**Goals**

* Ensure that all individuals who counsel students on university/college/CEGEP-related issues have knowledge of the Office of the Ombudsperson and the role we can play in a student’s time at the institution.
* Ensure that students at the CEGEP/college/university have easy access to information about the Office of the Ombudsperson and how we can guide them through concerns at the Institution.

**Target Audiences/Stakeholders**

* First year students
* upper year students
* graduate students
* parents
* international students
* staff
* faculty

**Communications Chart**

| Stakeholder | Messaging related to this stakeholder | Objective | Tactics | When | Who | Cost |
| --- | --- | --- | --- | --- | --- | --- |
| Senior administration at the University  (example of Western) | Ombuds reduces the risk to the University | At least two touch points per year | Annual report presentation to Board Audit Committee  Participation in “Leader Lunches” | January 2019  Three times through year | Jennifer  Jennifer | No cost to either |
| Student leaders | Ombuds are the policy experts.  Ombuds can help student leaders increase the capacity of what they provide to students. | At least three opportunities for in depth contact with student leaders each scholastic year. |  |  |  |  |
| Undergraduate students – first year | The Ombudsperson is here for you in the interest of fairness.  The Ombudsperson is confidential, impartial and independent.  The Ombudsperson can guide you through any institution-related concern.  “Let’s all play nice in the sandbox” | 100% exposure, 30% contact  Multiple touch points, in multiple formats at multiple times throughout the year. |  |  |  |  |
| Undergraduate students – upper year) | The Ombuds promotes fairness; provides guidance regarding progressing in your program – avoiding obstacles to graduation; provides specific referrals to guide students through their program. | At least one activity per term that targets this group. | Post on appropriate social media channels; messaging in various office of the registrar and faculty newsletters; speak to student groups; publish in campus newspapers; speak to office of the registrar, academic advisors/counselors and graduation office |  |  |  |
| Graduate students | Office of the Ombudsperson is a safe, confidential resource to provide expert advice to graduate students who may require counsel on matters which cannot be resolved through existing channels at the institution. |  |  |  |  |  |