

Key Tasks	Internal Proudful Belongers	Internal Active Supporters	Internal Pulsetaker	External Proudful Belongers	External Active Supporters	External Pulsetakers	Matchseekers
Bragging points	X	X					
Chart progress on initiatives over time	X	X	X	X	X	X	X
Find information (sip or dine) about initiatives of interest	X	X	X	X	X	X	X
Find out how I can align my work to UB's priorities (UB leaders)			X				
Find out how I can get more fully engaged and involved (leadership, active support)		X			X		
Find out how I can help/get involved	X			X	X		
Promote specific initiatives by sharing information and updates with others	X	X		X	X		
Share thoughts and ideas	X	X		X	X		
Sign up for updates (RSS, email)	X	X	X	X	X	X	X
Understand what UB 2020 is			X			X	X
Key Information Needs	Internal Proudful Belongers	Internal Active Supporters	Internal Pulsetaker	External Proudful Belongers	External Active Supporters	External Pulsetakers	Matchseekers
A clear explanation about how these initiatives fit together	X		X			X	X
A clear explanation of UB 2020 and its key components	X		X			X	X
Current and imminent priorities	X	X	X	X	X	X	X
How can I extend UB 2020's impact?		X		X	X		
How does UB 2020 impact me personally?	X		X			X	X
Key outcomes, benefits, and impact	X	X	X	X	X	X	X
Progress over time	X	X	X	X	X	X	X
What can I do to help make a difference		X					
Key Messages	Internal Proudful Belongers	Internal Active Supporters	Internal Pulsetaker	External Proudful Belongers	External Active Supporters	External Pulsetakers	Matchseekers
UB continues to make significant progress in realizing its goals	X	X	X	X	X	X	X
UB impacts the world beyond the borders of our state and country (global impact) [region, state and the world beyond]						X	X
UB is a good citizen and a powerful force in the economic growth of the region						X	X
UB is a place where you can belong, make a difference, and thrive (specifically, potential students, faculty, and staff)						X	X
UB is worthy of your pride and needs your support			X				
UB needs you in order to be successful				X			
UB's vision for the future is inspiring, ambitious, and bold			X			X	X
UB's world-class research and scholarship leads to individual and collective opportunity			X				X
UB's world-class research and scholarship leads to opportunities that benefit the Western New York community						X	X
UB's world-class research leads to a world-class education experience (specifically, potential students, faculty, and staff)			X			X	X
Without your support it will not happen (inspire and call to action)	X	X				X	X
Your pride and support make a significant and positive impact on UB's progress: you matter, and you are part of UB's success	X	X		X	X		
Note: Key tasks and messages assume familiarity with UB 2020 and resonance with messages intended for these respective audiences.							

Key Tasks	Alumni	Current faculty, staff, students, UB leaders, and communicators	External Influencers and Potential Funding Sources	Higher Ed Leaders and Media	Potential Students, Faculty, and Staff	Western New York Community
	all external audiences	all internal audiences	external pulsetakers & active supporters	external pulsetakers	external pulsetakers	all external audiences
Bragging points		X				
Chart progress on initiatives over time	X	X	X	X	X	X
Find information (sip or dine) about initiatives of interest	X	X	X	X	X	X
Find out how I can align my work to UB's priorities (UB leaders)		X				
Find out how I can get more fully engaged and involved (leadership, active support)	X	X	X			X
Find out how I can help/get involved	X	X	X			X
Promote specific initiatives by sharing information and updates with others	X	X	X			X
Share thoughts and ideas	X	X	X			X
Sign up for updates (RSS, email)	X	X	X	X	X	X
Understand what UB 2020 is	X	X	X	X	X	X
Key Information Needs	Alumni	Current faculty, staff, students, UB leaders, and communicators	External Influencers and Potential Funding Sources	Higher Ed Leaders and Media	Potential Students, Faculty, and Staff	Western New York Community
A clear explanation about how these initiatives fit together	X	X	X	X	X	X
A clear explanation of UB 2020 and its key components	X	X	X	X	X	X
Current and imminent priorities	X	X	X	X	X	X
How can I extend UB 2020's impact?	X	X	X			X
How does UB 2020 impact me personally?	X	X	X	X	X	X
Key outcomes, benefits, and impact	X	X	X	X	X	X
Progress over time	X	X	X	X	X	X
What can I do to help make a difference		X				
Key Messages	Alumni	Current faculty, staff, students, UB leaders, and communicators	External Influencers and Potential Funding Sources	Higher Ed Leaders and Media	Potential Students, Faculty, and Staff	Western New York Community
UB also impacts the world beyond the borders of our state and country (global impact) [region, state and the world beyond]	X		X	X	X	X
UB continues to make significant progress in realizing its goals	X	X	X	X	X	X
UB is a good citizen and a powerful force in the economic growth of the region	X		X	X	X	X
UB is a place where you can belong, make a difference, and thrive (specifically, potential students, faculty, and staff)	X		X	X	X	X
UB is worthy of your pride and needs your support		X				
UB needs you in order to be successful	X					X
UB's vision for the future is inspiring, ambitious, and bold	X	X	X	X	X	X
UB's world-class research and scholarship leads to individual and collective opportunity		X				
UB's world-class research and scholarship leads to opportunities that benefit the Western New York community	X		X	X	X	X
UB's world-class research leads to a world-class education experience (specifically, potential students, faculty, and staff)	X	X	X	X	X	X
Without your support it will not happen (inspire and call to action)	X	X	X	X	X	X
Your pride and support make a significant and positive impact on UB's progress: you matter, and you are part of UB's success	X	X	X			X