

## Opticians of Manitoba

Strategic Plan 2017 – 2020 – updated April 2019

<b>Priority #1 – Strengthen stakeholder relations</b>				
<b>Action Plan</b>	<b>Timelines</b>	<b>Lead Responsibility</b>	<b>Financial Resources</b>	<b>Status</b>

<ul style="list-style-type: none"> <li>• <b>Registrants</b></li> <li>- Work collaboratively with OAC, MB Chapter, to provide continuing education based on registrant feedback</li> <li>- Develop &amp; implement education of registrants on the new legislation/practice directives. <ul style="list-style-type: none"> <li>- Design a survey to be sent out with license cards to determine preferences for method, times, etc.</li> </ul> </li> <li>- Increase communications with registrants – continue monthly newsletter, consider Facebook, blog and other social media opportunities.</li> <li>- Work collaboratively to develop training modules and include as a requirement for licenses. <ul style="list-style-type: none"> <li>- Social Media and Professionalism</li> <li>- Aboriginal cultural diversity training (Truth &amp; Reconciliation Report)</li> </ul> </li> </ul>	<p>2019/ ongoing</p> <p>2019/ ongoing</p> <p>Dec. 15, 2018</p> <p>ongoing</p> <p>2019 2020</p>	<p>Quality Assurance Committee</p> <p>Communications and Standards Committees</p> <p>Heather, Carol</p> <p>Communications Committee</p> <p>Alliance Working Group</p>	<p></p> <p><b>\$1,000</b></p> <p></p> <p><b>\$4,500</b></p>	<p></p> <p><b>Completed</b></p> <p></p> <p><b>In process</b></p>
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<ul style="list-style-type: none"> <li>• Public</li> <li>- A strategic public education plan to increase knowledge of an optician's work. <ul style="list-style-type: none"> <li>- Brochures, talking points for registrants; You Tube ad linked to website; school class project</li> </ul> </li> </ul> <p>Minutes)</p> <p>tattoos.</p> <ul style="list-style-type: none"> <li>- Media campaign (Market Place, W5, 60 Topics to consider – internet dispensing, public safety and Halloween color contacts, eye</li> <li>- Monitor job market opportunities and the promotion of opticianry to ensure can meet public demand. Survey registrants to assist with workforce planning. Analyze data and develop action plan.</li> </ul>	<p>2019</p> <p>2019</p> <p>Dec. 15, 2018</p>	<p>Communications Committee Working Group</p> <p>Communications Committee</p> <p>Heather, Tara,</p>	<p><b>\$5,000</b></p>	
<ul style="list-style-type: none"> <li>• <b>Other Colleges</b></li> <li>- Develop a list of Optometrists and Opthamologists who will take optician referrals, refractions for individuals on social assistance and patients who do not have insured health benefits</li> </ul>	<p>2019</p>	<p>Yvonne</p>		<p>January 2019</p>
<p><b>Priority #2 – Effective governance</b></p>				
<p><b>Action Plan</b></p>	<p><b>Timelines</b></p>	<p><b>Lead Responsibility</b></p>	<p><b>Financial Resources</b></p>	<p><b>Status</b></p>

<ul style="list-style-type: none"> <li>• <b>College</b></li> <li>- Bylaw Revisions to comply with legislation</li> <li>- Plan and budget for implementation of branding of College when under legislation</li> <li>- Policy review, development and approval of policies and procedures – financial, governance, HR</li> </ul>	<p>2019</p> <p>2021</p> <p>2019/2020</p>	<p>Bylaw Working Group, Lawyer</p> <p>Council</p> <p>Working Group including the Treasurer</p>	<p><b>\$10,000</b> (total - \$30,000) <b>\$'s</b></p>	<p>In process</p> <p>1<sup>st</sup> draft in process</p>
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<ul style="list-style-type: none"> <li>• <b>Council</b></li> <li>- Remuneration policy for Council members- provide recommendations to Council for approval.</li> <li>Include budget, policies and plan to implement.</li> <li>- Recruit a Vice-President and one additional public Member</li> <li>- Council succession plan – Full complement as transition to requirements of legislation. Consider size, length of terms, tenure, staggered terms and the critical positions– Northern Rep, Public Members with IT, human resources, marketing Experience or an articling lawyer.</li> <li>- Strengthen orientation for new Council members. Consider mentors.</li> <li>- Conduct Council Self-Evaluation</li> <li>- Develop Backup and Emergency Succession Plans for Staff Positions</li> </ul>	2020/2021	Executive Committee, Council	\$'s	
	2019/2020	Appointments Committee, Council		Completed
	2020-2021	Appointments Committee, Council		
	2019/2020	Appointments Committee		
	2019/2020	Council	\$500	Completed
	2019	Council,		

**Priority #3 – Meet legislative requirements**

Action Plan	Timelines	Lead Responsibility	Financial Resources	Status
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<ul style="list-style-type: none"> <li>• <b>RHPA</b></li> <li>- Submit application to Manitoba Health to come under RHPA. Scope of Practice document updated as part of application. Comply with reporting requirements.</li> </ul>	2020/2021	Heather	\$20,000	In process
<ul style="list-style-type: none"> <li>• <b>Maintenance of Competencies</b></li> <li>- Introduce World Alliance of Continuing Education Modules.</li> <li>- Introduce self-directed, guided maintenance of continuing competencies.</li> </ul>	2019	Quality Assurance Committee	\$3,500	Completed
	2021-2024	Quality Assurance Committee		
<b>Priority #4 – Strengthen operations and infrastructure</b>				
<b>Action Plan</b>	<b>Timelines</b>	<b>Lead Responsibility</b>	<b>Financial Resources</b>	<b>Status</b>
<ul style="list-style-type: none"> <li>• <b>Online registration</b></li> <li>- Move to an online registration process. Consider submission of declaration/signature page as last step.</li> </ul>	2019		\$5,000	Estimate received

