

School of Medicine URL Guidelines (09/26/08)

1. All SOM departments, divisions and direct affiliates will use a subdirectory model for UC Denver URLs. The SOM designation will be the subdomain portion of the URL and the department/division/affiliate will be the subdirectory portion. Departments will determine if they would like the department's full name or an abbreviated version.
 - **<http://medschool.ucdenver.edu>** = subdomain
 - **<http://medschool.ucdenver.edu/department/>** = subdirectory (/department/)
 - Examples:
 - a. Department of Medicine: <http://medschool.ucdenver.edu/medicine/>
 - b. Department of Pediatrics: <http://medschool.ucdenver.edu/pediatrics/>
 - c. Department of Family Medicine:
<http://medschool.ucdenver.edu/fammed/>
2. SOM departments will determine how they want divisions or units within departments identified (i.e. <http://medschool.ucdenver.edu/medicine/cardiology> or <http://medschool.ucdenver.edu/cardiology>)
3. The SOM wants to stick to a consistent URL naming convention to the extent that it possibly can. The SOM plans to limit exceptions to extraordinary cases. Departments, divisions or direct affiliates may ask for a subdomain UC Denver URL that varies from the naming convention, i.e those who might want a URL with the department, division or affiliate name first, such as <http://department.medschool.ucdenver.edu/>. But their requests will be considered on a case-by-case basis, based on the following criteria:
 - They must meet the campus guidelines regarding URL requests for subdomains located at: <http://redesign.ucdenver.edu> (select the **Request a UC Denver URL** tab/link)
 - There should be a historical precedent for the use of a subdomain URL in the past. They should be able to provide a business case/need for the subdomain URL.
 - Those seeking subdomains outside of the <http://medschool.ucdenver.edu> format need to inform the SOM Dean, as well as campus IT.
 - The Dean will be the final arbiter of variances from the new SOM URL naming conventions. In the exceptional case that a SOM department, division or direct affiliate does receive its own subdomain UC Denver URL, the URL will retain a SOM association in the URL, as follows - <http://department.medschool.ucdenver.edu/>. See below examples:

Department of Medicine: <http://medicine.medschool.ucdenver.edu/>
Department of Pediatrics: <http://pediatrics.medschool.ucdenver.edu/>