Service Management Program

Service Management Editorial Style Guide

April 7, 2016
Version Control

This section provides document control in alignment with best practices and standards.

<table>
<thead>
<tr>
<th>Version</th>
<th>Document number: Consistent with standards</th>
<th>Document title: Consistent with standards</th>
<th>Document owner role: Position responsible for document/Not a group or multiple positions</th>
<th>Document owner name: Last known assignment to position with email and telephone number</th>
<th>Document location: Link to file accessible to all IT staff through document repository</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Consistent with standards</td>
<td>Service Management Editorial Style Guide</td>
<td>Service Management Office Director</td>
<td>Refer to the Service Management Office (SMO) website, smo.psu.edu, for a current listing of process owner information.</td>
<td>smo.psu.edu.</td>
</tr>
</tbody>
</table>

Control

**Document revision**: Cover page must match last date and revision. Start with 0.1 for drafts. Use 1.0 for first approved revision. Use 1.1, 1.2, 1.3, etc. for each subsequent minor revision. Use 2.0, 3.0, 4.0, etc. for each subsequent major revision. Contributors and approvers cannot be the same. Approval of controlled quality documentation will be completed using the change management process by submitting a change request.

<table>
<thead>
<tr>
<th>Date</th>
<th>Version</th>
<th>Description</th>
<th>Contributors</th>
<th>Approvers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/1/2014</td>
<td>1.0</td>
<td>Style guide to be used in all Service Management communications</td>
<td>ITX Program team (Comms)</td>
<td>ITX Program team</td>
</tr>
<tr>
<td>10/31/2014</td>
<td>1.1</td>
<td>Operational document review</td>
<td>ITX Program team</td>
<td>ITX Document Review team</td>
</tr>
<tr>
<td>4/3/2015</td>
<td>1.2</td>
<td>Operational document review</td>
<td>ITX Program team</td>
<td>ITX Document Review team</td>
</tr>
<tr>
<td>4/7/2016</td>
<td>2016-4-7</td>
<td>Reformatted and minor updates</td>
<td>ITX Program team</td>
<td>SMO communications team</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Contents

| Resources .................................................................................................................................................. | 1 |
| Dictionary ............................................................................................................................................. | 1 |
| Grammar Guide ..................................................................................................................................... | 1 |
| Information Technology Infrastructure Library (ITIL) Glossary ......................................................... | 1 |
| **Penn State Information .................................................................................................................. | 2 |
| Penn State ........................................................................................................................................... | 2 |
| Campus Names ..................................................................................................................................... | 2 |
| Penn State Harrisburg ........................................................................................................................ | 2 |
| Penn State York .................................................................................................................................. | 2 |
| Information Technology Leadership Council ....................................................................................... | 2 |
| IT Service Desk (ITS) .......................................................................................................................... | 3 |
| Support Levels .................................................................................................................................... | 3 |
| Policies ............................................................................................................................................... | 3 |
| Service Management Office .............................................................................................................. | 3 |
| Units, Subunits, and Departments ....................................................................................................... | 3 |
| Information Technology Services ....................................................................................................... | 3 |
| Outreach and Online Education .......................................................................................................... | 4 |
| Smeal College of Business .................................................................................................................. | 4 |
| University .......................................................................................................................................... | 4 |
| University-wide ................................................................................................................................. | 4 |
| **Capitalization and Abbreviation ...................................................................................................... | 5 |
| Information Technology ....................................................................................................................... | 5 |
| Key Performance Indicator .................................................................................................................... | 5 |
| Service Management Roles .................................................................................................................... | 5 |
| Service Level Agreement ....................................................................................................................... | 6 |
| Service Level Target ............................................................................................................................ | 6 |
| Service Management Processes ............................................................................................................ | 6 |
| Subscriber .......................................................................................................................................... | 7 |
| University .......................................................................................................................................... | 7 |
| Very Important Person ......................................................................................................................... | 7 |
| **Penn State Service Management Program ........................................................................................ | 8 |
| Customer-facing Services ..................................................................................................................... | 8 |
| Cutover ................................................................................................................................................. | 8 |
| Early Adopters .................................................................................................................................... | 8 |
| Go-live ............................................................................................................................................... | 8 |
| Implementation ................................................................................................................................. | 8 |
| In Scope ............................................................................................................................................. | 8 |
| Information Technology Infrastructure Library (ITIL) ........................................................................ | 9 |
| IT Transformation Program .................................................................................................................. | 9 |
| IT Transformation Program Team .......................................................................................................... | 9 |
| Out of Scope ...................................................................................................................................... | 9 |
| Pilot ................................................................................................................................................... | 9 |
Resources

As a general style guide for preparing communications, use the most recent edition of the Chicago Manual of Style (also available at chicagomanualofstyle.org). For points of style specific to the University, use the Penn State Editorial Style Manual. (visualeditorialstandards.psu.edu/editorial-style-manual/).

Dictionary

Grammar Guide

Information Technology Infrastructure Library (ITIL) Glossary
Penn State Information

Penn State
Penn State is the communicative name for the University. All publications originating from Penn State should use the communicative name rather than the full name. The full name (The Pennsylvania State University) is reserved for formal documents, legal contracts, some mailing addresses, and such form entries as the line, “Make checks payable to The Pennsylvania State University.” The full name is also used in the formal version of the statement of nondiscrimination. It may be used in some faculty listings and on formal certificates, if the originating department checks with the Department of University Publications first.

In text, the words Penn State are separate and both should be capitalized. Penn State may be referred to as the University on subsequent mention, but only if you are referring to the entire institution, not just a single campus, college, or other location. It is not acceptable to call the University PSU.

Campus Names
Campus is always lowercase, even in campus names.

Altoona campus, Shenango campus, University Park campus

Penn State Harrisburg
The full campus name is used on the first mention and the partial name on any subsequent reference.

Penn State Harrisburg; Harrisburg campus

Penn State Harrisburg, the Capitol College may be used when appropriate if clarification is called for.

Penn State York
The full campus name is used on the first mention and the partial name on any subsequent reference.

Penn State York; York campus

Information Technology Leadership Council
The full name, Information Technology Leadership Council (ITLC), should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be ITLC.
IT Service Desk (ITS)
The full name, IT Service Desk, should be used in all references to the area in Information Technology Services.

Support Levels
Support levels are referred to as first-line, second-line, and third-line. Do not use “line two” or other variations.

Policies
Penn State GURU policies should be capitalized and include the policy number and title. A link to a specific policy may be included in parentheses after the policy title if needed.

Please refer to the Penn State AD71 Data Categorization policy (link) for more information.

Service Management Office
The full office name, Penn State’s Service Management Office (SMO), should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be SMO.

Units, Subunits, and Departments
An overall, budgetary area of the University is referred to as a unit.

Information Technology Services, Outreach and Online Education
Senior Director-level areas of the University are referred to as subunits (no hyphen).

Services and Solutions, Outreach Information Technology
Director-level areas of the University and below are referred to as departments.

Business Relationship Management, IT Communications

Information Technology Services
The full unit name, Information Technology Services (ITS), should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be ITS.
Outreach and Online Education

The full unit name, Penn State Outreach and Online Education (OOE), should be used on the first mention, with parentheses used only when future initialed references are present. Any subsequent references may be either Outreach and Online Education or OOE.

Smeal College of Business

The full unit name, the Smeal College of Business, should be used on the first mention. Any subsequent references should be Smeal College. Alphabetize under Business.

University

University should be capitalized any time it refers to Penn State. Do not capitalize university if the reference is a general one, even if Penn State is in the same sentence.

- When students leave for semester break, they usually return to the University three weeks later.
- Penn State is an affirmative action, equal opportunity university.

University-wide

University-wide is always hyphenated, but statewide, nationwide, and just about every other “-wide” is not.
Capitalization and Abbreviation

Information Technology
When referencing staff, Information Technology (IT) should be capitalized and used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be IT.

All Information Technology (IT) staff should be aware of the upcoming changes.

When referencing Matthew Decker, his title is interim vice provost for Information Technology at Penn State.

Key Performance Indicator
The full term, key performance indicator (KPI), should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be KPI.

Service Management Roles
All references to service management roles should be lowercase. Roles may be capitalized when used in a table, workflow, or chart.

The process owner is held accountable for ensuring that a process is fit for purpose.

Roles
1. Approver
2. Assignee
3. Assignment group manager
4. Configuration item owner
5. Customer
6. Development and Operations (DevOps)
7. Knowledge article owner
8. Peer
9. Process manager
10. Process owner
11. Procurement/Logistics
12. Project communications coordinator
13. Project manager
14. Project owner
15. Project sponsor
16. Project stakeholders
17. Requester
18. Resource owner
19. Response team
20. Service owner
21. Shared service and project portfolio steering committee
22. Shared service management program steering committee
23. Subunit liaison
24. User

Service Level Agreement
The full term, Service Level Agreement (SLA), should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be SLA.

Service Level Target
The full term, Service Level Target (SLT), should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be SLT.

Service Management Processes
Names of service management processes should be lowercase. Process names may be capitalized when used in a table, workflow, or chart.

This document describes the service request fulfillment process, which is only one of many service management processes that provide guidance to all Penn State Information Technology (IT) staff.

Processes
1. Incident management
2. Change management
3. Request fulfillment
4. Service catalog management
5. Service portfolio
6. Project portfolio
7. Resource portfolio
8. Problem management
9. Knowledge management
10. Asset and configuration management
11. Project management
Subscriber
All references to subscriber should be lowercase. Subscriber may be capitalized when used in a table, workflow, or chart.

University
University should be capitalized any time it refers to Penn State. Do not capitalize university if the reference is a general one, even if Penn State is in the same sentence.

When students leave for semester break, they usually return to the University three weeks later.

Penn State is an affirmative action, equal opportunity university.

Very Important Person
The full term, very important person (VIP), should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be VIP.
Penn State Service Management Program

The full name, the Penn State Service Management Program, should be used on the first mention. All subsequent references should be the Service Management Program.

Customer-facing Services
All references to customer-facing services should be lowercase. Customer-facing services may be capitalized when used in a table, workflow, or chart.

Cutover
When referencing the phase of a project, Cutover is one word and lowercase.

The cutover phase of the project will begin early next year. We will begin cutover in three months.

Early Adopters
The four early adopter units are Information Technology Services, the Smeal College of Business, Penn State Harrisburg, and Penn State York.

Outreach Information Technology (a subunit of Outreach and Online Education) should be referred to as the pilot.

Go-live
When referencing the phase of a project, go-live is lowercase and hyphenated.

The go-live phase of the project will begin early next year. We will begin go-live in three months.

All other references are lowercase and not hyphenated.

The website is set to go live next week.

Implementation
When referencing the phase of a project, implementation is lowercase.

The implementation phase of the project will begin early next year.

We will begin implementation in three months.
In Scope

All references to in scope should be lowercase. In scope is only hyphenated when used as a modifier.

- The document is in scope.
- The in-scope document has not been updated in months.

Information Technology Infrastructure Library (ITIL)

The full name, Information Technology Infrastructure Library (ITIL), should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be ITIL.

IT Transformation Program

The full program name, the IT Transformation (ITX) Program, should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be the ITX Program.

IT Transformation Program Team

The full name, the IT Transformation (ITX) Program team, should be used on the first mention, with parentheses used only when future initialed references are present. All subsequent references should be ITX Program team.

Out of Scope

All references to out of scope should be lowercase. Out of scope is only hyphenated when used as a modifier. Out of scope may be capitalized when used in a table, workflow, or chart.

- The document is out of scope.
- The out-of-scope document has not been updated in months.

Pilot

Outreach Information Technology is the pilot of the Penn State Service Management Program, and should be referred to as a subunit of Outreach and Online Education in the first mention. All subsequent references should be Outreach Information Technology.

- Outreach Information Technology (a subunit of Outreach and Online Education) is the pilot of the Penn State Service Management Program.

*Information Technology Services, the Smeal College of Business, Penn State Harrisburg, and Penn State York should be referred to as early adopters.*
ServiceNow
All references to ServiceNow should be one word, capitalizing the s in “service” and the n in “now.”

Service Catalog
All references to service catalog should be lowercase. Service catalog may be capitalized when used in a table, workflow, or chart.

Please refer to the service catalog for more information.

Support Levels
Support levels are referred to as first-line, second-line, and third-line. Do not use “line two” or other variations.

VMware
All references to VMware should be one word, capitalizing the V and the M.
Documentation Formatting

ADA Statement
The following ADA alternative-format statement must be included in all publications (except formal invitations) in bold, easy-to-read type, directly above the statement of nondiscrimination.

This publication is available in alternative media on request.

The following ADA accommodation statement must be printed in any publications that describe a specific program or special event (except formal invitations). It should be included in the section describing how to register for the program or how to locate further information.

Penn State encourages qualified persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact ______ in advance of your participation or visit.

A contact person’s name and telephone number should be provided in the statement above where indicated.

ISO 9001 Document Control
All published technical documents should follow the Service Management Office ISO 9001 document control standard.

Percent
Percent should always be spelled out when used in sentences. The percent symbol may be used in a table, workflow, or chart.

We have seen a five percent increase in participation since last year.

Publications
Names of specific publications should always be italicized.

Please refer to the Chicago Manual of Style for more information.

Statement of Nondiscrimination (affirmative action statement)
All University publications (except formal invitations) must carry the following Statement of Nondiscrimination.

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.
Technology Terms

Database
Database is a single word. The abbreviation for the Configuration Management Database is CMDB.

Drop-down Menus
Names of drop-down menus should be set in quotations.

From the “Degrees and Minors” menu, select the specific program in which you are interested.

Hyperlinks
Names of hyperlinks and buttons should be italicized.

For more information, visit psu.edu/admissions and click Contact Us. Click Log In under the My Admissions heading.

URLs
URLs should be set in boldface in text to help them stand out visually. The “www” should not be included, unless it is necessary for the user to access the website.

For more information, see psu.edu or call 814-865-4700.

Website names should be capitalized as appropriate.

See Penn State Live for details of the event.
Revision History

This table shows the changes that were made in the document revisions. The most recent document is presented at the top.

<table>
<thead>
<tr>
<th>History</th>
<th>Effective Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2016-4-7 Release</strong></td>
<td>April 7, 2016</td>
</tr>
<tr>
<td>1. Reformatted document and eliminated version number for consistency with other SMO documents. Versioning is now tracked by date.</td>
<td></td>
</tr>
<tr>
<td>2. Updated URL for University style guide in Resources section.</td>
<td></td>
</tr>
<tr>
<td>4. Added terms:</td>
<td></td>
</tr>
<tr>
<td>a. Support levels</td>
<td></td>
</tr>
<tr>
<td>b. Database</td>
<td></td>
</tr>
<tr>
<td>5. Removed hyphen from “lowercase” under Penn State Service Management Program &gt; Service Catalog.</td>
<td></td>
</tr>
<tr>
<td><strong>Version 1.2 Release</strong></td>
<td>April 3, 2015</td>
</tr>
<tr>
<td>2. Added subunit liaison to roles list under the Penn State Service Management Program section.</td>
<td></td>
</tr>
<tr>
<td>3. Corrected process name from service request fulfillment to request fulfillment.</td>
<td></td>
</tr>
<tr>
<td>5. Removed hyphen from “lowercase” under Customer Facing Services.</td>
<td></td>
</tr>
<tr>
<td><strong>Version 1.1 Release</strong></td>
<td>October 31, 2014</td>
</tr>
<tr>
<td>1. Capitalization section renamed to “Capitalization and Abbreviation” for clarity.</td>
<td></td>
</tr>
<tr>
<td>2. Formatting section renamed to “Documentation Formatting” for clarity.</td>
<td></td>
</tr>
<tr>
<td>3. Added “Technology Terms” section.</td>
<td></td>
</tr>
<tr>
<td>5. Added terms:</td>
<td></td>
</tr>
<tr>
<td>a. Go-live</td>
<td></td>
</tr>
<tr>
<td>b. Cutover</td>
<td></td>
</tr>
<tr>
<td>c. Implementation</td>
<td></td>
</tr>
<tr>
<td>6. Clarified VMware term with more specific information.</td>
<td></td>
</tr>
<tr>
<td>7. Removed Title Page term—this information is included in the SMO ISO 9001 document control standard.</td>
<td></td>
</tr>
<tr>
<td>History</td>
<td>Effective Date</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>9. Clarified IT Service Desk term to indicate specific area of reference.</td>
<td></td>
</tr>
<tr>
<td>10. Format reference number updated to 4.1 for document consistency with SMO website.</td>
<td></td>
</tr>
<tr>
<td><strong>Version 1.0 Original Release</strong></td>
<td><strong>October 1, 2014</strong></td>
</tr>
</tbody>
</table>
The following information must be displayed on the last page of a published document.

This publication is available in alternative media on request.

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment.

The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, gender identity, or veteran status and retaliation due to the reporting of discrimination or harassment. Discrimination, harassment, or retaliation against faculty, staff, or students will not be tolerated at The Pennsylvania State University.

Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Tel 814-863-0471/TTY.