



College of  
Opticians of  
Ontario

## VALUES

We strongly believe in and are committed to:

TRANSPARENCY

INTEGRITY

ACCOUNTABILITY

EFFICIENCY

# STRATEGIC PLAN 2011-2013

## STRATEGY

The strategy of the College incorporates a commitment to protect the public, while continuing to raise the bar for the profession of Opticianry. Current strategy is focused on redefining the internal structures of COO mechanisms, while reaching out to the external stakeholders, membership and communities of Ontario, through the development of internal programs, external relationships and technological proficiency.

## Mission

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

## Vision

To be recognized as a visionary organization that is valued as proactive leaders in the provision of eye care health services in Ontario.

## Strategic Priorities

- Address the Changing Environment
- Effective Prevention and Prosecution of Unauthorized Practice
- Enhance Communications and Relations with the Public, Government, Members, other Health Colleges and Key Stakeholders
- Ensure Technological and Operational Excellence
- Enhance the Quality of Practice of Opticians in Ontario