

Title: Domain Name Resolution Policy

Submitted to: Domain Name Standard Group

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Executive Summary

The Wisconsin Department of Administration (DOA) registered the domain name “wisconsin.gov” in 2001. The DOA now receives daily requests from parties who wish to have a domain name ending in “wisconsin.gov”. Up to this point, the DOA has had no formal policy to manage domain name registration. With the growing popularity and wide use of the Internet, the Department of Administration must create a formal policy in order to better address the high volume of requests for the “wisconsin.gov” domain name.

Group Homer formulated a plan that considers this issue and works to resolve the problems the Department of Administration currently faces. The policy addresses all aspects of the implementation process and includes a specific framework for administrators to follow. The framework includes:

- “Domain Site Registry” will lay the ground work for internet URLs (Uniform Resource Locators) and include a description of primary URLs and the use of alias URLs.
- “Eligibility Recommendation” specifies who may receive a third level domain name using “wisconsin.gov.”
- “Website Standards and Guidelines” explain in detail the format for URLs using “wisconsin.gov.”
- “Dispute Resolution and Trademark Guidelines” address how administrators will deal with disputes between Wisconsin State parties who desire the same domain name and how administrators will grant requests for trademarked names.

Background/Need

On September 19, 2000, Wisconsin Governor Tommy G. Thompson signed Executive Order 408, directing the Wisconsin Department of Administration (DOA) to create “an internet-based ‘service center’ giving Wisconsin citizens secure and reliable electronic access to core state government services” (State of Wisconsin Executive Department, 2000). Wisconsin, along with New Hampshire, California, Minnesota and several other states, promoted use of a central portal as a means of providing residents with a single, convenient location (“wisconsin.gov”) for government information on the Internet. To facilitate the domain name shift from the “.us” generic top-level domain or (gTLD) used by the State of Wisconsin, the Wisconsin.gov Board approved the "Internet Domain Name Policy for State of Wisconsin" on July 9, 2003. The Board also charged the Domain Name Standard Group (DNSG) with the task of developing comprehensive implementation plans based on this policy (State of Wisconsin Portal Planning Initiative, 2003).

According to Matt Duffy, DNSG chair, a lack of organizational resources to develop a much more comprehensive Internet Domain Name Policy began to strain the

migration process (personal communication, October 15, 2003). To date, the allocation of third level domain names to Wisconsin State agencies and programs under the agency's auspices has been informal at best. The Domain Name Standard Group believes that without procedures to govern the implementation and use of "wisconsin.gov" internet URLs (i.e., which agency receives what third level domain name and the format of the affiliated internet URLs, etc.), the integrity of the "wisconsin.gov" brand could ultimately be damaged by a lack of agency buy-in and potential disputes. Further, the DNSG feels that not having a clear policy hinders the marketing of the portal to municipal entities outside of state government such as Wisconsin's cities and counties.

A. Name Structure and Taxonomy

Group Homer proposes that the DNSG implement a registry, or site map for "wisconsin.gov" similar to that used by the State of Missouri. The Domain site registry will consist of three categories, which in a subsequent graph will be illustrated by columns: "State Entities", "Primary URLs", and "Alias URLs."

The State of Wisconsin will predetermine State agencies' domain names in the first column as: pre-existing State funded departments and State recognized cities and counties (i.e. the Department of Transportation, the Department of Education, Madison, Dane County, etc). State agencies will receive a primary URL from the pre-selected primary URL column to prevent naming disputes and to make the transition to "wisconsin.gov" straight forward. State agencies may continue using pre-existing domain names. State agencies may also use an alias URL if those agencies do not sense that the primary URL directs users to their web page. Domain name registry will be based on a "first come-first served" model. Agencies who register with "wisconsin.gov" expediently will have the option to choose a limited number of alias URLs from the "wisconsin.gov" domain registry column. For example, if the "wisconsin.gov" Board gave the Department of Transportation, "dot.wisconsin.gov", the DOT may register additional alias URLs to include: "transportation.wisconsin.gov" and "departmentoftransportation.wisconsin.gov." Alias URLs will redirect the user to the primary URL: "dot.wisconsin.gov."

State of Wisconsin entities and programs not included in the predetermined list must obtain written permission from their associated state departments to receive their own primary URL. Registration will follow the "first come-first served" model. For example, if Wisconsin's Ride Share program registered first to use the "wisconsin.gov" name, the Ride Share program would be issued: "dot.wisconsin.gov/rideshare." The Ride Share program may also apply for a shorter domain name such as; "rideshare.wisconsin.gov", as an alias URL. The Ride Share program cannot take a State agency's alias URL, since it is a program of the Department of Transportation. A sample registry is attached in Appendix G Table 1 along with a sample program registry attached as Table 2.

B. Eligibility

The DNSG in supporting and implementing the use of "wisconsin.gov" should have explicit guidelines when deciding who is eligible to receive a primary URL from the State of Wisconsin. Wisconsin cities and counties, Sovereign Nations located within the boundaries of the State of Wisconsin, and Wisconsin State agencies and sub-agencies are eligible to receive third level domain names from "wisconsin.gov."

All cities recognized by the State of Wisconsin should be eligible to receive a third level domain name. By specifying 'recognized by the State of Wisconsin' Group

Homer is referring only to cities that are incorporated. The cities' primary URL should be "ci.xxx.wisconsin.gov" (i.e., ci.madison.wisconsin.gov). The "ci." should be placed before the name of the city since it is more intuitive for the user. For example, Madison will be referred to as the "City of Madison" (ci.madison.wisconsin.gov) instead of "Madison the city" (madison.ci.wisconsin.gov). The State of Wisconsin will avoid naming disputes for third level domain names since there are not two incorporated Wisconsin cities with the same name. Towns and villages that have the same name as a Wisconsin city are not eligible to receive a third level domain name. Homer group will address this problem in the next section.

All Wisconsin counties are eligible for a third level domain name using "wisconsin.gov." The counties' primary URL should be similar to that of the Wisconsin cities. The label "co." will represent a county in the third level domain name. For example, Dane County's primary URL will read, "co.dane.wisconsin.gov." This format will be used consistently in order for users to become familiar with using the "wisconsin.gov" URLs. As mentioned earlier, towns, villages, and municipalities should not be granted a third level domain name on "wisconsin.gov." Instead each web page should have a link to the primary URL for the county, town, village, or municipality. For example, the City of Madison will be "ci.madison.wisconsin.gov" and the Town of Madison will be "co.dane.wisconsin.gov/townofmadison." This specification should ameliorate any problems that users may encounter and will aid the DOA when granting names to Wisconsin's cities and towns.

Sovereign Nations will be granted a third level domain name using "wisconsin.gov." The third level domain name will read, "sn.xxx.wisconsin.gov." For example, the Oneida Reservation's primary URL will read, "sn.oneida.wisconsin.gov." There are no two Sovereign Nations that have the same name in Wisconsin.

The State of Wisconsin agencies will be granted a third level domain name at "wisconsin.gov." The format for these agencies will read, "xxx.wisconsin.gov." The State agencies will be assigned a primary URL and will have alias URLs to direct users to the State of Wisconsin agency's primary URL. Links will be provided to any programs or non-agencies via the associated state agency.

The State of Wisconsin should not assign "wisconsin.gov" third level domain names to universities or school districts, since they have ".edu" domain names. The Department of Education should provide external links to State of Wisconsin's universities and Wisconsin's school districts. A warning should appear so the user knows that they are leaving a "wisconsin.gov" supported site.

C. Web Site Standards and Minimum Guidelines Policy:

Group Homer recommends the following minimum guidelines to follow Wisconsin's domain name policy:

- Each State agency's web page must be W3C and RFC 1480 compliant in order to be accessible to all users. (See Appendix D)
- Web pages must have a text interface as well as a graphical interface option. The current policy on accessibility <http://www.wisconsin.gov/state/core/acceptable_use_policy.html> states that current text-only pages are "Bobby" approved for accessibility. (Bobby is a free service provided by WATCHFIRE to help web page authors identify and repair significant barriers to access by individuals with disabilities).

- Sub-agencies will report to their associated agency for assistance and approval of any modifications to the sub-agency’s web pages.

Users who are eligible to apply for specialty accessibility features are:

- Users who have access to low-end technology (e.g. frames or no frames, graphics and sound, multimedia, file size).
- People with disabilities (e.g. visual, cognitive/language, and mobility). (State of new Jersey webpage). The content of the State agency’s web site must be clear and accessible by incorporating site maps, frames, scroll bars, graphics, links, search buttons, etc., (W3C).
- The agency’s web page must pertain to official Wisconsin government business and to the agency’s objectives and purpose. For example, the Department of Natural Resources’ web page, (www.dnr.state.wi.us), contains information about outdoor recreation and natural resources in Wisconsin.

A State agency’s web page will not contain:

- Commercial advertisements or endorsements would be allowed or permitted (e.g. www.amazon.com).
- Campaign information— (e.g. “paid for by Schwarzenegger for Governor”).
- Personal web pages (e.g. www.homergroup.wisconsin.gov).

Each Wisconsin State agency’s and sub-agency’s web page must comply with the following layout to be recognized as a “wisconsin.gov” internet site:

- Follow an approved template with the “State of Wisconsin” or “wisconsin.gov.” logo
- Title of the name of the agency or sub-agency or program in the banner. (e.g. www.dot.wisconsin.gov).
- A search engine must be below the banner template.
- Any pages with external links should pop up a warning that the user is leaving the “wisconsin.gov” portal.

The “wisconsin.gov” Information Technology Department or (IT Department) shall make available example templates to facilitate customization of every State of Wisconsin agency’s or sub-agency’s web page transition from a “www.xxx.wi.us” to a “www.xxx.wisconsin.gov” (See Appendix A for examples from New Jersey).

The implementation of a template and search engine will provide users easier access to the “wisconsin.gov” internet URLs. Every State department or agency using “wisconsin.gov” will receive technical support from the IT department.

D. Dispute Resolution

The State of Wisconsin’s Chief Information Officer and DNSG will develop and implement a dispute resolution policy detailing how disputes relating to domain names are handled and the process by which alias URLs may be revoked. All “wisconsin.gov” users shall be subject to the provisions of said policy.

The State of Wisconsin agencies and non-agencies may theoretically select any third level domain alias that best exemplifies their purpose. However, this protocol does not alleviate the potential for disputes. Multiple agencies may select the same alias URL,

for example “license.wisconsin.gov.” The State of Wisconsin agencies or non-agencies may also request domain names that could potentially harm or do disservice to the “wisconsin.gov” brand. The draft dispute policy will clearly indicate that the registration of third level domain names will function on a “first come- first served” basis, so long as that State agency or non-agency program follows Wisconsin’s web page standards.

The policy will also provide a clear blueprint to the process for revoking an alias. Domain names lost through voluntary surrender or revocation should be made available to all other agencies on the same “first come-first served” basis or by request. Any alias URL that is dormant for more than six months surrenders the privilege to that alias URL. The CIO and the DNSG have the ultimate authority to revoke a third level domain name.

This dispute process differs from the United States’ Department of Commerce’s .us Top Level Domain (.usTLD) Dispute Resolution Policy, in that the Wisconsin’s Department of Administration holds registrar responsibilities for third level domain names using “wisconsin.gov.” (Neustar. Inc., 2002). The “first come-first-served” model registration and naming standards to decide on which government agency receives and retains the third level domain name is comparable to GSA’s “.gov” program guidelines (see Appendix C). Group Homer’s review of several states’ DNS naming guidelines found little or no mention of a formal dispute process among these portals.

E. Trademark and Branding Policy:

- All Wisconsin State government “non.gov” and “.us” domain names must be the alias URL to the State agencies’ primary “.gov” domain name.
- The Department of Administration may utilize the Uniform Domain-Name Dispute-Resolution Policy (UDNR) and the services of a Dispute-Resolution provider if a third party is cyber-squatting a State agency’s primary or alias URL, if the gTLD used is included in the UDNR.

State of Wisconsin agencies and quasi-government units do not normally provide specific services or goods for sale or trade as a business, and as such, have not historically claimed a trademark nor infringe upon another company’s trademark (United States Patent and Trademark Office, 2003). A search of the U.S. Patent and Trademark Office found no trademarks presently held by the State of Wisconsin.

Brand integrity, relating to domain names, does not require a great deal of attention under the proposed policy. The protocol itself directs all alias URLs to primary URLs, thus keeping the “.gov” brand cohesive. The naming and accessibility guidelines, as well as format templates, keep the format of the various websites consistent. The brand will also benefit in that the State of Wisconsin will continue focusing on the “.gov” gTLD. According to Matt Duffy, DNSG chair, there are currently no plans for any of the State agencies to utilize any other gTLD’s at this time (Personal communication, October 15, 2003). The reasons are:

- The need to develop the centrality of the “wisconsin.gov” brand.
- The cost of registering “non.gov” gTLD’s is an especially problematic issue in a period of extensive budget cuts. The State of Wisconsin agencies or other government units who wish to extend their presence to other gTLD’s are required under the current Domain Name Policy to pay from their own funds for the registration of that domain name, hosting, and servicing of the domain name.

Should the decision be made to utilize other gTLD's, the Primary-Alias protocol will protect the brand by requiring the "non.gov" site point back to the primary URL for the agency.

Since the State of Wisconsin is the sole registrar for the domain "wisconsin.gov" it is not possible for an individual or private entity to cyber-squat third level domain using "wisconsin.gov" name. However, should a State of Wisconsin agency attempt to register as a "non.gov" or ".us" gTLD, such as; "wisconsindepartmentoftransportation.com" the State agency may pursue a complaint against a third party. In this case, the State agency may pursue a resolution to the dispute through a Dispute-Resolution Service such as the World Intellectual Property Organization (WIPO) (ICANN, 2002). The Department of Administration and the Attorney General's Office must be consulted before any legal action is initiated.

F. Government Entities Choosing to Use a "non.gov" Domain Name

Government agencies not currently using ".gov" domain names and desiring to switch to "wisconsin.gov," may do so and still retain their former primary URL. We recommend that the State agency's former primary URL become the alias URL for the "wisconsin.gov" name. The State agency will have an alias URL; their original domain name, or the domain name the State agency desires to use, and the one maintained by "wisconsin.gov." Users can access the agency's web page from either URL. The government agency must follow Wisconsin domain name registry policy.

Conclusion

Agencies that can request a primary URL are any Wisconsin State agencies, Sovereign Nations, recognized city, and county. In registering the domain names, a domain registry map will be created and used. This map will contain predetermined second level names for the State agencies. To diffuse any possible disagreement about who gets what name, all departments must go through their state agency for a third level name. If the State department wants a different name, they can use an alias URL, as long as the name is not in use or reserved for another agency as a second level name. These alias URL may be used in addition to the primary URLs and are on a "first come-first served" basis. Dispute Resolution and Trademark Guidelines addresses how administrators will deal with disputes between Wisconsin State parties who desire the same domain name and the method in which administrators will grant requests for trademarked names. Website Standards and Guidelines explains in detail the format for primary and alias URLs using "wisconsin.gov." Group Homer recommends that the Administration creates a support team (perhaps with Kim) instead of having each agency troubleshoot for their own web pages.

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Appendix A

Missouri: <http://oit.mo.gov/architecture/domain.pdf>.

Integrating Domain Name Services on the State of Missouri Private Backbone

(Approved by ITAB, January 27, 1999)

Summary:

Agencies will be setting up services (web servers, gateways, etc.) using the state's private TCP/IP backbone. These services could then be available, as appropriate, to other state agencies but not necessarily to anyone on the public Internet). In order to achieve this capability, the following items must be established:

- *A consistent, structured naming standard for these services*
- *A mechanism to enable **location** of these services via the structured naming standard (i.e., domain name servers)*
- *Procedures to ensure that security for non-shared resources is maintained*
- *Agency connection to the state's private TCP/IP backbone, if necessary*
- *Agency migration, if necessary, to the 10.x.x.x ~ TCP/IP structure*

The driving forces toward this capability include both TCP/IP gateways into the mainframe and server based gateways for the MAIRS and SAM II projects, as well as access to the web-based SAM II data warehouse. In the near future, we also see the need for agencies to setup intranet (i.e., inside the state's private network structure) servers for access by different agencies within state government. An example would be a web server set up by the Department of Social Services (DSS). DSS could provide information on a multi-agency children's initiative to staff from partner agencies such as the Department of Mental Health or the Governor's Office.

The first requirement, the consistent naming structure, has been established. The TCP/IP domain "state.mo.us" has been established for both external (Internet) and internal (intranet) services. The domain has then been divided into agency subsets of the naming structure. Examples of this include:

oa.state.rno.us

dnr.state.mo.us

dmh.state.rno.us

For ease of workstation configuration, a common subset (intra.state.mo.us) has also been established. This allows common configuration of personal computers throughout state government for commonly accessed services (e.g., MAIRS, SAM II) available via the state's private TCP/IP backbone. In order to complete the requirements for this private network structure, the following steps will be necessary:

- *A private root domain name server for the state.mo.us and other state government domains will be identified.*
- *Other private name servers would be designated as name servers for sub domains of the state.mo.us domain.*
- *Integration of the multiple private domain name servers maintained by state agencies must be accomplished.*

Technical Background

The State of Missouri public (i.e. **non-Secure**) TCP/IP backbone connects to the Internet via MOREnet. State agencies connect their LANs to the public backbone to obtain access to the Internet and to interconnect with the LANs of other agencies. Since the public TCP/IP backbone does not directly connect to the Internet and cannot be considered secure, the agency connections to that backbone should be mediated by a firewall. Most agencies not choosing to maintain their own firewall are connected through a shared firewall operated by the State Data Center (SDC).

In addition to interagency connectivity via the public backbone many state agencies are also connecting to a private TCP/IP backbone. Policy requires that all agencies connecting to both the public and private backbones must use an approved firewall to mediate the connection between the agency LAN and the public backbone. The agencies can also use another firewall, filtering router, or other means to isolate the confidential resources on their LAN from the state's private TCP/IP backbone.

Properly configured firewalls require separate domain name servers (DNS) for the protected and the public network. Public DNS is the services.state.mo.us server. This server is the authoritative Internet DNS for the state.mo.us domain. Each of the several firewalls connected to the state's public backbone also have private domain name services. Some agency servers, internal mail servers for instance, will be defined on the agency's private DNS only. Although all agencies access the public DNS only the owning agency has access to the private DNS.

Private Root Name Server

The domain name server **dogwood.state.mo.us** has been designated the primary name server for state.mo.us and some other state government domains. Its secondary name server is pinnacle.state.mo.us. The other state domains carried on dogwood are:

- apwaism.org
- apha-ism.org
- mdfb.org
- missouritourism.org
- missouriartscouncil.org
- womenscouncil.org

Agency Private Name Servers

The various agencies may choose to support a private name server within their private TCP/IP

structure. The domain name being supported will normally be a sub domain of the "state.mo.us"

structure. Examples of private sub domains supported by a name server within the agencies would include:

dolir.state.mo.us

dmh.state.mo.us

Name resolution from the root name server perspective

The root name server will be responsible for name resolution of all *.state.mo.us hosts, and can either control entire sub domains (e.g., oa.state.mo.us), or delegate authority for a sub domain (e.g., dnr.state.mo.us) to a specific agency's private name server. When end-users define the

private root name server (dogwood) as their primary DNS server, the root server can then resolve the address, delegate a request to a private agency DNS, or forward the request out the state's firewall.

As requested, new agency-registered domains will be added to dogwood. For example, the State Treasurer's office would ask that the domain "treasurer.state.mo.us" be defined at the root name server, and the host www.treasurer.state.mo.us be defined as a host within the domain.

Name resolution from an private agency name server perspective Each agency operating a private domain name server (e.g., dnr.state.mo.us) would configure that server as a secondary name server for the domains defined on dogwood, or use a forwarder to dogwood to resolve the intranet addresses. The agencies have two options for the "forwarders" statement of their private domain name server configurations:

- . Use dogwood.state.mo.us as the forwarder
- . Set up the local name server as secondary for all state domains and set the forwarders statement of the local name server to the agency firewall

Agency Intranet Server Requirements

Agencies wishing to have intranet servers defined (for access l:y other state agencies) have two options for naming the service:

1) Register the server in the intra.state.mo.us sub domain. For example, the SAM U data warehouse could be known as **sam2dwh.intra.state.mo.us**. Systems such as SAM II, MAIRS, and others accessible by all agencies via a private network TCP/IP connection would fall under this naming scheme. From a browser standpoint, this would allow agencies to configure their end-user devices to exclude any *.intra.state.mo.us hosts from using a proxy or Socks connection (forcing the connection over the state's private network structure). Using the wildcard eases the burden of having to configure exclusions for each host that would be accessible via the state's intranet, as long as they fell under the *.intra.state.mo.us naming convention.

2) Agencies using a delegated sub domain of state.mo.us (e.g., health.state.mo.us) would request an alias entry at the primary root name server for SOMETHING.intra~state.mo.us to make an intranet server addressable to other agencies. If the Department of Health, for example, wanted to give intranet access to other agencies to it's private server known as **dohwww.hcalth.state.mo.us**, it could register an alias, such as **dohwww.intra.state.mo.us**, for the system. The other agencies would then use this URL when accessing the Health server.

Security Responsibilities

Agencies allowing access to internal servers must ensure that the link between their agency LAN and the state's private TCP/IP backbone is sufficiently secured, either by filtering router or by a firewall, if the agency requires such security.

The state's private root name server (dogwood) should not be secondary to any agency's private name server. This could expose names and correlating IP addresses within the agency to scrutiny outside the agency within the state's private network. It could also create an unnecessary amount of overhead on the state's root and secondary name servers.

10 Dot addressing issues

The migration to 10.* (and other REC 1918) addressing should be accelerated on the state's private backbone. This will ease the issue of continuing agency router configuration changes.

The use of the 168.166.x.x addressing scheme should be discontinued, or at least offer a secondary addressing scheme for these hosts that follow the 10.* address format.

Appendix B

The State of New Jersey's web site standards and guidelines can be accessed by clicking:

www.state.nj.us/it/webguide/index.html

WEB SITE STANDARDS AND GUIDELINES - VERSION 1.1/2002

The New Jersey State Web Site Standards and Guidelines herein establishes the minimum standards to be followed on all executive branch department, agency, commission, program, and enterprise Web sites. In addition, this document contains recommendations and, where appropriate, explanations and references for further information. Each of the following standards and recommendations addresses one or more of three major areas: branding, accessibility, and functionality.

Branding is pivotal to the state's goal of providing a consistent, seamless look and feel to the state's Web presence. Branding encompasses matters of site architecture, navigation, layout, graphics, colors and fonts, minimum page elements, and consistent terminology, usage, and spelling.

Accessibility issues address the need to make all state Web pages accessible to three groups:

- people using various technologies (for example, browsers, search engines, operating systems, wireless systems),
- people with disabilities (including visual, mobility, and cognitive/language impairments), and
- people accessing our pages from other countries.

Accessibility issues affect layout and design, navigation, graphics and sound, use of software other than HTML, use of multimedia elements, file size, as well as usage conventions.

Functionality issues include content organization and presentation, adoption of common software, Web publishing tools, plug-ins, addressing schema, and file-naming conventions.

Starting immediately, the current standards and recommendations should be observed on all state Web sites. Additional guidelines regarding application development and accessibility are in development.

Appendix C

For Washington State's Policy Please refer to <http://www.wa.gov/dis/portfolio/Internet%20Domain%20Name%20Standards.htm>.

Computing and Telecommunication Architectural Standards – Internet Domain Name Standards

Prepared by the Washington State Department of Information Services

Effective: December 6, 2001

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Introduction

This document describes the Internet Domain Name System (DNS) and Washington State's Domain and Host Naming Standards, which are designed to:

- provide for **users**, domain and host names that clearly indicate the legitimacy and authority of government Web applications, services, and information, (including, but not limited to those that include transactions involving personally identifiable information and financial payments),
- provide **agency domain administrators** with clear written naming standards to follow when requesting Internet domain and host names, and
- provide the **DIS state Internet domain administrator** with standards from which decisions can be made regarding requests for Internet domain and host names and naming structures.

This document was developed by the Internet Domain and Host Naming Sub-Committee of the Technical Architecture Advisory Group (TAAG) in conjunction with the state's Customer Advisory Board (CAB), which recommend standards to the Information Services Board (ISB).

Statutory Authority

The provisions of RCW 43.105.041 detail the powers and duties of the Information Services Board (ISB), including the authority to develop statewide or interagency information services and technical policies, standards, and procedures.

Scope

These standards apply to all executive and judicial branch agencies and educational institutions, as provided by law, that operate, manage, or use IT services or equipment to support critical state business functions.

Exemptions

Pre-existing Internet domain and host names will not be affected by these standards. Those operating outside the standards are solely responsible for the administration of Internet domain and host names (including timely renewal of domains in a manner that is not disruptive to the state enterprise).

Standards

The purpose of this document is to define statewide standards for Internet top-level, sub-domain, and host domains within the wa.gov and state.wa.us state domains so that clients can access Digital Government information and services in a consistent, easy-to-use manner.

Basic Principles for Top-Level, Sub-Domain, and Host Names

A domain name (i.e., www.dshs.wa.gov) is used to locate an organization or entity via the Internet. The domain name is then translated into a numerical Internet Protocol (IP) address (i.e., 198.238.16.3) by a domain name system (DNS). Hence, the text based domain name provides a more meaningful way for the client to locate an organization or entity.

There are three primary hierarchical levels of Internet domain names. The top-level domain name such as .gov, .us, .org, or .edu indicates the organization type. A second-level domain like wa.gov is a unique name that has been registered by InterNIC. The wa.gov domain is also commonly referred to as the "state domain." Within the state's domain exist agency sub-domains such as dshs.wa.gov or ofm.wa.gov. Host names identify an agency server or web-application within a sub-domain.

The following Top-Level, Sub-Domain, and Host Naming Standards for agency sub-domains are intended to promote an effective and unambiguous computer nomenclature as described in the Introduction. Requests for new names will be subject to these standards. Pre-existing Internet domain names are not affected.

Top-Level Domains

State agencies and other state organizations may want to secure additional alias names for top-level domains in order to allow mistyped names to reach the intended site or to protect a name from misuse. Agency web site alias names shall always resolve to the official wa.gov, state.wa.us, or .org domain name, as appropriate. Organizations which do not fit well into either the wa.gov, or the state.wa.us domain structures, and who do work with or for government at some level, may consider using a .org top-level domain.

Historically, these have been non-profits, consortiums, etc. Inclusion of .com names into the state DNS will not be allowed.

The Use of .us Domain Names

An agency considering the management of its own .us domain should review the suggested practices in [RFC 2182](#) about secondary domains, particularly sections 3.1 and 3.2.

Sub-Domain Names Under the wa.gov or state.wa.us Domain

Upon request, the state Internet domain administrator shall assign each state agency, board, commission, council, etc. a designation to serve as the sub-domain name. The agency designation shall be its official agency acronym. The sources for official acronyms sub-domain names are:

Legislature's Agency Codes and Authorized Abbreviations

<http://www.ofm.wa.gov/policy/75.20.htm>

Governor's listing of Boards and Commissions

<http://governor.wa.gov/boards/names.htm>

Examples of sub-domains of the wa.gov state domain include Ini.wa.gov, dol.wa.gov, ofm.wa.gov, etc.

Sub-domains are assigned to the agencies in order to delegate the authority and responsibility for the administration, and the adding, changing and deleting of Web server hosts to the responsible agency. DIS does, however, provide DNS administration services for smaller agencies that prefer not to administer a sub-domain themselves.

Host Naming Criteria

Host names identify agency servers and/or web-applications. Agency domain administrators are responsible for their own host-level naming conventions within their designated sub-domain.

Under the following criteria, host names and application names may be designated directly under the domains of wa.gov or state.wa.us:

- A consortium of agencies run the program served. For example, the site is an interagency site where there is no lead agency. However, there must be a designated agency accountable for the host name.
- The program's scope is truly statewide and is the only such program in the state. Documentation describing the broad state coverage needs to accompany the request.
- The program name is descriptive of the hosting agency or government offices it is responsible for (i.e., federal programs).
- The program has a legitimate and especially significant need to be perceived as hosted by the State of Washington at the highest level, rather than hosted by a state agency. Please make available documentation from an authority such as the Office of the Governor or the Legislature.

When multiple names are required or anticipated for a single consortium of agencies a sub-domain for that group shall be established under the wa.gov or state.wa.us domain. Responsibility for administration of that sub-domain shall be assigned to the lead agency of the consortium.

Related Policy, Standards, and Guidelines

[Computing and Telecommunications Architecture Policy](#)

Maintenance

Technological advances and changes in the business requirements of agencies will necessitate periodic revisions to policies, standards, and guidelines. The Department of Information Services is responsible for routine maintenance of these to keep them current. Major policy changes will require the approval of the ISB.

Definitions

Domain Name System (DNS); A general-purpose distributed, replicated, data query service chiefly used on the Internet for translating hostnames into Internet addresses. Also, the style of hostname used on the Internet, though such a name is properly called a fully qualified domain name. DNS can be configured to use a sequence of name servers, based on the domains in the name being looked for, until a match is found.

Fully Qualified Domain Name (FQDN); The full name of a system, consisting of its local hostname and its domain name, including a Top-Level Domain (TLD). For example, "venera" is a hostname and "venera.isi.edu" is an FQDN. A FQDN should be sufficient to determine a unique Internet address for any host on the Internet. This process, called "name resolution", uses the Domain Name System (DNS).

Internet Network Information Center (InterNIC); In 1992, in cooperation with the Internet community, the National Science Foundation selected three organizations to receive cooperative agreements in the areas of Information Services, Directory and Database Services, and Registration Services to provide and/or coordinate services for the NSFNet community. Together these three awards constitute the InterNIC. General Atomics provides information services, AT&T provides directory and database services, and Network Solutions, Inc. (NSI) provides registration services. See www.internic.net/index.html

Internet Protocol (IP) address; a numeric address such as 123.231.32.2 that the domain name server translates from a domain name.

Top Level Domain (TLD); The rightmost portion of a host name, such as ".gov", is name of the top-level domain to which the host computer belongs. In addition to the ".gov" domain, for use by government entities, there are more than 200 other top-level domains, called generic Top-Level Domains (gTLDs). Most generic Top-Level Domains are country codes managed by national registries. A few are global top-level domains.

Universal Resource Location (URL) a.k.a. Uniform Resource Identifiers (URI); A standard way of specifying the location of an object, typically a Web page, on the Internet. They are used in HTML documents to specify the target of a hyperlink, which is often another HTML document, possibly stored on another computer. See www.w3.org/Addressing/.

Appendix D

Wisconsin's Acceptable Use Policy can be accessed by clicking http://www.wisconsin.gov/state/core/acceptable_use_policy.html

Acceptable Use Policy

Access to and use of the Wisconsin.gov World Wide Web site is provided subject to these terms and conditions. PLEASE READ THESE TERMS CAREFULLY AS USE OF THIS SITE CONSTITUTES ACCEPTANCE OF THESE TERMS AND CONDITIONS.

- [Copyright](#)
- [Link to Wisconsin.gov](#)
- [Acknowledgements](#)
- [Accessibility](#)

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Link to Wisconsin.gov

Thank you for your interest in adding the Wisconsin.gov link to your website. In order to link to us, just follow these simple instructions.

- Step 1 - Always use the following image we have provided as your linking mechanism.

If you are a part of Wisconsin government (state or local) please use one of these images:



If you are an educational institution, business, or other type of organization, please use one of these



images:

Step 2 - Download the image to the proper directory on your server, indicating the proper file type (file_name.gif). Windows environment: Right click on the image and choose Save As. Macintosh environment: Click on the image while holding down your mouse button until a menu of choices appears. Choose Download Image to Disc.

Step 3 - To link to Wisconsin.gov, put the following HTML code in the HTML document you want the image to appear:

```
<A HREF="http://www.wisconsin.gov"><IMG SRC="file_path/file_name.gif" border=0 width=xx height=xx
```

Appendix E

GSA.gov program guidelines http://www.dotgov.gov/program_guidelines.html.

This overview of .gov domain registration requirements is meant to further explain some sections of the [Federal Policy](#) about registering second-level .gov domains. The [Federal Policy](#) on .gov domains focuses on purpose and jurisdiction. This overview is meant to clarify some sections of the Policy.

The .gov domain facilitates collaboration among government-to-government, government-to-business, and government-to-citizen entities. The domain hosts only official, government sites at the federal-, state- and local-government levels, including federally recognized Indian tribes, known as Native Sovereign Nations (NSNs). The .gov domain provides the official and secure Internet presence for these government entities.

Every .gov domain name application is carefully examined to ensure domain names chosen will not create misunderstandings about the purpose of domains and their Web site content. GSA arbitrates domain name issues and reserves the right to deny domain name requests that do not adequately meet requirements.

For further assistance with domain names and eligibility requirements, please refer to http://www.dotgov.gov/help_qualify.html or call the Help Desk toll free at (877) 734-4688 or locally at (703) 375-2252.

Guidelines for All Domains

The following applies to all .gov domains:

1. **No Advertisements:** A .gov domain may not be used to advertise for private individuals, firms, or corporations, or imply in any manner that the government endorses or favors any specific commercial product, commodity, or service.
2. **No Campaign Information:** No campaigning can be done with .gov domains. The .gov Web sites may not be directly linked to or refer to Web sites created or operated by a campaign or any campaign entity or committee. Separate Web sites and e-mail on other top-level domains (TLDs), such as .org, will have to be used to disseminate campaign information.
3. **Naming Conventions:** Naming-convention rules are described in detail in the Federal Policy. Thousands of names, programs, and general terms are used in .gov domains. The following is a summary of naming-convention rules:
 - a. ***No General Domain Names:*** General terms alone such as "licenses," "recreation," and "benefits" are not allowed because they do not represent a specific enough origin and service. However, a domain name such as "MarylandRecreation.gov" is allowed (assuming that domain is authorized by either Maryland's Chief Information Officer or the Governor of Maryland).

- b. ***State Postal Codes:*** All state and local second-level, .gov domains must include the two-letter state acronym or spell out the state name. Additional naming conventions apply for local entities, such as cities, towns, counties, territories, and parishes.
4. **Two-Year Eligibility Period:** All .gov domains are registered for a 2-year eligibility period. During this 2-year period, a review of eligibility and administrative information is required. If necessary, the .gov Registrar will contact the points of contact (POCs) for domains. Please keep POC information up to date. The .gov Registrar may request an updated authorization letter, updated Domain Name Server (DNS) information, or other information. This information enables the government to ensure .gov domains provide secure, official Web sites and promotes the best possible service to the general public.
5. **Link Change Notification:** When a link on a .gov domain makes the user leave a .gov Web site, a notification or screen (i.e., a splash message) should alert users that they are leaving the official .gov page.
6. **Domain Termination:** Organizations that operate Web sites that are not in compliance with the .gov conditions of use may have their domain name terminated.

Federally Sponsored Domain Guidelines

The following applies only to federal .gov domains:

1. **CIO Authorization:** All federal domain requests must come from the Chief Information Officer of the federal agency. See www.cio.gov for a complete list of federal-agency CIOs. (Note: This link will open a new browser window and leave this site.)
2. **Section 508 Compliance:** All federal Web sites must be in compliance with [Section 508 of the Rehabilitation Act](#). (Note: This link will open a new browser window and leave this site.)
3. **Congressional Domain Requests:** All legislative requests for second-level .gov domains go through the Senate Office of Information Resources or the House Information Resource Office.
4. **Federal Court Domain Requests:** All federal court .gov domains are linked to uscourts.gov and authorized by the Office of Government wide Policy. See <http://app.comm.uscourts.gov/>. (Note: This link will open a new browser window and leave this site.)
5. **NSN Domain Requests:** All Native Sovereign Nations domains are coordinated with the following Chief Information Officer representative:

Paul D. Marsden
eGovernment Officer
Indian Affairs

Office of the Chief Information Officer
625 Herndon Parkway
Herndon, VA 20170
(703) 735-4112 (phone)
(703) 735-4108 (fax)

State-Sponsored Domain Guidelines

1. **CIO or Governor Authorization:** Governors or the governor-appointed state chief information officers must sign authorization letters for all state domain requests. To verify the identity of your state CIO, refer to www.nascio.org. (Note: This link will open a new browser window and leave this site.)

2. **State Name or Postal Code:** To register any second-level .gov domain, state governments must register either the full state name or clearly indicate the state postal code at the beginning or end of the domain name. Use of a hyphen is recommended but optional. Examples of state domain names are the following:
 - a. Tennesseeanytime.gov

 - b. Ne-taxes.gov

 - c. Mysc.gov

 - d. Nmparks.gov

3. **No Obscure State Names or Postal Codes:** Use of the state postal code should not be embedded within a single word in a way that obscures the postal code. For example, "Information.gov" for Indiana (IN) or "Forests.gov" for Oregon (OR) are unacceptable. See the following paragraph in the Federal Policy for more about this rule: **§102-173.50**.

4. **Unlimited State-Level Domains:** The state CIO and governor can register an unlimited number of second-level .gov domains (e.g., Georgia.gov, GA.gov, MyGeorgia.gov, NewGeorgia.gov, etc.).

5. **State Courts/State Legislatures:** State courts and legislatures request authorization from their state CIO or governor and follow the state's Internet policy, in addition to .gov Domain Registration Federal Policy.

Locally Sponsored Domain Guidelines

1. **Recent Authorization:** As of March 2003, local governments are now authorized to get second-level .gov domains.

2. **Mayor or Elected Official Authorization:** The authorization letter must be signed by the mayor or the highest-ranking, elected official because the domain is the Internet presence for the entire city, town, county, township, borough, or parish it names.

3. **Naming Conventions:** Naming conventions are described in depth in the following parts of the published policy: §102-173.55 - § 102-173.60. The main rules for local-government domains are the following:
 - a. The preferred format is "CityName-StatePostalCode.gov":

Example: Tyler-tx.gov

 - b. County government names will contain the spelled-out word "County" or "Parish" in the name. See the following for more information: §102-173.60.

 - c. The words "City of" or "Town of" are optional (e.g., CityofAlbany-OR.gov)

4. **No Abbreviations:** Abbreviations are not authorized unless an exception is granted through the .gov Program and the Office of Governmentwide Policy.

5. **Exception Requests:** The Office of Governmentwide Policy and the Office of Electronic Government and Technology at GSA arbitrate all exceptions.

Appendix F

Please refer to <http://www.faqs.org/rfcs/rfc1480.html> for RFC 1480 guidelines.

Appendix G

Table 1: Third Level Domain Name Assignments (Agencies and Departments)

Entities	Primary URL	Alias URL(s)
Administration	doa.wisconsin.gov	departmentofadministration.wisconsin.gov administration.wisconsin.gov
Agriculture Trade & Consumer Protection	agtcp.wisconsin.gov	agriculture.wisconsin.gov consumerprotection.wisconsin.gov agrtrade-consumerpro.wisconsin.gov
Commerce	doc.wisconsin.gov	commerce.wisconsin.gov
Corrections	corrections.wisconsin.gov	
Employee Trust Funds	etf.wisconsin.gov	employeetrust.wisconsin.gov employeetrustfunds.wisconsin.gov
Employment Relations	er.wisconsin.gov	employmentrelations.wisconsin.gov
Financial Institutions	fi.wisconsin.gov	financial.wisconsin.gov financialinstitutions.wisconsin.gov
Gaming	gaming.wisconsin.gov	
Health & Family Services	hfs.wisconsin.gov	healthservices.wisconsin.gov familyservices.wisconsin.gov healthandfamily.wisconsin.gov healthandfamilyservices.wisconsin.gov
Justice	justice.wisconsin.gov	just.wisconsin.gov law.wisconsin.gov
Military Affairs	ma.wisconsin.gov	mil.wisconsin.gov military.wisconsin.gov militaryaffairs.wisconsin.gov
Development	dev.wisconsin.gov	development.wisconsin.gov
Natural Resources	nr.wisconsin.gov	natural.wisconsin.gov resources.wisconsin.gov naturalresources.wisconsin.gov
Public Instruction	pi.wisconsin.gov	public.wisconsin.gov instruction.wisconsin.gov publicinstruction.wisconsin.gov
Public Safety	ps.wisconsin.gov	safety.wisconsin.gov publicsafety.wisconsin.gov
Regulation and Licensing	rl.wisconsin.gov	regulation.wisconsin.gov licensing.wisconsin.gov regulationandlicensing.wisconsin.gov
Revenue	rev.wisconsin.gov	revenue.wisconsin.gov lottery.wisconsin.gov
Secretary of State	sos.wisconsin.gov	secretary.wisconsin.gov secretaryofstate.wisconsin.gov
Tourism	tour.wisconsin.gov	tourism.wisconsin.gov discover.wisconsin.gov
Transportation	dot.wisconsin.gov	transportation.wisconsin.gov departmentoftransportation.wisconsin.gov
Treasury State	treasury.wisconsin.gov	money.wisconsin.gov

Veterans Affairs	va.wisconsin.gov	funds.wisconsin.gov vet.wisconsin.gov veteran.wisconsin.gov veterans.wisconsin.gov veteranaffairs.wisconsin.gov veteransaffairs.wisconsin.gov
Workforce Development	wd.wisconsin.gov	work.wisconsin.gov workforce.wisconsin.gov workforcedev.wisconsin.gov workforcedevelopment.wisconsin.gov

Table 2: Fourth Level Domain Name Assignments (Programs)

Program Name	Primary URL	Alias URL(s)
Rideshare	dot.wisconsin.gov/rideshare	transportation.wisconsin.gov/rideshare rideshare.wisconsin.gov ride-share.wisconsin.gov rideshare.net
Powerball	rev.wisconsin.gov/powerball	revenue.wisconsin.gov/powerball powerball.wisconsin.gov