

SMBS Overview IA & Content Strategy Guide [2]

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Reference:

- [Content Strategy Page Template](#)
- [SMBS Modules and Related Links Index](#)
- [UB's Culture Glossary](#)
- [SMBS Audience Matrix](#)
- [SMBS Information Architecture](#)
- [SMBS Matchseeker Mental Model](#)
- [SMBS Proudful Belonger Mental Model](#)
- [SMBS Page Visualizations](#)

Research

Section Objective: See the depth and breadth of our research, our success from bench to bedside, and the impact of our work and the value of working in a collaborative environment.

Page Objective: Overview to summarize and promote all of the Research pages.

Audience: [Matchseeker](#) (See p. 6-10, 12-13, 20)

Phase: Initial launch

Content Elements: See: [Research and Facilities \(IGPBS\)](#)

Maintenance implications: Deletions or additions to section result in changes to this page.



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find info on faculty • Find potential collaborators • Find info on current research • Find out school's accomplishments (bragging points) • Find info on labs, facilities • Find clinical trial information 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning (bench to bedside, impressive faculty, state of the art facilities) • At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful • A school that boasts faculty who are acclaimed for their benchside discoveries that have been translated into effective clinical applications worldwide. • A school with an international reputation for excellence in areas of basic science and clinical translational research • SMBS doctors are devoted to continually researching and learning new things to advance patient care • SMBS continues to extend their impact at the local, national, and international level • You're in a community of scholars and research is going on all around you <p>Content description: Overview to summarize and promote all of the Research pages keeping the message focus in mind.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p>
<p>Zone 2 Content Modules</p>	<p>> Research Highlights</p>
<p>Zone 3 Content Related links (contextual calls to action)</p>	<ul style="list-style-type: none"> • Current Research News • Find a Faculty Member

<p>Source Content</p>	<p>New content</p>
<p>Current Location (if applicable)</p>	<p>N/A</p>
<p>Content Sharing</p>	<p>decanal</p>

4.1 Research Highlights



Page Objective: Showcase school-wide historical and current research discoveries of proven impact on a large scale.

Audience: [Matchseeker](#) (See p. 2, 6-8, 12, 20)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements:

Maintenance implications: editorial team to complete

<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find out about research environment • Find out school's accomplishments (bragging points) • Find background information on faculty 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning (specifically, impressive faculty, state of the art facilities) • At the SMBS, you'll have access to the labs, facilities, and resources you need to be successful • A school with an international reputation for excellence in areas of basic science and clinical translational research • A school that boasts faculty who are acclaimed for their benchside discoveries that have been translated into effective clinical applications worldwide. • SMBS continues to extend their impact at the local, national, and international level <p>Content Description: Open with a section called "The Impact of Our Research" that introduces/provides context for the Research Highlights.</p> <p>Research Highlights:</p> <ul style="list-style-type: none"> • School-wide historical and current research discoveries of proven import on a large scale. • Highlight accomplishments and high visibility areas of current research (e.g. would be newsworthy, e.g. our MS breakthroughs or Stem Cell research) • Will be used in SMBS • Can be used in high performing departments • Example: development of surfactant <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: TBD after content placement</p>
<p>Zone 2 Content Modules</p>	<p>> Our Faculty</p>

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	local, decanal, global

4.2 Areas of Research

Page Objective: Provide a listing of SMBS-wide research areas.

Audience: [Matchseeker](#) (See p. 6, 20)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: Info page. See: [SMBS Page Visualizations \(p. 9\)](#)

Maintenance implications: editorial team to complete



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> Find out about research environment 	Message focus: <ul style="list-style-type: none"> SMBS is a community in which you can thrive
	Content Description: SMBS-wide listing of research areas.
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: TBD after content placement
Zone 2 Content Modules	> Research Highlights

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	none

4.3 Basic Sciences Research

Modules:

- > Basic Sciences Departments
- > Research Focus Areas

4.4 Translational Research

Page Objective: Describe how the school's research has been directly used to develop new ways to treat patients.

Audience: [Matchseeker](#) (See p. 2, 12)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: Info page. See: [SMBS Page Visualizations \(p. 9\)](#)

Maintenance implications: editorial team to complete



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> • Find out about clinical and research environment 	Message focus: <ul style="list-style-type: none"> • Key points in positioning (specifically, bench to bedside) • A school that boasts faculty who are acclaimed for their benchside discoveries that have been translated into effective clinical applications worldwide. • SMBS doctors are devoted to continually researching and learning new things to advance patient care
	Content Description: Where we talk about and link to the departments that facilitate translational research (Translational Research, Tech Transfer).
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: TBD after content placement
Zone 2 Content Modules	> Research Highlights

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal

4.4.1 Clinical Translational Research Center

New page – no content strategy available.

4.4.2 Center Spotlights

New page – no content strategy available.

4.4.3 Office of Science, Technology Transfer and Economic Outreach

Link to STOR: <http://www.research.buffalo.edu/stor/>

4.5 Collaborative Research Efforts

Page Objective: Overview of the school's work supporting the Strategic Plan.

Audience: [Matchseeker](#) (See p. 6-9, 12-13, 20)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [Collaborative Research Efforts \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find info on UB and SMBS • Find info on current research • Find info on faculty 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning (specifically, impressive faculty) • 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 • You're in a community of scholars and research is going on all around you • SMBS continues to extend their impact at the local, national, and international level <p>Content Description: Include information about Academic Strategic Strengths. Areas from shared content + SMBS-specific</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: TBD after content placement</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> > Research Highlights > Our Faculty
<p>Source Content</p>	<p>New content, with shared content / some content that can be drawn from the UB 2020 site</p>
<p>Current Location (if applicable)</p>	<p>Ref URL: http://www.buffalo.edu/ub2020/strengths/ IGPBS: Collaborative Research Efforts Biochemistry: Collaborative Research Efforts</p>
<p>Content Sharing</p>	<p>local, decanal, global</p>

4.6 Research Centers

Page Objective: Provide overview of research centers.

Audience: [Matchseeker](#) (See p. 9, 10, 12, 20)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [Research Centers \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find info on labs, facilities • Find info on current research 	<p>Message focus:</p> <ul style="list-style-type: none"> • SMBS provides you with the resources and support services to be successful <p>Content Description: Include a list of school-wide research centers, being compiled by Office of Communications. Link names of faculty members to their eCV</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: TBD after content placement</p>
<p>Zone 2 Content Modules</p>	<p>> Research Highlights</p>

<p>Source Content</p>	<p>Shared content; some existing content</p>
<p>Current Location (if applicable)</p>	<p>IGPBS: Research Centers Biochemistry: Research Centers</p>
<p>Content Sharing</p>	<p>local, decanal</p>

4.7 Core Facilities and Shared Resources

Page Objective: Provide knowledge of the modern instrumentation available in the core facilities.

This page is a link to: http://medicine.buffalo.edu/phdprogram/research_and_facilities/corefacilities.html

Modules:

> Research Highlights

4.8 Clinical Trials

Page Objective: Provide information about and listing of clinical trials and studies.

Audience: [Health Solution Seeker](#) (See p. 4)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: not available

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find clinical trial information 	<p>Message focus:</p> <ul style="list-style-type: none"> Key points in positioning (specifically, bench to bedside) SMBS doctors are devoted to continually researching and learning new things to advance patient care <p>Content Description:</p> <p>Is this a link out to current Clinical Trials site? rebecca to complete</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <p>TBD after content placement</p>
<p>Zone 2 Content Modules</p>	<p>> Research Highlights</p>

<p>Source Content</p>	<p>Existing content</p>
<p>Current Location (if applicable)</p>	<p>Ref URL: http://www.smbs.buffalo.edu/clinicaltrials/</p>
<p>Content Sharing</p>	<p>local, decanal</p>

Patient Care

Section Objective: Direct the Health Solution Seeker to the dept./doctor level

Page Objective: Provide general facility information and educational resources

Audience: [Health Solution Seeker](#) (See p. 3-5, 7-9)

Phase: Initial launch

Content Elements: See: [SMBS Page Visualizations](#) (p. 3-4)

Maintenance implications: Deletions or additions to section result in changes to this page.



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find a doctor • Find hospital and clinic locations/directions • Find out about UB, SMBS, and departments 	<p>Message focus: "We care enough to provide the best health possible. Choose the best doctor for you and find resources to manage your health and wellness."</p> <ul style="list-style-type: none"> • Key points in positioning (specifically, bench to bedside) • SMBS patients get the best possible care • SMBS doctors value communication with patients and partner with them/feel responsible • SMBS doctors are highly and uniquely qualified (UBMD) • SMBS doctors are devoted to continually researching and learning new things to advance patient care • The UBMD system allows you to connect to different specialties in order to better manage your health and wellness <p>Content description: This section provides general information and drives users to the department/doctor level for specific information that includes maps and directions, tours of facilities, and doctor-specific educational resources. Ideally, a widget in this section would allow you to search by disease, symptom, condition - search results would point to department-level information.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Our Faculty • Research Highlights
<p>Zone 3 Content Related links (contextual calls to action)</p>	<ul style="list-style-type: none"> • Community Outreach • Hospital and Clinic Affiliations • Clinical Trials • Give
<p>Source Content</p>	<p>New content, summarizes key points from pages within the section</p>
<p>Current Location (if applicable)</p>	<p>N/A</p>
<p>Content Sharing</p>	<p>decanal</p>

[5.1 UBMD: Our Practice Plan]

Page Objective: Provide background information on UBMD for prospective patients.

Audience: [Health Solution Seeker](#) (See p. 3-5)

Phase: Future content—not part of initial launch.

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations](#) (p. 5)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> • Key points in positioning (specifically, bench to bedside) • SMBS patients get the best possible care • SMBS doctors value communication with patients and partner with them/feel responsible • SMBS doctors are highly and uniquely qualified (UBMD) • SMBS doctors are devoted to continually researching and learning new things to advance patient care • The UBMD system allows you to connect to different specialties in order to better manage your health and wellness <p>Content description:</p> <p>Information should include benefit of being able to connect different disciplines, as well as benefits of a research institution. Should answer the question, "Why choose UB as your healthcare provider?"</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Find a Clinical Trial • Find a Department • Find a Hospital or Clinic
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Bench to Bedside • Faces and Voices: Patient Success Stories

Source Content	New content
Current Location (if applicable)	Source content: http://www.ubmd.com/
Content Sharing	decanal, local

[5.2 Our Philosophy]

Page Objective: Provide information for prospective patients about UBMD's core philosophy and values.

Audience: [Health Solution Seeker](#) (See p. 3-5)

Phase: Future content—not part of initial launch.

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations](#) (p. 23)

Maintenance implications: editorial team to complete



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> Find out about UB, SMBS, and departments 	Message focus: <ul style="list-style-type: none"> Key points in positioning (specifically, bench to bedside) SMBS doctors value communication with patients and partner with them/feel responsible SMBS doctors are devoted to continually researching and learning new things to advance patient care The UBMD system allows you to connect to different specialties in order to better manage your health and wellness
	Content description: Information should include benefit of being able to connect different disciplines, as well as benefits of a research institution. Should answer the question, "Why choose UB as your healthcare provider?"
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: <ul style="list-style-type: none"> Find a Clinical Trial Find a Department Find a Hospital or Clinic
Zone 2 Content Modules	<ul style="list-style-type: none"> Bench to Bedside Faces and Voices: Our Doctors

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	none

[5.3 Patient Success Stories]

Page Objective: Share Patient Success Stories to showcase SMBS's quality of care.

Audience: [Health Solution Seeker](#) (See p. 7-8)

Phase: Future content—not part of initial launch.

Subject matter expert(s): editorial team to complete

Content Elements: See: [Our Students \(IGPBS\)](#) or [Our Alumni \(IGPBS\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find a doctor • Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> • SMBS patients get the best possible care • SMBS doctors value communication with patients and partner with them/feel responsible • SMBS doctors are highly and uniquely qualified • The UBMD system allows you to connect to different specialties in order to better manage your health and wellness <p>Content description: Bank from Patient Success Stories.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: None.</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Faces and Voices: Our Doctors

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, local

[5.4 Resources for Health Care Providers]

Page Objective: Provide a "dashboard" set of resources for healthcare professionals to find information that they need.

Audience: [Health Solution Seeker](#) (See p. 9)

Phase: Future content—not part of initial launch.

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations](#) (p. 2)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> Find a doctor 	<p>Message focus:</p> <ul style="list-style-type: none"> SMBS doctors are highly and uniquely qualified The UBMD system allows you to connect to different specialties in order to better manage your health and wellness <p>Content description: Includes doctor referrals, continuing education opportunities, upcoming events.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> Find a Clinical Trial Find a Department Find a Hospital or Clinic
<p>Zone 2 Content Modules</p>	<p>None.</p>

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	none

News and Events

Section Objective: Provide information about the school's latest news and events, highlighting the research and accomplishments of specific students, faculty, and alumni where possible.

Page Objective: Provide a high-level content overview of all of the pages in this section.

Audience: Current Students, Faculty, Staff; [Prideful Belonger](#) (See p. 3-8, 10-11, 13-16, 18); [Matchseeker](#) (See p. 6-7, 11-12, 20)

Phase: Initial launch

Content Elements: Master newspaper format. See: [SMBS Page Visualizations \(p. 19\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find news • See if there are any events planned that interest me • Find information on faculty, students, and alumni • Find out about UB, SMBS, and departments • Find out about research environment • Find courses and course schedules • Find test schedules 	<p>Message focus:</p> <ul style="list-style-type: none"> • You're in a community of scholars and research is going on all around you • SMBS is worthy of pride and support • SMBS is a community in which you can thrive • You have a lot of opportunities to take advantage of here • SMBS continues to extend their impact at the local, national, and international level <p>Content description: SMBS News and Events</p>
<p>Zone 2 Content Modules</p>	<p>> Buffalo Physician > Upcoming Events</p>
<p>Zone 3 Content Related links (contextual calls to action)</p>	<ul style="list-style-type: none"> • Buffalo Physician Magazine • Medical Student Academic Calendar • University Academic Calendar • UB Events

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, local

6.1 Current Research News

Page Objective: Highlight the most current research of the school's faculty and students, including recent publications.

Audience: [Prideful Belonger](#) (See p. 3-6, 8, 11, 13-14, 18); [Matchseeker](#) (See p. 6-7, 11-12, 20)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations \(p. 21\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find news • Find out about research environment • Find out about UB, SMBS, and departments • Find potential collaborators/projects 	<p>Message focus:</p> <ul style="list-style-type: none"> • You're in a community of scholars and research is going on all around you • SMBS is worthy of pride and support • SMBS continues to extend their impact at the local, national, and international level <p>Content description: Higher profile and prestigious placements [Local SMBS stream].</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Share My Thoughts • Sign Up for More Information
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Buffalo Physician • Upcoming Events

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, local

6.2 Student, Faculty and Alumni Highlights

Page Objective: Highlight the recent accomplishments of the school's students, faculty, and alumni.

Audience: [Prideful Belonger](#) (See p. 3-6, 8, 11, 13-14, 18); [Matchseeker](#) (See p. 6-7, 11-12)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations \(p. 21\)](#)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find news • Find information on faculty, students, and alumni • Find out about UB, SMBS, and departments 	<p>Message focus:</p> <ul style="list-style-type: none"> • SMBS is a community in which you can thrive • SMBS is worthy of pride and support • SMBS continues to extend their impact at the local, national, and international level <p>Content description: Drawn from announcements like: http://www.smbs.buffalo.edu/bch/announcements/news_events.htm</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Share My Story • Sign Up for More Information
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • Buffalo Physician • Upcoming Events

Source Content	New content
Current Location (if applicable)	N/A
Content Sharing	decanal, local

6.3 Upcoming Events

Page Objective: Showcase upcoming events of interest to SMBS faculty, staff, and students.

Audience: Current Students, Faculty, Staff; [Prideful Belonger](#) (See p. 3-4, 8); [Matchseeker](#) (See p. 6-7, 11-12)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: not available

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find news • See if there are any events planned that interest me 	<p>Message focus:</p> <ul style="list-style-type: none"> • You have a lot of opportunities to take advantage of here <p>Content description: SMBS feed of upcoming events.</p> <hr/> <p>Assets: content/editorial to complete</p> <hr/> <p>Metadata: caryn to complete</p> <hr/> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Sign Up for More Information
<p>Zone 2 Content Modules</p>	<p>None</p>

<p>Source Content</p>	<p>Existing content</p>
<p>Current Location (if applicable)</p>	<p>Current URL: http://www.smbs.buffalo.edu/calendar.php Content audit ref #: 1.5</p>
<p>Content Sharing</p>	<p>decanal</p>

6.4 SMBS Calendar

Page Objective: Provide daily calendar of classes, lectures and events.

Audience: Current Students, Faculty, Staff

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: not available

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find news • Find courses and course schedules • Find test schedules 	<p>Message focus: N/A</p> <p>Content description: School-wide calendar with daily/weekly/monthly view.</p> <hr/> <p>Assets: content/editorial to complete</p> <hr/> <p>Metadata: caryn to complete</p> <hr/> <p>Contextual Calls to Action:</p> <ul style="list-style-type: none"> • Sign Up for More Information
<p>Zone 2 Content Modules</p>	<p>N/A</p>

<p>Source Content</p>	<p>Existing calendar system</p>
<p>Current Location (if applicable)</p>	<p>Current URL: http://www.smbs.buffalo.edu/calendar.php Content audit ref #: 1.5</p>
<p>Content Sharing</p>	<p>decanal, global</p>

Resources for...

7.1 Current Students

Page Objective: Provide quick access to a comprehensive set of student-specific information and resources.

Audience: Current Students

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations](#) (p. 2)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find courses and course schedules • Find curriculum • Find electives • Find test schedules • Find policies and procedures • Find grades • Find resources • Find research and clinical opportunities • Find info on shadowing, mentoring, and volunteering • Find students and contact info • Find student clubs 	<p>Message focus:</p> <ul style="list-style-type: none"> • UB and the SMBS provide you with the resources and support services to be successful • You have a lot of opportunities to take advantage of here • You are important to the SMBS community <p>Content description: SMBS-specific information and resources that aren't contained within MyUB.</p> <hr/> <p>Assets: content/editorial to complete</p> <hr/> <p>Metadata: caryn to complete</p> <hr/> <p>Contextual Calls to Action: TBD after content placement</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • SMBS Events • SMBS News

<p>Source Content</p>	<p>Existing content</p>
<p>Current Location (if applicable)</p>	<p>Current URL: http://www.smbs.buffalo.edu/resources_student.php Content audit ref #: 1.10.1</p>
<p>Content Sharing</p>	<p>decanal</p>

7.2 Current Residents

Page Objective: Provide quick access to a comprehensive set of resident-specific information and resources.

Audience: Current Residents

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations](#) (p. 2)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find courses and course schedules • Find curriculum • Find electives • Find test schedules • Find policies and procedures • Find grades • Find resources • Find research and clinical opportunities • Find info on shadowing, mentoring, and volunteering • Find students and contact info • Find student clubs 	<p>Message focus:</p> <ul style="list-style-type: none"> • UB and the SMBS provide you with the resources and support services to be successful • You have a lot of opportunities to take advantage of here • You are important to the SMBS community <p>Content description: Links out to resources on the Office of Medical Education (OME) site</p> <hr/> <p>Assets: content/editorial to complete</p> <hr/> <p>Metadata: caryn to complete</p> <hr/> <p>Contextual Calls to Action: TBD after content placement</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • SMBS Events • SMBS News

<p>Source Content</p>	<p>New content</p>
<p>Current Location (if applicable)</p>	<p>Source content: http://www.smbs.buffalo.edu/GME/</p>
<p>Content Sharing</p>	<p>decanal</p>

7.3 Current Faculty and Staff

Page Objective: Provide quick access to a comprehensive set of faculty- and staff-specific information and resources.

Audience: Current Faculty and Staff

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations](#) (p. 2)

Maintenance implications: editorial team to complete



<p>Zone 1 Content Main Content</p> <p>Key tasks fulfilled:</p> <ul style="list-style-type: none"> • Find info and contact data for depts, divisions, centers and people • Connect to key support services • Log in eCV • Find potential collaborators/projects • Find news • Find resources 	<p>Message focus:</p> <ul style="list-style-type: none"> • UB and the SMBS provide you with the resources and support services to be successful • You have a lot of opportunities to take advantage of here • You are important to the SMBS community <p>Content description: SMBS-specific information and resources that aren't contained within MyUB.</p> <p>Assets: content/editorial to complete</p> <p>Metadata: caryn to complete</p> <p>Contextual Calls to Action: TBD after content placement</p>
<p>Zone 2 Content Modules</p>	<ul style="list-style-type: none"> • SMBS Events • SMBS News

Source Content	Existing content
Current Location (if applicable)	Current URL: http://www.smbs.buffalo.edu/resources_faculty.php Content audit ref #: 1.10.3
Content Sharing	decanal

7.4 Alumni

Page Objective: Provide quick access to information and resources of interest to SMBS alumni.

Audience: [Prideful Belonger](#) (See p. 3, 5, 8, 11)

Phase: Initial launch

Subject matter expert(s): editorial team to complete

Content Elements: See: [SMBS Page Visualizations](#) (p. 2)

Maintenance implications: editorial team to complete



Zone 1 Content Main Content Key tasks fulfilled: <ul style="list-style-type: none"> • Connect with other alumni • Register for events • Log into UB alumni association site • Log into MAA site • Volunteer • Give • Visit UB 	Message focus: <ul style="list-style-type: none"> • You are important to the SMBS community
	Content description: SMBS-specific information, as well as links to both the SMBS and university-wide alumni associations.
	Assets: content/editorial to complete
	Metadata: caryn to complete
	Contextual Calls to Action: TBD after content placement
Zone 2 Content Modules	<ul style="list-style-type: none"> • SMBS Events • SMBS News

Source Content	New page; some existing content
Current Location (if applicable)	Source content: http://medicalalumni.buffalo.edu/
Content Sharing	decanal