Selecting and registering domain names at Duke

Version 1.0

Authority

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Introduction

Duke University’s Office of Information Technology (OIT), in conjunction with University Communications and the Office of Trademark Licensing, manage domain name requests of the following types:

- Name requests associated with the duke.edu domain, which may take the form of what is known as a “third-level” domain name or sub-domain (e.g. NAME.duke.edu).
- A vanity domain request (e.g. <name>.com, .org or .net), which is typically associated with a specific project, initiative or service.

Scope

This document describes the request and approval process for the two domain name requests offered at Duke.

i. Third-level domains for duke.edu
Duke University manages the duke.edu domain and authorizes the use of all sub-domains within the duke.edu name space. More information on the Duke Domain Request policy [2] may be found on the OIT website. Please note that it is strongly preferred to register names as part of the duke.edu domain, especially if the department, project or service is directly associated with Duke University.

Duke’s Office of University Communications will review and approve all requests for third level domain names associated with the duke.edu domain.

ii. DNS Registration of “vanity” domains for use with Duke services

In some cases, groups at Duke will request or register domain names (e.g. <name>.org, .net, .com) for specific projects, initiatives, services or other efforts. These domain names tend to be purchased from outside services known as Domain Name Registrars. The outside registration services often have varying levels of security and pricing options, some of which may not meet the standards required for use with Duke services. Duke’s Office of Information Technology (OIT) has partnered the services of SafeNames to provide Duke faculty, staff and students with a cost-effective way to purchase domain names and keep those domain names secured.

The purpose for registering domains through SafeNames is three-fold. First, since Duke is a customer of SafeNames, the domain will not lapse or expire should the person who originally registered the name leave Duke. Second, Duke OIT, the IT Security Office, University Communications and Duke’s Office of Trademark Licensing will have a central record of domains associated with Duke groups in the event of a security issue that needs to be addressed. Third, Duke will have a more accurate accounting of all domains associated with the various Duke initiatives.

OIT will register the domains, once approved, in a manner consistent with Duke’s policies and will retain internal records of the domain user’s technical and administrative contacts, so that relevant communications can be appropriately routed.

Approval requirements

Duke’s Office of Trademark and Licensing [3] will review and approve all requests (new and transfers) for domain names requested with “Duke” or “Blue Devils” or other Duke brands, trademarks, names, phrases, slogans, words, references, etc. associated with, or intended to be associated with the institution, its divisions or its subsets including but not limited to Duke organizations, departments, events, projects, initiatives, etc.
Registration requirements

Registration of a domain name through SafeNames is required when one or more of the following conditions exists:

1. Domain has been or will be purchased with a P-card or charged against a departmental fund code (including where funding sources are grant-based or faculty discretionary).
2. Using Duke resources (personnel or technology).
3. When the domain or website is associated with, or intended to be associated with, the institution, its divisions or its subsets including but not limited to Duke organizations, departments, events, projects, resources, initiatives, etc., worldwide.

In addition, domains requested through SafeNames will be added to Duke’s DNS servers, making them authoritative for the domain, and websites associated with the domain requested will automatically be enrolled in Duke’s website registry service.

Requesting a third-level duke.edu domain name or a vanity domain

Faculty and Staff

Submit a request through the Domain Request Tool

In the justification section, please include the following information:

1. Is this a new domain registration or a transfer?
2. What department should the domain name be registered to?
3. Provide a detailed explanation for the domain name request.
4. Contact info for registrant. Name, phone, email for the administrative and technical contact.
5. Fund Code (if for a vanity domain)

Processing

- Third level duke.edu domain requests will be routed to University Communications for review.
- Vanity domain requests will be routed to Office of Trademark Licensing for review.
- Vanity domains will be enrolled for auto-renewals at 2-year increments with Safenames.
- Vanity domain transfers will be initiated by OIT once approved. Each situation is somewhat unique and may require follow up from OIT to coordinate the transfer to SafeNames.

**Students**

Students registering for a web presence or domain name for an official Student Group should work with Student Affairs ([https://studentaffairs.duke.edu/diversity/student-groups](https://studentaffairs.duke.edu/diversity/student-groups)).