UNIVERSITY POLICY
DOMAIN NAMES AND OWNERSHIP POLICY

POLICY
The University Communication and Public Affairs Office serves as sole agent of the University in approving all domains representing the University or domains purchased with University funds.

RATIONALE
Consistency is the most fundamental principle for improving ease of navigation and promoting institutional identity. This is particularly true with web domains and addresses, which are an increasingly critical part of an organization's brand.

SRU has a legal interest in the use of its name and associated trademarks, including those contained or portrayed in domain names. This policy is intended to promote consistency in the ways in which the University, its programs and activities are portrayed on the web, and to help assure that all sites and pages officially representing the University, its programs and activities meet established standards.

PROCEDURE
1. The standard for all SRU web pages is www.sru.edu. All pages and sites representing offices, departments and programs of the University will use the sru.edu domain or will, when necessary for technical reasons, use a sru.edu/name alternate address, subdomain or alias.

2. Only sru.edu addresses will be publicized.

Exempt from the publicity requirement are units that apply for and are granted permission to use a .com, .net, .org or other domain.

3. Purchase or use of .com, .net, .org or other web domains to represent any part of the University requires approval of the University Communications and Public Affairs Office.

4. The purpose of this policy is to have a set of standards for Web domains that can be applied equitably across all areas of the University and can assist department leaders, web managers and others in planning future web use. If absolutely necessary, the University, through various offices, has the physical ability to assign or reassign web addresses and to deny payment on unapproved third-party web services.

SCOPE
This policy covers all University departments and personnel.

RESPONSIBILITY FOR IMPLEMENTATION
The Executive Director for University Communication and Public Affairs or their designee is responsible for the implementation of this policy.

Authority for creation and revision:
University Cabinet: Spring 2010