Policy – Domain Names
Created November 1, 2008; revised November 30, 2010

This policy explains the rules for requesting domain names either .emory.edu, .bus.emory.edu or external domains being used to forward, brand with Goizueta or Emory brands or in support of activities, events, applications or other business at Goizueta.

Outside domains (.org, .net, etc.)

Domain requests for Goizueta related sites; referrals or other applications must be reviewed and approved by the Office of Information Services. This department maintains a network service account where all Goizueta related domains are purchased and maintained. Do not attempt to purchase a domain on your own.

Send a request to the Associate Dean or Support_Desk@bus.emory.edu for assistance in purchasing your outside domain. You will need a smartkey for related costs. Domains are typically purchased for a period of not less than 5 years.

bus.emory.edu/xxx domain requests:

All bus.emory.edu domain requests are handled through the Office of Information Services at the School. Submit all domain name requests to Information Services via Support_Desk@bus.emory.edu or the SharePoint workflow request form. Be sure to explain the use for the domain as well as the name of the faculty or associate dean level sponsor.

emory.edu domain requests:

Emory domain name requests are managed via the Domain Name Review Committee. Requests should be submitted using the ServiceNow help system or directly to domainrequest@listserv.emory.edu Policy details can be found at http://policies.emory.edu/5.2

For all domain requests please consider the following (taken from the Emory Domain Policy):

- If the domain will be used for a web site, has a mock-up design been completed?
  - A mock-up design, either in images or HTML/CSS, shows that a certain level of planning has been done for the use of the domain.
- If the domain will be used for a web site, is the site closely related to an existing site?
  - When possible, related sites should share a single domain name. For example, a new sub-site of it.emory.edu should use it.emory.edu/newsite/ rather than newsite.it.emory.edu or newsite.emory.edu.
- Is the requested domain under .bus.emory.edu emory.edu, emory.net, eushc.org, or emoryhealthcare.org?
  - For reasons of branding and consistency, Emory sites and services should use names under one of these domains. To be considered, a request for a name not under these domains must include specific business reasons why the name is necessary.
- Is the domain directly under emory.edu?
  - Names directly under emory.edu are a limited resource - the names must be unique, and the name space is shared by the entire community. Other name spaces such as service.emory.edu are much less contested.
- Does the name correspond to an existing official department?
  - Official departments receive priority for domain names under emory.edu.
- Will the name be used for a web "redirect"?
  - Domain names can serve as convenience aliases for longer and more cumbersome URLs. This use is acceptable but not preferred, especially in the case of multiple aliases for the same site.
- Is the requested name overly generic, or likely to be desirable for other uses?
  - Because they are a limited resource, domain names should be as specific as possible. Is the requested name unnecessarily confusing?
  - Sites and services should not use names that are very similar to existing names, or that suggest a use other than the intended one.