

Figure 2: Other data points

Communications

Phase 1 (September 2023 – April 2024):

Phase 1 of the communication plan utilized institutional strategies (e.g., broadcast emails, developing a central web presence, login reminder system, etc.) in combination with various tabling opportunities and poster distribution to reach as many UVic community members as possible. As these strategies were rolled out, the project team also engaged specific areas of the institution to build partnership and encourage multiple layers of project advocacy. This included meeting with union executives

University of Toronto, etc.). Recently, a federal task force which reviewed the Employment Equity Act