	Matchseekers							Solution Seekers			Pulsetakers	Prideful Belonger/Active Supporter			
Key Tasks	Prospective Undergraduates	Prospective Graduate Students	Prospective Medical Students	Prospective Residents	Prospective Post-Docs (post PhD)	Prospective Fellows (MD sub-specialty)	Prospective Faculty	Prospective Patients	Referring Physicians	Prospective Donors	Accrediting Organizations	Current Students	Current Faculty	Current Staff	Alumni
Apply for admission	X	X	X												
Find information about programs	X	X													
Check application status	X	X	X												
Accept/take next steps to enroll	X	X	X												
Find background information on faculty		X	X	X	X	X									
Apply and interview				X											
Find information about the hospital environment				X											
Find information about clinical programs and research opportunities				X								X			
Apply					X		X								
Find out about research environment					X										
Find out about the city of Buffalo					X	X	X								
Apply/choose						X									
Find out about clinical and research environment						X	X								
Find out about UB, SMBS, and department							X								
Find potential collaborators/projects							X						X		
Find a doctor								X							
Find information about my problem								X							
Find hospital and clinic locations/directions								X							
Find an MD									X						
Give										X					X
Find out how gifts are used and what giving opporunities there are										X					
Find a development officer to help										X					
Find policies and procedures											X	X			
Find educational requirements											X				
Find courses and course schedules												X			
Find curriculum												X			
Find electives												X			
Find test schedules												X			
Find grades												X			
Find resources												X	X	X	
Find info on shadowing, mentoring, and volunteering												X			
Find students and contact info												X			
Find student clubs												X			
Find info and contact data for depts, divisions, centers and people													X	X	
Connect to key support services													X	X	
Log in eCV													X	X	
Find news													X	X	
Connect with other alumni															X
Register for events															X
Log into UB alumni association site															X
Log into MAA site															X
Volunteer															X
Visit UB															X
Key Information Needs	Prospective Undergraduates	Prospective Graduate Students	Prospective Medical Students	Prospective Residents	Prospective Post-Docs (post PhD)	Prospective Fellows (MD sub-specialty)	Prospective Faculty	Prospective Patients	Referring Physicians	Prospective Donors	Accrediting Organizations	Current Students	Current Faculty	Current Staff	Alumni
The SMBS experience	X	X	X		X	X	X								
Programs, curriculum, expectations	X	X	X		X	X	X								
Supportive environment	X	X	X	X											
SMBS bragging points/outcomes	X	X	X	X	X	X	X								
Costs and aid or financing options	X	X	X												
Information about the city/region	X	X	X	X	X	X	X								
Faculty research areas,expertise, and achievements		X	X	X	X	X	X								
Labs and facilities		X	X	X	X	X	X								
Hospital affiliations			X	X	X	X	X								
Early clinical opportunities			X												
Volunteer, research and mentoring opportunities			X												
The UB residency training experience				X											
Program, expectations				X											

Salaries and benefits				X	X	X									
Opportunities for spouse/partner				X	X	X	X								
Opportunities for children				X	X	X	X								
Resources, facilities, colleagues, collaborators					X	X	X								
Research/teaching balance							X								
Support for funding							X								
Benefits							X								
Faculty credentials								X							
Latest faculty research								X							
Insurance information								X							
Preparing for/managing your medical experience (includes information for credible sources and other resources that we can link to)								X							
Community-oriented programs, events, and resources								X							
Faculty expertise, clinical and research									X						
Available to accept new patients									X						
Campaign priorities										X					
Giving options (what ways to give e.g. online, pledges, planned giving)										X					
Stories of impact										X					
Where my gift can help (areas I can target my gift to)										X					
How gifts are used (ways my gift makes a difference)										X					
Why my gift is important (Why give to a state university)										X					
Future direction of SMBS and how I can help										X					
Organizational charts--SMBS, AHC, UB leadership to AHC and SMBS											X				
SMBS mission statement											X				
SMBS goals											X				
SMBS learning objectives (statement of academic policy)											X				
Bylaws of medical school											X				
Institutional and departmental strengths											X				
Programmatic and institutional goals for diversity											X				
Conflict of interest policy											X				
Faculty promotion and tenure policy											X				
Space allocation policy											X				
Professional conduct policy (Honors Code)											X				
Admissions policy											X				
Academic dates and deadlines and academic calendar												X	X	X	
Student organizations												X			
Career planning services/opportunities												X			
Just-in-time information needs												X	X	X	
Buffalo experience												X			
News and events												X	X	X	
A sense of "the whole" (things that allow you to connect to the parent organization), including strategic plan and progress													X	X	
Policies, procedures, resources													X	X	
News, updates, progress reports															X
Points of pride, stories of impact															X
Online community															X
Volunteer opportunities															X
Opportunties for involvement and support															X
Calendars															X
Core Messagees	Prospective Undergraduates	Prospective Graduate Students	Prospective Medical Students	Prospective Residents	Prospective Post-Docs (post PhD)	Prospective Fellows (MD sub-specialty)	Prospective Faculty	Prospective Patients	Referring Physicians	Prospective Donors	Accrediting Organizations	Current Students	Current Faculty	Current Staff	Alumni
Key points in positioning (specifically, impressive faculty)	X	X	X	X	X	X	X								
SMBS alumni go on to do great things	X														
SMBS offers the best possible value in education	X	X	X												
Buffalo offers a rich city life	X	X	X	X	X	X	X								
SMBS is a community in which you can thrive	X	X	X												
Rich, Supportive environment	X	X	X	X	X	X	X								
SMBS culture		X	X	X	X	X	X								
At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful		X	X	X	X	X	X								
SMBS' hospital affiliation structure allows you a broader range of experience			X	X	X	X									
Buffalo offers high standards/low cost of living					X	X	X								

Key points in positioning (specifically, bench to bedside)								X							
SMBS patients get the best possible care								X							
SMBS doctors value communication with patients and partner with them/feel responsible								X							
SMBS doctors are highly and uniquely qualified (UBMD)								X							
SMBS doctors are devoted to continually researching and learning new things to advance patient care								X							
The UBMD system allows you to connect to different specialties in order to better manage your health and wellness								X							
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										X					
A school with an international reputation for excellence in areas of basic science and clinical translational research										X					
A founding member and visionary catalyst for the Buffalo Niagara Medical Campus, future home to the UB AHC, including the SMBS										X					
A school that boasts faculty who are acclaimed for their benchside discoveries that have been translated into effective clinical applications worldwide.										X					
The importance of supporting a state university (talking points to be developed by university campaign)										X					
You have the opportunity to help the SMBS achieve its goals by volunteering time, making gifts, offering expertise.										X					
Curriculum and resources are organized to meet SMBS mission, goals and learning objectives											X				
Evidence that the SMBS is currently achieving its mission goals and learning objectives and will continue to meet them in the future											X				
The SMBS is a central player in UB's strategic plan												X	X	X	X
UB and the SMBS provide you with the resources and support services to be successful												X	X	X	
You're in a community of scholars and research is going on all around you												X	X	X	
You have a lot of opportunities to take advantage of here												X	X	X	
You have the opportunity to make a difference (volunteer work)												X			
You have the opportunity to connect with alumni that will help you build your future (networking)												X			
You are important to the SMBS community												X	X	X	X
UB and the SMBS continue to extend their impact at the local, national, and international level															X
You have the opportunity to mentor and help SMBS students															X
UB and the SMBS are worthy of pride and support															X