



UNIVERSITY POLICY

SUBJECT: ADMINISTRATION **TITLE:** NAMING UMDNJ INTERNET ADDRESSES

CODING: 00-01-10-132:00 **ADOPTED:** 10/24/00 **AMENDED:** 10/24/00

I. PURPOSE

This policy establishes regulations for Internet addresses (URL's) for all UMDNJ units and subunits. It recognizes the importance of preserving the umdnj.edu domain name for branding and credibility as well as the need to simplify Internet addresses for marketing and promotional purposes.

II. ACCOUNTABILITY

Under the Senior Vice President for Administration and Finance, the Web Management Group shall make recommendations to the Vice President for Government and Public Affairs who shall ensure compliance with this policy. The Vice President for Information Services & Technology shall implement this policy.

III. DEFINITIONS

- A. www.umdnj.edu - the URL for the home page for the University's official Web site, provides portals to information for the external visitor as well as an Intranet portal for the University community through UMDweb. It is the official umbrella for all other UMDNJ-related Web sites.
- B. The University's domain name - umdnj.edu, the last two parts of our Internet address, is unique and gives the University an Internet identity.
- C. Major units of the university - these entities are schools, major business units, faculty practices, board-designated statewide centers or institutes, and, at the discretion of the Web Management Group, other cross-school/unit enterprises (business, research, educational, or service entities) associated with the University.
- D. Web Management Group - was established to regularly oversee the design and development of the official web sites at UMDNJ. The group is charged to integrate these web sites with the strategic requirements of the University. This group reviews requests from University units and sub-units in implementation of web site policy. The group comprises the Vice Presidents for Government and Public Affairs, Information Services & Technology and Research and their designees.

IV. REFERENCES

- A. Information Management [00-01-10-30:00](#)
- B. Intellectual Property: Copyrights and Royalties [00-01-20-21:00](#)

V. POLICY

Web site addresses for major units and University-wide functions of the University:

1. Major units of the University or University-wide functions, as designated by the Web Management Group, will use a specific identifier preceding the umdnj.edu domain name.

The convention is {name of unit}.umdnj.edu

Examples:

- School of Osteopathic Medicine som.umdnj.edu
- Robert Wood Johnson Medical School rwjms.umdnj.edu
- New Jersey Dental School njds.umdnj.edu
- University Behavioral HealthCare ubhc.umdnj.edu
- Robert Wood Johnson University Medical Group umg.umdnj.edu

Certain University-wide functions may also use this format. For example, the portal to the Infoed Grants Management System is grants.umdnj.edu. The need for such pages will be determined by the Web Management Group.

2. The Dean or CEO may choose an identifier with approval of the Web Management Group. For example, the School of Nursing could have chosen nursing.umdnj.edu, but elected instead sn.umdnj.edu.
3. Internet addresses for school-specific entities:

An address for a sub-unit within a school or parent unit such a department includes the official Internet address for its school or parent unit, followed by the official name of the sub-unit as indicated on the school organizational chart.

The convention is: {school}.umdnj.edu/{name of department}

Example:

- Biochemistry at New Jersey Medical School - njms.umdnj.edu/biochemistry

Novel address formats that are extensions of or variations from the above must receive the approval of the Dean or Vice President who will forward a recommendation to the Web Management Group. The Web Management Group's decision will be based on the requirement for marketing the web content to which a proposed address points.

4. Addresses within the UMDNJ domain:

The address schema will be kept by the Web Editor in the Department of Government and Public Affairs and implemented by Information Services & Technology. These addresses will not incur charges to departments or units.

5. Registration of new domains:

Names not within the umdnj.edu domain may only be registered by the Web Editor in the Department of Government and Public Affairs following approval of the Web Management Group. An account number will be necessary and any fees will be charged back to the requestor. The Web Editor will also be responsible for renewal of registration as necessary.

6. Hosting: University servers will host upper-level (*e.g.*, .com or .org) web sites only with approval of the Web Management Group. Every effort should be made to find an appropriate name within the umdnj.edu domain. University sites shall not be hosted on servers not owned by the University without the permission of the Web Management Group.

By Direction of the President:

Vice President for Government and Public Affairs