



UNIVERSITY POLICY

SUBJECT:	ADMINISTRATION	TITLE:	NAMING UMDNJ INTERNET ADDRESSES		
CATEGORY: Check One	Board of Trustees <input type="checkbox"/>	Presidential <input checked="" type="checkbox"/>	Functional <input type="checkbox"/>	School/Unit <input type="checkbox"/>	
Responsible Executive:	Senior Vice President for University Advancement & Communications		Responsible Office:	University Advancement & Communications	
CODING:	00-01-10-132:00	ADOPTED:	10/24/00	AMENDED:	05/07/10
				LAST REVIEWED: 05/07/10	

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

The Senior Vice President for University Advancement & Communications and the Vice President for Information Services & Technology shall ensure compliance with and implement this policy.

III. DEFINITIONS

- A. www.umdnj.edu - the URL for the home page for the University's official Internet Web site, provides access to information for the external visitor as well as a gateway to the my.UMDNJ Intranet and other restricted portals used by the University community. The official umbrella for all other UMDNJ-related Web sites is www.umdnj.edu.
- 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. The Web Management Group – The Senior Vice President for University Advancement & Communications or designee, the Vice President for Information Services and Technology or designee, and the University's Web Communications Manager.

IV. REFERENCES

- A. Intellectual Property: Copyrights and Royalties [00-01-05-30:00](#)
- B. Information Management [00-01-10-30:00](#)

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 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. 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 as 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 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 Department of Information Services and Technology (IST) following approval of the Web Management Group. The requestor will be responsible for all registration fees and follow standard procedures for renewal as determined by IST. IST will monitor renewal of registrations as necessary and provide timely notification of expiration to owners who have sites on IST-managed registry.

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:

Senior Vice President for University Advancement & Communications

Vice President for Information Services and Technology