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/**