

DCP Website Domain Names

The Domain Name System (DNS) is an Internet-wide distributed database of names translating Internet Protocol (IP) addresses into easily memorable names. Domain names are part of the identity of the university and communicate the university's image and reputation to the public. Consistent domain usage may also be a tool for users to better locate services; thus, domains should be assigned in an easily recognizable and predictable structure. To ensure that domain names are assigned and used appropriately and in alignment with institutional goals, the college has established a policy for governing domain name registrations within the College of Design, Construction and Planning.

1. For all websites created within DCP, the domain name must be within the dcp.ufl.edu namespace. This includes, but is not limited to academic units, programs, centers, projects and conferences.
 - a. For nearly all sites, the domain name would be www.dcp.ufl.edu/name (replace "name" with the name of the program, center, etc.).
 - b. With approval of the Dean, or his/her designee, exceptions may be made for a fourth-level domain name, e.g., name.dcp.ufl.edu. Since fourth-level domain sites do not fall directly under the main DCP website, this option results in additional costs for hosting.

Website Creation and Hosting

Before beginning the process to create a website, consult with DCP Communications. Be prepared to discuss the following:

1. Purpose of the website and target audience
2. Website content
3. Marketing plan
4. Timeline
5. Plan for maintaining the website
6. Names and contact information for those responsible for creating and maintaining the website

Branding:

All DCP websites must comply with UF and DCP branding policies. Please consult with DCP Communications.

Administrative Access:

1. All DCP websites must grant administrative and FTP access to DCP Communications & IT at webmaster@dcp.ufl.edu.
2. Unless the website is created and maintained by DCP Communications, it is recommended that at least one additional DCP staff or faculty member have administrative access. The DCP staff or faculty member must be properly trained on maintaining the website. If this is not possible, DCP Communications must be notified.

Hosting (per [UF's Best Practices Guide](#)):

1. Services should be hosted on UF servers.
2. Services may be hosted on external servers under appropriate contracts.
3. All domains must be recorded with CNS consistent with the Domain Name Policy regardless of hosting location.
4. All services should allow UF related scans and crawlers for security and indexing purposes when appropriate.

Note: all websites with domain names such as dcp.ufl.edu/name must be hosted on UF servers since they will fall under DCP's main website.

Accessibility

All DCP websites must comply with UF Policies on Website Accessibility. Review policy at: <http://accessibility.ufl.edu/faculty--staff/website-accessibility/>

UF Policy Compliance

All DCP websites must comply with UF Policies, including but not limited to:

- [UF Identity Standards](#)
- [UF Identity Web Standards](#)
- [Domain Name Policy](#)
- [Online/Internet Privacy Statement](#)
- [Advertising on University & Unit Web Space Policy](#)
- [Corporate Support](#)
- [Recognizing Supporters on the University & Unit Web Space Standard](#)
- [Information Security](#)
- [Web Guidelines for Users of Restricted Data](#)