

**Please note if you are filling in the form fields using your computer**

**Filling in the Form.** Put your cursor in the first field, enter your data, and use the TAB key to advance to the next field or SHIFT-TAB to go to the previous field. Once you have entered data in the last field, you must hit TAB one more time before printing.

**Saving Your Work.** You can fill out the form electronically, but depending on your software/computer you may not be able to save the document with the information you have entered. If that is the case, be sure to print out the completed form before exiting the document.

**Memory Cache.** The information you have entered on the form may persist for a while before it is cleared from your computer's memory.

**GO TO THE NEXT PAGE TO VIEW THE FORM**

### **How to Choose a Good Domain Name**

The information below is intended to help you choose good domain names that will align with institutional goals, be consistent with the campus's identity and branding, and be meaningful and sustainable over time. All registered domain names must comply with UCLA Policy 411.

#### **Consider if an option within a Campus Entity is appropriate**

For example, if a name will be subject to frequent changes, clear and meaningful only within a department or with a department qualifier, or is clearly associated with the Campus Entity:

- researchgroup.dept.ucla.edu
- dept.ucla.edu/programname

Such options are subject to local policy set by the Campus Entity.

#### **Take into account relative size, scope and persistence of the entity**

A fund-raising event, an institute and a regular academic department may share a common focus. But the key word to describe that focus – “French” or “bioengineering” – would typically be reserved for the academic department. Similarly, www.bunche.ucla.edu is appropriately used by the Bunche Center for African American Studies, not the building Bunche Hall or the library exhibit on Ralph Bunche. Priority should be given to:

- Academic programs
- Major institution-wide initiatives (for example, Alumni Day or the True Bruin Welcome)
- Campus-wide programs or services used by many people from many different organizations either within or outside the university (for example: the Campus Maps or the Campus Virtual Tour)
- Inter-departmental, inter-disciplinary and/or multi-institution collaborations

#### **Names should reflect the nature or purpose of the Web site (e.g., biology.ucla.edu)**

If the proposed name is not the name of a Campus Entity, it should not be easily confused with one.

#### **Avoid using acronyms or abbreviations and use a single word**

Remember that many users will “guess” a URL. So while brevity is important, so are clarity and memorability. For example, is it “law school” or “school of law”? Doesn’t really matter: the key word in that instance is simply “law” (law.ucla.edu). Other examples:

- nursing.ucla.edu (instead of son.ucla.edu)
- engineering.ucla.edu (instead of hsseas.ucla.edu)
- anderson.ucla.edu (instead of agsm.ucla.edu)

#### **Also consider the use of compound words**

In most cases, two words can be run together without obscuring their meaning. Examples:

- healthcare.ucla.edu
- studentaffairs.ucla.edu
- studentgroups.ucla.edu

#### **Sometimes an abbreviation is the best choice**

An abbreviation (or an acronym) may be harder for outsiders to “guess,” but it’s the best choice under the circumstances listed below.

- The abbreviation or acronym is more commonly used than the full name:  
www.bol.ucla.edu for Bruin OnLine or www.mednet.ucla.edu for Medical Network
- The abbreviation avoids a word that's difficult to spell:  
www.npi.ucla.edu for Neuropsychiatric Institute (even well-known medical terms can be difficult to type from memory)
- The abbreviation takes the place of three or more key words:  
www.idre.ucla.edu for the Institute for Digital Research and Education – leaving out any of the three words would result in an ambiguous name.

**Don't clutter Internal UCLA Domain Names**

For example, by requesting a Web address to work around typographical errors made in URLs that appear in print materials (e.g., briunday.ucla.edu instead of bruinday.ucla.edu). Such domain name requests will be denied.

## **UCLA Internal Domain Name Request Form**

This form is for use by UCLA schools, departments, centers, laboratories, divisions and institutes (Campus Entity) seeking to request the registration of an Internal UCLA Domain Name, or the modification of an existing UCLA Domain Name. An Internal UCLA Domain Name is defined as a Domain Name registered by a Campus Entity, or Recognized Campus Organization directly under the ucla.edu domain. For example, library.ucla.edu or law.ucla.edu are appropriate Internal UCLA Domain Names. See UCLA Policy 411, Registration and Use of UCLA Domain Names, for more information.

UCLA External Affairs, University Communications reserves the right, in exceptional cases, to deny a request for a UCLA Domain Name if there is a clear institutional reason why the requested name would not be in the best interest of the University. See attached tips for choosing a meaningful domain name.

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### **Part I: To be completed by authorized department representative**

Type of Action (please check one): ☐ New ☐ Modify

Internal Domain Name Requested: \_\_\_\_\_ .ucla.edu

**Select one:**

Is the requested name the name of the Campus Entity? ☐ Yes

Is the requested name for a sponsored Non Campus Entity? ☐ Yes

Name of Non Campus Entity: \_\_\_\_\_

Other? ☐ Yes

**What does the domain name intend to represent or convey? What is the domain's purpose?**

Requestor Name: \_\_\_\_\_

Name of Requesting Department: SEASnet Computing Facility

Department Code: 0115

Date of Request: \_\_\_\_\_ Date Needed: \_\_\_\_\_

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### **Part II: To be completed by department Computer Support Coordinator (CSC)**

**Record type:**

☐ NS (Domain delegation, i.e., zone.ucla.edu. Local nameserver is required for requesting department)

☐ A (Hostname to IP mapping)

**Departmental Name Server(s)**

| DNS Hostname | IP Address |
|--------------|------------|
|              |            |
|              |            |

CSC Name: Vincent Hua

(Print name)

Email: [vhua@seas.ucla.edu](mailto:vhua@seas.ucla.edu)

\_\_\_\_\_  
(Signature)

**Part III: To be completed by Vice Chancellor, Dean, Department Chair, Director or Designee.**  
***(This request must be signed by an appropriate departmental officer or it will not be processed.)***

**Note:** In exceptional cases, a domain name request may be denied because there is a clear institutional reason why it would not be in the best interests of the University. In such a case, you will be notified of the reason. See UCLA Policy 411, Section IV.B, for more information.

|   |                    |
|---|--------------------|
| <b>Authorized by:</b> _____<br>(Print name and title) | <b>Date:</b> _____ |
| _____<br>(Signature)                                  |                    |

**Submitting this form:**

A completed online Domain Name Service Request (IT Services Web Center) <<http://webcenter.it.ucla.edu>> must be submitted with all Internal Domain Name requests. After submitting an online request, please FAX or mail the signed copy of this form to IT Services: FAX: 310-983-3707; IT Services mailing address: IT Services Client Support, 741 Charles E. Young Drive South (CSB-1, 2nd floor), Campus Mail Code: 136308. For additional questions, call the IT Services Client Support: 310-825-8000 option 3.

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**Part IV: To be completed by University Communications**

|  |                    |
|--|--------------------|
| <b>Reviewed by:</b> _____<br>University Communications   | <b>Date:</b> _____ |
| <b>Is there a clear institutional reason why the requested domain name would not be in the best interests of the University?</b> |                    |
| <input type="checkbox"/> No  |                    |
| <input type="checkbox"/> Yes: _____  |                    |
| <b>Department notified:</b> _____<br>Date  |                    |
| <b>Forwarded to IT Services on:</b> _____<br>Date  |                    |