

STRATEGIC PLAN 2022 - 2025

THIS SECTION REPORTS THE COLLEGE'S NEXT STRATEGIC PLAN AS EMERGED FROM THE COLLEGE'S RETREAT

OUR MISSION

Who are we? Why are we here?

To regulate Ontario's Doctors of Optometry in the public interest

OUR VISION

Where are we headed? What is Mission Accomplished?

To ensure that the public understands, trusts and has confidence in optometrists.¹

¹ "Doctors of Optometry" is placed in the Mission on the basis that the public (in the Vision) is more likely to use the term "optometrists"

OUR VALUES

What is important to us? How do we act to fulfil Mission and realize Vision?

Approachability

We create and nurture a welcoming and respectful environment and a safe space for people to be themselves and say what is on their minds without fear.

Integrity

We make decisions that affect others as though the roles were reversed. We keep our word.

Transparency

We say what we mean. We mean what we say. We harbour no ulterior motives or hidden agendas.

Accountability

We work diligently to achieve stated objectives. We take ownership of the quality of our work and of our discussions. We follow through on the commitments we make within a reasonable time.

Collaboration

We work together to create Synergy where the results of our combined efforts exceed the sum of our individual contributions.

Diversity, Equity and Inclusion

We endeavour to prevent and correct unconscious bias, overt discrimination and obstacles to equitable participation and influence. We ask, "In everything we do, does everyone feel welcome, appreciated, safe, heard and fairly treated?" ...

- in regulation – in the design of rules and in the resolution of complaints
- within the College – Council and staff, and
- in Optometry practices.

OUR STRATEGIC FRAMEWORK



OUR STRATEGIES 2022-2025

How will we fulfill Mission and realize Vision?

1. BROADEN STAKEHOLDER ENGAGEMENT

- What?* The College will enhance:
- **the public's** understanding of the role and value of optometrists, and
 - **optometrists'** recognition of the relevance and value of the regulation of their profession.

2. DEVELOP AND CARRY OUT A RESEARCH AGENDA

- What?* The College will advance and fund research that is relevant to the regulatory world and to the profession that it governs.

3. ENSURE THE PUBLIC'S ACCESS TO CARE

- What?* Support efforts to provide the public with greater access to optometric services.

4. ENHANCE DIVERSITY, EQUITY AND INCLUSION (DEI)

What? The College will add Diversity, Equity and Inclusion to its list of stated Values and promote adherence at Council, in the College's operations and in optometrists' professional practices.

Examples of DEI risks to eradicate in the contexts of regulation and professional practice include unconscious bias, overt discrimination and obstacles to equitable participation and influence. A key question to ask is, *"In everything we do, does everyone feel welcome, safe, heard and fairly treated?"*

5. CONSTRUCTIVELY IMPLEMENT GOVERNANCE REFORM

What? The College will respond and contribute to the successful implementation of governance reforms readily, willingly, constructively and with agility and resilience.