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
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| **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
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| **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
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| **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
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| **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
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* We prepare students for success in the workplace, in their personal lives, and as citizens of the world
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| **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
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