

Title: UFL.EDU to UF.EDU

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Client: University Relations and Office of the CIO (UREL, CIO)

Audience: The University of Florida community and general public

URLs: ufl.edu and uf.edu

Approvals:

Web Administration: (name, date)

UREL : (name, date)

CIO: (name, date)

Background

University of Florida's domain name

The University of Florida was an early participant in the Internet and an early adopter of Internet enabled tools such as web pages and email.

The Internet presence of UF is defined by its second level domain name, UFL.EDU. When UF originally applied for a domain name in the late 1980's, the issuing authority (ICANN) insisted on a minimum of three characters for the second level domain label. UF requested and received ufl.edu as a second level domain. UFL.EDU became an active domain record on March 25, 1986.

Over the intervening decades, standards have changed and uf.edu became acceptable as a second level domain name. UF now owns both ufl.edu and uf.edu. Within the Internet community, there are four recognized major first level domains: .edu, .com, .net and .org.. The table below shows the owner of record for each permutation of second level domains.

Domain	Registered to		Domain	Registered to
ufl.edu	UF-CNS		uf.edu	UF-CNS
ufl.com	UF-CNS		uf.com	Branded Holding Group
ufl.net	UF-CNS		uf.net	Steven Kennedy
ufl.org	UF-CNS		uf.org	Web Trading Company

As currently configured, ufl.com redirects to www.ufl.edu. The other domains owned by UF may also be redirected in a similar fashion. UFL.EDU has been the canonical second level domain for UF for over twenty years. The redirect of ufl.com to www.ufl.edu has been active since about January 12, 1996. The redirect occurs nearly transparently to the end-user via a central Web server configuration.

In a branding review during 2005-2006, UF moved to update its graphical presence away from the school seal and towards using a monogram (see below). In the full signature, the left most “UF” is considered the monogram.



Figure 1: UF Seal



Figure 2: UF Signature with monogram

As the University of Florida is colloquially known as “UF” and the branding now uses “UF,” a request has been made to update the domain from UFL.EDU to UF.EDU. Current expectation is that it will be necessary to maintain both UFL.EDU and UF.EDU during a long transition period.

Use of UFL.EDU at the University of Florida

1) Electronic

a. Web pages:

- i. UF has over 3,000,000 web pages at addresses with ufl.edu
- ii. Search: UF relies on third party search algorithms such as Google PageRank to make information about UF findable. Changes to domain names can adversely affect PageRank.
- iii. External links: Many non-UF entities provide web pages with links to UF web pages with the ufl.edu domain name.
- iv. UFL.EDU is the canonical second level domain for all UF related web pages. Related second level domains such as ufl.com redirect via central configuration to www.ufl.edu. The redirect is transparent to the end user.

b. Web servers

- i. CNS maintains central web servers
- ii. UF has over 500 web servers which provide pages that end with ufl.edu
- iii. Various units manage non-central web servers.

c. Email

- i. UF has over 100,000 email addresses that end in ufl.edu
- ii. UF has over 300 mail servers that handle ufl.edu related traffic. More than 100 of these are authorized to send mail off campus.
- iii. CNS provides some central mail servers.

d. Domain Name Servers (DNS)

- i. UF has a central DNS service managed by CNS

- ii. Additional DNS servers are managed by other groups on campus
 - e. Applications
 - i. Various applications in use on campus (e. g. ISIS, PeopleSoft) rely on ufl.edu to different degrees. Worst case is that the domain is hard coded into the operations of the application
 - ii. Various access lists are in use on campus to provide limitations to use of services. Most entries in these lists use IP addresses but some include the domain label.
- 2) Non-Electronic
 - a. Stationary:
 - i. All stationary such as letterhead, print publications and business cards would eventually need updates to be consistent with the new domain name.
 - b. Professional identity:
 - i. Since many staff and faculty have been with UF for a long time, they have only known and communicated their professional identity as related to ufl.edu. They would need to change how they communicate.

Objectives

The UFL.EDU to UF.EDU switch:

1. **Transparent:** This change must be as transparent as possible to the affected people and systems.
2. **Coordinated:** The change must occur in a reasonably coordinated way to all of the affected people and systems.
3. **Appropriate:** Overall changes must involve effort appropriate to the risks and benefits. Resources allocated to the project must be appropriate to the schedule and goals.

Functionality/Use Case Overview

Audience Uses:

1. Find information about UF
2. Communicate electronically with UF.

UF Staff Uses:

1. Maintain electronic systems consistent with new domain name
2. Maintain non-electronic systems consistent with new domain name

Business processes: To be identified.

Graphic identity or branding:

Changes to graphics will need to support new domain name.

Timeline:

Phase 1: Redirect uf.edu to www.ufl.edu. Central web server configuration is updated. All other services remain active under ufl.edu. Note that only the specific second level domain pages will redirect (uf.edu/friends will redirect to ufl.edu/friends but ifas.uf.edu not redirect to ifas.ufl.edu) in this phase.

Phase 2: To be determined: UFL.EDU and UF.EDU maintained as dual valid domains during a transition period.

Options:

1) Electronic

a. Web pages:

- i. Phase 1: Configure central DNS servers to redirect uf.edu to ufl.edu. No other web page addresses are affected.
 1. Pros: quick and low risk option. Transparent to user. Minimal changes or coordination needed.
 2. Cons: No other web addresses change (e. g. ifas.uf.edu will not automatically redirect to ifas.ufl.edu). Email and other services remain within the ufl.edu domain.
 3. Effort/Risk: minimal/none
- ii. Phase 2: Consider other transitions at a later time.

b. Email

- i. To be determined.

c. Domain Name Servers (DNS)

- i. Phase 1: In support of (a.i.) configure central DNS servers to redirect uf.edu to ufl.edu.
- ii. Phase 2: to be determined.

d. Applications

- i. Identify affected applications, for each identify options
- ii. Identify affected access lists, for each identify options.

2) Non-Electronic

a. Stationary:

- i. To be determined

b. Professional identity:

- i. To be determined