

Summary: The quality of the School of Medicine and Biomedical Sciences' websites has a direct impact on the school's reputation, identity and functionality.

Because the site is the public face of the school, it plays an integral role in our ability to **recruit and retain the best students, residents, fellows, post-docs and faculty**, as well as to **forge optimum research collaborations**.

If we do not proactively **plan, implement** and **maintain** a website that best reflects our school's tripartite mission of education, research and clinical care, then we forfeit an opportunity to define our vision and to highlight our areas of excellence. We also undermine our efficiency and credibility as an institution that aims to embody the highest standards in state-of-the art science and technology.

Currently, many of the school's websites are a conglomerate of differing design styles, navigation systems, content quality and organization. Consequently, too many pages do not reflect the university's communication standards and branding initiatives. Furthermore, many of our websites do not position the school as the **region's academic leader of its health-care community** nor does it define it as an entity within the university's **Academic Health Center** or as a central player in the university's strategic plan, **UB 2020**. Also missing is essential content and messaging that would promote the school's reputation for **international excellence** in areas of **basic-science and clinical-translational research**, as well as its rich tradition of **interdisciplinary collaboration** among faculty members, both within the school and university-wide.

Our ultimate goal is to provide our users with a continuous experience as they move between and among interconnected sites, via web pages that have pleasing aesthetics, are extremely accessible and that contain content with integrity and currency. Each department, program, or office's site will have a distinct appeal while remaining closely allied with the school's global web environment.

The school's websites are critical to the school's ability to fulfill its mission and vision. Feedback from our website's stakeholders and users (our faculty, department chairs, prospective students and residents)—and what we know of the role of websites in higher

education—supports this conclusion.

Business Goals:

- Recruit and retain the best students, residents, fellows, post-docs and faculty
- Define, develop and communicate a core set of messages that describe the SMBS and which are presented consistently throughout the school's websites.
- Promote and give examples of the rich tradition of interdisciplinary collaboration among faculty members university-wide and within the SMBS.
- Foster new research collaborations with investigators nationally and internationally by documenting robust, ongoing examples of existing collaborations.
- Build a reputation and garner excitement about our school by:
 - Giving current examples of areas of strength in teaching, research and clinical care
 - Portraying undergraduate, graduate and medical students, residents, fellows, post-docs and faculty who speak in their own words about the rich and supportive learning and working environments they experience at SMBS
 - Providing faculty profiles that are current, easily accessible and reflect their work on high-profile studies, publications, clinical trials and national committees
 - Illustrating "bench-to-bedside" research successes that are contributing to the formulation of public-health policy worldwide
 - Giving patients access to health-care professionals and resources that assist them in managing their health needs
 - Informing our public about and welcoming them to community oriented educational programs, events and scholarly forums on campus (e.g., Mini-med school, general lectures, Spring Clinical Day speakers)
 - Partnering with the Media Relations unit of University Communications to post on the website examples of print, television, web and radio placements in external media outlets that highlight UB physicians/researchers and address community health concerns. Also, link to internal University communication sites that feature similar coverage.
- Build a trusted source for internal communications for faculty, staff and students: a one-stop platform for information that has integrity and currency, and that allows our internal constituency immediate access to information that facilitates job performance and learning.

- Tell our story through multiple media (e.g. podcasts, video)