EDITORIAL STYLE GUIDE

University of California, Merced

Summer 2017 Edition

Message from University Communications

Dear campus community -

We're pleased to present you with the new, streamlined version of UC Merced's Editorial Style Guide.

Along with the updated <u>campus brand standards</u>, we've tried to provide you with all the guidelines you'll need to effectively communicate from and about UC Merced in ways that assure consistency and meet campus standards.

In everyday writing, we adhere to the rules set forth in the <u>Associated Press Stylebook</u> and <u>Briefing on Media Law</u> first, then the <u>Chicago Manual of Style</u>. Therefore, this campus style guide doesn't include most of what can be found in the other two manuals.

We welcome feedback on the guidelines we've documented here.

If you have comments, please <u>email</u> us. We will consider all your thoughts when we compile future editions of this manual.

As always, we appreciate all your hard work and we thank you for allowing our office to share the story of UC Merced with important audiences near and far.

Best regards,

University Communications

ACADEMIC MAJORS

Use lower case for majors, except for majors with names that inherently include proper nouns.

The following are correct:

- His major is world cultures and history.
- The professor majored in African American studies.
- He studied geological engineering as an undergraduate.
- She earned her Ph.D. in Spanish.

ACADEMIC PAPERS

The title of an academic paper or journal article should be put inside quotation marks. If the journal is then named, use italics or underlining, unless you are writing a news release. In that case, simply capitalize the journal name:

 Right: His paper, "Mountain Block Groundwater Discharge in Yosemite National Park," was published in the journal Hydrology.

ACADEMIC TITLES

A person's title is capitalized only when used before the name, and never when not used with a name. Use lower case when using a title after a person's name or a title standing alone.

- Right: Chancellor Dorothy Leland
- Right: Dorothy Leland, chancellor
- Right: Professor Ruth Mostern
- Right: Ruth Mostern, a professor at UC Merced
- Right: UC Merced has a chancellor.
- Wrong: UC Merced has a Chancellor.

When using a capitalized title immediately before the name, try to keep it short. You may not need to use the whole title.

- Right: Dean of Social Sciences, Humanities and Arts Jill Robbins
- Better: Dean Jill Robbins of the School of Social Sciences. Humanities and Arts

Chaired professorships appear in lower case, except for the proper name.

Right: Teenie Matlock was named the first McClatchy professor of communications.

Note that "visiting professor" may be a salary title but is not a salutation. It should be lowercased in all references.

Do not use references to professorial rank, such as "assistant professor" or "associate professor," unless they are crucial to your meaning. This usually occurs only in human resources contexts.

Occupational titles such as "attorney" or "physicist" are not capitalized, even when they appear before a person's name.

In most instances, titles need to be used with names only on first reference. On subsequent references, it is usually acceptable simply to use a last name.

ALUMNA/AE

An alumna is one woman. Alumnae are a group of women.

ALUMNI/US

Alumni are more than one man or a group of men and women. An alumnus is one man.

ALUMNI

This word construction is taken directly from its Latin origins. Therefore, the noun forms are gender specific: "alumna" refers to one woman; "alumnae" refers to a group of women; "alumnus" refers to one man; "alumni" refers to a group of men or a group of men and women. It's rare to see the feminine plural form, "alumnae." Most often the form "alumni" is used for any group of graduates.

ALUMNI ABBREVIATIONS

Identify past and current students by their class years using two digits and a single quote mark that curves away from the numbers. The Associated Press considers the abbreviation an acceptable variation. If you are listing degrees from more than one institution, refer to each by name. If you are listing only degrees from UC Merced in a UC Merced context, you do not need to refer to UC Merced by name.

 Right: Mercedes Christiansen, (Brigham Young University, '97; University of Utah, '99; UC Merced, '07); Stephan LeBeq ('07, '09)

For couples, include the graduation year with each of their names, listing the woman – if she has a birth name and married name – last to avoid repeating the last name.

Right: John ('07) and Mary Taylor Smith ('06) attended the reception.

Consider exceptions, such as when the woman is the focus of the article and her spouse – an alumnus or not – is also mentioned. If only the man is an alumnus, do not list the woman's birth name unless it's part of her married name.

BEGINNINGS SCULPTURE

Beginnings, inspired by UC Merced's former Acting Chancellor Rod Park in 2006 and conceived by noted American sculptor Aris Demetrios, was successfully installed in the university's central courtyard April 21, 2009. The sculpture, a gift to the university by Park and his wife, Cathy, the Bob and Marie Gallo family and John, Joseph and Fred T. Franzia of Bronco Winery, consists of two gently curving, vertical arms, each about 40 feet high. The sculpture features prominently in opening day and commencement ceremonies, as students pass through it on their way in and out of school.

BOARD OF REGENTS

Capitalize "Regents" only as a formal title before one or more names, or when referring to the organizational body by formal name.

- Right: Regent Richard Blum
- Right: Regents Richard Blum and Fred Ruiz
- Right: the University of California Board of Regents (do not capitalize "the")
- Right: the UC Board of Regents (do not capitalize "the")

Use lower case in further condensations of the organizational name and other uses.

- Right: The regents ruled today.
- Right: The board of regents met today.
- Right: Fred Ruiz was named a regent.
- Right: Three regents opposed the measure.

BOARD OF TRUSTEES

The component words of "Board of Trustees" should be capitalized only when using the full name of UC Merced's or another university's board.

- Right: The Board of Trustees met in Merced on Dec. 8, 2004.
- Wrong: The Trustees are a distinguished group of VIPs that supports the university.

Treat trustee as a formal title when appropriate and capitalize in such cases if used before a name.

- Right: Trustee Joe Jones
- Right: Joe Jones, trustee of the UC Merced Foundation

BUILDING NAMES

All proper names of buildings should be capitalized. The word "building" should be capitalized only if it's part of the official name. On first reference, use the full name of the building as the name often denotes a person, family or business that has been supportive of the university. Successive references may be shortened.

Shortened names for buildings, such as "Kolligian Library," are acceptable on subsequent references.

The Leo and Dottie Kolligian Library building houses multiple campus units, including Students First Center, the Office of Financial Aid, the UC Merced Library and the Campus Store. UC Merced Library is the name of the library as an organization.

Use UC Merced Library when you're referring to the library staff and the organization.

Use Leo and Dottie Kolligian Library when you're referring to the entire building.

- Right: The students spent the afternoon studying in the UC Merced Leo and Dottie Kolligian Library.
- Right: The UC Merced Library provides an array of services to help with students' academic success.
- Right: The east wing of the Leo and Dottie Kolligian Library houses the Campus Store, the UC Merced Library, the Textbook Annex, and the Office of Student Life.

- Wrong: The Kolligian Library installed new furniture for collaborative studying during the summer.
- Wrong: The Leo and Dottie Kolligian Library staff members are committed to student success.

The following is a list of on- and off-campus buildings:

- Academic Office Annex
- Castle Commerce Center
- Central Plant
- Classroom and Office Building 1
- Classroom and Office Building 2
- Downtown Campus Center (under construction)
- Early Childcare and Education Center
- Joseph Edward Gallo Recreation and Wellness Center (Do not use any variant that includes the name "Gallo" without the name "Joseph Edward." You may shorten on second reference to "Recreation and Wellness Center.")
- Leo and Dottie Kolligian Library (Kolligian Library is an acceptable variation)
- Logistical Support/Service Facilities
- Merced Tri-College Center
- Mondo Building
- The Parcade
- The Promenade
- Science and Engineering Building 1
- Science and Engineering Building 2
- Sierra Nevada Research Institute's Yosemite Field Station
- Sierra Terraces (student housing), includes Mariposa Hall and Tuolumne Hall
- Social Sciences and Management Building
- Student Activities and Athletics Center
- Student Services Building
- The Summits (student housing), includes Cathedral and Tenaya halls and Half Dome
- UC Merced Fresno Center
- Valley Terraces (student housing), includes Calaveras Hall, Fresno Hall, Kern Hall, Kings Hall, Madera Hall, Merced Hall, San Joaquin Hall, Stanislaus Hall, Tulare Hall and Terrace Center.
- Yablokoff-Wallace Dining Center

Terms such as "north wing" and "residence hall" should not be capitalized unless they are used in a formal title.

CAMPUS ENTITIES AND NAMED ROOMS

Following are the correct names for **some** campus entities that are not housed in separate buildings. (Do not capitalize "the" before a name unless it's the first word of a sentence.)

When referring to a named room, its formal name comes first, followed by the room number for clarification.

In the Classroom and Office Building:

- The Dr. Lakireddy Auditorium
- Kris-Tangella Lecture Hall

In the Leo and Dottie Kolligian Library:

- The McFadden/Willis Reading Room
- The Ed and Jeanne Kashian Main Floor
- The Louis P. and Doris M. Gonella Discovery Room
- The Campus Store (formerly the Bobcat Bookstore)
- The Lantern (need to specify first-floor Lantern or third-floor Lantern. The fourth-floor Lantern is the McFadden-Willis Reading Room. There is no second floor.)
- The Lantern Café
- The Bobcat Lair
- The Chancellor's Conference Room (KL 232)

In the Joseph Edward Gallo Recreation and Wellness Center:

- Greg and Cathie Hostetler Court
- The Joseph Edward Gallo Gymnasium
- The H. Rajender Reddy Health Center

In the Science and Engineering Building:

The PG&E Service Learning Laboratory

In the Valley Terraces housing area:

- The Den
- The California Room

CAROL TOMLINSON-KEASEY QUAD

At the heart of campus, named after founding Chancellor Carol Tomlinson-Keasey, UC Merced's first quadrangle is an open, three-sided landscape form that provides open space views for offices and study rooms in Science and Engineering Building 1, the Classroom and Office Building and Kolligian Library. The quad was named in 2009. The open edge of the quadrangle features the Beginnings sculpture as its focal point. It is proper to use the full name of the quad on first reference, and "the quad" thereafter.

CENTERS AND INSTITUTES

The formal names of centers and institutes should be capitalized. These names may be abbreviated on second and following references. Do not use periods or spaces in these abbreviations.

The current list as of Summer 2017:

- Blum Center for Developing Economies
- Center for Climate Communication
- Center for Computational Biology (UCM-CCB)
- Center for Early Cognition and Language

- Center for Educational Partnerships
- Center of Excellence on Health Disparities
- Center for Information Technology Research in the Interest of Society (CITRIS)
- Center for Nonimaging Optics
- Center for the Humanities
- Center for Research on Teaching Excellence (CRTE)
- CREST Center for Cellular and Biomolecular Machines (CCBM)
- Ernest and Julio Gallo Center for Management and Entrepreneurial Studies
- The Foster Family Center for Engineering Service Learning
- Health Sciences Research Institute (HSRI)
- Merced Nanomaterials Center for Energy and Sensing (MACES)
- Resource Center for Community Engaged Scholarship (ReCCES)
- Sierra Nevada Hydrologic Observatory (SNHO)
- Sierra Nevada Research Institute (SNRI)
- Small Business Development Center
- STEM Resource Center
- Spatial Analysis and Research Center (SpARC)
- University of California Advanced Solar Technologies Institute (UC Solar)
- University of California Educational Evaluation Center (UCEC)
- University of California Water Security and Sustainability Research Initiative (UC Water)
- UC Merced Venture Lab

The words "center" and "institute" on their own should never be capitalized.

CENTRAL VALLEY

"Central Valley" refers to the entire vertical midsection of the state of California, from Sacramento to Riverside. "San Joaquin Valley" refers to the area from Stockton to Bakersfield that is generally considered to be the service area of UC Merced.

Capitalize "Valley" when it is part of a region name such as "San Joaquin Valley," "Sacramento Valley," "Yosemite Valley" or "Central Valley."

Never use "Valley" capitalized and alone on first reference. You may use it capitalized without a modifier on subsequent references.

Right: Our service area is the San Joaquin Valley. Admissions and outreach workers
work hard to make sure Valley students are informed about the possibility of attending
UC Merced.

CHANCELLORS

UC Merced has had three chancellors:

- Carol Tomlinson-Keasey, 1999 to 2006
- Sung-Mo "Steve" Kang, 2007 to 2011
- Dorothy Leland, 2011 to present

CHANCELLOR'S ASSOCIATES

Capitalize references to the UC Merced Chancellor's Associates.

CLASSES, COURSES AND LECTURES

Capitalize the main words in the titles of courses. Quotation marks or italics are not necessary. Use lower case when you refer to classes and courses, unless you are using the specific and complete title.

- Right: She took calculus in high school.
- Right: I'm taking Probability and Statistics (MATH 10) this semester.

If a course name contains any proper noun, capitalize the entire name of the course.

- Right: I took African History and Culture as a sophomore.
- Right: My sophomore year, I took African History and Theory of Literary Criticism.

A university course is analogous to a series of lectures or classes. Therefore, if you are referring to a series of classes or lectures, even if it is not a university course, capitalize the title of the series. Set off the titles of individual classes or lectures with quotation marks.

- Right: Arnold Kim's presentation "Scattering of Light" is part of the Frontiers of Science and Engineering lecture series.
- Right: "Teaching Teens to Write" is a class in the UC Merced Writing Project's Saturday Outreach Series.

This rule can also apply if a professor or instructor has given a title to a lecture within a university course.

 Right: Students looked forward to the lecture, "New Prospects in Solar Energy," in Professor Roland Winston's Nonimaging Optics course.

CLUBS AND ORGANIZATIONS

Clubs and organizations are managed by the organizers themselves – they do not "belong to" UC Merced.

- Right: The Chess Club at UC Merced
- Wrong: UC Merced's Chess Club
- Wrong: The UC Merced Chess Club

COLLEGE ONE

Capitalize "College One" on all references.

COMMENCEMENT

Use lower case for "commencement" in text, unless the year follows it and creates a formal name.

- Right: NBC Nightly News weekend anchor Lester Holt was the Commencement 2010 speaker.
- Right: The 2009 commencement ceremony featured first lady Michelle Obama.

The following people have spoken at UC Merced commencements:

- 2007: Former California Lt. Gov. John Garamendi
- 2008: Syndicated columnist Ruben Navarrette Jr.
- 2009: First Lady Michelle Obama
- 2010: Award-winning broadcast journalist Lester Holt
- 2011: Catholic Healthcare West President and CEO Lloyd H. Dean
- 2012: Former California Lt. Gov. Cruz Bustamante
- 2013: Former NASA astronaut Jose M. Hernandez and author David Mas Masumoto
- 2014: Former U.S. Undersecretary of the Department of Energy Kristina Johnson and Merced County Superior Court Judge Paul Lo
- 2015: Rice University Professor Richard A. Tapia and former National Science Foundation senior administrator Cora B. Marrett
- 2016: Administrator of the Federal Aviation Administration Michael Huerta and entrepreneur and engineer Dado Banatao
- 2017: Pulitzer Prize-winning journalist and author Héctor Tobar and HP Inc. Chief Diversity Officer Lesley Slaton Brown

COMMITTEES

Capitalize the formal names of groups and committees, such as Long-Range Planning Committee, Budget Committee, Vanguard Group, Staff Assembly. Use lower case for words like "committee," "assembly" or "council" when they stand alone.

DIVISIONS, OFFICES AND SCHOOLS

Capitalize the names of schools, offices and administrative divisions when using the whole name. Use lower case for the words division, office or school when they stand alone.

- Right: Faculty members from the School of Natural Sciences brought their families to participate in Merced's annual Christmas Parade.
- Right: Staff members from Government and Community Relations sang a stirring rendition of "The Twelve Days of Budget Negotiations" at the UC Merced holiday party.
- Right: Vice Chancellor for Student Affairs Jane Lawrence is busy preparing for the arrival
 of students.
- Right: Contact University Communications if you have questions about how to obtain high-resolution files for printing.
- Right: The School of Engineering encourages women and minority students to enter the field. Numerous programs in the school help make this possible.
- Wrong: The Division will release its report this Friday.

Capitalize the name of the field of study or work when referring to the school or division. Use lower case to refer to a field in the general sense.

 Right: Teenie Matlock is a professor in the School of Social Sciences, Humanities and Arts.

- Right: The social sciences, humanities and arts are growing at UC Merced.
- Right: Valerie Leppert is an engineering professor.

UC Merced has one named school, the Ernest and Julio Gallo School of Management (planned). Do not use any variant that includes the name "Gallo" without the names "Ernest and Julio," even on second reference.

FAIRFIELD CANAL

The large canal runs through campus under the Scholars Lane Bridge. It is a Merced Irrigation District canal.

FOUNDERS DAY

The campus's first Founders Day celebration, honoring the 10th anniversary of campus groundbreaking, was held in October 2012. Groundbreaking ceremonies for the campus took place Oct. 25, 2002. Founders Day has no apostrophe in its title.

FOUNDING DEANS

There were three:

- Maria Pallavicini, dean of the School of Natural Sciences
- Jeff R. Wright, dean of the School of Engineering
- Kenji Hakuta, dean of the School of Social Sciences, Humanities and Arts

FRESHMAN/FRESHMEN

UC Merced prefers first-year student/students.

GRADUATE STUDIES

UC Merced's Graduate Division programs as of spring 2017:

- Applied Mathematics
- Biological Engineering & Small-Scale Technologies
- Chemistry & Chemical Biology
- Cognitive & Information Sciences
- Electrical Engineering & Computer Science
- Environmental Systems
- Interdisciplinary Humanities
- Mechanical Engineering
- Physics
- Political Science
- Psychological Sciences
- Quantitative & Systems Biology
- Social Sciences Economics
- Social Sciences Public Health
- Sociology

When referring to them in writing, it is proper to capitalize the titles of the programs.

KELLEY GROVE

The area of campus near the entrance that included Little Lake, the recreation fields and Lower Pond.

LAKE YOSEMITE

Lake Yosemite is an artificial freshwater lake about a half mile north of campus. Two canals (Fairfield Canal and Le Grand Canal) run through or near campus and come from Lake Yosemite, which was built in the 1800s for irrigation, and is owned by Merced Irrigation District, though it is operated as a recreational facility by the Merced County Parks and Recreation District.

LEADERSHIP TITLES

At UC Merced, a person is vice chancellor for a division and a dean of a school. The prepositions are often confused.

- Chancellor
- Provost and Executive Vice Chancellor
- Vice Chancellor for Business and Administrative Services
- Vice Chancellor for Planning and Budget
- Dean of Graduate Studies
- Vice Chancellor for Research
- Vice Chancellor for Student Affairs
- Vice Chancellor for Development and Alumni Relations
- Associate Chancellor and Chief of Staff
- Dean of the School of Engineering
- Dean of the School of Natural Sciences
- Dean of the School of Social Sciences, Humanities & Arts
- Chief Information Officer
- University Librarian

LE GRAND CANAL

One of two irrigation canals, Le Grand Canal runs along the northeastern border of campus. It comes from Lake Yosemite, and is owned by Merced Irrigation District.

LITTLE LAKE

Little Lake was the small water feature with a fountain in Kelley Grove, south of the dining and recreation centers, but has been subsumed by construction.

LOWER POND

It is a small pond on the southern corner of campus, near the recreation fields and Evolution Valley parking lot.

MERCED 2020 PROJECT

The second of four phases to accommodate 10,000 students by 2020, the construction began in fall 2016.

MERCED VERNAL POOLS AND GRASSLAND RESERVE

The nearly 6,500 acres of protected open land at the northeast corner of campus is home to endangered species such as the California tiger salamander and the fairy shrimp, along with many special plants and animals. It is a research site that will never be developed. The reserve is part of the UC Natural Reserve System, and is overseen by the Sierra Nevada Research Institute.

MICHELLE OBAMA GARDEN FOR YOUNG CHILDREN

A garden at the Early Childhood Education Center, named for the First Lady after her commencement speech on campus in 2009.

NORTH BOWL (INCLUDES NORTHERN POND)

North Bowl is a cornerstone of the campus's open-space system and a naturally occurring topographical depression bordered on three sides by the Le Grand Canal. North Bowl is used as grazing land for cattle, but long-range plans call for recreational fields, an arboretum and a prominent role in the campus's pedestrian and bicycle circulation system. North Bowl occupies about 60 acres at the northeastern side of campus. Northern Pond is a small pond found in the North Bowl area.

PH.D.

The preferred form for Ph.D. is to say the person holds a doctorate, doctor's degree or doctoral degree in (name the field or specialty).

PROFESSOR

Avoid the abbreviation "Prof."

In most instances, titles need to be used with names only on first reference. On subsequent references, it is acceptable to use simply a last name.

In most instances, it isn't necessary to specify whether the person is an assistant, associate or full professor.

• Right: Professor Peggy O'Day studies contaminants in groundwater. O'Day has several research sites, including an important one on the San Francisco Bay.

ROOMS ON OR RELATED TO CAMPUS

Capitalize only when used with a number, letter or proper name.

- Right: Her office is in Room 210 of the Mondo Building.
- Right: We'll be in the Sequoia Conference Room.
- Right: Meet me in the break room at 12:30 p.m.

SAN JOAQUIN VALLEY

The San Joaquin Valley the area of the Central Valley of California that lies south of the Sacramento–San Joaquin River Delta in Stockton. Most of the Valley is rural, but cities and suburbs include Chowchilla, Fresno, Bakersfield, Stockton, Modesto, Visalia, Porterville, Merced, Madera and Hanford. In writing, it is the San Joaquin Valley on first reference and the Valley after that. The San Joaquin Valley is not synonymous with the Central Valley, which is a much larger area.

SCHOLARS LANE BRIDGE

The pedestrian bridge running over the Fairfield Canal up the middle of campus.

SOUTH BOWL (INCLUDED KELLEY GROVE, LITTLE LAKE AND LOWER POND)

South Bowl is a principal open space feature in the first two phases of campus development, and is the home to recreational outdoor facilities. It included Kelley Grove, Little Lake and Lower Pond, and will be home to a campus amphitheater. Long-range plans also call for an aquatics center, a student union and more, connected by a trail system.

STREETS ON AND AROUND CAMPUS

- Bellevue Road
- Lake Road
- Campus Parkway
- Ranchers Road
- Scholars Lane
- Emigrant Pass
- Mammoth Lakes Road
- Evolution Valley Road
- Bobcat Lane
- Muir Pass
- Ansel Adams Road
- Mineral King Road
- Services Lane
- Facilities Loop

The street designation is lower case if it refers to two roads.

Right: The asphalt was repaired at Bellevue and Lake roads.

STUDENT CLASSIFICATIONS

Use lower case for "freshman," "sophomore," "junior," "senior," "graduate student" or "postdoctoral fellow." Do capitalize these words if they are part of a designation for an entire class or a formal title. Use "student" or "students" instead of "student body."

- Right: She's a senior majoring in world cultures and history.
- Right: The Freshman Class organized the first student club.

TITLES

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- Right: Dorothy Leland, chancellor
- Right: Professor Ruth Mostern
- Right: Ruth Mostern, a professor at UC Merced

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In most instances, titles need to be used with names only on first reference. On subsequent references, it is usually acceptable simply to use a last name.

UNIVERSITY

Do not capitalize the word "university" when it stands alone and refers to a single campus of the UC system, but do capitalize the word when referring to the entire UC system.

- Right: The university will have many benefits for the region.
- Right: The University has 10 campuses.

UNIVERSITY OF CALIFORNIA

In news releases or other publications sent to off-campus audiences, spell out on first reference. In following references, abbreviate as "UC," using no periods. This rule applies even if you are referring to different UC campuses or entities on each reference.

- Right: Jessica Trounstine is a professor at the University of California, Merced. Her research at UC Merced focuses on local government.
- Right: Jones completed her doctorate at the University of California, Berkeley. She joined the faculty at UC Merced in the summer of 2006.
- Right: The University of California Board of Regents met today to review designs for new buildings at UC Merced.

"UCLA" is an exception to the rules above. The abbreviation is preferred on all references. It is correctly rendered using no periods or spaces.

When referring to the UC Office of the President, do not use the abbreviations "OP" or "UCOP" when writing for off-campus audiences.

UNIVERSITY OF CALIFORNIA, MERCED

The correct first reference is the University of California, Merced. On subsequent references, it is UC Merced or the university.

Do not use the abbreviation "UCM" to refer to UC Merced, especially for off-campus audiences.

For UC Merced programs that include the university's name, you may use an acronym that includes the letters "UCM." Spell out the name of the program on first reference.

Wrong: UCM Communications

Wrong: UC-MercedWrong: UC, Merced

UCPATH

The UC-wide centralized payroll and human resources system.

WALLACE-DUTRA AMPHITHEATER

In 2013, longtime campus supporters Joel and Elizabeth Wallace gave UC Merced \$250,000 to establish the Wallace-Dutra Amphitheater, building on the Class of 2009's gift. The graduating seniors sold bricks — now installed in the sidewalk by the amphitheater — to help establish the venue.