Batten School of Coastal & Marine Sciences

Editorial Guidelines:
Practical Guide for Communications & Marketing Professionals

Background: William & Mary's Virginia Institute of Marine Science (VIMS) and William & Mary's Batten School of Coastal & Marine Sciences serve distinct but closely connected functions within William & Mary (W&M) and the Commonwealth of Virginia.

- VIMS is William & Mary's coastal and marine research institute and state agency.
- The Batten School of Coastal & Marine Sciences is William & Mary's academic unit for coastal and marine science education and degree programs.
- Most research, advisory service, extension and public-facing institutional activities are conducted through VIMS.
- Academic programs, degrees, student experiences and formal educational initiatives are conducted through the Batten School.

The following editorial guidelines ask the user to take into account the primary purpose of the communication when considering the appropriate first reference. Subsequent references further account for affiliations to accurately represent the relationship between W&M, VIMS and the Batten School. In owned editorial content, writers are asked to incorporate all three entities within a piece.

This framework reflects the established university brand hierarchy, recognizing VIMS as one of W&M's few primary brands, and incorporates research-based recommendations to strengthen institutional reputation. Further, it reinforces the place of the VIMS and Batten School brands within William & Mary**,** while allowing flexibility based on the purpose of the communication.

Decision Framework: When selecting an institutional reference, consider the primary purpose of the communication:

- **If the communication is primarily about education, students, student-led research or academic programs:** Lead with W&M's Batten School of Coastal & Marine Sciences. In subsequent references, introduce Virginia Institute of Marine Science.
- **If the communication is primarily about research or advisory service:** Lead with W&M's Virginia Institute of Marine Science. In subsequent references, introduce the Batten School of Coastal & Marine Sciences.

Additional guidance and use cases follow.

<u>Academics, Degrees, Students & Alumni</u>

- **First Reference:** William & Mary's Batten School of Coastal & Marine Sciences
- **Second Reference:** The Batten School

Subsequent references should incorporate mention of Virginia Institute of Marine Science where appropriate, particularly when discussing where research was conducted.

For example:

- Batten School Ph.D. student Chris Doe carried out the experiments in collaboration with researchers at the Virginia Institute of Marine Science.
- Graduate students at the Batten School help conduct research supported by federal grants awarded to the Virginia Institute of Marine Science.

Use this convention when the primary focus is:

- Academic programs
- Admissions
- Degrees
- Alumni
- Student-led research publications
- Student profiles
- Fellowships and internships
- Curriculum
- Student awards and achievements

Research, Advisory Service, Extension, Outreach & Engagement

- **First Reference:** William & Mary's Virginia Institute of Marine Science
- **Second Reference:** VIMS

Subsequent references should incorporate mention of the Batten School where appropriate, particularly when discussing faculty contributions, student participation or educational impacts.

For example:

- The research was led by Chris Doe, professor at W&M's Batten School of Coastal & Marine Sciences
- Dozens of students from the Batten School of Coastal & Marine Sciences volunteered at Marine Science Day.

Use this convention when the primary focus is:

- Research discoveries
- Scientific publications
- Environmental forecasting
- Advisory services
- Extension activities
- Public policy
- Research grants
- Institutional initiatives

Eastern Shore Laboratory

William & Mary's Virginia Institute of Marine Science Eastern Shore Laboratory (ESL) functions primarily as a research field station. It occupies a unique position within William & Mary, serving research, advisory, outreach and educational missions. Communications about ESL should generally follow the Research, Advisory Service, Extension, Outreach & Engagement framework. However, if a communication is primarily about Batten School students or academic courses based

at ESL, follow the Academics, Degrees, Students & Alumni guidance instead and establish that the activities occurred at ESL.

Subsequent references should incorporate mention of the Batten School where appropriate, especially when discussing academic programs, faculty contributions or student experiences.

- **First Reference:** William & Mary's Virginia Institute of Marine Science Eastern Shore Laboratory (ESL)
- **Second Reference:** ESL

Example:

- Researchers at William & Mary's Virginia Institute of Marine Science Eastern Shore Laboratory are studying the resilience of coastal marshes.
    - Graduate students from the Batten School of Coastal & Marine Sciences conduct field research alongside faculty at ESL.

Centers, Programs & Laboratories

Centers, programs and laboratories should be introduced as organizational units at William & Mary's Virginia Institute of Marine Science. This reinforces the institutional identity while allowing individual units to establish their own recognition.

- **First Reference:** [Center, Program or Laboratory Name] at William & Mary's Virginia Institute of Marine Science
- **Second Reference:** [Center, Program or Laboratory Name]

Subsequent references should incorporate mention of the Batten School where appropriate, particularly when discussing faculty, students or educational activities associated with a center, program or lab.

Examples:

- Center for Coastal Resources Management at William & Mary's Virginia Institute of Marine Science
    - “We are thrilled with the initial results from our inaugural TRAP Program recipients. Their success is a testament to the impact that locally designed solutions can have on global issues,” said Kirk Havens, director of the Center for Coastal Resources Management at William & Mary’s Virginia Institute of Marine Science and professor at the Batten School of Coastal & Marine Sciences.
- Marine Advisory Program at William & Mary's Virginia Institute of Marine Science
- Acuff Center for Aquaculture at William & Mary's Virginia Institute of Marine Science
- Center of Excellence in Environmental Forecasting at William & Mary's Virginia Institute of Marine Science
- Coastal Geology Lab at William & Mary's Virginia Institute of Marine Science

Additional Editorial Guidance

One-Reference Situations

Some instances impose space constraints that do not allow for multiple references. For situations where the text is accompanied by logo, choose the name that best reflects the purpose of the communication:

- **Academic Content:** William & Mary's Batten School of Coastal & Marine Sciences
- **Research, Advisory Service, Extension, Outreach & Engagement:** William & Mary's Virginia Institute of Marine Science

In instances without the logo, use:

- **Both:** William & Mary's VIMS & Batten School of Coastal & Marine Sciences

Faculty & Staff Titles

Most faculty have connections to both the Batten School & VIMS. In situations where the faculty title is the only institutional reference, both institutions should be included.

- **Example:** Alex Doe, associate professor at William & Mary's VIMS & Batten School of Coastal & Marine Sciences

For most staff, VIMS should be used as the institutional affiliation. Administrative staff directly supporting academics should use the Batten School as the institutional affiliation.

- **Example:** Alex Doe, title at William & Mary's Virginia Institute of Marine Science
- **Academic Example:** Chris Doe, title at William & Mary's & Batten School of Coastal & Marine Sciences