

Style Sheet for ILA 2018

Updated 3.8.18

21st-century literacy, 21st-century literacy learning

Lowercase the c in century (except when using title/headline style), and do not use superscript.

63rd Annual, 63rd Anniversary

AVOID USING ENTIRELY. Instead, refer to "**conference name—capitalization and usage**" below; "**annual**," "**annually**," and "**yearly**" may be used to describe conference occurrence, but are not part of the official conference name.

ampersand (&)

Used on the conference website in place of "and" in everything but body copy. Exception: If using a title in body copy (i.e., Rates & Deadlines), the ampersand is maintained.

Do not use a serial (Oxford) comma before an ampersand. (Hotel List, Map & Amenities)

Do not use ampersands in session titles.

app: ILA 2018 Conference app

a in app should be lowercase, unless used in headlines or other areas where title-style caps are required

attendee (preferred over registrant)

Austin Convention Center

Where applicable, use the full name of the facility, otherwise refer to as the convention center.

Austin Party Band

Interactive entertainment at Literacy Night at Speakeasy

Author Meetup (one session); **Author Meetups** (multiple sessions)

Author Meetup: Early Reader (ages 4–8), Author Meetup: Middle Grade (ages 8–12), Author Meetup: Early Young Adult (ages 12–14), Author Meetup: Older Young Adult (Ages 14+)

badge holder

Booth 219 (no "#" or "No.")

canceled, canceling, cancellation

capitalization

We follow ILA Style (which is consistent with APA, Chicago, and AP) for capitalization of session names, etc.: "In titles of works (books, chapters, stories, essays, tests, works of art, music, film, etc.), capitalize the first word, the first word after a colon or a dash, the last word, the last word preceding a colon, all nouns, pronouns, verbs, adverbs, and most adjectives. When a capitalized word is a

hyphenated compound, capitalize both parts. Articles (a, an, the), coordinating conjunctions (and, or, but) and prepositions of three letters or fewer should be lowercase; all other prepositions are capitalized.”

For individual terms (like attendee vs. Attendee), please refer to the style sheet.

Certificate of Attendance

Children’s Literature Day

Programming on Monday, July 23

CMR (Convention Management Resources): refer to as **ILA’s registration and hotel partner**

CMR’s (Convention Management Resources’) hotel and registration support website:
ILA Support Center

co (prefix)

Use without hyphen (aligned with ILA Style), i.e., cochair, cochairing, coheadquarter, cohost

Common Core State Standards

Common Core State Standards upon first mention, Common Core thereafter

Note: Do not mention Common Core in any communication to Texas educators.

Conference & Exhibits will now be **Core Conference**.

We no longer use the term “Conference & Exhibits.”

conference marketing copy

Please use the following hierarchy of information to include (as space permits) in short marketing copy:

1. conference name (see **capitalization and usage** below)
2. Austin, TX
3. July (no specific dates unless space permits)
4. July 20–23 (use en-dash in numerical ranges)

conference name—capitalization and usage

Please use the following hierarchy of information:

1. On first reference: the **International Literacy Association 2018 Conference** (even if the ILA 2018 logo is above it)
2. After: the **ILA 2018 Conference** (preferred thereafter unless space prohibits)
3. Third choice: **ILA 2018**

On top-level or first level web pages, include the full conference name. However, if the full name is at the top of the header, it does not need to be included.

Only capitalized when used as part of the proper name: "I can't wait to attend the ILA 2018 Conference; I always come to ILA's conference."

“annual,” “annually,” and “yearly” may be used to describe conference occurrence, but are not part of the official conference name.

Conference Complete

For members, this registration category includes:

- One Institute Day course, held all day on Friday, July 20
- Core Conference registration, which includes the ILA General Session, workshops, panels, poster sessions, sessions, featured speakers, and access to the Exhibit Hall on Friday, July 20 through Sunday, July 22
- Admission to Literacy Night at Speakeasy
- Registration for Children’s Literature Day, held all day on Monday, July 23

For nonmembers, this registration category includes all the above, plus:

- A one-year Online Membership
- A one-year subscription to Access ILA

Conference Plus – Children’s Literature Day Registration

For members, this category includes:

- Registration for Children’s Literature Day, held all day on Monday, July 23
- Core Conference registration, which includes the ILA General Session, workshops, panels, poster sessions, sessions, featured speakers, and access to the Exhibit Hall on Friday, July 20 through Sunday, July 22
- Admission to Literacy Night at Speakeasy

For nonmembers, this category includes all the above, plus:

- A one-year Online Membership

Conference Plus – Institute Day Registration

For members, this registration category includes:

- One Institute Day course, held all day on Friday, July 20
- Core Conference registration, which includes the ILA General Session, workshops, panels, poster sessions, sessions, featured speakers, and access to the Exhibit Hall on Friday, July 20 through Sunday, July 22
- Admission to Literacy Night at Speakeasy

For nonmembers, this registration category includes all the above, plus:

- A one-year Online Membership

conference program (print publication) will now be the **ILA 2018 Conference Program**.

conference program (speaker lineup, sessions, etc.) will be **program** or **programming**.

conferenceproposals@reading.org

conference track, conference tracks

Only capitalize “Conference Track” or “Conference Tracks” if it appears where the style is title-capped, otherwise, use lower-case. Always capitalize track titles: Administrators as Literacy Leaders, Literacy Coaching, and Literacy Research.

Core-apps

Core Conference

Core Conference registration includes the ILA General Session, workshops, panels, poster sessions, featured speakers, and access to the Exhibit Hall on Friday, July 20 through Sunday, July 22.

Core Conference Single Day – Saturday

Core Conference Single Day – Saturday registration includes the ILA General Session, workshops, panels, poster sessions, and featured speakers that take place on Saturday, and access to the Exhibit Hall on Saturday only.

Core Conference Single Day – Sunday

Core Conference Single Day – Sunday registration includes workshops, panels, poster sessions, and featured speakers that take place on Sunday, and access to the Exhibit Hall on Sunday only.

dates

July 20–23, 2017

degrees and titles

We do not use speakers' degrees and titles (PhD, M. Ed, etc.). We also do not use "Dr." etc. unless it is requested in special circumstances.

Early Bird rate (for marketing copy), **Early Bird Registration, Early Bird Registration rate** (see Registration categories for more details)

Edcamp Literacy (never capitalize the c in Edcamp)

email (no hyphen)

em dash and **en dash**

We follow ILA Style (with one exception; please see below). Most commonly, an en dash is used like the word *to*, between numerals, dates, grades, pages, etc.: Grades K–8, May 13–17. Further, an en dash is used to in place of a hyphen (a) in a compound adjective when one of its elements consists of an open compound or (b) when both elements consist of hyphenated compounds or (c) to join a prefix to an open compound: e.g., pre–Civil War, non–Roman Catholic, Newbery Medal–winning author

Like a pair of commas or a pair of parentheses, a pair of em dashes* can be used to set off an interrupting element in a sentence: Stephen Crane—a man who never saw combat—is credited with writing one of the most powerful of all war stories, *The Red Badge of Courage*.

Exception: **Exhibit Hall-only hours** uses a hyphen instead of an en dash.

Equity in Education Program

Multiple events—including a panel—all falling under the umbrella of equity in education

Title TBD

Exhibit Hall

Exhibit Hall-only hours

exhibitor

FAQ = frequently asked question(s); not FAQs

featured speakers

“Featured Speakers” will no longer be a category of sessions. Instead, we will have speakers who are featured. Capitalized in headings but treated like “featured speakers” in running text.

Featured Speakers:

Kelly Gallagher & Penny Kittle

Kylene Beers & Bob Probst

Matthew Kay

Fees & Deadlines will be **Rates & Deadlines** (rates, deadlines). We no longer use “Fees & Deadlines.”

first-come, first-served basis

First-Timers & New Members Welcome Event

Combination of former First-Timers Gathering and New Member Meetup

General Information

hotel

We no longer use the term “housing” to describe hotel reservations.

Hotel List, Map & Amenities

housing will be **hotel**. We no longer use the term “housing” to describe hotel reservations.

#ILA18

ILA 2018 Conference app

a in app should be lowercase unless used in headlines or other areas where title-style caps are required

ILA 2018 Conference Program (print publication)

ILA 2018 Literacy Leaders Awards

ILA 2018 Literacy Leaders Reception

ILA Annual Business Meeting

ILA Central, includes membership and the bookstore

ilaconference.org/iplanner

ILA General Session

ILA General Session speakers:

Adan Gonzalez
Cornelius Minor
Nadia Lopez

ILA members

Use a lowercase *m* in ILA member / ILA membership except when describing specific membership categories or membership types or when employing title style in headlines or other copy.

Membership products retain capital *M* as part of a proper name:

- **Basic Member or Basic Membership**
- **Online Member or Online Membership**
- **Student Member or Student Membership**
- **Emeritus Member or Emeritus Membership**
- **Developing Economy Member or Developing Economy Membership**

Examples of title-style caps for headlines or envelope copy: Renew Your ILA Membership Now! / Spotlight on ILA Members

ILA Registration & Hotels

ILA's registration and hotel partner (use this term to refer to CMR)

ILA Support Center (CMR's hotel and registration support website)

Information Booth (not Info Booth)

Institute Day

Formerly Preconference Institutes, held on Friday, July 20

Sessions may be described as **courses**.

Suggested formatting for Institute Day course titles:

One line (used in CMR):

Institute 01: The ILA 2018 Research Institute

Two lines (used on website):

Institute 01

The ILA 2018 Research Institute

in print: formatting (bold, italics, etc.) will be left up to design.

institutes is always lower-case; Institute Day is always upper case;
formal titles of institute courses are capitalized.

iPlanner

LGBTQ

lineup

Literacy Night at Speakeasy

Ticketed event on Saturday, July 21 from 7:00 PM to 10:00 PM

middle initials

We use middle initials when provided.

mid-level

nonmember

nonticketed

numbers and numerals

We follow [ILA Style](#) for the use of numbers.

Use numerals to express numbers 10 and above. Spell out numbers below 10. Spell out numbers below 10 that appear with units of time. (This is a departure from earlier ILA style). Examples: two months, four years, three hours, 64 years, 21 months. Also, ninth century, 14th century, ninth grade, 11th grade.

Use numerals for numbers under 10 that are grouped or compared with numbers over 10 (and appear in the same paragraph): members receive 9 to 12 new publications each year; a list of 7 nouns and 14 verbs; of 26 students in the sample, only 3 failed to qualify.

on-site

(Merriam-Webster hyphenates on-site, which is why we're making this change and using it for future conferences.)

On-Site rate (for marketing copy), **On-Site Registration**, **On-Site Registration rate**
(see Registration categories for more details)

Opening General Session will now be **ILA General Session**.

phone numbers

We will be using the following style for phone numbers: 302.731.1600. We will NOT add the 1 in front of the number. Care must always be taken to provide numbers for use outside of the U.S. and Canada.

Multiple numbers given should be separated by the vertical bar (pipe) that looks like this: |

Ex. 800.336.7323 (U.S. and Canada) | 302.731.1600 (all other countries)

preservice (do not use hyphen in preservice to align with ILA style)

program, programming (speaker lineup, sessions, etc.)

Puede Network

Putting Books to Work

Putting Books to Work is always uppercase; all words are capped in a header. In generic references and descriptive text, refer to as “workshops” as opposed to “panels” or “sessions.”

Rates & Deadlines (rates, deadlines)

Registration (for the on-site booth location), registration (n.)

Registration badge types: **Institute Day** (Friday attendance at one institute only), **Core Conference** (two-day Conference attendance on Saturday and Sunday; does not include ticketed sessions), **Core Conference Single Day** (Saturday or Sunday attendance), **Exhibitor** (includes all nonticketed sessions), **Exhibit Hall-Only** (usually purchased by attendees on-site), **Children’s Literature Day** (Monday attendance only)

Registration categories: **Early Bird Registration** (available until April 30, 2018), **Standard Registration** (available starting May 1 through July 18, 2018), and **On-Site Registration** (available starting July 19 through July 23, 2018)

registrant (attendee is preferred)

Research Into Practice sessions

Response to Intervention, RTI

Room 219 (no #)

Schedule at a Glance

Send Us a Message (the link to the form to e-mail the ILA Support Center)

sessions

If the word “sessions” is part of the title, it should be capitalized, but if it’s not, it should be lowercase. If you are referring to a potential for plural sessions, you should format this as session(s).

Single Day is now **Core Conference Single Day**

If mentioning it with a specific day, it should be **Core Conference Single Day – Saturday** or **Core Conference Single Day – Sunday**.

speaker affiliations

When appropriate, we include speakers' school affiliations, but not their specific departments. We include the publisher information for authors as submitted by the publisher. We are investigating when to list the parent publisher or the imprint. Any changes to publisher listings should be discussed on a case-by-case basis.

special assistance badge (formerly guest badge)

Capitalized only when in a heading but otherwise lowercased.

STAAR program

State of Texas Assessments of Academic Readiness program

Standard rate (for marketing copy), **Standard Registration, Standard Registration rate** (see Registration categories for more details)

TALE

Texas Association for Literacy Education

Talking Points

See end of document.

TEKS

Texas Essential Knowledge and Skills

Terms & Conditions will be **General Information**. We no longer use "Terms & Conditions" for registration documents, but we still use it for exhibitor documents.

Theme of ILA 2018

See wording at the end of the document.

times

12:00 PM ET

8:00 AM–7:30 PM (always use en-dash in numerical ranges)

travel, traveling, traveled**TX****undergraduate preservice teacher**

Do not use hyphen in preservice (to align with ILA Style)

Website: **ilaconference.org**

Do not use <http://www>.

Wi-Fi

ILA 2018 Talking Points:

Mentions:

- We care about our attendees, listen to your needs and concerns, and aren't afraid to change. We listen to your feedback, and each year we implement changes to our conference to better meet your needs. The field of literacy changes constantly, and we adapt along with it.
- Focus on the learning that matters to you at ILA 2018.
- Customize your conference experience to meet your needs.
- ILA conferences are where research meets practice. Researchers work with teachers to apply evidence-based ideas in the classroom.
- ILA believes in literacy for all. We believe literacy is a pathway to equity in education. Our goal is to empower educators and inspire students.
- Experience our organization's culture and mission through our conference programming, which includes sessions focused on children's and young adult literature, content area literacy, and engaging classroom instruction.
- Elevate your practice through our robust and well-rounded program.
- ILA 2018 focuses on teaching the whole educator, so you can focus on educating the whole child.

Changemaker Talking Points:

- Preparing to lead a movement is the first step. At ILA 2018, you'll learn how to sustain real and lasting change.
- The current education system is not effective for all students. Although you can't always change the system, you can alter the outcome for students. Our conference will provide you with the resources you need to take action.
- ILA 2018 offers sessions that will give you the knowledge and skills necessary to influence others in your school, district, or community.
- ILA believes that literacy is the pathway to equity in education, and we invite you to join innovators and changemakers in Austin as we advocate for literacy for all.

General Talking Points:

- Customize your PD by selecting sessions from our high-quality programming.
- Our streamlined program makes it easier to identify the sessions you want, and our three learning tracks take the guesswork out of choosing your schedule.
- The venue is intimate, simple to navigate, and easily walkable.
- ILA conferences are different because we focus our program on sessions that are research based and peer reviewed.
- Don't wait for inspiration to strike you—find it at the ILA 2018 Conference! ILA creates programming to meet your needs as an educator. We receive feedback from hundreds of educators in our postconference survey and annual What's Hot in Literacy survey and use it to help shape our programming. Connecting with fellow educators online has its benefits, but nothing beats the face-to-face networking that happens at ILA 2018—in sessions, at events, and even in the hallways.
- "Promoting literacy is hard work and requires a lot of heart. ILA 2017 was an exhilarating experience of hard work and heartwork in motion." —Precious Symonette, Miami-Dade County's 2017 Francisco R. Walker Teacher of the Year

- "Literacy requires all hands on deck. Being able to share and learn from other teacher leaders [at ILA 2017] helped me to gain different perspectives, and it ignited a spark in me to want to do more to promote literacy on a larger scale." — Precious Symonette, Miami-Dade County's 2017 Francisco R. Walker Teacher of the Year
- "I have never attended such a large conference focused on literacy. It was inspiring to be together learning with other professional literacy advocates [at ILA 2017]." —Katie Lett, ILA 30 Under 30 Honoree
- "[At ILA 2017,] I had the opportunity to make connections with other 30 Under 30 honorees as well as authors and teachers. The exciting part is these connections have remained, and my colleague pool has grown both in quantity and quality." —Katie Lett, ILA 30 Under 30 Honoree
- "As a result of attending ILA's conference, I plan on implementing more structures and supports to advocate for literacy for all." —Katie Lett, ILA 2017 Closing General Session Speaker
- "I'm looking forward to attending future conferences because self-care is important when you're in a caring profession. I felt truly cared for at the conference, which in turn empowered me to continue doing the important job of teaching others not only to read but to love reading." —Katie Lett, ILA 30 Under 30 Honoree

Rights & Equity in Education Talking Points:

- Literacy educators have a responsibility to discuss human rights and inequalities with their students.
- ILA is standing up, speaking out, and fighting for the fundamental human right to literacy.
- ILA believes that literacy is the pathway to equity in education, and we invite you to join innovators and changemakers in Austin as we advocate for literacy for all.
- ILA 2018 focuses on strategies for fostering positive change in literacy education. We'll discuss ways to close the opportunity gap, narrow the digital divide, and facilitate educational equity for all.

Speaking to Administrators:

- As an administrator, you are a literacy leader. You're responsible for building a culture of literacy at your school, and by attending ILA 2018, you'll become an even stronger leader.
- ILA 2018 offers administrator-specific programming, including a full-day institute, an administrator-focused event, and a specialized literacy leaders learning track.

Speaking to Exhibitors/Sponsors:

- Get your authors, products, and content in front of buyers and influencers at ILA 2018.
- Connect with decision makers and influencers with buying power in Austin.
- At ILA 2018, you will make an impact with our engaged and vocal audience of administrators, classroom teachers, literacy professionals, and more.
- Connect with administrators and school leaders through one-on-one chats at ILA 2018.
- You asked us to provide you with more face-to-face time with administrators, and we listened. Connect with administrators from around the United States at ILA

Live, a free, invitation-only panel event for administrators. At this Q&A and reception, you'll hear what issues are top of mind from the administrators themselves and have the opportunity to fine-tune your sales strategy by asking questions, doing some R&D, and networking directly with your buyers.

- At ILA 2018, we are offering our attendees more Exhibit Hall hours than ever before (including noncompeting hours during lunch).
- You told us that you didn't want Monday hours, and we are demonstrating our commitment to your needs by closing the Exhibit Hall a day early.
- Your needs are top of mind, which is why we've added Friday hours, are giving you face-to-face time with administrators on Friday, and are offering our attendees more attractive pricing for Exhibit Hall-only passes.
- ILA 2018 will take place in a smaller venue with concentrated walk-in traffic, and this year we're offering streamlined programming to target audiences to give attendees more time to explore your products and services in the Exhibit Hall.

Speaking to First Timers:

- We use our What's Hot in Literacy survey to find out what issues matter to you, and the results inform the next year's conference programming. The postconference survey results shape these efforts as well. One thing that doesn't change from year to year? Our drive to provide you a customized experience based on what matters most to YOU.
- Here's what you can look forward to at ILA 2018: learning at sessions that are peer reviewed and rooted in research, exploring innovative products and meeting your favorite authors in the Exhibit Hall, and networking and connecting with fellow educators from around the globe.
- Here's what you'll get from the conference: face-to-face connection with educators and administrators from all over the world, learning you can customize to fit your needs, and best practices and strategies you can use in your classroom right away.
- "I am so excited to share what I learned with my colleagues and inspired to reimagine literacy in my community." —First-Timer
- "I loved every minute of it." —First-Timer
- "Promoting literacy is hard work and requires a lot of heart. ILA 2017 was an exhilarating experience of hard work and heartwork in motion." —Precious Symonette, ILA 2017 First-Timer
- "Literacy requires all hands on deck. Being able to share and learn from other teacher leaders [at ILA 2017] helped me to gain different perspectives, and it ignited a spark in me to want to do more to promote literacy on a larger scale." — Precious Symonette, ILA 2017 First-Timer
- "I have never attended such a large conference focused on literacy. It was inspiring to be together learning with other professional literacy advocates [at ILA 2017]." —Katie Lett, ILA 30 Under 30 Honoree and ILA 2017 First-Timer
- "As a result of attending ILA's conference, I plan on implementing more structures and supports to advocate for literacy for all." —Katie Lett, ILA 30 Under 30 Honoree and ILA 2017 First-Timer
- "I felt truly cared for at the conference, which in turn empowered me to continue doing the important job of teaching others not only to read but to love reading." — Katie Lett, ILA 30 Under 30 Honoree and ILA 2017 First-Timer

- “I have been attending the ILA conference since 2013. In that time, I have seen tremendous change. Beyond the name and branding change, I have been very impressed with how ILA has reached out to educators who are in classrooms and schools to determine the future trajectory of this international organization. As a participant, seeing how teachers’ voices have driven change has been remarkable and filled me with hope for the future.” —Julie D. Ramsay, NBCT
- “In a time when more and more teachers are pursuing free avenues of professional growth, ILA has embraced the changing needs of teachers by providing opportunities such as Twitter chats and Edcamp Literacy, where participants can drive their own learning. By pairing participant-driven learning with formal sessions, as well as exciting interactive Putting Books to Work workshops and current event panels that do not require special ticketing, ILA provides teachers with the best possible blending of professional learning.” —Julie D. Ramsay, NBCT
- “From Edcamp Literacy to the highly engaging and relevant general session speakers, to the panels filled with passionate educators and authors, to the formal sessions, I have walked away with tools, strategies, ideas, and a renewed passion for teaching from every single opportunity, something that I can’t say of many professional learning events.” —Julie D. Ramsay, NBCT
- “As a veteran educator, it brings me hope for the future of literacy education to see an emphasis on sound and current educational trends while remaining grounded in best practices in literacy education. With a focus on recognizing phenomenal young educators in 30 Under 30, it demonstrates that ILA has their eyes on the future by recognizing the work of young educators.” —Julie D. Ramsay, NBCT
- “I feel incredibly grateful to ILA for providing all of these opportunities to me and all the other participants. My head is full of ideas, my heart is full of love for teaching, my bag is full of great new books, and my pocket is full of new connections.” —Julie D. Ramsay, NBCT

Speaking to the Higher-Ed Community:

- Attend or present at ILA 2018 to experience our research-rich program and a prestigious lineup of speakers, as well as to get a stronger grasp of what classroom teachers need so you can better prepare preservice teachers for practice.
- You’ll have the opportunity to network with prestigious colleagues and educators everywhere at ILA 2018—in sessions, events, and even in hallways.
- Come to the conference to get updates and insight into what classroom teachers need to prepare their students for 21st-century success.

Speaking to Researchers:

- Research is the foundation of all learning and forms the backbone of education. It is also the basis of everything ILA does, including our conference.
- ILA 2018 celebrates research and researchers. We know that instruction isn’t effective unless it’s research based.
- Come to ILA 2018 to see how classroom teachers are applying your work and the work of other researchers in their practice.
- ILA honors research and builds our conference program on it.

Speaking to LGBTQIA Community:

- ILA believes in equity in education, and it shows in our conference. Check out our Equity in Education Program to learn more.
- If you've never heard of ILA, it's time we introduced ourselves. We are an inclusive organization that stands up for literacy and equity in education for all, and we would love to meet you at our conference.
- ILA stands for the International Literacy Association, and we also stand for equity in education and literacy for all.

Speaking to Texas Educators:

- Texas attendees: Check our iPlanner to find ILA 2018 sessions that align with STAAR curriculum and TEKS.

ILA 2018 Theme:

TK