UNIVERSITY FACTS and NAMES

**“A” Mountain**

**accreditation statements** New Mexico State University has been accredited since 1926. The university is accredited by the Higher Learning Commission and is a member of the North Central Association of Colleges and Schools.

**addresses** Keep address style consistent with postal regulations, using no punctuation.

University Communications and Marketing Services

MSC 3K

New Mexico State University

PO Box 30001

Las Cruces NM 88003-8001

See NMSU Mail Services at <https://mailservices.nmsu.edu> for complete addressing rules.

**Arrowhead Center** Arrowhead Center, New Mexico State University’s hub for technology commercialization and business assistance, was formed in 2004 to help prospective entrepreneurs identify markets, verify new technologies, write business plans and find financing. Through the center, companies have access to business advisers, including university students, faculty members and retired business people. In exchange, the center receives a fee or equity share in the new companies.

**athletics** It is the Department of Athletics or the Athletics Department, but the director of athletics. Coach is also lowercase, even when preceding a name: *volleyball coach Mike Jordan*

**BE BOLD.** Shape the Future.®Starting in 2018, this became the university’s tagline. In 2021, it received a federally registered trademark. For use, please contact Marketing Services at mktgserv@nmsu.edu. (note: the previous tagline, “All About Discovery!” has been retired and is not to be used.)

**campus buildings and physical features** Capitalize the *official names* of all university buildings, streets, parks, etc., when using the full names. Follow any quirky spellings when doing so, but lowercase and revert to standard spelling when using generic descriptions.

If a question arises as to the proper name of a campus building or facility, check with the Office of Facilities Space Management for a ruling on the correct name and spelling, then contact University Communications and Marketing Services for addition to the NMSU style guide.

**campus organizations** Many of these require a description in addition to a name, because they aren’t familiar to the general public: *The Round Up*, *the NMSU student newspaper*. *Associated Students of NMSU*, *the student government*. (On subsequent references, use either *ASNMSU* or *student government*.)

**Conference USA** NMSU’s athletics conference starting in July 2023. NMSU will remain in the WAC — and independent of a conference in football — till then.

**Doña Ana County** Use the tilde ~ over the “n” in Dona.

**Honors College** New Mexico State University established the state’s first Honors College in 2003. The Honors College supplements the degrees offered by the university’s seven degree-granting colleges with a core curriculum leading to honors distinctions. Honors courses are taught in seminar formats by the university’s top faculty. Other components of the Honors College are the Crimson and Centennial Scholars programs and the Office of National Scholarships and International Education, formerly the Fellowships Office.

**land-grant** NMSU is a land-grant university, a Hispanic-serving university and a NASA Space Grant institution.

**Legislature** Capitalize: *the state Legislature*.

**Los Alamos National Laboratory** ***Not*** Los Alamos National Laboratories.

**names of colleges** Capitalize the full names of each college on first reference but use lower case *college* or *the colleges* on subsequent references. The names of the colleges at New Mexico State University are:

College of Agricultural, Consumer and Environmental Sciences

College of Arts and Sciences

College of Business

College of Engineering

College of Health, Education and Social Transformation

Honors College

* The Honors College at New Mexico State University is New Mexico’s first honors college, but it is not a degree-granting unit, unlike the other colleges. Therefore, it should not be included when degree-granting colleges are referred to.

**names of the university and community colleges**

When referring to the various campuses of New Mexico State University, here are the preferred styles:

Group:

Community Colleges:

*New Mexico State University Community Colleges*

*NMSU Community Colleges*

 All campuses:

*New Mexico State University campuses*

*NMSU campuses*

Individual:

*Doña Ana Community College*

*New Mexico State University Alamogordo*

*New Mexico State University Carlsbad*

*New Mexico State University Grants*

*New Mexico State University Las Cruces*

*NMSU Alamogordo*

*NMSU Carlsbad*

*NMSU Grants*

*NMSU Las Cruces*

*NMSU Doña Ana*

**National Academy of Sciences** ***Not*** National Academy of Science.

**National Institutes of Health** ***Not*** National Institute of Health

**New Mexico Department of Agriculture** The New Mexico Department of Agriculture is the only state cabinet agency headquartered outside Santa Fe. It is located on the NMSU Las Cruces campus and reports to the governor and NMSU Board of Regents. This agency is sometimes confused with the College of Agricultural, Consumer and Environmental Sciences, one of seven colleges at the university. NMDA is a regulatory agency responsible for stopping the spread of animal and plant diseases, as well as regulating gas pumps statewide.

**New Mexico State University** In external news and publications, always spell out *New Mexico State University* on first reference. Thereafter, use New Mexico State, NMSU or the university when space is a factor, as in headlines or listings with multiple agencies: *NMSU’s Physical Science Laboratory*.

If the use of “State” could result in confusion with a state government agency, use an alternate format: university or campus police to distinguish from the New Mexico State Police.

**New Mexico Space Grant Consortium** When referring to NMSU’s participation: *NMSU is the lead university for the Space Grant program in New Mexico*.

**nondiscrimination statement** The following should appear on publications produced by the university: *New Mexico State University is an equal opportunity, affirmative action employer and educator*.

**Physical Science Laboratory** Not Physical Sciences Laboratory.

**President’s Associates** Not Presidents’ Associates when referring to this organization that supports scholarships for NMSU students.

**Rio Grande** Since *Rio* means “*river*” in Spanish, *Rio Grande* stands alone. Don’t use *Rio Grande River*.

**ROTC** Acceptable for all references to the *Reserve Officers’ Training Corps*. If reference to a specific service branch is necessary, use the following forms: *Army ROTC* or *Air Force ROTC* (no periods). Do not use the abbreviations *AROTC* or *AFROTC*.

**Sam Steel** Sam Steel was shot in 1893, weeks before he was to become the first university graduate and the first college graduate in New Mexico Territory. His family members later attended and graduated from the university. The correct spelling of the name is *Steel* (no final “e”).

**Sandia National Laboratories** Note the plural.

**Southwest** Lowercase when referring to direction but capitalize when referring to the region. *He is producing a comic book series set in the Southwest*. Same applies to other regions – Northeast, Midwest, Northwest, etc.

**United States** U.S. is now acceptable as a noun or adjective. Formerly it was acceptable only as an adjective and the noun “the United States” had to be spelled out. *The United States is the best country in the world*, or, *The U.S. is the best country in the world*. Adjective form: *Jeff Bingaman is a U.S. senator*. *He is studying U.S. history*.

**university** Do not capitalize this other than when it is the first word in a sentence. *People who made planned gifts to the university were honored as members of the 1888 Society* not *People who made planned gifts to the University were honored as members of the 1888 Society*.

**U.S. Department of Agriculture** New Mexico State University has two U.S. Department of Agriculture facilities on campus:

*Jornada Experimental Range* (offices and labs are located in Wooton Hall; range research is at USDA facilities 25 miles north of Las Cruces)

*Southwestern Cotton Ginning Research Lab* (one of only three such ginning research centers in the nation, located on the west end of campus)

**WAC** Western Athletic Conference, the conference for all NMSU sports — except football, which is independent — through June 2023. In July 2023, NMSU joins Conference USA.