



# Strategic Plan

2020-2023

# Alberta College and Association of Opticians

## Mission

To protect the public by keeping them informed and by proactively regulating and educating our members.

## Vision

To provide quality service by competent and educated health practitioners. We strive to achieve our vision by being progressive, accountable, and accessible to the public and our members.

## Values

Accountability, ethicality, fairness, effectiveness, openness, transparency.

## Dual Mandates

ACAO directs dual roles for the optician profession thus, the organization is responsible for two mandates.

**Regulatory Mandate** – The Alberta Government delegates the power and authority for self-regulation to the College of Opticians of Alberta through the [Health Professions Act](#). This legislation requires health professions to organize and carry out governance responsibilities in a manner that protects and serves the public interest. This mandate is a legislated responsibility privileged by the Alberta Government.

**Association Mandate** – Members of the optical profession direct the ACAO to also provide association services for its professional members. Association activities work to advance the interests of the profession. These activities may include marketing, professional development, consumer education, advocacy, forecasting trends, and networking.

## Strategic Pillars

### Building Relationships

Opticians are often a patient's first touchpoint for eye care; the care opticians provide is in collaboration with other healthcare providers.

### Increasing Awareness through Education

Opticians are healthcare professionals contributing to and improving Alberta's healthcare system.

### Strengthening Governance

Opticians self-regulate for the purpose of protecting and serving the public.

# Goals

## Building Relationships

**Opticians are often a patient's first touchpoint for eye care; the care opticians provide is in collaboration with other healthcare providers.**

- BR 1: Opticians, optometrists, and ophthalmologists partner to create a collaborative approach to patient care.
- BR 2: Opticians are stronger together through an engaged membership.
- BR 3: Opticians positively influence regulation in Alberta through collaboration with stakeholders.

## Increasing Awareness through Education

**Opticians are healthcare professionals contributing to and improving Alberta's healthcare system.**

- EA 1: Public can be aware and informed about opticians as health care professionals including how the ACAO protects and serves the public interest.
- EA 2: ACAO members are aware of and engaged to contribute to regulatory and association focused functions and activities.
- EA 3: ACAO members recognize the quality assurance program and the impact it has on improving opticians' practice.

## Strengthening Governance

**Opticians are granted the privilege of self-regulation for the purpose of protecting and serving the public.**

- SG 1: ACAO Council prioritizes recruitment of its governance officers and development of its processes to support legacy transfer in roles and committees.
- SG 2: ACAO Council plans for and implements activities to increase and sustain governance knowledge in those who participate in governing the organization.
- SG 3: ACAO Council members commit to and make time for identifying and practicing governance skills and abilities.