ULS Audience Matrix

Web Content Initiative - Spring 2016

# Audience

**Solution Seekers**

Those looking for answers, requesting service and seeking opportunities

* UB students (current)
* UB community (faculty, staff)

**Match Seekers**

Those who are trying to determine whether UB is the right fit

* Prospective students
* Prospective parents and family

**Active Supporters**

Those internally and externally engaged in direct support of UB students

* ULS staff
* Campus partners

**Prideful Belongers**

Those who identify with and promote ULS

* Students
* Alumni
* Parents and family
* Friends
* UB community (faculty, staff)

**Pulse Takers**

Those internally and externally looking for information about current and upcoming priorities and charting progress over time

* UB leadership
* Peer institutions
* Media

# Key Messages

* ***You have easy access to all of the services we offer***
  + Student-focused services are offered in a coordinated, cooperative manner
  + We provide the infrastructure and services that enable you to be personally and academically successful
  + It doesn’t matter where you start; we are here to help you find what you need
* ***You are supported at UB (radical empathy)***
  + We are highly experienced in meeting the diverse needs of our student body
  + As a member of the UB community, you are safe and supported
  + Students make greater progress through collegiality and a strong sense of belonging
  + As responsive, caring advocates of students, we are here for you 24/7
  + Our job is to help ensure your well-being
  + We are professionals committed to the safety and success of our students and community
* ***You have opportunities for personal development at UB (purposeful ambition)***
  + Engaged students are successful students
  + At UB, students are empowered to define their own path and achieve personal transformation
  + We offer programs and activities specifically designed to develop student leaders and enrich your experience at UB – and beyond
  + Students are highly encouraged to utilize programs that aid in learning/personal development
* ***You will have exceptional experiences at UB (bold participation / global perspective)***
  + Our campus life is a reflection of our student body: vibrant, diverse and extraordinary
  + UB offers unique, immersive, high-quality opportunities for student engagement, including countless activities, events and clubs designed around the ever-changing needs of our student population
  + Students at UB demonstrate a readiness to work together to achieve major impact on campus and beyond
  + Our programming is inclusive; we embrace diversity in all forms, including welcoming international students
  + Students gain leadership skills through an understanding of all perspectives and ideas
  + Tradition and campus pride are embedded throughout campus life, and foster the development of life-long connections to UB
  + We prepare students for success in the workplace, in their personal lives, and as citizens of the world

| **Audience** | **Key Audience Tasks** | **Key Information Needs** | **Key Messages to Share** |
| --- | --- | --- | --- |
| **Solution Seekers**   * UB students (current) | * Accomplish tasks, find information and discover opportunities * Learn more about specific services & departments * Find ULS sponsored events and services * Feel comfortable, safe and secure at UB | * Details about specific programs and services, including hours and locations * Details about upcoming events * Introduction to relevant programs and services based on a student’s interests * Detailed, timely and relevant information about safety and security at UB | * UB offers unique, immersive, high-quality opportunities for student engagement, including countless activities, events and clubs designed around the ever-changing needs of our student population * Our programming is inclusive; we embrace diversity in all forms, including welcoming international students * We offer programs and activities specifically designed to develop student leaders and enrich your experience at UB – and beyond * Students are highly encouraged to utilize programs that aid in learning/personal development * Tradition and campus pride are embedded throughout campus life, and foster the development of life-long connections to UB * It doesn’t matter where you start; we are here to help you find what you need * As a member of the UB community, you are safe and supported * As responsive, caring advocates of students, we are here for you 24/7 |
| **Solution Seekers**   * UB community (faculty, staff) | * Find services and contact information to make appropriate student referrals * Access to essential campus services, community events and activities * Understand the benefits of the services offered through ULS * Know how to help keep students safe and secure | * Descriptions and contact information (including locations and hours) for ULS units and offerings * Ability to get information regardless of which office offers it * Information about the impact that our programming has on students * Detailed, timely and relevant information about safety and security at UB | * Student-focused services are offered in a coordinated, cooperative manner * We provide the infrastructure and services that enable you to be personally and academically successful * Students make greater progress through collegiality and a strong sense of belonging * We are professionals committed to the safety and success of our students and community * Engaged students are successful students * At UB, students are empowered to define their own path and achieve personal transformation |
| **Match Seekers**   * Prospective students | * Learn about campus life and available services and opportunities * Understand what UB has to offer in terms of services, events, housing and other aspects of campus life | * Facts and information, quality of student life/services we provide (i.e. housing costs, how many buses, awards for services) * Descriptions of services, programs and events * Connections to specific programs and services (contact info and hours) | * It doesn’t matter where you start; we are here to help you find what you need * As a member of the UB community, you are safe and supported * Our job is to help ensure your well-being * At UB, students are empowered to define their own path and achieve personal transformation * We offer programs and activities specifically designed to develop student leaders and enrich your experience at UB – and beyond * Our campus life is a reflection of our student body: vibrant, diverse and extraordinary * UB offers unique, immersive, high-quality opportunities for student engagement, including countless activities, events and clubs designed around the ever-changing needs of our student population * Our programming is inclusive; we embrace diversity in all forms, including welcoming international students * Tradition and campus pride are embedded throughout campus life, and foster the development of life-long connections to UB |
| **Match Seekers**   * Prospective parents and families | * Learn about campus life and available services and opportunities * Understand what UB has to offer in terms of services, events, housing and other aspects of campus life – including logistical and financial information * Know that their student will be safe and secure | * Facts and information, quality of student life/services we provide (i.e. housing costs, how many buses, awards for services) * Information about opportunities to help students succeed * Descriptions of services, programs and events * Information about safety and security of students on campus | * It doesn’t matter where you start; we are here to help you find what you need * As a member of the UB community, you are safe and supported * Our job is to help ensure your well-being * At UB, students are empowered to define their own path and achieve personal transformation * We offer programs and activities specifically designed to develop student leaders and enrich your experience at UB – and beyond * Our programming is inclusive; we embrace diversity in all forms, including welcoming international students * We are highly experienced in meeting the diverse needs of our student body * As responsive, caring advocates of students, we are here for you 24/7 * We are professionals committed to the safety and success of our students and community * We prepare students for success in the workplace, in their personal lives, and as citizens of the world |
| **Active Supporters**   * ULS staff * Campus partners | * Find services and contact information to make appropriate student referrals * Answer questions on behalf of students, parents and other audience groups | * Descriptions and contact information for ULS units and offerings * Information about the benefits of the programs, services and events that ULS offers | * Student-focused services are offered in a coordinated, cooperative manner * It doesn’t matter where you start; we are here to help you find what you need * Students make greater progress through collegiality and a strong sense of belonging * We are professionals committed to the safety and success of our students and community * We offer programs and activities specifically designed to develop student leaders and enrich your experience at UB – and beyond * UB offers unique, immersive, high-quality opportunities for student engagement, including countless activities, events and clubs designed around the ever-changing needs of our student population * We prepare students for success in the workplace, in their personal lives, and as citizens of the world |
| **Prideful Belongers**   * Students * Alumni * Parents and family * Friends * UB community (faculty, staff) | * Learn about the various programs, services, events and opportunities offered through ULS | * Descriptions of offerings available through ULS * Understanding of how ULS services and programs add depth to the overall mission and activities within UB | * As responsive, caring advocates of students, we are here for you 24/7 * At UB, students are empowered to define their own path and achieve personal transformation * Our campus life is a reflection of our student body: vibrant, diverse and extraordinary * UB offers unique, immersive, high-quality opportunities for student engagement, including countless activities, events and clubs designed around the ever-changing needs of our student population * Students at UB demonstrate a readiness to work together to achieve major impact on campus and beyond * Our programming is inclusive; we embrace diversity in all forms, including welcoming international students * Tradition and campus pride are embedded throughout campus life, and foster the development of life-long connections to UB * We prepare students for success in the workplace, in their personal lives, and as citizens of the world |
| **Pulse Takers**   * UB leadership * Peer institutions * Media | * Learn more about the offerings available through ULS * Understand the structure of ULS as it relates to UB * Understand the benefits that students get as a result of ULS programming * Know what UB is doing to keep students safe and secure | * Overview of the services, programs and events offered by ULS * Information about ULS units, and how they function under ULS (as well as information about how ULS relates to UB as a whole) * Overview of the impact that ULS has on students, including the breadth and depth of our services * Details about safety and security measures at UB | * Student-focused services are offered in a coordinated, cooperative manner * We provide the infrastructure and services that enable you to be personally and academically successful * We are highly experienced in meeting the diverse needs of our student body * We are professionals committed to the safety and success of our students and community * Engaged students are successful students * At UB, students are empowered to define their own path and achieve personal transformation * UB offers unique, immersive, high-quality opportunities for student engagement, including countless activities, events and clubs designed around the ever-changing needs of our student population * Students at UB demonstrate a readiness to work together to achieve major impact on campus and beyond * We prepare students for success in the workplace, in their personal lives, and as citizens of the world |