

The Apprentice School Style Guide (Rev. 07.15.19)

The style guide contains spelling, punctuation, grammar and formatting conventions to be used in technical writing. The conventions may also be applied to marketing materials developed by the school.

General Notes

Diction – Avoid use of the following for formal diction:

First person (*I, me, my, mine, we, us, our/s*)

Second person (*you, your/s*)

Contractions (e.g., *can't, isn't, it's*)

Equivocal language when possible (e.g., *ought, may, might, seems, appears*)

Clichés (e.g., “thinking outside the box,” “raising the bar,” “rightsizing”)

Colloquialisms (e.g., “going advanced,” “all hands meeting,” “ramp up”)

Wordiness (e.g., “job functions,” “in order to,” “end result”)

Paragraphing – Avoid indenting paragraphs; use the block format indicated in the report standard templates.

Tone – The overall tone of the COE reaccreditation report is formal, direct and businesslike.

Abbreviations and Acronyms

When the word/phrase/name represented by an acronym is used initially, place the acronym immediately after the name in parentheses, e.g., Newport News Shipbuilding (NNS). Use the acronym for all subsequent references within the report standard.

Common names and their acronyms

Advanced Shipyard Operations Curriculum (ASOC)

Professional Development Program (PDP)

Thomas Nelson Community College (TNCC)

Tidewater Community College (TCC)

Trade Related Education Curriculum (TREC)

World Class Shipbuilder Curriculum (WCSC)

Descriptions of Craftsmanship, Scholarship and Leadership

Below are the descriptions of craftsmanship, scholarship and leadership as they appear in marketing materials:

Craftsmanship – Apprentices spend a minimum of 7,000 hours learning a shipbuilding discipline while playing an integral role in the construction, maintenance and overhaul of nuclear-powered aircraft carriers and submarines.

Scholarship – Apprentices build a strong academic foundation during their completion of the World Class Shipbuilder Curriculum and Trade Related Education Curriculum, complementing on-the-job training in a shipbuilding discipline.

Leadership – Apprentices become leaders as they grow in their commitment to The Apprentice School's leadership principles of integrity, commitment, improvement, respect, teamwork, empowerment, communication, planning and decision making.

Description of School

Use the following description of the school:

Founded in 1919 at Newport News Shipbuilding, The Apprentice School offers four- and five-year apprenticeships in 19 shipbuilding disciplines and eight advanced programs of study. Accredited by the Council on Occupational Education and registered with the Virginia Apprenticeship Council, the school affords apprentices the opportunity to receive competitive pay and benefits, earn college credit, learn a trade and develop a lifelong commitment to craftsmanship, scholarship and leadership.

Job Titles

Use the common job title throughout (e.g., academic instructor instead of training representative). As in the *2010 Self-Study*, the common job titles will be cross referenced with the formal job titles in the *2016 Self-Study* glossary.

Mission Statement

Use the following mission statement:

The mission of The Apprentice School is:

- To contribute to the profitability and growth of Newport News Shipbuilding by recruiting, training and developing men and women for careers in shipbuilding.

- To provide the company with a continuous supply of journeypersons who possess the skills, knowledge and pride of workmanship which have traditionally distinguished the shipbuilding craftsman.
- To develop core leadership principles in all students along with the character and technical competence that is required to fully meet the challenges of a shipbuilding career.

Numbers, Dates and Times

Note: The rules of noting numerals as figures versus words include several exceptions. Consult the *The Associated Press Stylebook*. Below are some common rules.

Ages – Use numbers for all ages, e.g., “The 2-year-old child will be 3 years of age next year.”

Dates

When citing a specific date, usually include the day of the week on first reference.

For headings of text and for invitations, do not abbreviate the days of the week and months.

Examples:

Monday, August 20, 2007

August 2007

August 20

In writing, abbreviate the month (only Jan., Feb., Aug., Sept., Oct., Nov., and Dec.) when listed with a specific date:

Monday (Aug. 20)

Aug. 20

Dollars – Use numbers to indicate dollar amount, followed by the written designation as needed (e.g., 5 cents, \$60,000, \$4 million).

Numerals

Spell out numbers *one* through *nine* and any number that begins a sentence.

Use Arabic numerals for everything equal to or greater than *10* (e.g., 40, 99).