

.jobs Issue Report to the .jobs PDP Council

Non-“companyname” Names

Summary

Employ Media, the registry operator for the .jobs top-level domain, has submitted a proposed amendment for the .jobs PDP Council’s review.

Employ Media desires, among other things, to use non-“companyname” .jobs domain names. Non-“companyname” domains are domains which are not allocated under Employ Media’s “companyname” naming convention, i.e. Ford.jobs or Sony.jobs. The domains that Employ Media would like to make available include industry, occupational, geographic, dictionary, and two-character domains. 1) **industry names**: these are domains which identify or describe an industry or occupation, such as nursing.jobs or accountant.jobs; 2) **geographic names**: are domains which identify a geographic area, such as cleveland.jobs, ohio.jobs, or unitedstates.jobs; 3) **dictionary term domains**: are domains which are words or phrases which are contained in a dictionary, such as best.jobs; and 4) **two-character names**: these are domains with only two characters, such as A1.jobs, or UK.jobs. Permission to use combination names such as clevelandnursing.jobs is also sought, and would be allowed if the aforementioned proposal is recommended by the Council and approved by SHRM and Employ Media.

Under the shared use proposed by Employ Media, these non-“companyname” domains may be provisioned by and registered in Employ Media’s name. The application of these names may be directed to a third party. If approved, this amendment is broad enough to allow industry-standard methods of name allocation regarding non-“companyname” domains.

Some have taken the position that use and registration of non-“companyname” .jobs domain names should not be allowed, because these domains are not consistent with the current “companyname” naming convention of .jobs, which requires that the domain registrant be an employer and that the domain itself be the name of the registrant (or a name by which the registrant is commonly known), and that the use of these names would not be in the best interests of the human resource management community.

In response, Employ Media has submitted the current Proposed Amendment because it believes that Employ Media may use and register non-“companyname” domain names in the best interests of the international human resource management community, so long as Employ Media maintains adherence to the .jobs Charter that is enforced by SHRM.

1. Detail of the proposed amendment

To the extent that any policies, practices or business rules in .jobs govern Employ Media's ability to provision, allocate, register (to third parties or itself), use or reserve non-"companyname" domain names, including industry and occupational domains, geographic domains, dictionary term domains and two-character domains, all such policies, practices or business rules are amended to allow Employ Media, at Employ Media's discretion (provided that Employ Media maintains adherence to the .jobs Charter), to provision, allocate, register (to third parties or itself), allow use of in the DNS (by third parties or itself), reserve and remove from reserve, all such non-"companyname" domain names.

2. Detail the policies affected by the amendment

In the submitted Proposed Amendment, Employ Media identifies provisions of the .jobs registry agreement which Employ Media claims identifies policies which will be affected by the Proposed Amendment (please see the attached Proposed Amendment). Approval of the current Proposed Amendment would affect each of the cited provisions and each of the policies therein to the effect that Employ Media's ability to provision, allocate, register (to third parties or itself), allow use of in the DNS (by third parties or itself), reserve or remove from reserve, any non-"companyname" domain would not be prohibited (provided that Employ Media maintains adherence to the .jobs Charter).

3. Identity of the submitting party

Employ Media LLC

4. How the submitting party is affected by the proposed amendment

Approval of the Proposed Amendment would be a recommendation to allow Employ Media to provision, allocate, register (to third parties or itself), allow use of in the DNS (by third parties or itself), reserve or remove from reserve, any non-"companyname" domain. The recommendation would be submitted to SHRM and Employ Media for their evaluation and approval. Of note, Employ Media's provisioning, allocation, registration, use in the DNS (and allowance of third party use in the DNS), reservation or removal from registration of any non-"companyname" domain would still be governed by the terms of the .jobs Charter. In the immediate sense, it appears that Employ Media would potentially accept (but would not be required to accept) requests for proposals for allocating/using non-"companyname" domains, and would likely continue a previously launched, and recently ceased, shared domain beta test in some form or fashion consistent with the terms of this proposed amendment and the .jobs Charter.

ATTACHMENT 1

.JOBS CHARTER

I. The .JOBS TLD will be established to serve the needs of the international human resource management community (the “Community”). “Human resource management” is the organizational function that focuses on the management and direction of people. The Community consists of those persons who deal with the human element in an organization – people as individuals and groups, their recruitment, selection, assignment, motivation, compensation, utilization, services, training, development, promotion, termination and retirement.

II. The .JOBS TLD will be managed by Employ Media in accordance with (i) the provisions of this charter (the “Charter”); (ii) the interests of the Community; and (iii) policy directives from The Society for Human Resource Management (“SHRM”), as “Sponsor.”

III. SHRM shall act as the policy delegate responsible for establishing registration requirements for second-level domains in the .JOBS TLD, consistent with this Charter and in the interests of the Community. As the world’s largest human resource management association, SHRM’s tax-exempt purposes include the promotion of the use of sound and ethical human resource practices.

IV. The following persons may request registration of a second-level domain within the .JOBS TLD:

- members of SHRM; or
- persons engaged in human resource management practices that meet any of the following criteria: (i) possess salaried-level human resource management experience; (ii) are certified by the Human Resource Certification Institute; (iii) are supportive of the SHRM Code of Ethical and Professional Standards in Human Resource Management, as amended from time to time, a copy of which is attached hereto.

V. The Sponsor may establish stricter requirements for permitting registrations.

VI. Employ Media will promptly convey to ICANN any modifications that are made to the definition of the Community as determined by the Sponsor.

**SHRM Code of Ethical
and Professional Standards
in Human Resource Management**

**Society for Human Resource Management
CODE PROVISIONS**

PROFESSIONAL RESPONSIBILITY

Core Principle

As HR professionals, we are responsible for adding value to the organizations we serve and contributing to the ethical success of those organizations. We accept professional responsibility for our individual decisions and actions. We are also advocates for the profession by engaging in activities that enhance its credibility and value.

Intent

- To build respect, credibility and strategic importance for the HR profession within our organizations, the business community, and the communities in which we work.
- To assist the organizations we serve in achieving their objectives and goals.
- To inform and educate current and future practitioners, the organizations we serve, and the general public about principles and practices that help the profession.
- To positively influence workplace and recruitment practices.
- To encourage professional decision-making and responsibility.
- To encourage social responsibility.

Guidelines

- Adhere to the highest standards of ethical and professional behavior.
- Measure the effectiveness of HR in contributing to or achieving organizational goals.
- Comply with the law.
- Work consistent with the values of the profession.
- Strive to achieve the highest levels of service, performance and social responsibility.
- Advocate for the appropriate use and appreciation of human beings as employees.
- Advocate openly and within the established forums for debate in order to influence decision-making and results.

PROFESSIONAL DEVELOPMENT

Core Principle

As professionals we must strive to meet the highest standards of competence and commit to strengthen our competencies on a continuous basis.

Intent

- To expand our knowledge of human resource management to further our understanding of how our organizations function.
- To advance our understanding of how organizations work ("the business of the business").

Guidelines

- Pursue formal academic opportunities.
- Commit to continuous learning, skills development and application of new knowledge related to both human resource management and the organizations we serve.
- Contribute to the body of knowledge, the evolution of the profession and the growth of individuals through teaching, research and dissemination of knowledge.
- Pursue certification such as CCP, CEBS, PHR, SPHR, etc. where available, or comparable measures of competencies and knowledge.

ETHICAL LEADERSHIP

Core Principle

HR professionals are expected to exhibit individual leadership as a role model for maintaining the highest standards of ethical conduct.

Intent

- To set the standard and be an example for others.
- To earn individual respect and increase our credibility with those we serve.

Guidelines

- Be ethical; act ethically in every professional interaction.
- Question pending individual and group actions when necessary to ensure that decisions are ethical and are implemented in an ethical manner.
- Seek expert guidance if ever in doubt about the ethical propriety of a situation.
- Through teaching and mentoring, champion the development of others as ethical leaders in the profession and in organizations.

FAIRNESS AND JUSTICE

Core Principle

As human resource professionals, we are ethically responsible for promoting and fostering fairness and justice for all employees and their organizations.

Intent

To create and sustain an environment that encourages all individuals and the organization to reach their fullest potential in a positive and productive manner.

Guidelines

- Respect the uniqueness and intrinsic worth of every individual.
- Treat people with dignity, respect and compassion to foster a trusting work environment free of harassment, intimidation, and unlawful discrimination.
- Ensure that everyone has the opportunity to develop their skills and new competencies.
- Assure an environment of inclusiveness and a commitment to diversity in the organizations we serve.
- Develop, administer and advocate policies and procedures that foster fair, consistent and equitable treatment for all.
- Regardless of personal interests, support decisions made by our organizations that are both ethical and legal.
- Act in a responsible manner and practice sound management in the country(ies) in which the organizations we serve operate.

CONFLICTS OF INTEREST

Core Principle

As HR professionals, we must maintain a high level of trust with our stakeholders. We must protect the interests of our stakeholders as well as our professional integrity and should not engage in activities that create actual, apparent, or potential conflicts of interest.

Intent

To avoid activities that are in conflict or may appear to be in conflict with any of the provisions of this Code of Ethical and Professional Standards in Human Resource Management or with one's responsibilities and duties as a member of the human resource profession and/or as an employee of any organization.

Guidelines

- Adhere to and advocate the use of published policies on conflicts of interest within your organization.
- Refrain from using your position for personal, material or financial gain or the appearance of such.
- Refrain from giving or seeking preferential treatment in the human resources processes.

- Prioritize your obligations to identify conflicts of interest or the appearance thereof; when conflicts arise, disclose them to relevant stakeholders.

USE OF INFORMATION

Core Principle

HR professionals consider and protect the rights of individuals, especially in the acquisition and dissemination of information while ensuring truthful communications and facilitating informed decision-making.

Intent

To build trust among all organization constituents by maximizing the open exchange of information, while eliminating anxieties about inappropriate and/or inaccurate acquisition and sharing of information

Guidelines

- Acquire and disseminate information through ethical and responsible means.
- Ensure only appropriate information is used in decisions affecting the employment relationship.
- Investigate the accuracy and source of information before allowing it to be used in employment related decisions.
- Maintain current and accurate HR information.
- Safeguard restricted or confidential information.
- Take appropriate steps to ensure the accuracy and completeness of all communicated information about HR policies and practices.
- Take appropriate steps to ensure the accuracy and completeness of all communicated information used in HR-related training.

Society for Human Resource Management

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