

**MODESTO JUNIOR COLLEGE
ACADEMIC SENATE
RESOLUTION FL02-G: Modesto Junior College Domain Name**

Proposed by: Virtual Classroom Committee

WHEREAS, Most institutions of higher education use a top level domain of www.schoolname.edu, and

WHEREAS, standard naming conventions should be followed to alleviate student confusion. For example, potential students looking for specific educational institutions on the Web expect to find the institution at www.schoolname.edu, and

WHEREAS, an organization's name is its most recognizable and, therefore, valuable asset to potential customers on the Internet, and

WHEREAS, if Modesto Junior College wishes to establish and maintain a competitive marketing presence on the Internet it must establish a clear brand identity;

THEREFORE, BE IT RESOLVED that the Academic Senate recommend to the YCCD Board of Trustees that since an organization's name is its most recognizable and, therefore, valuable asset to existing and potential students on the Internet, Modesto Junior College adopt www.mjc.edu as a top level domain.

First Reading November 21, 2002

Final Action: December 12, 2002

Disposition: Carried

Resolution forwarded to YCCD Board for consideration