UCLA Policy 411: Registration and Use of UCLA Domain Names

Issuing Officer: Vice Chancellor, External Affairs
Responsible Dept: Marketing & Communication Services
Effective Date: TBD
Supersedes: UCLA Policy 411 dated March 29, 2004

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I. REFERENCES

1. UCLA Policy 110, Use of the University’s Names, Seals, and Trademarks;
2. UC Delegation of Authority 0864, Policy to Permit Use of the University’s Name, May 3, 1985;
3. UC Electronic Communications Policy, November 17, 2000;
4. UCLA Policy 190, UCLA Support Groups;
5. University of California Administrative Guidelines for Support Groups;
6. UCLA Communications Technology Services (CTS) Web site, Domain Name Registration.

II. DEFINITIONS

Campus Entity: for purposes of this policy only, an officially recognized UCLA school, department, center, laboratory, division or institute.

Campus Name: UCLA, University of California, Los Angeles, or other abbreviations or any other name of which these designations or abbreviations are a part (see UCLA Policy 110).

Domain Name: all or part of an electronic address used to identify and locate an Internet site or service, such as a Web site. A Domain Name is hierarchical and often conveys information about the type of entity using the Domain Name. For example, college.ucla.edu identifies the College of Letters & Science at UCLA. The address of the College’s Web site in the College’s domain is www.college.ucla.edu.

External UCLA Domain Name: a Domain Name registered by a Campus Entity or Recognized Campus Organization under any Top-Level Domain other than “edu,” whether or not the Domain Name contains a Campus Name. For example, uclaplasticsurgery.com or methamphetamine.org.

Internal UCLA Domain Name: a Domain Name registered by a Campus Entity or Recognized Campus Organization under the ucla.edu domain. For example, library.ucla.edu or law.ucla.edu.

Non Campus Entity: any organization or group with an affiliation to, or contractual relationship with, UCLA. Examples include a nonprofit, educationally related entity, a professional organization or a commercial services provider.

Recognized Campus Organization: the Associated Students UCLA, the UCLA Foundation, UCLA Faculty Center Association, and any other organization whose affiliation with UCLA is governed by the UC Administrative Guidelines for Support Groups, or by contractual documents. Student and campus activity organizations registered through the Center for Student Programming are also considered Recognized Campus Organizations.
**Top-Level Domain:** in a Domain Name, that portion of the Domain Name that appears to the right of the right-most “dot.” For example, “com” in ucla.com or “edu” in ucla.edu.

**UCLA Domain Name:** an authorized External UCLA Domain Name or Internal UCLA Domain Name.

III. BACKGROUND AND PURPOSE

UCLA Domain Names are the electronic addresses used to find specific Web site destinations and other UCLA electronic services. Like the names of publications and programs, Domain Names can be an important part of a unit’s identity and public outreach efforts and, therefore, have an impact on how UCLA as a whole is perceived.

This policy specifies how existing University policies governing the use of the UCLA names (see UCLA Policy 110) apply to Domain Names. This policy also addresses the process for registering Domain Names at UCLA. This policy does not address issues of ownership of intellectual property.

IV. STATEMENT

All UCLA Domain Names are the exclusive property of The Regents of the University of California (The Regents). UCLA Domain Names are subject to this Policy and other University policies even if the Web sites or other electronic services associated with them are contractually delegated to, or operated by, Non Campus Entities. Similarly, this Policy and other University policies apply whether sites or services associated with UCLA Domain Names are hosted on UCLA servers or elsewhere. All contracts involving delegations to, or operation of, UCLA Domain Names by Non Campus Entities must be reviewed by the Campus Counsel for adherence to campus policies prior to being signed.

**A. Registration of Campus Names Under Top-Level Domains**

UCLA External Affairs, University Communications (University Communications) and the Campus Counsel share oversight responsibility for External UCLA Domain Names. They serve as guardians to prevent inappropriate use of Campus Names.

1. University Communications:
   - will register Campus Names under all available Top-Level Domains for which UCLA is qualified and deems appropriate (e.g., ucla.edu, ucla.com, ucla.org, ucla.net);
   - will use an appropriate Internet Domain Name registrar and register in the name of The Regents;
   - may pursue registering Campus Names under new Top-Level Domains as they become available (e.g., ucla.biz, ucla.info, ucla.museum).

2. The Campus Counsel, on an ongoing basis, will audit all registered Domain Names that contain Campus Names for violations of UC and UCLA policy on the use of University names. If an individual or Non Campus Entity has registered a Domain Name that misrepresents UCLA’s involvement, implies UCLA endorsement or otherwise threatens to tarnish UCLA’s name or reputation, the Campus Counsel, in consultation with other campus officials as appropriate, will take action to question the registration and, as appropriate, request that improper Domain Names be rescinded and no longer used.

**B. Requests for Domain Names by Campus Entities**

Authorized administrators of Campus Entities may request to register Internal UCLA Domain Names through Communications Technology Services (CTS) and on their own can apply for External UCLA Domain Names, as described below in IV.B.2. Campus administrators should carefully consider when it is most appropriate to use an External UCLA Domain Name (e.g., timesheet.com), an Internal UCLA Domain Name (e.g., timesheet.ucla.edu) or a Domain Name under its existing domain (e.g., timesheet.ais.ucla.edu or ais.ucla.edu/timesheet).

1. Internal UCLA Domain Names for a Campus Entity must be requested through Communications Technology Services (CTS) using the UCLA Domain Name Request Form (Attachment A) and...
online Telecommunications Service Request form (TSR), https://secure.cts.ucla.edu/onlineTSR. All requests for Internal UCLA Domain Names require sign-off approval from the appropriate Vice Chancellor, Dean, Department Chair, Director or designee.

a. If the requested name is the name of a Campus Entity, CTS will assign it to the named Entity if the name is not already in use.

b. All other requests will generally be assigned to the requesting Campus Entity if it is not already in use. In exceptional cases, University Communications reserves the right to deny a request if there is a clear institutional reason why the requested name would not be in the best interest of the University.

Appeals regarding requests for Internal UCLA Domain Names that have been denied or about disputes over UCLA Domain Names between Campus Entities may be made to the Vice Chancellor, External Affairs, who, in conjunction with the Associate Vice Chancellor, Information Technology and in consultation with other campus officials, as appropriate, will make the final determination.

2. External UCLA Domain Names for a Campus Entity may be registered by an authorized administrator through a Domain Registration Service. External UCLA Domain Names may be aliases for Web sites or other electronic services hosted on campus, or they may be the addresses of such UCLA sites hosted off campus.

a. External UCLA Domain Names must be registered in the name of The Regents as follows:
   The Registrant: The Regents of the University of California, followed by the name of the registering Campus Entity, and complete UCLA address. Administrative, technical and billing contact information should be directed to the Campus Entity.
   The University retains the right to Domain Names that promote or identify a UCLA program or service, or that are closely identified with UCLA, whether or not they are properly registered in the name of The Regents.

b. Campus Entities are solely responsible for all registration fees and ongoing costs.

c. Campus Entities must establish the UCLA identity of their Web sites or services that use an External UCLA Domain Name, as recommended by the Implementation Guidelines of the UC Electronic Communications Policy (see Use of Specific Services, Web Pages) <www.ucop.edu/ucophome/policies/ec/html>.

Registration of approved UCLA Domain Names shall typically be on a first come, first served basis.

C. Requesting External UCLA Domain Names for Recognized Campus Organizations

Recognized Campus Organizations, such as the UCLA Alumni Association, UCLA Faculty Center Association and The UCLA Foundation, are permitted to use the UCLA name in registering an appropriate External UCLA Domain Name (e.g., www.uclalumni.net). For qualifying information about UCLA Support Groups et al., see the UC Administrative Guidelines for Support Groups (http://www.ucop.edu/ucophome/coordrev/policy/2-12-04support-guidelines.html). For qualifying information about registered student groups, contact the Center for Student Programming or go to their web site at http://www.studentgroups.ucla.edu.

D. Requesting Internal UCLA Domain Names for Non Campus Entities

Campus Entities may sponsor the Web presence of a Non Campus Entity such as a community group or professional organization. In such cases, the sponsorship must be approved by the appropriate Dean, Vice Chancellor, Director or designee, according to the entity’s usual practice. With such approval, the sponsoring department may request to register the Internal UCLA Domain Name and assumes the responsibility for the Web site or service. To make the sponsorship clear, Domain Names for Non Campus Entities might reside under the sponsoring department’s domain (e.g., “noncampusentity.anderson.ucla.edu”, rather than “noncampusentity.ucla.edu”).

V. ATTACHMENTS
A. UCLA Internal Domain Name Request Form.
B. CTS Online Telecommunications Service Request (TSR) form.
<https://secure.cts.ucla.edu/onlineTSR/>

Issuing Officer

/s/ Michael Eicher

Vice Chancellor, External Affairs

Questions concerning this policy or procedure should be referred to the responsible department listed at the top of this document.
ATTACHMENT A

UCLA Internal Domain Name Request Form

This form is for use by UCLA schools, departments, centers, laboratories, divisions and institutes (Campus Entity) seeking to request the registration of an Internal UCLA Domain Name, or the modification or deletion of an existing UCLA Domain Name. An Internal UCLA Domain Name is defined as a Domain Name registered by a Campus Entity, or Recognized Campus Organization under the ucla.edu domain. For example, library.ucla.edu or law.ucla.edu are appropriate Internal UCLA Domain Names. See UCLA Policy 411, Registration and Use of UCLA Domain Names, for more information. UCLA External Affairs, University Communications reserves the right, in exceptional cases, to deny a request for a UCLA Domain Name if there is a clear institutional reason why the requested name would not be in the best interest of the University. See attached tips on how to choose a good domain name.

Part I: To be completed by authorized department representative

Type of Action (please check one):

____ New
____ Modify
____ Delete

Domain Name Requested: __________________________________________________________________________.ucla.edu

Select one:

Is the requested name the name of the Campus Entity? ☐ Yes

Is the requested name for a sponsored Non Campus Entity? ☐ Yes

Name of Non Campus Entity: ___________________________________________________________________

Other? ☐ Yes

Please describe what this domain name is intended to represent or convey:

________________________________________________________________________________
________________________________________________________________________________

Requestor Name: _____________________________________________________________________________

Name of Requesting Department: ___________________________ Department Code ___________

Date of Request: __________________________ Date Needed: __________________________

Part II: To be completed by department Computer Support Coordinator (CSC)

Record type:

____ NS (Domain delegation, i.e., zone.ucla.edu. Local nameserver is required for requesting department)

____ A (Hostname to IP mapping)

____ MX (Mail routing)

____ CNAME (Alias)

Departmental Name Server(s)

<table>
<thead>
<tr>
<th>DNS Hostname</th>
<th>IP Address</th>
</tr>
</thead>
<tbody>
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<td></td>
<td></td>
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</tbody>
</table>

| CSC Name: ___________________ (Print name) Email: ______________________ |
| ___________________________ (Signature) |
Part III: To be completed by Vice Chancellor, Dean, Department Chair, Director or Designee.

(This request must be signed by an appropriate departmental officer or it will not be processed.)

Note: In exceptional cases, a domain name request may be denied because there is a clear institutional reason why it would not be in the best interests of the University. In such a case, you will be notified of the reason. See UCLA Policy 411, Section IV.B, for more information.

Authorized by: ____________________________________________ Date: _______________

(Print name and title)

_____________________________________________________________(Signature)

Submitting this form:
A completed online Telecommunications Service Request (Online TSR) (http://www.cts.ucla.edu/ordering/ordering.htm) must be submitted with all Internal Domain Name requests. After submitting an Online TSR, please FAX or mail the signed copy of this form to CTS: FAX: 7-0116; CTS mailing address: CTS Customer Service Center, 741 Charles E. Young Drive South (CSB 1, 2nd floor), Campus Mail Code: 136308 For additional questions, call the CTS Customer Service Center: 5-3775.

Part IV: To be completed by University Communications and CTS Network Operations

Reviewed by: __________________________ Date: _______________

University Communications

Is there a clear institutional reason why the requested domain name would not be in the best interests of the University?

☐ No

☐ Yes: ______________________________________________________________________________

Department notified: _______________ Date

Forwarded to CTS on: _______________ Date

Registered by: __________________________ Date of Action: _______________

CTS Network Operations Date Department Notified: _______________

Comments:
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
How to Choose a Good Domain Name

The information below is intended to help you choose good domain names that will be meaningful and sustainable over time. Remember that many users will “guess” a URL. So while brevity is important, so are clarity and memorability.

- If appropriate and available, use a single word rather than an acronym or abbreviation:
  - Is it “law school” or “school of law”? Doesn’t really matter: the key word in that instance is simply “law” (www.law.ucla.edu).

- Also consider the use of compound words:
  - In most cases, two words can be run together without obscuring their meaning.

- Sometimes an acronym is the best choice:
  - An acronym may be harder for outsiders to “guess,” but it’s the best choice under the circumstances listed below.

  1. The acronym is more commonly used than the full name: www.bol.ucla.edu for Bruin OnLine.
  2. The acronym avoids a word that’s difficult to spell: www.npi.ucla.edu for Neuropsychiatric Institute (even well-known medical terms can be difficult to type from memory).
  3. The acronym takes the place of three or more key words: www.cts.ucla.edu for Communications Technology Services – leaving out any of the three words would result in an ambiguous name.

- In distinguishing among entities, take into account relative size, scope and persistence:
  - A student group, a fund-raising event, an institute and a regular academic department may share a common focus. But the key word to describe that focus – “French” or “bioengineering” – would typically be reserved for the academic department. Similarly, www.bunche.ucla.edu is appropriately used by the Bunche Center for African American Studies, not the building Bunche Hall or the library exhibit on Ralph Bunche.
  - Priority should be given to:
    - Academic programs
    - Major institution-wide initiatives
    - Campus-wide programs or services
    - Inter-departmental and inter-disciplinary efforts