

College of Arts & Sciences at William & Mary

Editorial Transition Guide

Version 2, last updated July 15, 2025

Summary Hierarchy for Naming

Use Case	Recommended Usage
First Reference	College of Arts & Sciences (For all external first references, use <i>William & Mary's College of Arts & Sciences</i> or <i>the College of Arts & Sciences at William & Mary</i>)
Second Reference	Arts & Sciences
Additional References	the College (only if context makes meaning clear & not mistaken for W&M overall) CAS (acronym for College of Arts & Sciences) A&S (still widely used at this time. Whenever possible, use <i>Arts & Sciences</i> instead, especially in external content. Gradually phase out as much as possible in favor of <i>Arts & Sciences</i> or other appropriate option from list)
Avoid	<i>“College of A&S”, “Faculty of Arts & Sciences”</i> (legacy only)

Context for the Transition

As part of a strategic update to strengthen and clarify our brand, Arts & Sciences at William & Mary is adopting a new official name: the **College of Arts & Sciences**, effective July 15, 2025. This change brings our name into alignment with institutional norms and better reflects the breadth, impact and academic mission of Arts & Sciences at William & Mary.

Historically, our unit has been referred to in multiple ways, including Arts & Sciences, the Faculty of Arts & Sciences, and the acronym A&S. Moving forward, **College of Arts & Sciences** should be used in most contexts, with **Arts & Sciences** retained for secondary or shorthand use, and **the College** and **CAS** as alternate references.

Use of “the Faculty of Arts & Sciences”

“The Faculty of Arts & Sciences” may still be used only to refer to that group within the College of Arts & Sciences and in such cases, “faculty” should not be capitalized (e.g. “*The faculty of Arts & Sciences meet every first Tuesday during the academic year.*”)

Use of “the College”

Historically used to refer to William & Mary, “the College” is no longer an accepted reference for the university except in very limited contexts, such as communications to alumni who graduated 50+ years ago or in ceremonial references (e.g., Charter Day). Per [current brand guidelines](#), William & Mary must be used as a first reference, with the university or W&M as preferred secondary reference. Within this context, “the College” may be used to refer to the College of Arts & Sciences, but only when the full name (College of Arts & Sciences) has already been established and the meaning is clear and not open to confusion with the broader university.

Archival Content

Archival content, including news stories prior to July 15, 2025, archived documents and PDFs, previous committee lists and other historic or archived documentation, do not need to be changed.

Naming Transition Reference

The table below outlines how common language should shift from past to preferred usage. These examples are intended to guide the update of websites, print materials, digital communications and internal documents.

	Current/Old Usage	New Usage (Effective July 15, 2025)
	<i>Arts & Sciences</i> (primary name)	<i>College of Arts & Sciences</i>
	<i>Faculty of Arts & Sciences</i> (formal name)	<i>College of Arts & Sciences</i> or <i>faculty of Arts & Sciences</i> when referring to the group of individuals
	A&S (abbreviated)	<i>Arts & Sciences</i> for most second references; preferred over “A&S” whenever possible or public-facing content (website, etc.)
	<i>Graduate Arts & Sciences</i>	<i>College of Arts & Sciences: Graduate Studies</i>
	<i>Graduate A&S</i>	<i>College of Arts & Sciences: Graduate Studies</i> preferred. If necessary for internal use, A&S Graduate Studies

<i>Graduate Student Association of Arts & Sciences</i>	<i>Graduate Student Association</i>
<i>A&S Graduate Studies Advisory Board</i>	<i>Graduate Studies Advisory Board</i>
<i>Future of Arts & Sciences Committee/Initiative</i>	No change
<i>Arts & Sciences Annual Fund</i>	No change
“Welcome to Arts & Sciences at W&M.”	“Welcome to the College of Arts & Sciences at W&M.”
“The Faculty of Arts & Sciences supports...”	Depends on usage. “The faculty in the College of Arts & Sciences support...” or “The College of Arts & Sciences supports...”
“Office of the Dean, Arts & Sciences”	“Office of the Dean, College of Arts & Sciences”
<p>Web homepage intro text</p> <p>https://www.wm.edu/as/</p> <p>Arts & Sciences is the heart of William & Mary, building on a long tradition of excellence in research, mentorship and hands-on learning. The university's largest academic unit, Arts & Sciences includes more than 40 departments and interdisciplinary programs in the arts & humanities, social sciences, and natural, physical & computational sciences.</p>	<p>Web homepage intro text</p> <p>https://www.wm.edu/as/</p> <p>The College of Arts & Sciences at William & Mary is at the heart of the university, building on a long tradition of excellence in research, mentorship and hands-on learning. The foundation of liberal arts and sciences education at W&M, the College of Arts & Sciences includes more than 40 departments and interdisciplinary programs in the arts & humanities, social sciences, and natural, mathematical & health sciences.</p>
<p>At a Glance</p> <p>https://www.wm.edu/about/wmataglance/</p> <p>Arts & Sciences</p> <p>Preparing critical thinkers and problem solvers to make a difference in the world.</p>	<p>At a Glance</p> <p>https://www.wm.edu/about/wmataglance/</p> <p>College of Arts & Sciences</p> <p>Driving discovery and insight through the liberal arts and sciences to equip students for a complex, ever-changing world.</p>
<p>Arts & Sciences Annual Fund</p> <p>https://giving.wm.edu/ways-to-give/annual-giving/arts-sciences/</p> <p>All undergraduate students explore William & Mary’s liberal arts curriculum — from Chinese to neuroscience to classical studies — and master the creative, reasoning and analytical processes needed to engage their future on their own terms. Arts & Sciences’ select graduate programs, offered in 10 departments, train</p>	<p>Arts & Sciences Annual Fund</p> <p>https://giving.wm.edu/ways-to-give/annual-giving/arts-sciences/</p> <p>All undergraduate students explore William & Mary’s liberal arts curriculum — from Chinese to neuroscience to classical studies — and master the creative, reasoning and analytical processes needed to engage their future on their own terms. Select graduate programs in the College of Arts & Sciences, offered by 8 departments and programs, train</p>

<p>students to be professional scholars and leaders in their fields. Annual gifts to the Arts & Sciences Annual Fund provide flexible support for departments and programs, and help promote excellence across Arts & Sciences as a whole.</p>	<p>students to be professional scholars and leaders in their fields. Annual gifts to the Arts & Sciences Annual Fund provide flexible support for departments and programs and help promote excellence across Arts & Sciences as a whole.</p>
<p>Arts & Sciences homepage intro text https://www.wm.edu/as/ Arts & Sciences is the heart of William & Mary, building on a long tradition of excellence in research, mentorship and hands-on learning. The university's largest academic unit, Arts & Sciences includes more than 40 departments and interdisciplinary programs in the arts & humanities, social sciences, and natural, physical & computational sciences.</p>	<p>Arts & Sciences homepage intro text https://www.wm.edu/as/ The College of Arts & Sciences at William & Mary is at the heart of the university, with over 40 departments and programs across the arts, humanities, social sciences, and natural, mathematical and health sciences. Rooted in a tradition of research, mentorship and hands-on learning, the College equips students for success in an ever-changing world.</p>
<p>Undergraduate Program intro text https://www.wm.edu/as/ <u>Undergraduate Program</u> Every new undergraduate student entering William & Mary begins in Arts & Sciences. Through research, mentorship and hands-on learning, students explore broadly, engage their curiosity and begin to chart their future path.</p>	<p>Undergraduate Program intro text https://www.wm.edu/as/ <u>Undergraduate</u> Every new undergraduate student entering William & Mary begins in the College of Arts & Sciences. Through research, mentorship and hands-on learning, students explore broadly, engage their curiosity and begin to chart their future path.</p>
<p>Graduate Studies intro text https://www.wm.edu/as/ As a top public research university, William & Mary offers a broad range of graduate programs, 11 of which are provided by Arts & Sciences. These programs are highly selective, involve close collaboration with faculty members and provide opportunities for interdisciplinary study.</p>	<p>Graduate Studies intro text https://www.wm.edu/as/ As a top public research university, William & Mary offers a broad range of graduate programs, eight of which are offered through the College of Arts & Sciences. These programs are highly selective and provide close collaboration with faculty members and opportunities for interdisciplinary study.</p>
<p>Email Signature Block Jane Smith Professor of Linguistics</p>	<p>Email Signature Block Jane Smith Professor of Linguistics</p>

<p>Arts & Sciences William & Mary xxx-xxx-xxxx https://www.wm.edu/as</p> <p>Jane Smith Professor of Linguistics College of William & Mary xxx-xxx-xxxx https://www.wm.edu/as</p>	<p>College of Arts & Sciences William & Mary xxx-xxx-xxxx https://www.wm.edu/as</p>
<p>Additional examples to be added</p>	