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Writing Great Content Consistently:
Usage, Style and Grammar

Delaware Valley University uses The Associated Press Stylebook and The Merriam-Webster Dictionary. Every institution that uses a style guide also has its own nuances. This document covers some of the most common elements of content, as well as any DelVal exceptions.

Here are some helpful tips to follow across all types of content:

- **Write for reading** – If content sounds ridiculous or unclear when said out loud, it probably needs to be rewritten and simplified.
- **Lead with the meat** – Try to include the most important information as close to the front of the content as possible.
- **Avoid redundant content** – Cross-reference existing content whenever possible rather than reproducing it entirely.
- **Edit liberally** – Pare down lengthy prose that distracts readers from the substance of the post; another option is to extract extraneous content and use it for other communication channels (e.g., email, blogs, social media).

**Academic Degrees**

- Use an apostrophe in *bachelor’s degree* and *master’s degree*; there is no apostrophe in *associate degree*. There is no possessive in *Bachelor of Arts* or *Master of Science*.
- If using the abbreviation of degree type, use M.A. or B.S., but no periods in MBA.
- If spelling the full degree, use lowercase, except for proper nouns.
  - A bachelor’s degree in biology and a master’s degree in English
- Use lowercase for the field of study. (See complete list of DelVal academic programs on page 14.)
  - She is pursuing a B.S. in environmental science.
  - The exception is any word that is a proper noun (e.g., English).
• Use degree abbreviations to designate graduate degrees and honorary degrees, but not undergraduate degrees.
  o Amanda Smith, M.S. ’14
  o Jessica Park ’12, MBA ’14
• For honorary degree recipients, see page 8.

Acronyms and Abbreviations
A few universally recognized abbreviations are required in some circumstances; others are acceptable depending on context (e.g., NASA, Scuba, NCAA). Unless it’s well known, steer clear of using them. Do not use acronyms or abbreviations that the reader would not quickly recognize.

An acronym is a word formed from the letter or letters of a series of words.
  • Laser: light amplified by stimulated emission of radiation

An abbreviation is not an acronym.

If you need to abbreviate a school or program name – or some new research you’re writing about – first spell it out with the acronym in parentheses.
  • Her work with equine science and management (ESM) is now recognized in The Journal of Excellence.

All other references thereafter can be the acronym only (e.g., ESM).

Attribution
• For students and alumni: Provide the name, graduation year (or anticipated) in two-digit format, and program name.
• If there could be confusion of a graduation year (1914 vs. 2014), use the four-digit format for the earlier date and offset by commas. The two-digit year is not off-set by commas and is written as if an extension of the name.
  o John Smith, 1914, studied agriculture.
• Please note the direction of the apostrophe before the graduation year: ’13, not ‘
  o John Smith ’12, equine studies
Maggie Johnson ’04 was a counseling psychology major.

For faculty: Provide the name followed by a comma, then the title (lowercase)

Barry White, professor of biology

**Compound Modifiers**

As a general guideline, compound modifiers are hyphenated before the noun and open after the noun.

- She is a first-year student.
- This is her first year at DelVal.

If there’s a chance of ambiguity, it’s better to hyphenate.

Compounds that include “ly” are never hyphenated. Use a hyphen to designate dual heritage (e.g., Italian-American, Mexican-American). However, no hyphen is used for French Canadian or Latin American.

**Dates and Times**

Always use Arabic numbers, without st, nd, rd or th.

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year. When the phrase uses only a month and year, do not separate by comma. When the phrase refers to a month, day and year, set off the year with commas.

- January 2011 was a cold month.
- Jan. 2 was the coldest day of the month.
- His birthday is May 8.
- Feb. 14, 2013, is the target date.

Use figures except for noon and midnight; a colon to separate hours from minutes; a hyphen with no spaces to separate hour span; a.m. or p.m. (lowercase, with periods). If you use from to describe a time span, always use to or through.
• We’re meeting at noon.
• The event ends at 10 p.m.
• Convocation is held from 1:30 through 3 p.m. (Never: Convocation is held from 1:30-3 p.m.)
• The store hours are noon-5 p.m. (Use a hyphen, with no spaces on either side when writing a date or time range.)

The only exception for this guideline is on Twitter or other character-constrained media. In these cases, choose the shortest-yet-clearest description of dates.
• Mon 1/24 at 4pm

**Departments, Schools and Academic Programs**

With the obvious exception of proper nouns, majors and minors are always lowercase.

• equine studies
• English
• biology

Follow these examples for capitalizing departments and offices:

• Department of Biology, biology department
• Office of Human Resources, human resources office
• Department of English, English department

The complete list of DelVal departments, schools and academics programs, and the appropriate capitalization starts on page 14.

**Formal and Informal Titles**

Capitalize formal titles when they are used immediately before one or more names. A formal title generally is one that denotes a scope of authority, professional activity or academic activity.

• Pope Benedict XVI
• Vice President for Institutional Advancement Joseph Erckert
Formal titles used after one or more names are not capitalized.
• Dr. Joseph Brosnan, president of Delaware Valley College
• Art Glass, vice president for finance and administration

Informal titles serve primarily as occupational descriptions and are not capitalized.
• peanut farmer Jimmy Carter
• astronaut John Glenn

While the use of “Dr.” is typically reserved for medical physicians, it is common at institutions of higher education (DelVal included) to refer to those with a doctorate-level degree as Dr. Refer to all people with doctorate-level degrees as “Dr.” if you refer to one person as “Dr.” In this case, do not follow the name with the degree.
  o Dr. Benjamin Rusiloski
  o Not: Dr. Bashar W. Hanna, Ph.D.

With the exception of the above noted Dr., honorifics (Mr., Mrs., etc.) should not be used in formal copy. The full name, without honorific, on first reference and last name only on second reference are sufficient.

**Formatting, Punctuation and Special Marks**
• Use a single space after a period at the end of a sentence.
• Phone numbers should include the area code separated by periods (e.g., 215.555.1234).
• When using bulleted lists, capitalize the first letter of the first word, and do not use periods at the end of each list item unless it is a complete sentence.
• Ampersands (&) should be used sparingly and only when part of an official name.
  o Hobart and William Smith Colleges
  o The College of William & Mary
• Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.
- The horse eats apples, bananas and carrots.
- She had juice, peanut butter and jelly, and an apple.

- Use the word “percent” instead of the symbol % (e.g., ... by more than 30 percent) in body copy. Use the % mark only in graphs, charts and calls-to-action.
- Place commas and periods inside of quotation marks, charts, and parenthesis.
- Email addresses should always be lowercase.
  - laurie.ward@delval.edu
- When using an email address (or web address) in a printed piece, remove the underline/hyperlink.

**Honorary Degrees**

To designate an honorary degree recipient using the year the degree was awarded:

- Drew Becher H’13

To designate using the honorary degree

- Drew Becher, L.H.D. (h.c.)

The (h.c.) is Latin for “honoris causa.” A recipient of an honorary degree should never be referred to as doctor (if this is the only degree held).

In running text:

- Drew Becher holds an honorary doctorate of humane letters.

**Numbers**

- Spell out numbers one through nine.
- Use numerals for 10 and greater.
- Always use a comma when using four or more numbers (e.g., 1,000)
- Use the phrase “greater than” and “less than” rather than “over” or “under” when referring to numbers.
  - We registered more than 100 attendees.

**Plurals**

- alumnus (singular); alumna (singular female); alumni (plural)
- curriculum (singular); curricula (plural)
- emeritus (singular male); emerita (singular female); emeriti (plural)
• faculty member (singular person); faculty (plural of all faculty members)

**RAS Syndrome (Redundant Acronym Syndrome Syndrome)**

• ATM machine
  o It should be ATM.
  o It stands for Automated Teller Machine.

• GRE/GMAT exam
  o It should be GRE/GMAT.
  o It stands for Graduate Record Exam/Graduate Management Admission Test.

• ISBN number
  o It should be ISBN.
  o It stands for International Standard Book Number.

• LCD Display
  o It should be LCD.
  o It stands for Liquid Crystal Display.

• NPR radio
  o It should be NPR.
  o It stands for National Public Radio.

• Please RSVP
  o It should be RSVP.
  o It translates from the French as “respond, please.”

**Spelling and Usage**

In the case of alternate spellings or plurals, we typically use the first entry in The Merriam-Webster Dictionary.

• advisor (Though adviser is the preferred spelling in Merriam-Webster, to be consistent with WebAdvisor, we use the spelling with –or.)

• birthdate
• catalog
• chair: not chairperson, chairwoman, or chairman
• cross country (Though AP uses cross-country, we follow the standard used by the NCAA.)

• doctoral [adj.], doctorate [noun]
  o She has applied for the doctoral program.
  o She is earning her doctorate.

• email, but e-book, e-blast, e-commerce, e-newsletter

• flier (one that flies); flyer (an advertising circular)

• Founders’ Day (plural possessive, since we honor both Krauskopf and Work)

• full-time, part-time [adj. or adv.]

• hors d’oeuvre(s)

• the Internet

• inaugural, not first annual

• marcom, not MARCOM (it is not an acronym.)

• myDelVal (Use a lowercase m, even at the start of a sentence.)

• noncredit [adj. or adv.]

• nonprofit

• on campus, off campus [adj.]; on-campus, off-campus [adv.]
  o This master class takes place on campus.
  o She lives in an off-campus apartment.

• online

• student-athlete, but student teacher, student veteran, student worker

• track & field (the use of the ampersand follows the standard used by the NCAA)

• URL, URLs
  o delval.edu
  o Do not include http:// and www unless that particular site will not work without it.
  o When a URL must be broken over a line in printed context, break the line before rather than after the slash (/).

• wordmark

• the World Wide Web, the Web, Web page, website, webcast, webmaster
Common Content Conundrums Solved

• Affect or Effect?
  o Affect as a verb, means to influence (e.g., The game will affect the standings.)
  o Effect as a verb, means to cause (e.g., He will effect many changes in the company.)
  o Effect as a noun, means result (e.g., He didn’t realize the effect of his actions.)

• Allude or Elude?
  o Allude = to refer to someone indirectly (e.g., He alluded to the fact that her tardiness was upsetting him.)
  o Elude = to escape notice or understanding (e.g., The reason for her tardiness eluded him.)

• Among or Between?
  o Among = when there are more than two things being compared
  o Between = when there are only two objects being compared

• Bring or Take?
  o Bring something toward you
  o Take something away from you

• Compliment or Complement?
  o Compliment = give someone praise
  o Complement = something that completes or perfects

• Compose, Comprise or Comprised of?
  o A thing is “composed of” (made up of)
  o A thing “comprises” (contains) other things
  o “Comprised of” is always wrong

• e.g or i.e.?
  o e.g. = examples
  o i.e. = clarification (e.g., Three decimal places should only be used in statistics where it is the norm: i.e., a baseball batting average.)
• I, Me or Myself?
  o Mark and I went to the meeting.
  o The CEO met with Mark and me.
  o I kept the secret to myself.

• Imply or Infer?
  o Imply = to suggest
  o Infer = draw as a conclusion

• It’s or Its?
  o It’s = it is
  o It’s = it has
  o Its = the possessive form of “it”

• Lose or Loose?
  o Lose = opposite of win
  o Loose = not tight

• Stationary or Stationery?
  o Stationary = state of immobility
  o Stationery = letterhead or writing material

• Than or Then?
  o Than = used for comparison
  o Then = used in a sequence indicating time; first this, then that

• That or Which?
  o That = singles out an item (e.g., “The event that we attended …”)
  o Which = adds explanation to an item being described, and it always follows a comma (e.g., “The event, which we loved, took place …”)

• That or Who?
  o That = describes non-people (e.g., companies or entities)
  o Who = describes real people

• Their, They’re or There?
  o Their = possessive, they own something
  o They’re = they are
  o There = refers to a place or idea
• Who or Whom?
  o Who = subject of a statement (e.g., “Who is coming with us?”)
  o Whom = subject of a statement (e.g., “To whom it may concern”)
• Your or You’re?
  o Your = possessive, you own something
  o You’re = you are
Official Names and Places

Delaware Valley University

- DelVal or the University on second reference
- Refrain from using DelVal University, DelVal U or DV University
- While DelVal is the preferred second reference nickname, DVU may be used where there is a space or character limit.

Academic Units, Departments, Degrees and Specializations

The School of Agriculture and Environmental Sciences, agriculture and environmental sciences

- Department of Agribusiness, agribusiness department
  - agribusiness, B.S. in agribusiness
- Department of Animal Science, animal science department
  - animal science, B.S. in animal science
    - dairy science (specialization)
    - livestock science and management (specialization)
    - pre-professional (specialization)
- Department of Equine Science and Management, equine science and management department
  - equine management, B.S. in equine management
    - business management (specialization)
    - instruction and training (specialization)
    - media and communication (specialization)
  - equine science, B.S. in equine science
    - breeding (specialization)
  - equine studies, A.S. in equine studies
- Department of Food Science, Nutrition and Management; food science, nutrition and management department
  - food science, B.S. in food science
  - food technology, B.S. in food technology
• nutrition science (specialization)
  o restaurant and food service management, B.S. in restaurant and food service management

• Department of Landscape Architecture and Environmental Sciences
  o environmental science, B.S. in environmental science
  o landscape architecture, B.S. in landscape architecture
  o landscape design/build, B.S. in landscape design/build

• Department of Plant Science, plant science department
  o crop science, B.S. in crop science
  o horticulture, B.S. in horticulture
    ▪ commercial crop production and marketing (specialization)
  o sustainable agriculture systems, B.S. in sustainable agriculture systems
  o turf management, B.S. in turf management

The School of Business and Humanities, business and humanities

• Department of Business and Information Management, business and information management department
  o business administration, A.S. or B.S. in business administration
    ▪ accounting (specialization)
    ▪ general business (specialization)
    ▪ management (specialization)
    ▪ marketing (specialization)
    ▪ sports management (specialization)

• Department of Counseling Psychology, counseling psychology department (effective January 2016)
  o counseling psychology, B.A. in counseling psychology

• Department of Criminal Justice, criminal justice department
  o criminal justice administration, B.S. in criminal justice
• Department of Education, education department
  o secondary education, B.S. in secondary education
    ▪ agriculture certification (specialization)
    ▪ biology certification (specialization)
    ▪ chemistry certification (specialization)
    ▪ social studies certification (specialization)
• Department of English, English department
  o literary studies, B.A. in literary studies
  o media and communication, B.A. in media and communication
• Department of Liberal Arts, liberal arts department
  o history, policy and society, B.A. in history, policy and society

The School of Life and Physical Sciences, life and physical sciences
• Department of Animal Biotechnology and Conservation, animal biotechnology and conservation department, ABC
  o conservation and wildlife management, B.S. in conservation and wildlife management
  o small animal science, B.S. in small animal science
  o zoo science, B.S. in zoo science
• Department of Biology, biology department
  o biology, B.S. in biology
    ▪ botany (specialization)
    ▪ ecology/environmental biology (specialization)
    ▪ microbiology and biotechnology (specialization)
    ▪ pre-professional biology (specialization)
    ▪ zoology (specialization)
• Department of Chemistry, chemistry department
  o chemistry, B.S. in chemistry
    ▪ forensic science (specialization)
• Department of Mathematics and Physics, mathematics and physics department
Pre-Professional programs
  • dentistry
  • medicine
  • optometry
  • physical therapy
  • physician assistant
  • veterinary

The School of Graduate and Professional Studies
  • Doctor of Education in Educational Leadership, Ed.D. in educational leadership
    o Higher Education Leadership
    o School Administration (K-12 Superintendent)
  • Master of Business Administration, MBA
    o accounting (specialization)
    o entrepreneurship (specialization)
    o finance (specialization)
    o food and agribusiness (specialization)
    o general business (specialization)
    o global executive leadership (specialization)
    o human resource management (specialization)
    o supply chain management (specialization)
  • Master of Arts in Counseling Psychology, M.A. in counseling psychology
    o child and adolescent counseling (specialization)
    o social justice community counseling (specialization)
  • Master of Science in Educational Leadership, M.S. in educational leadership
    o school administration (specialization)
    o instruction, curriculum and technology (specialization)
  • Master of Science in Teaching and Learning, M.S. in teaching and learning
  • Master of Arts in Policy Studies, M.A. in policy studies
    o food and agriculture (specialization)
    o sustainability and environment (specialization)
• community and international development (specialization)

• Master of Science in Special Education, M.S. in special education
  • assistive technology (specialization)
  • supervisor of special education (specialization)
  • transition services (specialization)

• Office of Continuing and Professional Studies, continuing and professional studies office
  • part-time completion of associate degrees
  • part-time completion of bachelor’s degrees
  • credit certificate programs
    ▪ ecological landscape design
    ▪ environmental studies
    ▪ horticultural therapy
    ▪ online post-baccalaureate certificate in accounting
    ▪ organic farming
    ▪ post-baccalaureate accelerated certification for teachers, PACT
  • noncredit certificate programs
    ▪ equine massage
    ▪ food safety
    ▪ clinical research monitoring and coordination
  • noncredit programs
    ▪ beekeeping
    ▪ business and technology
    ▪ lifelong learning
    ▪ MS office training
    ▪ sustainability

Buildings, Rooms and Outdoor Areas

When a building or facility is named for someone, include the full formal name on first reference, followed by the shorter name on all other references.
• The game was held at the Robert A. Lipinski Field. The football field was filled with players.

Athletics
• Robert A. Lipinski Field at James Work Memorial Stadium, Lipinski Field
• Rudley Neumann Gymnasium
• Frank Wolfgang Field, baseball field
• James Work Gymnasium

Non-Residence Buildings
• Aaron Building
• Herbert D. Allman Building, Allman Building
  o Small Animal Center
• Alumni House
• Ida M. Block Chapel, Block Chapel
• Burpee House
• Dairy Science Center
• The Market at DelVal, the Farm Market, the Market
• Eisner Hall
• Elson Hall
• Equestrian Center
• Baruch M. Feldman Agriculture Building, Feldman Building
• Feldstein Horticulture Science Center
• Kenneth and Helen Gemmill Animal Science Complex, Gemmill Animal Science Complex
• Greenhouse Complex
• House 1
• House 2
• Janet Manion Military and Veterans Center, Manion Center
• Joseph Krauskopf Memorial Library, Krauskopf Library
• Cooke Wing
• Memorial Room
• Shapiro Wing
• Morris Lasker Hall, Lasker Hall
  • Philanthropy Room
  • Lasker Hall Conference Room
• David Levin Dining Hall, Levin Dining Hall
• Life Sciences Building
  • George I. Alden Trust Study Area
  • James E. ’61 and Elizabeth R. Diamond Wing
  • Joseph F. Umosella ’63 Atrium (includes both the upstairs and downstairs atrium areas)
• Samuel P. Mandell Science Building, Mandell Building
• Sydney J. Markovitz Breeding Center, Markovitz Breeding Center, breeding center
• Daniel Miller Hall, Miller Hall
• Arthur Poley Greenhouses
• Research Greenhouses (formerly Orchard Houses)
• Adolph Segal Hall, Segal Hall
• Student Center
  • The Student Store
  • Post Office
  • Department of Events
  • Office of the First-Year Experience
  • Student Affairs
  • Coffee House
  • Commuter Lounge
  • Music Room
  • The Pub
  • Rosenfeld Room
  • Sigety Room
• Welcome Center

Off-Campus Locations
• Pennsylvania Biotechnology Center of Bucks County (in partnership with the Hepatitis B Foundation)
• Kenneth and Helen Gemmill Center, Gemmill Center, Gemmill property
• Roth Center for Sustainable Agriculture

Outdoor Areas
• Lake Archer
• Dr. Joshua Feldstein Campus Court
• Henry Schmeider Arboretum
• Lois Burpee Herb Garden
• Gazebo Annual Display Garden
• Segal Quad, the Quad
• South Campus (formerly Farm 3)

Residence Halls
• Joseph and Mary Barness Hall, Barness Hall
• Leon L. Berkowitz Hall, Berkowitz Hall
• Centennial Hall
• Ethel Cooke Hall, Cooke Hall
• Morris H. Goldman Hall, Goldman Hall
• J. Bunford Samuel Hall, Samuel Hall
• South Hall
• Rosetta M. Ulman Hall, Ulman Hall
• James Work Hall, Work Hall

Campus Events
• A-Day
• Commencement
• Convocation
• Founders’ Day
• Move-In Day, Arrival Survival
• Precarious Alliance
• Pride and Polish
• Welcome Weekend

**Divisions, Offices, Centers and Programs**

• Division of Academic Affairs, academic affairs
• Office of Admission, admission office [please note singular admission]
• Office of Alumni Relations, alumni relations office
• Office of Athletics, athletics
• Office of the Bursar, bursar’s office
• Office of Career Services, career services
• Office of Continuing and Professional Studies, continuing and professional studies office
• Counseling Center (when talking about DelVal’s Counseling Center; lowercase in generic references)
• Division of Enrollment Management, enrollment management
• Experience360 Program, Experience360, E360 (formerly Experiential Learning Program, ExLP)
• Division of Finance and Administration, finance and administration
• Office of Financial Aid, financial aid office, financial aid
• Office of the First-Year Experience, first-year experience
• Office of Graduate Programs, graduate programs
• Office of Human Resources, human resources, HR
• Division of Institutional Advancement, institutional advancement
• Office of Marketing and Communications, marketing and communications office, marcom
• Office of Physical Education and Athletics, athletics
• Office of the President, president's office
• Office of Public Safety, public safety
• Office of the Registrar, registrar's office, the registrar
• Office of Residence Life, residence life
• Division of Student Affairs, student affairs
• Office of Student Involvement, student involvement office
• Student Health and Wellness Center
• The Center for Student Professional Development, student professional development, student professional development center, CSPD
• Office of Student Support Services, student support services
• Office of Technology Services, technology services

People and Titles

Board of Trustees
When referring to the current board chair, do not use Dr. on first reference.

• Susan B. Ward, M.D. '80

On second reference, she can be referred to as Dr. Ward.

Presidents

• Dr. Joseph S. Brosnan, 2007 – 
• Dr. Thomas C. Leamer, 1997– 2007
• Dr. Joshua Feldstein (interim), 1995–1997
• Dr. William L. George, 1995
• Dr. George F. West, 1991–1994
• Herman Silverman (acting), 1990–1991
• Dr. Joshua Feldstein, 1975–1987
• Dr. Winton Tolles (acting), 1974–1975
• Dr. James Work, 1946–1974
• Dr. Louis Nusbaum, 1943–1946
• Harold B. Allen, 1939–1943
• Herbert D. Allman, 1925–1939
• Harry B. Hirsch, 1923–1925
• Dr. Joseph Krauskopf, 1896–1923

President Emeriti

• Dr. Thomas C. Leamer, 2007
• Dr. Joshua Feldstein, 1987

Cabinet

• Dr. Joseph S. Brosnan, president
• Deborah B. Dailey, associate vice president for research, planning and accreditation
• Joseph T. Erckert, vice president for institutional advancement
• Arthur Glass, vice president for finance and administration
• Arthur Goon, vice president for enrollment management
• Dr. Bashar W. Hanna, vice president for academic affairs and dean of the faculty
• Dr. Kim Martin Long, dean of the School of Business and Humanities
• Dr. James Moryan, dean of the School of Graduate and Professional Studies
• Cheryl Moyer, assistant vice president for finance and administration
• Roy Ortman, strategic planning implementation coordinator
• Dr. Benjamin E. Rusiloski III, dean of the School of Life and Physical Sciences and executive director of the Center for Student Professional Development
• Dr. Christopher Tipping, acting dean of the School of Agriculture and Environmental Sciences
• Dr. April L. Vari, vice president for student affairs and dean of students
• Laurie Ward, chief marketing and communications officer