# Institute of Strategic Enhancement of Educational Diversity

## Audience - Undergraduate Students

### Key Audience Tasks

* Find opportunities for research UB, particularly summer programs
* Learn about graduate programs

### Key Information Needs

* Descriptions of summer research programs at UB
* Links to summer research program websites or application instructions

### Key Messages to Share

* There are great opportunities for summer research at UB in many different fields of study.
* Encourage them to apply to graduate school at UB

## Audience - Prospective Graduate Students

### Key Audience Tasks

* Find information about graduate opportunities at UB
* Learn about professional development resources

### Key Information Needs

* Links to graduate programs at UB
* iSEED, IMSD, and similar funding sources

### Key Messages to Share

* Links to CLIMB Program and similar programs at UB
* UB is a world-class institution with outstanding graduate and professional education opportunities

## Audience - Current Graduate Students

### Key Audience Tasks

* Find information about news and events
* Find information about professional development opportunities

### Key Information Needs

* Event calendar
* Links to professional development programs and workshops
* There are great opportunities to develop professional skills

### Key Messages to Share

* UB is committed to student development

## Audience - UB Program Directors

### Key Audience Tasks

* Find and contact other programs at UB to coordinate efforts
* Find opportunities for current UB students

### Key Information Needs

* List of programs and program directors that contribute to the iSEED mission
* Contact information for program directors and coordinators

### Key Messages to Share

* The iSEED encourages and promotes collaboration, combining efforts, and maximizing resources
* Partner programs should find ways to work together

## Audience - UB faculty

### Key Audience Tasks

* Get information about becoming a mentor for summer research programs
* Get information about training and mentoring workshops

### Key Information Needs

* Links to summer programs at UB
* Contact information for program directors
* Calendar of training events

### Key Messages to Share

* Faculty are integral to building an inclusive community at UB

## Audience - Admissions Committees

### Key Audience Tasks

* Get information about deadlines and who to contact about nominating iSEED scholars

### Key Information Needs

* Calendar of important dates for recruitment and admissions
* Nomination instructions/forms
* Contact info for iSEED leadership and staff

### Key Messages to Share

* UB needs to make a strong coordinated effort to attract students to fulfill the iSEED mission

## Audience - Other colleges or student development programs

### Key Audience Tasks

* Find opportunities for their students (undergraduate and graduate)

### Key Information Needs

* What type of programs are offered
* How can UB help their students

### Key Messages to Share

* UB is an inclusive institution that provides opportunity, education, and professional development to students
* UB wants to establish working partnerships with other institutions

## Audience - Funding agencies

### Key Audience Tasks

* Learn about the iSEED as well as diversity and student development initiatives at UB

### Key Information Needs

* Programs for diversity and professional development offered by UB
* How funding and support for these programs are being implemented at UB

### Key Messages to Share

* UB is committed and heavily invested in building a diverse and inclusive community
* UB has the organization and programs in place to maximize student development