

SMBS Overview IA & Content Strategy Guide [1]

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Reference:

- [Content Strategy Page Template](#)
- [SMBS Modules and Related Links Index](#)
- [UB's Culture Glossary](#)
- [SMBS Audience Matrix](#)
- [SMBS Information Architecture](#)
- [SMBS Matchseeker Mental Model](#)
- [SMBS Proudful Belonger Mental Model](#)
- [SMBS Page Visualizations](#)

School Of Medicine and Biomedical Sciences Homepage

Homepage objective:

- **Gateway:** Highlighted access to major key tasks, easy access to major navigation paths
- **Reputation builder:** delivering a perception of a vibrant dynamic school where things are "happening", the students, faculty and alumni are associated are highly qualified and in many cases acclaimed, and the research is worth connecting with
- **Awareness:** Floating key news and the announcement to the top level

Audience: Position for [Matchseeker](#) (See p. 6-7, 10-13). Of interest to [Prideful Belonger](#) (See p. 3-8, 11, 18).

Phase: Initial launch

Message focus:

- A school with an international reputation for excellence in areas of basic science and clinical translational research
- Key points in positioning (specifically, impressive faculty, bench to bedside)
- UB and the SMBS continue to extend their impact at the local, national, and international level
- [SMBS culture](#)
- SMBS is a community in which you can thrive
- Supportive environment
- UB and the SMBS provide you with the resources and support services to be successful
- You're in a community of scholars and research is going on all around you
- UB and the SMBS are worthy of pride and support



Maintenance implications: editorial team to complete

<p>Zone A Content Slideshow</p>	<p>Purpose: to position top news about SMBS that helps put a face on it</p> <p>Content description: We had discussed various categories of stories that can serve as the backbone for this (refer to Nicoles notes)</p> <p>The positioning of the featured “topics” is a mixed bag. We need to think of this as a mini magazine of our top things we want to talk about</p> <ul style="list-style-type: none"> • Clinical Translation: Good choice of topic, but I wish there were a bridge that summarized and put a face on this through the people and the research that will now be housed there • Basic Sciences: This seems out of place and generic at best. Why aren’t we showcasing individual stories? • Innovative Education. Great topic. However I would recommend <ul style="list-style-type: none"> • You link to the article (change to innovate http://medicine.buffalo.edu/news_and_events.host.html/content/shared/smb/news/innovate.detail.html), not the news and events page • The image of Esther while dramatic does not put a face on the story. Maybe one of the other images from the video that stand alone as content more, makes us think about “hands on”. There is a dramatic xray shot or batter shot • On the article page <ul style="list-style-type: none"> ◦ The video should have a caption that positions it as a story of a presidentially awarded scholar and her work ◦ The headline needs a subhead that ties it more to the biomedical engineer program you are promoting (I would think I went to the wrong place) <p>Key tasks:</p> <ul style="list-style-type: none"> • Apply for admission • Find a faculty member • Learn about our research • Find a doctor (Supporting line should speak to the quality of care of the UBMD Physicians Group) 	<p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find out about UB, SMBS • Apply • Find background information on faculty • Find out about clinical and research environment • Find a doctor • Find news • Give • Connect to key support services
<p>Zone B Content Modules</p>	<p>Recommended modules:</p> <ul style="list-style-type: none"> • Our Faculty • Our Students • Research Highlights 	

<p>Zone C Content News</p>	<p>Content description: Top headlines from the SMBS news areas. This can be a combination of news, announcements, or faculty/student/alumni awards and honors. The default is 3 but can run up to 5.</p>
<p>Zone D Content Points of Pride</p>	<p>Each item chosen to be included in the carousel should promote the “collections” they point to.</p> <p>You might want to think about positioning using words that shape perception.</p> <p>e.g. Research highlights to: Discoveries that matter Important and internationally recognized contributions to medical science</p> <p>Our Campuses to: Urban and Suburban Campuses</p> <p>Core Facilities to: State of the art Facilities {Insert new supporting point}</p>

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	news and events, shared modules

About Us

Section Objective: Why Choose SMBS? Help me understand our areas of focus, our importance to UB's strategic plan, our achievements, what the culture/ environment is, our relationships with our hospitals and how we serve and live in the Buffalo community.

Page Objective: Overview to summarize and promote all of the About Us pages.

Audience: [Matchseeker](#) (See p. 6-13)

Phase: Initial launch

Content Elements: See: [About IGPBS](#)

Maintenance implications: Deletions or additions to section result in changes to this page.



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find out about UB, SMBS, and departments • Find out about the city of Buffalo • Find out about hospital, clinical and research environment • Find contact data for depts, divisions, centers and people 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning • SMBS culture (Support) • SMBS alumni go on to do great things • SMBS offers the best possible value in education • SMBS is a community in which you can thrive • A school with an international reputation for excellence in areas of basic science and clinical translational research <p>Content description: Overview to summarize and promote all of the About Biochemistry pages keeping the message focus in mind.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Our Students • Research Highlights
<p>Zone 3 Content Related links (contextual calls to action)</p>	<ul style="list-style-type: none"> • Find a Faculty Member • Research and Facilities

<p>Source Content</p>	<p>New content, summarizes key points from pages within the section</p>
<p>Current Location (if applicable)</p>	<p>N/A</p>
<p>Content Sharing</p>	<p>decanal</p>

1.1 Our Philosophy

Page Objective: Convey the essence of the school and its core values.

Audience: [Matchseeker](#) (See p. 6-7, 12-13)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations](#) (p. 23)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> Key points in positioning (Interdisciplinary, individualized) SMBS culture (Support, Collaboration) Evidence that the SMBS is currently achieving its mission goals and learning objectives and will continue to meet them in the future <p>Content description: This page should have information about the supportive teaching and research environment. Includes messaging about our overall mission and vision. This should make the case for how SMBS approaches their research and their core values as a school. This also forecasts the positioning for the future. Written in dean's voice, or with note from the dean in a sidebar.</p> <p>Reference: http://www.ap.buffalo.edu/sap/overview/index.asp</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> > SMBS at a Glance
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> Bench to Bedside Faces and Voices: Our Faculty

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	none

1.2 Our Campuses

Page Objective: Provide introduction/access to the SMBS campuses.
Audience: [Matchseeker](#) (See p. 9, 11-12)
Phase: Initial launch
Subject matter expert(s): editorial team to complete
Content Elements: See: [SMBS Page Visualizations \(p. 24\)](#)
Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful A founding member and visionary catalyst for the Buffalo Niagara Medical Campus, future home to the UB AHC, including the SMBS <p>Content description: List, short description, and link to the SMBS campuses.</p> <hr/> <p>Assets: content/editorial to complete</p> <hr/> <p>Metadata: caryn to complete</p> <hr/> <p>Contextual Calls to Action: > SMBS at a Glance</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> Experience Buffalo Faces and Voices: Our Students

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, local

1.3 Leadership and Administration

Page Objective: Introduction to the SMBS Leadership and Administration

Audience: [Matchseeker](#) (See p. 11-12)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: Info page. See: [SMBS Page Visualizations \(p. 9\)](#)

Maintenance implications: editorial team to complete

Outstanding questions/risks: Also include a link or create a shared module for message from the dean?



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> Find out about UB, SMBS, and departments 	Message focus: <ul style="list-style-type: none"> SMBS culture
	Content description: Include biographical information about the Dean and Vice President for Health Sciences (with link out to VPHS site).
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: None.
Zone 2 Content Modules	<ul style="list-style-type: none"> Faces and Voices: Our Faculty Faces and Voices: Our Students

Source Content	New page; some existing content
Current Location (if applicable)	Ref URL: http://www.smbs.buffalo.edu/bp/2008_Fall/2008_fall_v43_2_from_the_dean.pdf Ref URL: http://vphs.buffalo.edu/index.php
Content Sharing	none

1.4 Our History

New page – no content strategy available.

1.5 Our Students, Faculty and Alumni

Page Objective: Introduce and summarize the Our Students, Our Faculty, and Our Alumni pages.

Audience: [Matchseeker](#) (See p. 6-9, 12-13)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations \(p. 10\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> Key points in positioning SMBS culture (Collaboration, Support) SMBS is a community in which you can thrive Supportive environment Interdisciplinary Personalized experience Successful outcomes SMBS alumni go on to do great things At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful <p>Content description: Overview to lead into individual Faces and Voices pages: Includes Students, Faculty, and Alumni.</p>
	<p>Assets: content/editorial to complete</p>
	<p>Metadata: caryn to complete</p>
	<p>Contextual Calls to Action: None.</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> Research Highlights

Source Content	New content, summarizes key points from Our Students, Our Faculty, Our Alumni
Current Location (if applicable)	N/A
Content Sharing	local, decanal, selectively global

1.5.1 Our Students

Page Objective: Showcase student voices that give a sense of the opportunities and the supportive environment provided by the school.

Audience: [Matchseeker](#) (See p. 6-9, 12-13)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [Our Students \(IGPBS\)](#)

Maintenance implications: Should be checked yearly for students who graduated.



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> Key points in positioning SMBS culture (Collaboration, Support) SMBS is a community in which you can thrive Supportive environment Interdisciplinary Personalized experience Successful outcomes <p>Content description: Widget bank home in shared content repository. Selections from Faces and Voices bank: Quotes chosen give a sense of the opportunities and the supporting environment.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: None.</p>
<p>Zone 2 Content Modules</p>	<p>> Our Alumni</p>

Source Content	Existing content + new content
Current Location (if applicable)	Ref URL: http://medicine.buffalo.edu/phdprogram/about/our_students.html
Content Sharing	local, decanal, selectively global

1.5.2 Our Faculty

Page Objective: Showcase faculty voices that give a sense of the opportunities and the supportive environment provided by the school.

Audience: [Matchseeker](#) (See p. 6-9, 12-13)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [Our Students \(IGPBS\)](#) or [Our Alumni \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find background information on faculty • Find potential collaborators/projects 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning (specifically, impressive faculty) • SMBS culture (Collaboration, Support) • SMBS is a community in which you can thrive • At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful • Interdisciplinary • Personalized experience <p>Content description: This should be a gallery page like Our Students and Our Alumni.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Researcher Spotlight • Research Highlights
<p>Zone 3 Content Related links (contextual calls to action)</p>	<ul style="list-style-type: none"> • Faculty Profiles

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	local, decanal, selectively global

1.5.3 Our Alumni

Page Objective: Showcase alumni voices that give a sense of the supportive environment and opportunities available after graduation.

Audience: [Matchseeker](#) (See p. 6-9, 12-13)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [Our Alumni \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> Key points in positioning SMBS culture SMBS alumni go on to do great things SMBS is a community in which you can thrive Supportive environment Interdisciplinary Personalized experience <p>Content description: Widget bank home in shared content repository. Selections from Faces and Voices bank: Quotes chosen give a sense of the opportunities and the supporting environment.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: None</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> Our Students Researcher Spotlight

Source Content	Existing content + new content
Current Location (if applicable)	Ref URL: http://medicine.buffalo.edu/phdprogram/about/our_alumni.html
Content Sharing	local, decanal, selectively global

1.6 Our Role in UB's Strategic Plan

Page Objective: Highlight SMBS's current and future role in UB 2020.

Audience: [Matchseeker](#) (See p. 7-8, 12)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: Info page. See: [SMBS Page Visualizations \(p. 9\)](#)

Maintenance implications: editorial team to complete



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> Find out about UB, SMBS, and departments 	Message focus: <ul style="list-style-type: none"> The SMBS is a central player in UB's strategic plan The founding school of UB and one of five schools that constitute the AHC, whose faculty are significant contributors to UB's long-term strategic plan, UB 2020
	Content description: Explain the future positioning which connects to UB's overall plan. This information can be pulled from the yearly state of the school.
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: None.
Zone 2 Content Modules	<ul style="list-style-type: none"> Research Highlights Our Faculty

Source Content	New content
Current Location (if applicable)	Source content: http://www.buffalo.edu/ub2020/overview/
Content Sharing	decanal, global—shared content from UC and SMBS

1.7 Community Outreach

Page Objective: Create awareness of SMBS's active role in the community.

Audience: [Matchseeker](#) (See p. 2, 8)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: Info page. See: [SMBS Page Visualizations \(p. 9\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find out about the city of Buffalo • Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> • You have the opportunity to make a difference • UB and the SMBS continue to extend their impact at the local, national, and international level <p>Content description: The role of SMBS as part of the WNY Community, such as:</p> <ul style="list-style-type: none"> • Light house • STEP Program • Mini-med school (include framing text and link out to site) <p>Include links to AHC related activities.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: None</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> > Our Students > Our Faculty

Source Content	New page; some existing content
Current Location (if applicable)	Current URL: http://www.smbs.buffalo.edu/resources_community.php Content audit ref #: 1.10.4
Content Sharing	decanal

1.8 Hospital and Clinic Affiliations

Page Objective: Create awareness of SMBS affiliations, benefits for success.
Audience: [Matchseeker](#) (See p. 6, 11); [Health Solution Seeker](#) (See p. 5)
Phase: Initial launch
Subject matter expert(s): editorial team to complete
Content Elements: See: [Collaborative Research Efforts \(IGPBS\)](#)
Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find information about the hospital and clinical environment Find hospital and clinic locations/directions 	<p>Message focus:</p> <ul style="list-style-type: none"> At the SMBS, you'll have access to the clinics, labs, facilities, and resources you need to be successful SMBS' hospital affiliation structure allows you a broader range of experience <p>Content description: List, short description, and link to hospital, clinic, and institute affiliations.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: None.</p>
<p>Zone 2 Content Modules</p>	<p>None</p>

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, local

1.9 Institute Affiliations

Page Objective: Create awareness of SMBS affiliations, benefits for success.

Audience: [Matchseeker](#) (See p. 6, 11); [Health Solution Seeker](#) (See p. 5)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [Collaborative Research Efforts \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find information about the hospital and clinical environment Find hospital and clinic locations/directions 	<p>Message focus:</p> <ul style="list-style-type: none"> At the SMBS, you'll have access to the clinics, labs, facilities, and resources you need to be successful SMBS' hospital affiliation structure allows you a broader range of experience <p>Content description: List, short description, and link to hospital, clinic, and institute affiliations.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: None.</p>
<p>Zone 2 Content Modules</p>	<p>None</p>

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, local

1.10 About the City of Buffalo

Page Objective: Highlight the experience of living and working in Buffalo.
Audience: [Matchseeker](#) (See p. 8, 14-16)
Phase: Initial launch
Subject matter expert(s): editorial team to complete
Content Elements: See: [Collaborative Research Efforts \(IGPBS\)](#)
Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find out about the city of Buffalo 	<p>Message focus:</p> <ul style="list-style-type: none"> Buffalo offers a rich city life Buffalo offers high standards/low cost of living <p>Content description:</p> <p>Pull content from Experience Buffalo widget bank home.</p> <hr/> <p>Assets: content/editorial to complete</p> <hr/> <p>Metadata: caryn to complete</p> <hr/> <p>Contextual Calls to Action:</p> <p>TBD after content placement</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> Our Faculty Our Students

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, global—shared content from UC and SMBS

1.11 Contact Us

Page Objective: Contact and locate the SMBS.

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [Contact Us \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find contact data for depts, divisions, centers and people 	<p>Message focus:</p> <ul style="list-style-type: none"> • Supportive environment <p>Content description:</p> <ul style="list-style-type: none"> • Administrative offices • Contact list • Link to Google maps • Links to sites like GME, CME, the nursing school, mini-medical school, public health • List contacts who can answer frequently asked questions. Examples: <ul style="list-style-type: none"> • People call us about whether we have a physicians' assistant program (we don't). • Wanting to donate a body (anatomical gift program) • Whether we have clinical studies in specific areas • Advisors from the outside (like Canisius and other colleges) call about admissions information and pre-med studies. • Advisors also come from our affiliated institutions—like the local hospitals, e.g. to find out information about residents <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <p>None</p>
<p>Zone 2 Content Modules</p>	<p>None</p>

<p>Source Content</p>	<p>Existing content</p>
<p>Current Location (if applicable)</p>	<p>Current URL: http://www.smbs.buffalo.edu/contact.php Content audit ref #: 1.1.2</p>
<p>Content Sharing</p>	<p>none</p>

Education and Training

Section Objective: Frame the paths of study within the medical school.

Page Objective: Overview to summarize and promote all of the Education and Training pages.

Audience: [Matchseeker](#) (See p. 3-4, 6-13)

Phase: Initial launch

Content Elements: not available

Maintenance implications: Deletions or additions to section result in changes to this page.



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Apply for admission • Find information about programs • Find background information on faculty 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning • SMBS culture • SMBS alumni go on to do great things • SMBS offers the best possible value in education • Buffalo offers a rich city life • Buffalo offers high standards/low cost of living • Supportive environment • SMBS is a community in which you can thrive • At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful • You're in a community of scholars and research is going on all around you <p>Content description: Briefly describe the paths of study.</p> <p>Assets: degree programs list.doc</p> <p>Metadata: caryn to complete</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> > Our Students > Our Faculty
<p>Zone 3 Content Related links (contextual calls to action)</p>	<ul style="list-style-type: none"> • Find a Faculty Member • Health Sciences Library • Office of Medical Education • Office of Research & Biomedical Education • Research and Facilities

<p>Source Content</p>	<p>Existing content</p>
<p>Current Location (if applicable)</p>	<p>Current URL: http://www.smbs.buffalo.edu/education.php Content audit ref #: 1.8</p>
<p>Content Sharing</p>	<p>decanal</p>

2.1 Undergraduate Programs

Page Objective: Provide an overview of the school's undergraduate programs.

Audience: Position for [Matchseeker](#) (See p. 3, 6, 8)

Phase: Initial launch

Subject matter expert(s): Steph Unger, Kathleen Wiater

Content Elements: See: [About the Program \(IGPBS\)](#)

Maintenance implications: Page needs to be updated when undergraduate programs are added or discontinued. Review every semester for currency.



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find information about programs • Apply for admission 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning • SMBS alumni go on to do great things • SMBS offers the best possible value in education • Supportive environment <p>Content description: Create an "overview index" that lists all undergraduate programs with a short description of each. Provide links out to more information and how to apply.</p> <p>Undergraduate programs list:</p> <ul style="list-style-type: none"> > Biochemistry > Biomedical Sciences > Biophysics (Special Major) > Biotechnology > Medical Technology > Nuclear Medicine Technology > Pharmacology and Toxicology (B.S.) > Pharmacology and Toxicology (B.S./M.S.) > Pharmacology and Toxicology (Minor) <p>Assets: none</p> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Links out to undergraduate catalog • Application links
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> > Our Students > Our Faculty

Source Content	Some existing content
Current Location (if applicable)	Current URL: http://www.smbs.buffalo.edu/bms/
Content Sharing	none

[2.1.1 The SMBS Experience for Undergraduates]

Page Objective: Provide SMBS level overview including Faces and Voices gallery

Audience: [Matchseeker](#) (See p. 6-9, 12-13)

Phase: Future content—not part of initial launch.

Subject matter expert(s): editorial team to complete

2.2 Master's Degree Programs

Page Objective: Create interest in and provide an overview of the department's master's program.

Audience: [Matchseeker](#) (See p. 3, 6, 8)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [About the Program \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Apply for admission • Find background information on faculty • Find information about programs 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning • SMBS offers the best possible value in education • Buffalo offers a rich city life • Buffalo offers high standards/low cost of living • SMBS is a community in which you can thrive • Supportive environment • At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful • You're in a community of scholars and research is going on all around you <p>Content description: Overview page. Create interest in the program through narrative description of how the supportive environment will continue throughout the Master's Program experience. Could Faces and Voices: Our Students support this? Is there enough variety in the quotes?</p> <ul style="list-style-type: none"> > Anatomy and Cell Biology > Biochemistry > Biophysics > Biotechnology > Microbiology and Immunology > Neuroscience > Pathology > Pharmacology > Pharmacology and Toxicology (BS/MS) > Physiology > Structural Biology <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: TBD after content placement</p> <ul style="list-style-type: none"> • Apply Now • Find a Program • Request More Information • Tour Labs and Facilities
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> > Our Faculty
<p>Source Content</p>	<p>New page; some existing content</p>

Current Location (if applicable)	Ref URL: http://www.smbs.buffalo.edu/education.php
Content Sharing	decanal

2.2.1 Applying to the Master's Program

Use instructions from: [2.1 Admissions](#)

Modules:

> Our Faculty

[2.2.2 The SMBS Experience for Graduate Students]

Page Objective: Create interest in SMBS by providing an overview supported by Faces and Voices: Students.

Audience: [Matchseeker](#) (See p. 6-9, 12-13)

Phase: Future content—not part of initial launch.

Subject matter expert(s): editorial team to complete

2.3 MD and Dual Degree Programs

Page Objective: Provide program information overview and application differences.

Audience: [Matchseeker](#) (See p. 3, 6, 8)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: Info page. See: [SMBS Page Visualizations \(p. 9\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Apply for admission • Find background information on faculty 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning • SMBS culture • SMBS is a community in which you can thrive • Curriculum and resources are organized to meet SMBS mission, goals and learning objectives <p>Content description: Overview page with link to current Master's degree and dual degree program information. For dual degree programs, explain the process of applying first to SMBS, then separately to the other school.</p> <ul style="list-style-type: none"> > Medical Education (MD) > Medical Scientist Training Program (MD/PhD) > Medical Oral Maxillofacial Surgery Program (MOMS) > MD-MBA Program > MD-MPH Program > Applying to Medical School > Applying to Dual Degree Programs <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Apply Now • Find a Program • Request More Information • Tour Labs and Facilities
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Our Students • Our Faculty

Source Content	New content
Current Location (if applicable)	Ref URL: http://www.smbs.buffalo.edu/rbe/mstp/
Content Sharing	decanal

2.3.1 Medical Student Support Services

Page Objective: Highlight school-level resources that support students academically and personally.

Audience: [Matchseeker](#) (See p. 7)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [Stanford: Student Support Services](#)

Maintenance implications: editorial team to complete



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> Connect to key support services 	Message focus: <ul style="list-style-type: none"> SMBS is a community in which you can thrive At the SMBS, you'll have access to the resources you need to be successful Supportive environment
	Content description: School-level resources that support students academically and personally at either the graduate or undergraduate level. An example from Stanford: http://med.stanford.edu/student_support/
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: TBD after content placement
Zone 2 Content Modules	<ul style="list-style-type: none"> Our Students

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal

2.4 Doctoral Programs (PhD)

Page Objective: Create interest in and provide an overview of the school's PhD programs.

Audience: [Matchseeker](#) (See p. 3, 6, 8)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [About the Program \(IGPBS\)](#)

Maintenance implications: editorial team to complete



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> • Apply for admission • Find background information on faculty • Find information about programs 	Message focus: <ul style="list-style-type: none"> • Key points in positioning • SMBS culture • SMBS offers the best possible value in education • Buffalo offers a rich city life • Buffalo offers high standards/low cost of living
	Content description: Overview page detailing PhD programs and linking to IGPBS site for more details and application instructions.
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: TBD after content placement
Zone 2 Content Modules	<ul style="list-style-type: none"> • Experience Buffalo • Research Highlights

Source Content	New content
Current Location (if applicable)	Ref URL: http://medicine.buffalo.edu/phdprogram/
Content Sharing	decanal

2.5 Fellowship Programs

Page Objective: Create interest in and provide an overview of the school's fellowship programs.

Audience: [Matchseeker](#) (See p. 3, 6, 8)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [About the Program \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Apply • Find background information on faculty • Find out about research environment 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning • SMBS culture • Buffalo offers a rich city life • Buffalo offers high standards/low cost of living • At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful <p>Content description: Overview page with link to GME site. [Possible a bridge page to programs and GME with coaching language that explains the experience and benefits.]</p>
	<p>Assets: content/editorial to complete</p>
	<p>Metadata: caryn to complete</p>
	<p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Find a Program • Request More Information • Tour Labs and Facilities
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Research Highlights

Source Content	New content
Current Location (if applicable)	Ref URL: http://www.smbs.buffalo.edu/GME/Residents.php
Content Sharing	decanal

2.6 Postdoctoral Training

Page Objective: Create interest in and provide an overview of the school's post-doctoral opportunities.

Audience: [Matchseeker](#) (See p. 3, 6, 8)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [About the Program \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Apply • Find background information on faculty • Find out about research environment 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning • SMBS culture • Buffalo offers a rich city life • Buffalo offers high standards/low cost of living • At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful
	<p>Content description:</p> <p>Overview of the opportunities, valuable experience and skills gained through training. Link to GME site. [Possible a bridge page to programs and GME with coaching language that explains the experience and benefits.]</p>
	<p>Assets: content/editorial to complete</p>
	<p>Metadata: caryn to complete</p>
<p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Tour Labs and Facilities 	
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Research Highlights

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal

2.7 Residency Programs

Page Objective: Create interest in and provide an overview of the school's residency programs.

Audience: [Matchseeker](#) (See p. 3, 6, 8)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [About the Program \(IGPBS\)](#)

Maintenance implications: editorial team to complete



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> • Apply and interview • Find information about the hospital environment • Find information about clinical programs and research opportunities 	Message focus: <ul style="list-style-type: none"> • Key points in positioning • SMBS culture • Buffalo offers a rich city life • Buffalo offers high standards/low cost of living • At the SMBS, you'll have access to the clinics, labs, facilities, and resources you need to be successful
	Content description: Overview page with link to GME site. [Possible a bridge page to programs and GME with coaching language that explains the experience and benefits.]
	Assets: content/editorial to complete
	Metadata: caryn to complete
Contextual Calls to Action: <ul style="list-style-type: none"> • Find a Program • Request More Information • Tour Labs and Facilities 	
Zone 2 Content Modules	<ul style="list-style-type: none"> • Bench to Bedside • Experience Buffalo

Source Content	New content
Current Location (if applicable)	Ref URL: http://www.smbs.buffalo.edu/GME/Prospective_Residents.php
Content Sharing	decanal

2.8 Continuing Medical Education (CME)

Page Objective: Provide an overview of the CME program.

Audience: [Matchseeker](#) (See p. 2)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: Info page. See: [SMBS Page Visualizations \(p. 9\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Register for classes 	<p>Message focus:</p> <ul style="list-style-type: none"> SMBS offers the best possible value in education Supportive environment UB and the SMBS provide you with the resources and support services to be successful <p>Content description: Overview, including accreditation information, with link to CME site. http://www.smbs.buffalo.edu/cme/</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> Find a Course Register for a Course
<p>Zone 2 Content Modules</p>	<p>None.</p>

<p>Source Content</p>	<p>New content</p>
<p>Current Location (if applicable)</p>	<p>Ref URL: http://www.smbs.buffalo.edu/cme/</p>
<p>Content Sharing</p>	<p>none</p>

2.9 How to Apply

Page Objective: Provide process information and requirements to apply at all levels of study.

Audience: [Matchseeker](#) (See p. 4, 10)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [How to Apply \(IGPBS\)](#)

Maintenance implications: editorial team to complete

Outstanding questions/risks: There is a separate online application for Biotechnical and Clinical Laboratory Science. Would this affect content sharing? (Caryn: If the contextual navigation is part of the shared content, then yes, it would. I'd recommend that these two pages use a link that is not shared. The project manager should be aware of this detail.)



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> Apply for admission 	Message focus: <ul style="list-style-type: none"> Supportive environment
	Content description: <ul style="list-style-type: none"> Requirements for applying Department contact information Link to admissions site: http://www.gradmit.buffalo.edu
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: <ul style="list-style-type: none"> Online Application
Zone 2 Content Modules	<ul style="list-style-type: none"> Our Alumni

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, local

Departments

Page Objective: Provide a listing of the school's academic and administrative departments.

Phase: Initial launch

Content Elements: See: [About the Program \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find info and contact data for depts, divisions, centers and people • Connect to key support services 	<p>Message focus: N/A</p> <p>Content description:</p> <p>1) Academic Departments Alphabetical listing with each department. Separate listings for clinical/basic sciences departments (?).</p> <p>See: http://medicine.yale.edu/departments/depts.html</p> <p>2) Administrative Offices Alphabetical listing with links out to affiliated site(s).</p> <p>See: http://medicine.yale.edu/departments/admindepts.html</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p>
<p>Zone 2 Content Modules</p>	<p>> Our Faculty > Research Highlights</p>
<p>Zone 3 Content Related links (contextual calls to action)</p>	<p>None</p>
<p>Source Content</p>	<p>Existing content</p>
<p>Current Location (if applicable)</p>	<p>Current URL: http://www.smbs.buffalo.edu/departments.php Content audit ref #: 1.6</p>
<p>Content Sharing</p>	<p>decanal</p>