

STRATEGIC PLAN

MISSION

The College of Opticians of Ontario regulates and improves the practice of Opticians in the public interest.

VISION

To be an organization that is recognized as progressive, accountable, and accessible in regulating vision care professionals in the public interest.



OBJECTIVES

Goal 1: Achieve Operational and Technological Excellence

Goal 2: Establish/expand relationships with Others

Goal 3: Increase awareness of College/ profession

Goal 4: Address Scope of Practice Issues

Goal 5: Explore more visible, cost effective location

VALUES/ DIRECTION

We strongly believe in and are committed to:

- Professionalism
- Fairness
- Efficiency
- Accountability
- Accessibility

STRATEGIES

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