

“Advocacy Establishment for Students through Ombudsman Position” (AESOP)  
561640-EPP-1-2015-1-AZ-EPPKA2-CBHE-JP



## TRAINING MATERIALS FOR OMBUDSPERSON

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# EFFECTIVE COMMUNICATION in advocacy





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The activities of the ombudsman are inseparably linked with the need for constant exchange of information (communicative activities) between the participants in the educational process and the units aimed at solving the problems and achieving common goals.



# OMBUDMAN'S COMMUNICATION

## INTERNAL (inside the University)

- with students
- with teachers staff
- with administrative staff

**(with all structural subdivisions of the university)**



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## EXTERNAL (outside the University)

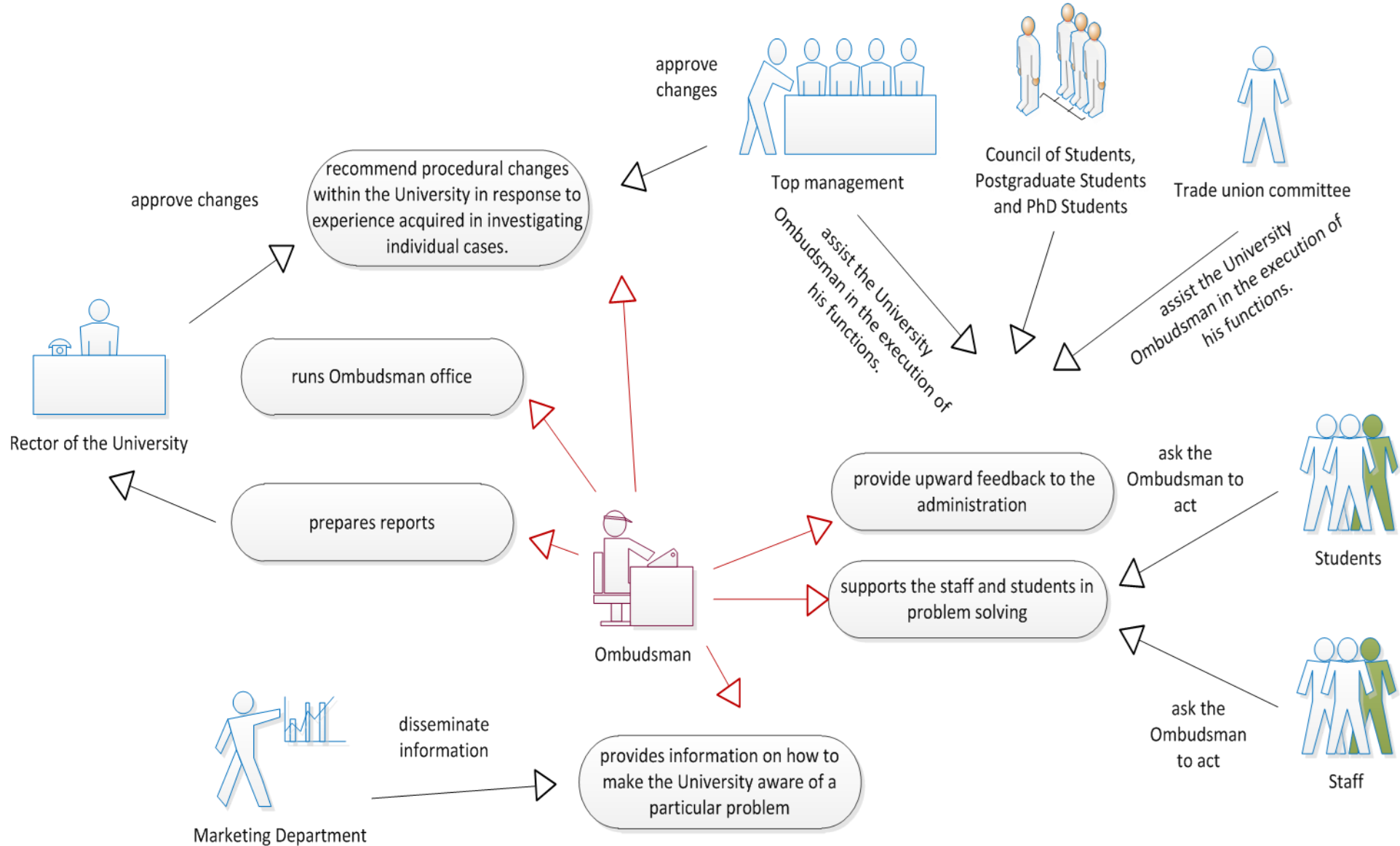
*in order to popularize its activities - the introduction of Ukrainian educational institutions into the educational process, the education of a conscious and tolerant society*

- with Department of Education and Science Regional State Administration
- with Ministry of Education and Science of Ukraine;
- with Ukrainian Parliament Commissioner for Human Rights
- with educational institutions of Ukraine (participation in conferences, round tables, carrying out common events;
- media Communication





# COMMUNICATION AT THE UNIVERSITY



# COMMUNICATION with STUDENTS

- Personal appeal (written, registration of incoming application);
- E-mail appeal;
- Appeal in social media (viber, telegram, facebook);
- Telephone call.



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# Communication with university staff – PERSONAL MEETINGS



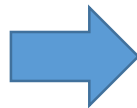
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# COMMUNICATION WITH STATE INSTITUTIONS

- Ministry of Education and Science of Ukraine;
- Department of Education and Science;
- Local State Administration of Education and Science;
- Office of Ukrainian Parliament Commissioner for Human Rights

**PETITIONS**



**PERSONAL COMMUNICATION**



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# OMBUDSMAN'S COMMUNICATION WITH THE PURPOSE OF POPULARIZING HIS ACTIVITY

## MEDIA COMMUNICATION



**Using channels or tools that store and transfer information or data**



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# CHANNELS OF MEDIA-COMMUNICATION

## «TRADITIONAL» MEDIA



## NEW MEDIA (SOCIAL)



- Printed media
- Radio
- TV
- Internet blogs, virtual diaries
- Social Media WEB-Sites
- Online magazines and newspapers
- Mobile phones messages, social media and e-mail messages, text messages
- Movies, videos



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# TRENDS

- The Internet will become a priority source of information for Ukrainians. At the same time, trust in traditional media sources (television, radio, press) will decrease.
- “Traditional” media will remain a non-alternative source of information for older people and those who live beyond the speed of the Internet.
- The main principle of building the information campaign for consumers of traditional media will remain paternalism (we say - they learn).



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# ADVOKACY AND MEDIA

- Advocacy uses the media to spread information to a large number of people, with an impact on a specific target audience.
- Through media communication tools, advocacy campaigns are more effective in reaching their goals.

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## Media Advocacy Elements

- Objectives
- Target audiences
- Messages
- Messengers
- Strategies and tactics
- Evaluation



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# 9 questions for media strategy

**1. What do we want? (Goals)** What actions do we expect from our audience after they hear our message?



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## 2. Who can give us this? (Target Audience)

What group of people will most likely hear our message and act effectively in response to it?

*These are the people that we address to our message. Typical error is the development of a message for the "general public"*

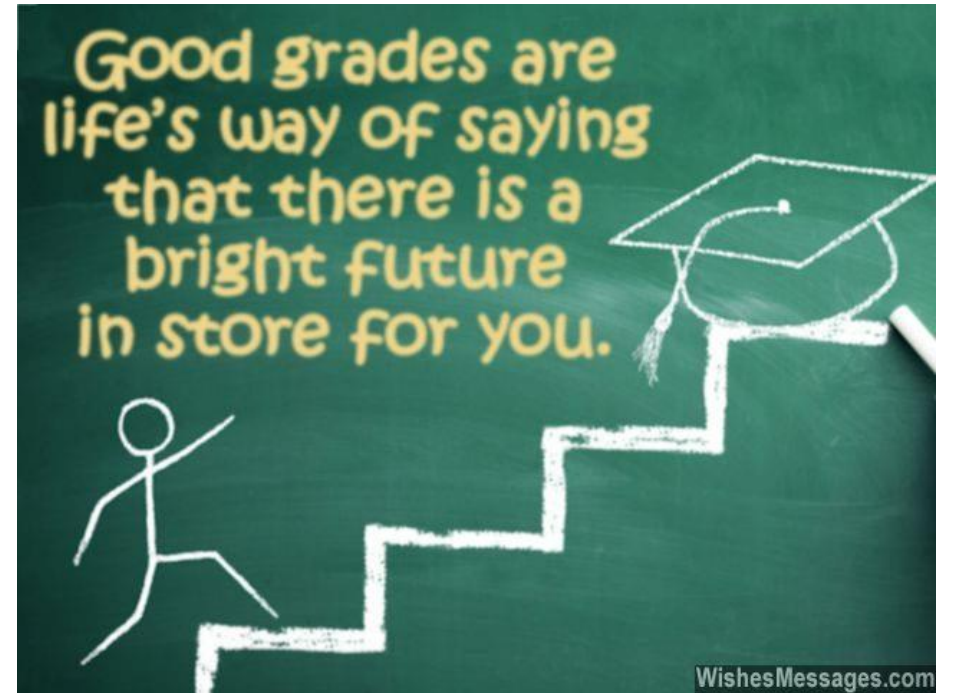


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**3. What exactly is necessary to hear our target audiences? (Message)** What words will best influence the target audience and motivate it to act?

Key theses we express must be clearly articulated in a concise and clear form.



For example, for students

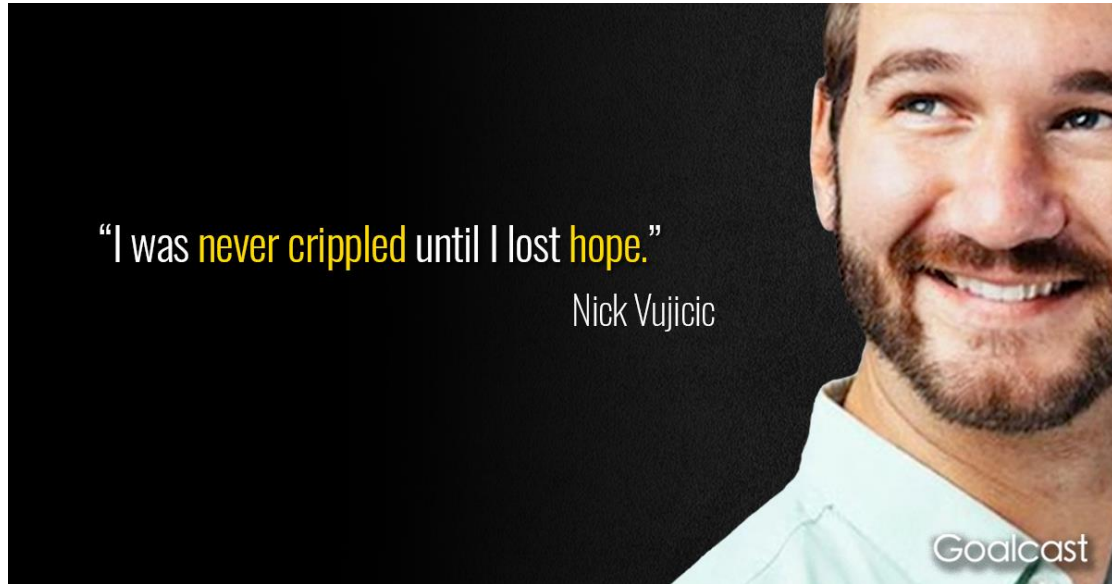


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## 4. From whom is the target audience to hear it? (Speakers)

Who is most likely to listen to this target audience?



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## 5. How will we make the target audience hear our message? (Message's Channels)

What information tool is best for reaching the audience we need?



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## **6. What do we have? (resources, strengths)**

What resources do we already have at our disposal - strong messengers, good speakers, and other resources that can help us achieve our communication goals?

## **7. What exactly do we need to develop? (Problems)**

What resources do we need to attract? What skills do we need to work on? What obstacles are possible in our activity?

## **8. What are our actions? (Activity Planning)**

## **9. How do we know whether our efforts are working? (Score)**

What mechanisms will we launch to assess the impact of our message and our approach?



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**the end**



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