

## BRIEFING NOTE

**TO:** Board of Directors

**FROM:** Patient Relations Committee

**DATE:** December 8, 2020

**SUBJECT:** 22.0 Organizational Values review

☒ For Decision

☐ For Information

☐ Monitoring Report

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**Purpose:**

To revisit the College's new core organizational values and consider changes and/or additions.

**Background:**

On October 7, 2020, the Board reviewed the proposed new Organizational Core Values that were recommended by the Patient Relations Committee. The new values incorporated the Board's top-ranking DEI values statements as well as combining two existing values, accountability and efficiency, into one. The inclusion of DEI values as part of the College's core values demonstrated the significance of these values in the College's work and in carrying out its mandate.

The Board expressed general approval for the updated values but tasked the Patient Relations Committee with revisiting them to incorporate certain changes suggested at its meeting. In particular, the Board asked the Patient Relations Committee to consider incorporating "trust" into the values. This could be done by:

1. Creating a preamble that incorporates value of trust
2. Incorporating trust into an existing value
3. Adding an additional value reflecting trust

**For Consideration:**

The proposed new Organizational Core Values are highlighted below for the Board's review (**APPENDIX A**). The Committee recommends creating a preamble that incorporates "trust". In the Committee's view, this will best address how each of the College's core values relate to its commitment to building public trust each.

**Public Interest Considerations:**

In light of the diversity of the Ontario public, a commitment to diversity, equity and inclusion is vital to the College's ability to carry out its mandate to serve the public interest.

**Diversity, Equity and Inclusion Considerations:**

The Board has expressed its sustained commitment to diversity, equity and inclusion and has sought (and continues to seek) opportunities to develop initiatives and policies in this area, as an organization and with registrants, to ensure that the public receives vision care that is inclusive, respectful, equitable and safe.

**Recommendation:**

That Board approve the new organizational core value statements as recommended by the Patient Relations Committee, and that the Board approve parallel updates to the Organizational Shared Values policy 4-02.

## Appendix A

### Creating a safe culture and relationships built on trust

**Transparency:** Access to information that is not confidential

**Accountability:** Acting responsibly and efficiently in all decisions and actions

**Integrity:** Acting with conscience, putting aside self-interests and making clear decisions that are aligned with our mandate

**Equity:** Promoting equitable access and opportunity in all decisions, free of bias and discrimination, in all policies and services

**Respect:** Demonstrating thought and compassion in all interactions with patients, registrants, colleagues and stakeholders

**Diversity:** Celebrating the diversity of ideas and people

## APPENDIX B

Value	Value Statement Options	Board Ranking of Importance
<b>Diversity</b>	<ul style="list-style-type: none"> <li>• Welcoming and respectful of the diversity of patients, registrants and employees</li> </ul>	8
<b>Inclusivity</b>	<ul style="list-style-type: none"> <li>• Creating (Fostering) a culture of inclusiveness among opticians and their patients, by opticians communicating and demonstrating that vision care is accessible for all Ontarians, regardless of race, abilities, age, background and other unique attributes.</li> <li>• Impartial and just treatment, fairness without favouritism, discrimination or bias</li> <li>• Empathetic, welcoming and open</li> <li>• Ensure Fair treatment and fair opportunity</li> </ul>	5
<b>Respect</b>	<ul style="list-style-type: none"> <li>• Conducting business with thought and compassion on how we interact with patients, registrants, colleagues and other stakeholders.</li> <li>• Having regard for the feelings, wishes, rights, and traditions of others</li> <li>• Empower all to contribute and feel valued for their contribution</li> </ul>	6
<b>Equity</b>	<ul style="list-style-type: none"> <li>• Committed to equitable treatment and elimination of discrimination in all its forms, at all organizational levels, and through all services provided</li> <li>• Proactively acknowledge our policies and processes to include uneven starting places</li> <li>• Ensure fair treatment and fair opportunity</li> </ul>	9
<b>Acceptance</b>	<ul style="list-style-type: none"> <li>• Accepting of all backgrounds, regardless of culture, age, gender, race, religion or ability</li> </ul>	6