

## **Policy on Purchasing Internet Domain Names**

### **What's a Domain Name?**

A domain name or host name is a name which when entered into the address box on a computer's WWW browser points/forwards a computer to a specific server on the Internet. For example, our domain name (extension.unh.edu) when typed into the address field in Internet Explorer points the user's browser to our web server and our home page appears on their monitor.

### **Why Have Some UNHCE Staff Purchased Domain Names?**

A few staff have purchased domain names which point/forward to specific pages on the [extension.unh.edu](http://extension.unh.edu) website as a way to have shorter web addresses to use in marketing materials (e.g., [nhcoverts.org](http://nhcoverts.org) points/forwards to <http://extension.unh.edu/Wildlife/NHCovrts/NHCovrts.htm>).

### **Why Do We Need a Policy on Purchasing Domain Names?**

It is getting increasingly difficult to stay abreast of what domains are pointing to our site. Additionally, we have concerns about what might happen to these domain names if they expire, the purchaser leaves the organization, or changes job responsibilities. Expired domain names can be purchased by anyone and re-pointed to anywhere they please. Reportedly some organizations have let their domain names expire and they were subsequently purchased by devious companies who pointed them to porn sites. When the organizations asked to buy the domain names back, they were held hostage and asked to pay thousands of dollars.

This policy will: standardize and centralize domain name purchases; enable our UNHCE BSC and IT staff to manage domain name accounts; and help insure our domain name registrations will not expire unexpectedly and be bought by other individuals, organizations or companies.

### **If I Have Already Purchased A Domain Name, What Do I Need To Do?**

Anyone who has previously purchased a domain name must transfer the domain to the centralized UNHCE GoDaddy account (if you purchased the domain through a registrar other than GoDaddy, please contact Steve Judd for assistance.)

To transfer the GoDaddy-based domain:

- 1) Log in to your GoDaddy account
- 2) Click on the domain name to be transferred.
- 3) Click on the "Account Change" icon
- 4) Complete the form entering:

Stephen Judd  
UNH Cooperative Extension  
59 College Road

Durham, NH 03824  
USA  
603-862-2847  
FAX: 603-862-1565  
[stephen.judd@unh.edu](mailto:stephen.judd@unh.edu)

Check the the box: "I certify that the specified organization is the legal registrant of this domain."  
Check the box: "For security purposes..."

- 5) Click next
- 6) Click finish

After initiating the transfer, email Steve Judd to let him know that the transfer is pending. Include in the email, the domain name and the URL the domain is being forwarded to.

### **If I Want To Purchase A New Domain Name, What Do I Need To Do?**

First, contact your Program Leader and get permission to purchase a domain name. Domain names are generally a multi-year commitment, i.e. a name we want our audiences to remember and use to find us well into the future. Domain names cost approximately \$125 per year and need to be approved by the Leadership Team.

Second, your Program Leader will send an email message to the Leadership Team, Steve Judd and Julie Sabol containing:(1) the domain name you want to purchase; (2) the URL you want the domain name to point to, i.e. the page on our website you want the user linked to when users type the domain name into their address box; and (3) the account number the purchase should be charged to.

### **Important Note!**

When considering the purchase of a domain name, please recognize the name will direct users to a location other than our home page (extension.unh.edu). Preferably, we want to direct users to our home page to: (1) get a broad overview of our diverse programs and use UNHCE to assist in their decision making in many areas of their lives; and (2) read our feature stories and news so they have an idea of the important issues UNHCE is addressing and help spread the word to their family, friends, neighbors, and decision makers. Hence while a limited number of domain names will direct specific audiences to the resources they seek, too many domain names will by-pass our home page and could hinder efforts to market our diverse programs to multiple audiences.

*Approved by UNHCE Leadership Team 4/08*