

# 2008-2010 COLLEGE OF OPTICIANS OF ONTARIO STRATEGIC PLAN

## Mission

The College of Opticians of Ontario serves and protects the public interest through effective regulation of the practice of Opticianry.

## Vision

To be recognized and valued as a progressive, accessible organization that ensures the public's right to quality vision care while providing accountable leadership in the self regulation of Opticians.



College of  
Opticians of  
Ontario

## OBJECTIVES

- Enhance Communications with Public, Government, Members and Other External Relations
- Effective Prevention and Prosecution of Unauthorized Practice
- Address the Changing Environment
- Achieve Technological and Operational Excellence

## VALUES

- Transparency
- Integrity
- Accountability
- Efficiency

## STRATEGIES

Through education, communication and professionalism the College ensures the public's right to expect excellence in vision care by Registered Opticians in Ontario. Building and fostering strategic partnerships that enhance the COO's ability to engage in public policy on vision-care matters, while identifying emerging trends through research and dialogue allowing the College to take a leadership role in guiding the profession.