

Maine Maritime Academy
Information Technology Department
Domain Name Policy

Domain Name Definition

A domain name is a series of characters that provides a label for a given Web location other than the actual IP address of that location. Each domain name provides a direct link to the address of a particular Web site.

In practice, domain names are a series of characters with periods or dots (.) separating levels. Each domain name level must be between 1 and 63 characters long inclusive. Levels within a domain name may contain only specific characters. Valid characters include letters (A-Z and a-z), digits (1-9) and dashes or hyphens. Capitalization is not used to differentiate between two labels (aaa and AAA are the same).

An individual domain name is generally categorized by the number of levels. For example, *mainemaritime.edu* is a second-level domain because it has two levels, and *news.mainemaritime.edu* is a third-level domain because it has three levels. Levels are counted from the far right of the domain name to the left. Any domain names with the same first and second level labels are considered to be within the same namespace. So, *news.mainemaritime.edu* and *calendar.mainemaritime.edu* are both in the *mainemaritime.edu* namespace and both are third-level domain names.

Domain Name Policy

All web sites and other internet sites used to conduct Maine Maritime Academy activities must contribute to the overall mission of the Academy. They must be consistent with the highest standards of academic and professional conduct. All sites must clearly identify the Maine Maritime Academy connection and must be officially recorded with Maine Maritime Academy. In addition, sites which represent student or other affiliated organization activities on campus MUST have a staff or faculty advisor who is willing to be responsible for ensuring that Academy policy is followed.

Domain Name Request Process

Review project with Webmaster and Communications professionals.

- a. Consider adding new content to existing pages.
- b. Consider adding new pages to existing domains.
- c. Consider adding new directories or levels to existing domains.
- d. Review project in context of third level domain.
- e. Review current domain name policy.
- f. Determine best solution and plan for implementation.

Domain Name Standards

Maine Maritime Academy uses the second level domain of *mainemaritime.edu*. All official Academy Web sites must use appropriate names within the *mainemaritime.edu* namespace.

Naming Convention Guidelines for Sub-domains

Domain names are expected to reflect the appropriate association with the Academy and are a reflection on the Academy. Professional Web and College Relations staff are responsible for approving sub-domains, and may refuse a name if it is deemed inappropriate or may cause confusion about the true nature or purpose of a system, service, program or Web site.

Third level-domain names are of the form *groupname.mainemaritime.edu*.

Third-level domains

Third-level domains are an important means of communication and marketing for Maine Maritime Academy. As such, approval of any third-level domain involves consideration of technical, marketing and Web related issues. The Webmaster will oversee the initial review of domain requests. Input and advice may be provided by appropriate Communications, Technical and Executive personnel. The Webmaster is designated to make decisions on domain requests that clearly fit this policy. When needed, requests that are not clearly within the standard approval pattern will be brought to the Chief Technology Officer. Requests are considered on a first-come-first-served basis, and must be approved in advance by the Vice President of the group requesting the domain. Student or other affiliated organization requests **MUST** have a faculty or staff advisor and should be approved by the Vice President of the advisor's group.

Generally, third-level domain requests that are approved and registered meet the following criteria:

1. The requesting group is a department of the Academy, provides services to all of the Maine Maritime Academy community, or the requested name represents a service or application used by the full Maine Maritime Academy community.
2. The group expects to provide these services on an ongoing basis.
3. The requested third-level name is unique within the *mainemaritime.edu* namespace.
4. The requested third-level name is generally:
 - Recognized as a word (e.g. news) or abbreviation (e.g. coned for Continuing Education) and is reasonably unique to the services offered or otherwise not likely to represent services offered by other Maine Maritime Academy groups.
 - Unlikely to conflict with other current or future third-level domain name requests, services, programs or systems.

A third-level domain name request will usually be denied if:

1. The requesting group is a department, center, or program associated with a group that already has a third-level domain.

2. The requested name conflicts with other current or future uses for that name (e.g. *policies.mainemaritime.edu* is appropriate for a policy clearing house for all Academy policies)
3. Has a substantial potential for confusion with existing third-level names.

Some third-level domain names were approved and registered prior to the institution of this policy. Occasionally, exceptions to the criteria listed above are approved. In general, domains approved under previous policies may remain in use. Occasionally, review of an approved third-level domain may be initiated.

The Webmaster will keep an up to date database of approved domains, which will include the responsible party, general purpose, and date activated.

Domain Namespace other than *mainemaritime.edu*

Maintaining a consistent Web presence at *mainemaritime.edu* allows the highest possible search engine ranking results. Maine Maritime Academy domains must involve legitimate Academy related business. Listed below are some reasons that domain names outside the Maine Maritime Academy namespace (*mainemaritime.edu*) may be purchased and hosted at the Academy.

For example, one reason to purchase a non-mainemaritime.edu domain may be to minimize confusion, for example, having a series of .com, .net and .edu domains registered for a given second-level namespace (e.g. *mainemaritime.edu*, *mma.edu*, *mainemaritime.com*).

In general, Maine Maritime Academy departments are encouraged to use the *mainemaritime.edu* namespace and avoid publicizing or publishing addresses in other namespaces. When appropriate, the non-mainemaritime.edu domain may be pointed at the appropriate Maine Maritime Academy domain. When links point to the non-mainemaritime.edu domain, the linking entity should be contacted and asked to change the link to the *mainemaritime.edu* domain. Exceptions to this may be granted when appropriate. For instance, for marketing purposes *mma-sailing.net* is used, but ultimately is redirected to *mmsailing.mainemaritime.edu*.

Another example might be a center or proposal that is a collaborative effort between Maine Maritime Academy and another organization. In order to show the collaborative nature of the activity, a namespace that is independent of all of the organizations might be required.

All non-mainemaritime.edu domains must be registered with the Webmaster, and include information about the *mainemaritime.edu* domain related to this non-mainemaritime.edu address. If the domain name service for the non-mainemaritime.edu domain is purchased from a commercial vendor, the registration must list the Maine Maritime Academy Webmaster as one of the contacts.