

GUIDELINES FOR UNIVERSITY SUBDOMAINS

In order to preserve the integrity of the information architecture of UNC Charlotte’s website and subdomains, the implementation and consolidation of information is necessary. The guidelines below outline when information should exist on a subdomain versus when information should be structured into an existing subdomain entity.

WHAT IS A SUBDOMAIN?

A subdomain is a subset of a larger domain name in the Domain Name System (DNS) hierarchy. It’s used to create a separate website or section within a primary domain. For example, in the domain "charlotte.edu", "subdomain.charlotte.edu" is a subdomain. Subdomains are often used to organize and navigate to different sections of a website or to create distinct web addresses for specific purposes.

TERMINOLOGY

Top-level domain: The main domain for the University (charlotte.edu)

Top-level directory: A site (or section of a site) that lives within a top-level domain (example: charlotte.edu/website)

Subdomain: A “child” under the top-level domain. Also known as a third-level domain. (example: website.charlotte.edu).

SUBDOMAIN POLICY by SITE TYPE:

Site Type:	Subdomain Permitted?
University-wide Divisions, Colleges, Schools and Resources	Yes , if approved by the Web Governance Committee. Division <i>example</i> : advancement.charlotte.edu School <i>example</i> : sds.charlotte.edu College <i>example</i> : education.charlotte.edu Resource <i>example</i> : library.charlotte.edu
Departments + Units	Maybe . When possible, departments are strongly encouraged to fall under a college/school subdomain. Example: collegename.charlotte.edu/departmentname

Research Labs and Centers	<p>Generally No. Research labs and centers will fall under the designated department/entity subdomain.</p> <p>Labs that are cross-functional or offered in partnership between multiple entities must choose one area to host their information.</p> <p>Example: collegename.charlotte.edu/departmentname/labname</p> <p><i>Note: Requests from labs or centers that are tied to grant funding that requires a web presence will be reviewed by the Web Governance Committee.</i></p>
Faculty Site	<p>No. Faculty information should fall under the associated faculty/staff directory pages.</p>
Programs	<p>No. All UNC Charlotte programs and programmatic information will fall under academics.charlotte.edu. Programmatic information that is hosted outside of academics.charlotte.edu will be flagged and removed.</p>
Student Groups/Organizations	<p>No. Students groups and organizations are responsible for hosting their own sites.</p>
Events	<p>No. Events are hosted through an event management system. Please submit your event listing request at: https://campusevents.charlotte.edu/</p> <p>For larger events like conferences or symposiums, information should be structured under the hosting entity. Example: website.charlotte.edu/events/conference-example</p>
Intranet/Internal Audience Site	<p>No. Information relevant to specific internal audiences should be structured within the existing framework of the main entity of the audience. Example: collegename.charlotte.edu/faculty-and-staff</p>

Subdomain Request Process

If your site meets the requirements outlined above, [request a subdomain](#). *Note: all requests are subject to review and approval by the Web Governance Committee.*

* All University faculty, staff, and students must comply with [University Policy 302, University Website Standards](#).

Subdomain Redirects

For marketing and communications purposes, a subdomain redirect can be put in place to connect users to content on existing sites and parent domains. For example, *content.charlotte.edu/subdomain/example-listing* could request to use *example.charlotte.edu* as a redirect.

If a subdomain is not permitted or denied, the University provides a free Short URL service at go.charlotte.edu. This can be used when a website or vanity URL is not permitted.

All subdomain redirect requests are reviewed and approved or rejected by the Web Governance Committee. If interested, please [request a subdomain redirect](#).