



## Dean's Message

**I**N PAST ISSUES OF *BUFFALO PHYSICIAN*, I have focused my Dean's Message on describing to you the ways in which I am working with UB's leaders, faculty, staff and alumni to define a vision for the School of Medicine and Biomedical Sciences and the ways in which we can work together to implement this vision.

It is clear to me that if this vision is to be realized, it not only must be well defined and implemented, but it also must be well communicated to all of our school's stakeholders. In addition to those listed above, these stakeholders include our students and their parents, residents, fellows, patients, potential national and international research collaborators, the local community, area health-care providers and administrators, elected officials, donors, and other friends of the school, as well as the media.

Toward this goal of strengthening our outreach efforts, I recently established an Office of Communications in the school and named Kathleen Wiater to lead it. In her role as senior associate dean for communications, Kathleen will be responsible for assuring that all of the school's internal and external messages are consistent, well integrated and timely. She also will work to increase the school's visibility, which in turn will enhance our efforts to recruit and retain the highest caliber of students and faculty.

I have asked Kathleen to focus initially on maintaining the viability of our award-winning magazine, *Buffalo Physician*, and building upon and enhancing our school's website.

Staff reporting to Kathleen are Stephanie Unger, editor of *Buffalo Physician*, who will assume additional responsibilities as director of print and web communications; Joyce Kosinski, project manager; and Jenny Luk, web architect.

As part of its work, this staff is participating in a university-wide website project called the Web-Content Initiative (WCI). This initiative will provide standard tools, infrastructure and procedures that will pave the way for all UB schools and programs to build more robust, up-to-date websites that better reflect the university's mission and its strategic goals.

The initiative also involves the launch of several pilot sites that will serve as templates for the future redesign of other UB websites. One of these pilot sites involves changes to the design, content and architecture of four departments and programs represented on our school's website. For more information on the WCI, visit [www.buffalo.edu/ub2020/wci](http://www.buffalo.edu/ub2020/wci).

In the weeks and months ahead, Kathleen and members of her staff will be in contact with many of you, our school's stakeholders, as they work to meet the objectives of the WCI and to complete other ongoing communications projects. These efforts—all of which are aimed at increasing the school's image and identity—will enhance our ability to recruit and retain the highest caliber of students and faculty.

Please join me in wishing our new communications team well as it takes on these challenges.



MICHAEL E. CAIN, MD  
Dean, School of Medicine and Biomedical Sciences

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### LETTERS TO THE EDITOR

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