # _____ Ext. _____

Estimated # of Pieces: _____ Anticipated Mailing Date (3-5 business days after receive pieces from Printer): _____

Response Date of mailing, if any: _____ Business Reply Requested: ☐ Yes ☐ No

Printing:

☐ On Campus ☐ Off Campus, state where - _____ Phone# _____

Mailing to be: (Indicate by checking the appropriate box)

- ☐ Inserted in #10 Envelope. Order pre-printed ESU department return address envelopes through the ESU Print Shop.
- ☐ Designed as a tabbed mailer. **Remember** to allow space for the postal rate stamp on the layout and return ESU address.
- ☐ Other (explain) _____

Mailing List Generated From: (Indicate by checking the appropriate box)

☐ Computing Center ☐ Departmental Mailing List ☐ Other (explain) _____

MAILING and PRINT ORDER		
1. Dean or Vice President Pre- Approval	Signature: _____	Date: _____
☐ Yes ☐ No (See Comments)		
2 University Relations Review--	Signature: _____	Date: _____
3.ESU Mail Room Review	Signature: _____	Date: _____
Department Mail Acct. #: _____		Est. Cost \$ _____
4.ESU Print Shop Review --	Signature: _____	Date: _____
Postage \$ _____ + Address prep \$ _____ =		Est. Cost \$ _____
FINAL APPROVAL of VICE PRESIDENT / Signature: _____		Total Cost \$ _____
Date: _____		
PRINT DATE: _____	COST CODES _____	Total Cost \$ _____

LGMAILIN.2001 updated 10/2003