Campus Style Guide – Ross and Carol Nese College of Nursing

This document is intended to provide guidance to our partners at campus locations regarding the college's recent renaming, statements on accreditation, and the representation of nursing programs throughout the Commonwealth.

Questions can be directed to Morgann McAfee, strategic communications and recruitment director, at mes44@psu.edu

1. **OFFICIAL NAME**
    a. The official name of the college is the ***Ross and Carol Nese College of Nursing***, please use this name in its entirety where appropriate.
        i. If there are space constraints, Nese College of Nursing is an appropriate alternative
        ii. Do not capitalize "the" as part of the name
    b. With a new name comes a new logo, it is available for usage [here](). Please bookmark the page or download the new logo.

2. **ACCREDITATION**
    a. Nursing programs are accredited by the Commission on Collegiate Nursing Education (CCNE).
    b. Campuses should list the following statement on their nursing specific webpages the following statement:
        i. *The baccalaureate degree program in nursing, master's degree program in nursing, Doctor of Nursing Practice program and post-graduate APRN certificate program at The Pennsylvania State University are accredited by the Commission on Collegiate Nursing Education 655 K Street NW, Suite 750, Washington, DC 20001, 202-887-6791. http://www.ccneaccreditation.org*
    c. Please be sure to have old or alternate accreditation statements removed, the above language is current and should replace prior statements.

3. **POSITIONING OF NURSING PROGRAMS**
    a. Ownership of nursing programs and curriculum should be attributed to the college, delivery location should be attributed to campuses. This model aligns with the One Penn State initiative and creates clarity for all stakeholders associated with the college or campus location, including the organizations who accredit nursing programs.
        i. *Example: Available at Penn State Scranton, the Ross and Carol Nese College of Nursing Bachelor of Science in Nursing program is delivered in-person and onsite in Dunmore, PA.*
        ii. *Example: Nursing faculty at Penn State Mont Alto deliver graduate programs developed by the Ross and Carol Nese College of Nursing.*
        iii. *Example: Jane Doe, a nursing student in the Ross and Carol Nese College of Nursing at Penn State Schuylkill, visited local nursing homes.*

b. To simplify this approach, referring to students as "nursing students" is equally as appropriate. It maintains consistency across the discipline rather than around the infrastructure of the college and campuses.

    i. *Example: An endowment to support nursing students enrolled in a graduate program delivered at Penn State Schuylkill will help ease the cost of pursuing advanced nursing degrees.*

c. When possible and to help amplify, linking to the college in news stories or tagging the college on social media, is requested.

    i. FYI: The college's news feed is set up to automatically feed our website and digital newsletter, so tagging the college in the University's news system will auto-populate campus content for broader impact.

d. Boilerplate nursing intro, for use on websites or other publications

    i. *Penn State Nursing is synonymous with excellence in education, compassionate care, and transformative leadership. Programs developed by the [Ross and Carol Nese College of Nursing](#) are delivered at Penn State [Campus name] with options for a Bachelor of Science in Nursing or the accelerated Second-Degree program.*

    Penn State's Ross and Carol Nese College of Nursing is one of the largest educators of pre-licensure nursing students in Pennsylvania, with over 2,200 undergraduate and graduate students. The delivery of nursing programs throughout the Commonwealth is a joint effort that aligns with One Penn State 2025 by bringing one curriculum to students regardless of physical location or course delivery preferences.

    Designated a Center of Excellence by the National League for Nursing, your enrollment in Penn State [Campus name], includes access to the college's renowned nursing experts and extensive network of clinical site options, all while being prepared to sit for your licensure exam.

4. **CREDENTIALING, EMAIL SIGNATURES AND BUSINESS CARDS**

a. Nursing faculty are encouraged to set up their signature line in the following order:

    i. Name, title(s), campus, college

    Example:
    Michael M. Evans, PhD, MSEd, RN, ACNS, CMSRN, CNE
    Assistant Dean for Undergraduate Nursing Education at the Commonwealth Campuses
    Teaching Professor in Nursing
    Penn State Scranton
    Ross and Carol Nese College of Nursing
    Dawson Room 017
    120 Ridge View Drive
    Dunmore, PA 18512
    We are hiring! [Check out our current openings and join our team of nurse leaders.](#)

    ii. Keeping the link to the college's recruitment page is also encouraged:
    We are hiring! [Check out our current openings and join our team of nurse leaders.](#)

   iii. American Nurses Credentialling Center provides guidance for listing your credentials, review them here: [ANCC's guidance for listing credentials](#)

     1. List the highest education degree first, for example, Michael Anderson, PhD, MSN. In most cases, one degree is enough, but if your second degree is in another relevant field, you may choose to list it.

       a. For example, a nurse executive might choose Nancy Gordon, MBA, MSN, RN. Note that the highest non- nursing degree is listed first followed by the highest nursing degree. A nurse who has a master's in a non- nursing field might choose Anne Peterson, MEd, BSN, RN. If you have a doctorate and a master's degree, omit your baccalaureate degree.

   iv. For referring to alumni who also have nursing credentials, use the following format: Lois Thompson, MSN, RN, CSN, FCN | '78 Nur

     1. When you are listing a graduate degree, the year should be followed by a lowercase "g", i.e., '78g

     2. In the unique scenario that someone possesses two graduate degrees of equal rank from Penn State, list them in chronological order, i.e., '78g, '83g

     3. *Exception*: If you are writing for Penn State News or other news outlets, adhere to the University's [style guide](#).

 b. An arrangement for representing the relationship between the college and campuses on business cards has been established with Penn State's Office of Strategic Communications

   i. Nursing faculty at a campus location who are ordering business cards should request their campus logo and location on the front of the card with specially crafted language on the back.

   ii. Business card orders can be placed with Multimedia Print Center's print portal: https://www.psuprints.psu.edu/fulfillment/

   iii. *Back side language:*

     1. *The Ross and Carol Nese College of Nursing is proud to deliver its accredited and renowned nursing programs at Penn State [Campus name]. To learn more about the college, visit: nursing.psu.edu*

     2. *College logo*

5. PHYSICAL SIGNAGE

 a. To ensure accuracy while building a cohesive presence across the state, signage should be updated. The college will help support this effort, if you have outdated signage, please engage the Strategic Communications and Recruitment office to begin the process of updating.

   i. Vinyl signage is acceptable, affordable, and encouraged

   ii. The options below were developed in collaboration with the Dean, University Development, and Strategic Communications. Iterations on the left are for dark wall colors while iterations on the right are for light wall colors. Artwork provided by the Ross and Carol Nese College of Nursing's Strategic Communications and Recruitment team, please reach out to Morgann McAfee (mes44) if you need the files.

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