ISC13D021

Title:	***Email and web address naming policy review***
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Agenda:	ISC13A002
Version:	v1.1 DRAFT
Status:	Open

Issue

To seek the committee's approval for proposed changes to the Email and web address naming policy.

Recommendation

Recipients are invited:
- To approve the revised policy.

Resource Implications

No change to service is required and therefore there is no impact on resources.

Equality and Diversity

New services will be subject to Equality Impact Assessments as they are implemented.

Timing of decisions

Once approval is obtained the revised policy can be put into effect and published.

Further Information

- Raymond Scott (ISD), x3561, r.scott@uea.ac.uk

Background

The Email and web addressing naming policy is subject to bi-annual review. This paper contains the proposed changes to the policy, which are clearly highlighted.

Email and web address naming policy

Author: Raymond Scott (ISD)

Date: 6 September 2013

Version: 1.1

This document defines the University's policy on naming email addresses, mailing lists and web addresses, and is based on the following principles.

- **Addresses should follow a standard format**
- **Exceptions are permitted but must be submitted for approval**

Version history

Version	Date	Note
0.1	21/12/2010	First draft
0.2	20/1/2011	Second draft updated after review by ISDMT
1.0	4/2/11	Approved by ISSC
1.1	6/9/13	Revised draft for consultation

Introduction

Generally, personal email addresses take the name of the individual (e.g. r.scott@uea.ac.uk). There are variations on the format depending on whether the base format is already in use. Combinations of full name and numbers may be used to find a unique address. A readable version of the address should follow a standard format and will be displayed in the Global Address List and against email sent from accounts.

Shared mailboxes, however, can take any available format. This policy clarifies what approach to take to ensure consistency across shared mailbox creation.

The questions around shared mailbox naming are similar to those which might arise when considering mailing lists and web addresses, and so the naming policies for all these means of communication are combined.

Scope

This policy applies to:

- All UEA email account holders
- All UEA users requesting shared mailboxes
- All automatically-generated mailing lists
- All web editors creating content on UEA web Content Management Systems
- The ISD IT Helpdesk which creates shared mailboxes and manual mailing lists

Definitions

The following definitions apply to this policy:

- **Mailing list**. A single address linked to a collection of UEA email addresses for individuals associated with a representative or membership group. Mailing lists may be automatically generated, or manually set up and maintained by a list owner.

- **Shared mailbox**. An additional email address for a staff user which is dependent on function or role rather than individual identity. Shared mailboxes are owned by an individual and can be shared with others forming part of the associated team or group.
- **Top level email address**. Anemail address of the form *<something>*@uea.ac.uk such as foi@uea.ac.uk. This could be a mailing list, or a shared mailbox.
- **Top level web address**. The main home page for the UEA website is www.uea.ac.uk. A top level address is anything which comes immediately after the University domain, e.g. www.uea.ac.uk/passwords.

Aims

The aims of the policy are to:

- Standardise the creation of mailing list, shared mailbox and web addresses
- Clarify the standard format for mailing list, shared mailbox and web addresses
- Provide appropriate controls and authorisation for use of top level mailing lists addresses, shared mailboxes and web addresses
- Define the standard appearance of the name of the user as displayed in the Global Address List.

Policy statements

Standard email addresses associated with a UEA IT account are of the format r.scott@uea.ac.uk with minor variations where the base format is already in use. The name associated with this address is presented as *<forename> <surname>* (*<dept>*), e.g. 'Raymond Scott (ISD)'.

Standard manually-generated mailing lists and shared mailboxes are of the format *<dept>*.*<function/area>*@uea.ac.uk. Examples include, ssf.admiss@uea.ac.uk, avs.bookings@uea.ac.uk.

Where there is a need for top level generic email address:

1. The user sends details of the request to the IT Helpdesk[12].
2. The IT Helpdesk passes the request to ARM for approval obtaining reasoning if necessary
3. ARM consider the application and decide whether the request should be permitted
4. IT Helpdesk set up the mailing list or shared mailbox address, or communicate the refusal to the user as appropriate

Standard automatically-generated mailing list addresses use the formats described on the web page http://www.uea.ac.uk/is/email/mailinglists/naming, e.g. staff.*<dept>*@uea.ac.uk for all staff in a department, and pg-*<dept>*-r@uea.ac.uk for all PGR students in a department.

Top level web addresses should be

- Human readable and descriptive, using words not acronyms (e.g www.uea.ac.uk/history - not www.uea.ac.uk/his)
- Use hyphens instead of spaces or custom characters - e.g www.uea.ac.uk/biological-sciences
- Simple enough to be put in a publication or be read out on the phone
- In normal circumstances, contain no more than 3 words

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[1] http://www.uea.ac.uk/is/email/mailinglists describes the process for requesting a new mailing list.

[2] http://www.uea.ac.uk/is/itaccounts/shared-mailboxes describes the process for requesting a shared mailbox.

The aim of the UEA website is to be structured in a way that reflect actions website users may wish to take, rather than to be an online representation of UEA's internal structures. Sections and therefore top level web addresses should reflect this. For example information for prospective students may be in www.uea.ac.uk/study rather than expecting prospective students to visit www.uea.ac.uk/admissions and www.uea.ac.uk/accommodation etc.

Likewise, requests for top level web addresses should be passed to ARM for approval.

Responsibilities

Within this policy, the following individuals have the following responsibilities:

Responsibility	Owner
Submit requests for mailing list address/shared mailbox address/web address	User
Advise on the naming policy. Set up mailing list address following standard naming format. Set up shared mailbox following standard naming format. Pass requests for top level addresses to ARM for approval	IT Helpdesk
Consider and approve or refuse requests for use of top level addresses	ARM

Review

This policy will be reviewed by the Web Steering Group[3] every two years.

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[3] https://intranet.uea.ac.uk/is/committees/web-steering-group