

## Introduction

It's not about us. It's about them. This is what we should keep in mind as we write for the Web. The question we should be asking is not, "What do I want to convey?", but "What are visitors looking for?" We need to make sure that we're answering the questions that users have about our university. The language we use should feel welcoming, and the messages we convey should align with users' needs.

Different visitors have different concerns, of course, and the primary audience for UB's home page and other top-level pages consists of two groups of users in particular:

1. **Match seekers**, which include prospective students (undergraduate and graduate) and prospective faculty members who are trying to find out if UB is a good fit for them.
2. **Prideful belongers**, which include people such as donors and alumni who have a special bond with UB and are looking to connect or reconnect with the university. Current students, staff and faculty members are also prideful belongers.

The following pages contain information that will help you develop content for these two audiences. The materials include handouts outlining the needs of **match seekers** (Page 2) and **prideful belongers** (Page 3), as well as a matrix showing how UB's Interdisciplinary Graduate Program in Biomedical Sciences edited its home page content to better meet the needs of prospective students (Pages 4 and 5).

Match Seekers: "It's all about me!"

**Egocentric:** Limited in outlook or concern to their own activities and needs. Want to experience the campus and its people to see if it's a "fit."

### **Anxious**

- Anxious about fitting in and, therefore, looking for a university that is/will:
  1. Support my personal and professional growth ("will have necessary resources to accomplish my goals")
  2. Be interested in "me" (read "international students")
  3. Support close "collaboration" (read "friendships" or "collaborative research opportunities")
  4. "Diverse" (read "global" and "international-student friendly")
  5. Has "people like me" (can be read as "international students" or more specifically, e.g., "students from China")
  6. Allow me to get to "know" faculty members
  
- Anxious about uncertainties of a new place and, therefore, looking for a city that will:
  1. Support me
  2. Have a reasonable cost of living
  3. Be safe
  4. Be friendly
  5. Have reasonable housing close to campus
  6. Offer "things to do"
  7. Accessible public transportation
  8. Easy and reasonable access to major U.S. and Canadian cities/international airport ("close to other cities I've always wanted to see")
  9. Where I am comfortable raising my family/where there are good schools

### **Seeking facts**

- Want to explore programs and curriculum.
- Will programs help me reach my future goals?
- Are there "famous" professors?
- Are there hands-on experiences?
- Are there collaborative research opportunities that match my career and education goals?
- Who are alumni, including international alumni, and what are they doing?

### **Concerned about return on investment**

Looking for an organization that:

- Has a good reputation ("a stronger university will help my career development")
- Is expanding/on the rise
- Has reasonable tuition and fees
- Offers financial aid opportunities

## **Prideful Belongers**

Sentimental: “Continue to feel close”

- Reflect on positive experiences
- Feel good about how campus has changed, evolved
- Reminisce by visiting favorite places
- Feel comfortable with family atmosphere – people at UB care, are like family
- Purchase merchandise

Thankful

- Positive about tools and skills received/career preparation – reinforced by what is being done to help students today
- My organization helped me discover who I am
- Want to give back in gratitude
- “How to?” (buy tickets for an event, register for class, find an alumni chapter, etc.)

Curious: Find out what is going on in my old organization

- Want to keep up-to-date
- Noteworthy information about alumni
- Faculty/Alumni quoted in the news
- Are there events I can attend? – Distinguished Speakers, Alumni events in NYC, elsewhere

Proud: Excited about UB’s increased prominence

- Feel pride in the organization, my department or school – rankings, accreditation, major faculty honors
- Feel pride about quality of research and academics – new programs (biomedical engineering), major research results (Zladinov)
- Feel pride about local and global impact (I want to have an impact on the world/make a difference”” Believe my organization is a vital part of the community, will help community”) – Think “reaching others” locally and around the world
- Excited about leadership – President, UB 2020
- Looking at organization’s track record

<b>IGPBS 4.1.1.1: Why Choose IGPBS?</b>	
<b>Before</b>	<b>After</b>
	Reworked copy that incorporates information from the SMBS Matchseeker Mental Model
<p><b>Portal to PhD programs</b> The Interdisciplinary Graduate Program in Biomedical Sciences (IGPBS) is the portal to PhD programs in the school.</p>	<p><b>The Gateway to PhD programs</b> The Interdisciplinary Graduate Program in Biomedical Sciences (IGPBS) is the portal to PhD programs in the School of Medicine and Biomedical Sciences. Students interested in pursuing careers in the 21<sup>st</sup>-century biomedical science enter the masters program with a unique opportunity to experience a diverse and collaborative environment before choosing a doctoral program.</p>
<p><b>Exploring before committing</b> Students interested in exploring a variety of disciplines before committing to a specific area of research will find this program rewarding. Within IGPBS they will participate in cutting-edge research while receiving a broad-based foundation in biomedical and biological sciences.</p>	<p><b>Explore your options before committing</b> IGPBS students are encouraged to discover their strengths in a number of departments through interdisciplinary study. Through a culture of collaboration, students and mentors are welcomed to share their ideas and research without barriers across the university.</p> <p>The program is a rare opportunity for students to explore a variety of disciplines before committing to a specific area of research. Within IGPBS students participate in cutting-edge research while receiving a broad-based foundation in biomedical and biological sciences.</p>
<p><b>The individualized environment</b> of IGPBS allows students to rotate through laboratories within the following disciplines:</p> <p>Biochemistry Microbiology and Immunology Neuroscience Oral Biology Pathology and Anatomical Sciences Pharmacology and Toxicology Physiology and Biophysics Structural Biology</p>	<p><b>Individualized attention and flexible environments</b> With more than 100 faculty in the basic sciences, IGPBS allows students to experience and collaborate one-on-one with mentors in state-of-the-art laboratories within a broad spectrum of disciplines including:</p> <p>Biochemistry &lt;link&gt; Microbiology and Immunology&lt;link&gt; Neuroscience&lt;link&gt; Oral Biology&lt;link&gt; Pathology and Anatomical Sciences&lt;link&gt; Pharmacology and Toxicology&lt;link&gt;</p>

	Physiology and Biophysics<link> Structural Biology<link>
<p><b>Decision that will shape a future.</b>          The program’s well-structured interdisciplinary curriculum gives students the opportunity to participate in a spectrum of state-of-the-art research with accomplished UB faculty. This approach helps each student make an informed decision about selecting a research focus—a decision that will shape a future career, whether in academia, industry or government.</p>	<p><b>Create confidence in your future</b>          The program’s well-structured interdisciplinary curriculum gives you the hands-on experience to participate in a spectrum of state-of-the-art research with accomplished and diverse faculty across UB. Without limitations, this approach helps each student make an informed decision about selecting a research focus—a decision that will shape a future career helping to reach others and make a difference in a field whether in academia, industry or government.</p>
<p>N/A</p>	<p><b>Dollars and sense</b>          A generous stipend and tuition scholarship support allow IGPBS students to focus on their academic and research endeavors without concern about finances. Living in Buffalo students will find the city an attractive option for an affordable, friendly and fun living experience.</p>