

ALBERTA OPTICIANS ASSOCIATION
STRATEGIC PLAN

September 2010



**Alberta Opticians Association
Strategic Plan – September 2010**

Goal 1 – The Alberta Opticians Association demonstrates clear and consistent policies with a unified voice

Strategy 1: Create, revise and share our policy and procedure manuals to promote and maintain mutual understanding

Action Steps

1. Add policies as developed
Who: Staff
When: Ongoing
2. Develop policy and post on website
Who: Council and Staff
When: Ongoing
3. Review old policies, carry forward applicable policies; identify the need for new policies, and draft them; review the new policies; create final manual
When: Ongoing
4. Develop and post user-friendly versions of policies

Indicator: Approval by Council; Feedback from membership website hits return correspondence

Strategy 2: Create a communication and feedback system using technology to disseminate information providing a well-informed board, staff and membership

Action Steps

1. Research feedback forums using technology
Who: AOA/COBC
When: Ongoing
2. Re-distribute on an ongoing basis
Who: Staff
When: Ongoing
3. Surveys
 - wage
 - satisfaction
4. Rework board manuals to make more user-friendly
Who: Staff and Council
When: Ongoing

Indicators: Success of survey, current information, up-to-date policy, continue to evolve

Strategy 3: Establish and enforce clear, transparent guidelines for compliance and discipline

Action Steps

1. Develop Best Practices and Guidelines plain language
Code Conduct Course
Who: Council
When: Ongoing
2. Case studies in newsletter
Who: Rotation of Council, Maureen Hussey to do first two on disciplines
When: Quarterly
Resources: Time
3. Student mentoring
Who: Council
When: Ongoing
4. Senior health specialty categories
Who: Education Committee
When: Ongoing

5. Pediatric patients specialty categories
Who: Education Committee
When: Ongoing
6. Newsletter Submissions
Who: Council and Staff
When: Quarterly (ongoing)
7. Case studies
Who: Council and Staff
When: Quarterly (ongoing)

Indicators: Feedback, submit feedback from members

Goal 2: Opticians are informed, unified and involved; opticians share pride and confidence in who we are and what we do

Strategy 1: Generate opportunities for members to contribute to the development of a sense of community and ownership

Action Steps

1. Encourage questions at Annual General Meeting through 8th line
Who: Maureen
When: Ongoing
2. Practice Audits
Who: Council
When: Ongoing
3. Mock Practical Exam
Who: Council/Field Supervision
When: Ongoing
4. Volunteer plan recruitment and development of leadership opportunities for the membership.
Who: AOA Staff
When: Ongoing
5. Offer opportunities to connect with students and assist in raising the quality of Optician within the profession
Who: Education Committee
When: January 2011
6. Opticians profiles
Who: Communications Committee
When: Quarterly (ongoing)

Indicators: Attendance increasing, receipt of questions

7. Road shows, tour of staff and council
Who: Staff and Council
When: Fall 2010 – Summer 2011(ongoing)
8. Convention and AGM
Who: Member Services
When: Annually
9. Further development of committees i.e. (regional, north, south)

Who: Staff and Council
When: Ongoing

10. Optician Appetizer Nights with credits
Who: Council (Scott Smith and Rick Miller)
When: November 2010 Annually (ongoing)

Strategy 2: Identify and celebrate our diverse backgrounds and accomplishments to create unity and harmony

Action Steps

1. Profile students, young member, experienced member, Optician Profiles
Who: Council
When: Newsletter
2. Award for Hall of Fame through 8 line, profile winners
Who: Selection Committee
When: Annual
3. Conferences, gatherings
Who: Staff/Council
When: Annual
4. Allow the member to celebrate their special knowledge through profiling and publication of specialty categories so other can refer to them
Who: Staff
When: Ongoing
5. Announcements (birth, death, accomplishments)
Who: Staff
When: Quarterly

Indicators: Response from members, attendance

Strategy 3: Communicate to members the importance of how the history of the profession affects our future

Action Steps

1. Profile members
Who: Newsletter
When: Quarterly
2. Annual General Meeting

Who: Staff
When: Annual

3. A moment in history
Who: Staff and Council
When: Quarterly

Indicators: Comments, feedback

NEW: Strategy 4: Welcome students into the profession of Opticianry to give them a sense of ownership in the profession.

Action Steps

1. Orientation at NAIT – Student Handbook
Who: Registrar / Director
When: Annually (Fall)
2. Involvement at Convention and AGM eg. convocation, student dinner at AGM.
Who: AOA
When: Annually and Ongoing
4. NAIT Advisory
Who: NAIT/AOA
When: Ongoing
5. Student Councillor
Who: AOA Council
When: Ongoing
6. Introduction to Continuing Competency would be worth 1 credit
Who: Registrar/AOA Director
When: Ongoing
7. Mock Prep Exam
Who: Education Committee
When: Ongoing
8. Develop mentoring cooperative so students have more changes to learn specific skills.
Who: Education Committee
When: Ongoing
9. Develop train the trainer program to teach supervisors what they need to know to supervise students.

Who: Education Committee
When: Ongoing

11. Train students at the beginning of the year on the use of equipment to allow them to get into the patient service sooner

Who: Education Committee
When:

12. Beef up the field supervision program to include more involvement with the supervisor.

Who: Staff
When:

13. Train the volunteers for the mock sessions.

Who: Education Committee
When: Ongoing

14. Explore the possibilities of creating a video

Who: Staff (research farming this out)
When:

Goal 3: Opticians are seen as health care professionals

Strategy 1: Encourage volunteerism and public relations activities by the members to promote the profession

Action Steps

1. Senior Games
Who: Public Member (Judy Hierlihy)
When:
2. Development of tools for member to do outreach
Who: Council and Staff
When: Ongoing
 - a) handouts
 - b) contact school boards
 - c) earn while you learn
 - d) guidance counselor offices
 - e) contact local chambers
 - f) job placement agencies
 - h) job fairs
 - i) work experience
3. Promote advocacy of the profession
Who Council
When: Ongoing
4. Newsletter professionalism articles
Who: Council
When: Quarterly (ongoing)

Strategy 2: Promote opticianry by supplying mandatory practice permits and utilizing professional designations

Action Steps

1. Looking into modifying practice permits to include 1-800 number and licensed optician logo
Who: Staff
When: Fall 2010
2. Specialty Categories.
Who: Education Committee and Staff
When: Ongoing

Indicators: Recognition, feedback from the members

Strategy 3: Facilitate cross-discipline communication practices by developing standards for professional interaction

Action Steps

1. Develop referral forms
Who: Staff
When: Ongoing
2. Standards for refracting
Who: Council
When: Ongoing
3. Health Care Fair
Who:
When:
4. Triage
Who:
When:

Indicators: Feedback from stakeholders

Strategy 4: Enforce legislation under the HPA consistently to increase levels of respect

Action Steps

1. Increase the understandability of the Act; workshops for everyone; HPA section in newsletter, award credits, code of conduct course
Who: Council, Staff
When: Ongoing
2. Protect title by writing letters immediately to all who are abusing the rules.
Who: Staff
When: Fall 2010
3. Tour explaining HPA and HIA so members are in compliance
Who: Staff
When: Fall 2010 – Spring 2011
4. Newsletter articles to focus understanding through case studies
Who: Staff and Council
When: Fall 2010 – Ongoing

Goal 4 –Alberta Opticians Association/Canadian Opticians Association has a strong political voice

Strategy 1: Assume a leadership role to identify, maintain and increase our scopes of practice to elevate the profession

Action Steps

1. Sending copy of newsletter to Health Minister
Who: Staff
When: Quarterly
Resources: Electronic copies
2. Meeting with officials/representatives of Government
Who: Maureen/Council (president)
When: Annual
3. More continued education on non-core activities
Who: Staff
When: Ongoing
Resources: Fees for attending
4. Low Vision
Who: Education Committee
When: Fall 2010
5. Specialty Designations
Who: Education Committee
When: Fall 2010
6. Letter to Minister requesting increase to scope of practice an inquiring about the definition of dispense.
Who: Staff
When: Fall 2010
7. Vision testing statistical analysis (survey monkey)
Who: Education Committee (Rick Miller)
When: Ongoing

Indicators: Recognition and direct feedback from government

Goal 5 – Opticians continue to use technology and education to increase their scope of practice

Strategy 1: Interact with Government to increase understanding and increase scope of practice

Action Steps

1. Explore possibility of hiring a Lobbyist
Who: Staff
When:
2. Educate staff and Council to process to interact with government
Who: Staff
When:

Strategy 2: Interact with other stakeholders to increase understanding and increase mutual appreciation, respect and support

Action Steps

1. Develop Standards of Practice for sight testing
Who: Council
When: Ongoing
2. Develop Standards of Referral for members when dealing with other professions
Who: Council
When: Ongoing

Indicators: Number of students going on to second license, acceptance of ophthalmologists, invitation by Government, social recognition

Strategy 3: Develop a message that we can send out to our members to be forwarded to their MLA's stating who Opticians are and what they do.

Action Steps

1. New Mission and Vision statements
Who: Staff and Council
When: Fall 2010
2. Licensed Optician campaign
Who: Communications Committee
When: Ongoing

Goal 6 – Opticians develop sound plan to increase finances to maintain and to progress

Strategy 1: Short Term stabilize current financial position removing shortfalls

Action Steps

1. Mortgage
Who: Finance and Audit Committee
When: Ongoing

Strategy 2: Develop strategies to increase income

Action Steps

1. Research ways to increase member attendance at AGM
Who: Member Services Committee
When: Ongoing
2. Specialty Designations
Who: Education Committee
When: Ongoing

Strategy 3: Maintain Proper Controls

Action Steps

1. Annual review
Who: Finance and Audit Committee
When: Annual
2. Policy development and review for Finance and Audit
Who: Staff
When: Ongoing

Goal 7 – Promote Opticians and create awareness among the general public

Action Steps

1. Senior Games
Who: Staff and Members Services (Judy)
When: Ongoing

Goal 8 – Strategic Alliances with other provinces and the National

Strategy 1: Joint strategy session with council and BC near border

Action Steps

1. Continue to collaborate, expand and maintain these alliances
Who: Council
When: Ongoing
2. Stay current on opportunities (involve SK, ON, BC and Territories)
Who: Council
When: Ongoing