Good afternoon Sharon,

As we discussed today, the Academic Partnerships project has a need to implement and use a URL which is inconsistent with the normal university practice of creating a sub-folder after the main UNF URL consisting of www.unf.edu.

The business justification for the request comes at the hands of the implementation of the Academic Partnerships project which requires the creation and establishment of a sub-domain to collect and use Internet traffic statistical gathering and analysis techniques to help direct potential students to the programs that are expected to “go-live” in May 2014 and thereafter. Specifically, the following reasons have been given by Academic Partnerships as to the technical justifications for using a sub-domain:

1.) Google determines organic listings determined on many factors. One of those factors that they give extra weight to (for indexing purposes) is the domain. If we were to use a subfolder, our ability to drive organic leads/enrollments would be significantly impacted. Using a subdomain allows for our pages to get indexed and ranked on their own content and contextual merit.

2.) We create subfolders off of the University's subdomain for each piece of creative (i.e. Acquisitions pages, subpages off of the brand site, etc.). If we were relegated to only a subfolder within the University's main domain, we would have to initiate a conversation every time we were to create an iteration or new concept from a landing page standpoint. The technical workload alone (not to mention the additional work the University would have to do on a weekly basis) would be astronomical and not very efficient.

3.) We would lose the ability to properly implement our tracking tags (partner pixels, system pixels, etc.).

4.) Google sees a domain (or a subdomain) as one singular property. If we attach ourselves to the University's core domain, we will lose a significant amount of paid search traffic.
5.) Our ESP needs to tie deliverability directly to subdomain. Sending emails from anything other than that will cause deliverability issues for our confirmation and contact emails.

Finally, while I acknowledge that contract language is always open to interpretation, there is a section within the agreement between Academic Partners and UNF which strongly indicates the need for a sub-domain through its suggested site recommendations.

The URL requested for approval is academicpartnerships.unf.edu (this is a non-functioning link – I formatted it this way to make sure the requested URL was clear).