

STRATEGIC PLAN

2023 - 2025





ACOT continues to experience many changes in our regulatory and practice environments. With these changes come exciting opportunities and challenges that set the stage for ACOT's 2023 – 2025 strategic plan. Council approached this strategic plan by reviewing our values and principles and key areas of focus. The situational analysis that was developed in 2021 was also reviewed and a new SWOT analysis; strengths, weaknesses, opportunities and threats assessment was developed. This new information identified what worked well, opportunities for improvement and what needs to be carried forward into the next plan.

While the operations, deliverables and detailed descriptions in the key areas of focus live in the operational plan, Council used the situational analysis and SWOT to inform success measures that provide a clear path forward that all ACOT stakeholders can use to measure the College's achievements in 2023 – 2025.

ACOT's Council and staff look forward to enacting this strategic plan with you.

CORE TENETS

MISSION

As a collaborative leader in professional regulation, the Alberta College of Occupational Therapists serves the public by administering effective, efficient, transparent and fair processes for registration, continuing competence, and complaints/discipline.

VISION

Albertans understand and receive client-centered, ethical and competent occupational therapy services.

VALUES

Upon reflecting on existing values, it was clear there was a need to distinguish core values from the list of previous values developed in 2021. The four core values below honor the mission and vision of the profession and will guide decision processes and all interactions. These core values describe what the Council considers non-negotiable when they are representing the College.

RESPONSIBLE

ETHICAL

EQUITABLE

LEADERS

KEY PRINCIPLES

Key principles were then selected to reflect how the College operates with the public, our registrants, and our strategic connections:

APPROACHABLE

PROACTIVE

RESPECTFUL

NIMBLE

COLLABORATIVE

TRANSPARENT

SITUATIONAL ANALYSIS

Situational Analysis helps develop a basis of understanding of the environment in which a plan is delivered. It provides a common reference point for the planning process and prioritizes actions. By refreshing the situational analysis completed in 2021, the Council was able to validate what was still relevant and identify any changes in our environment, risks to the public and pandemic impacts.

CHANGES IN OUR ENVIRONMENT

To the Health Professions Act (HPA) and to the OT Profession Regulation (OTPR)

To structures at the University of Alberta

In Standards of Practice, Code of Ethics and Bylaws to incorporate new National OT competencies and changes to the HPA and OTPR

Heightened expectations that ACOT will implement its Acting Against Racism and Intolerance (AARI) report recommendations

Changes in technology that impact both the College and practice

Increase in number of private OT practices

Lack of knowledge of OT by the public

Lack of knowledge of role of regulators by the public and registrants

Increased awareness of different practice realities between rural and urban OTs


RISKS TO THE PUBLIC



Health human resource crisis



Health system and structures under pressure and greater scrutiny



Limited opportunities for OTs to work to full scope of practice



Misinformation and the role of the College to combat misinformation

PANDEMIC IMPACTS



Inter - jurisdictional Memorandum of Understanding (MOU) on virtual practice and its effects on strategic partners/connections

Expanded service delivery options

Increase to access for certain populations (geography)

Growth of OT as a profession

Potential changing trends in healthcare delivery due to the pandemic (need to monitor)

SWOT ANALYSIS

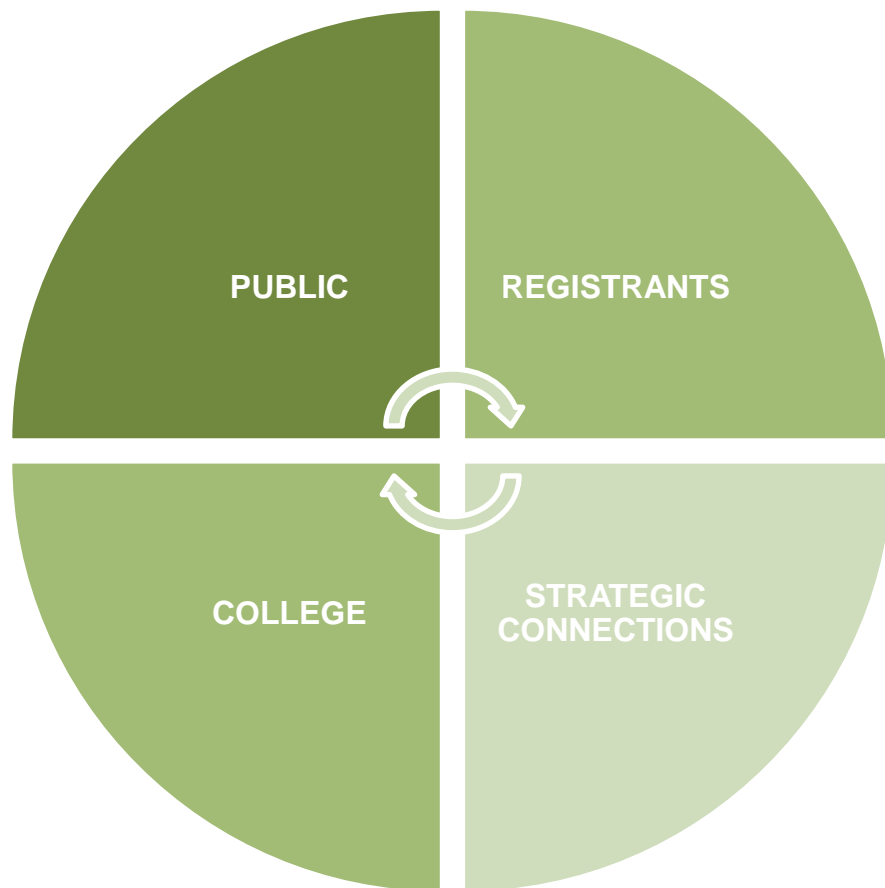
SWOT analysis is a process designed to help organizations make better strategic plans. It does this by evaluating all factors involved in the strategic planning process, separated into strengths, weaknesses, opportunities and threats (SWOT).

The Council combined the situational analysis with the SWOT to help inform success measures for 2023 – 2025 strategic directions. The matrix below was reference during this exercise.

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	Strength-Opportunity strategies Which of the organization’s strengths can be used to maximize the opportunities you identified?	Strength-Threats strategies How can you use the organization’s strengths to minimize the threats you identified?
Weaknesses (internal, negative)	Weakness-Opportunity strategies What action(s) can you take to minimize the organization’s weaknesses using the opportunities you identified?	Weakness-Threats strategies How can you minimize the organization’s weaknesses to avoid the threats you identified?

STRATEGIC DIRECTIONS

ACOT's Council validated the importance of continuing to focus on four key areas in order to organize the direction of the college's efforts for the coming three years. These key areas continue to be: Our Public, Our Registrants, Our College and Our Strategic Connections.



OBJECTIVES AND MEASURES

Objective - Our Public

- *Engage the public through education and connection*
- *Explore public engagement opportunities*
- *Produce proactive media messaging*



Objective - Our Registrants

- *Foster clear and transparent expectations*
- *Engage registrants to volunteer for regulatory Committees and Council*
- *Further strengthen the Continuing Competence Program*
- *Continue regular, intentional, pro-active review of complaints processes and trends*
- *Continue clarifying the role of the College (vs Association)*



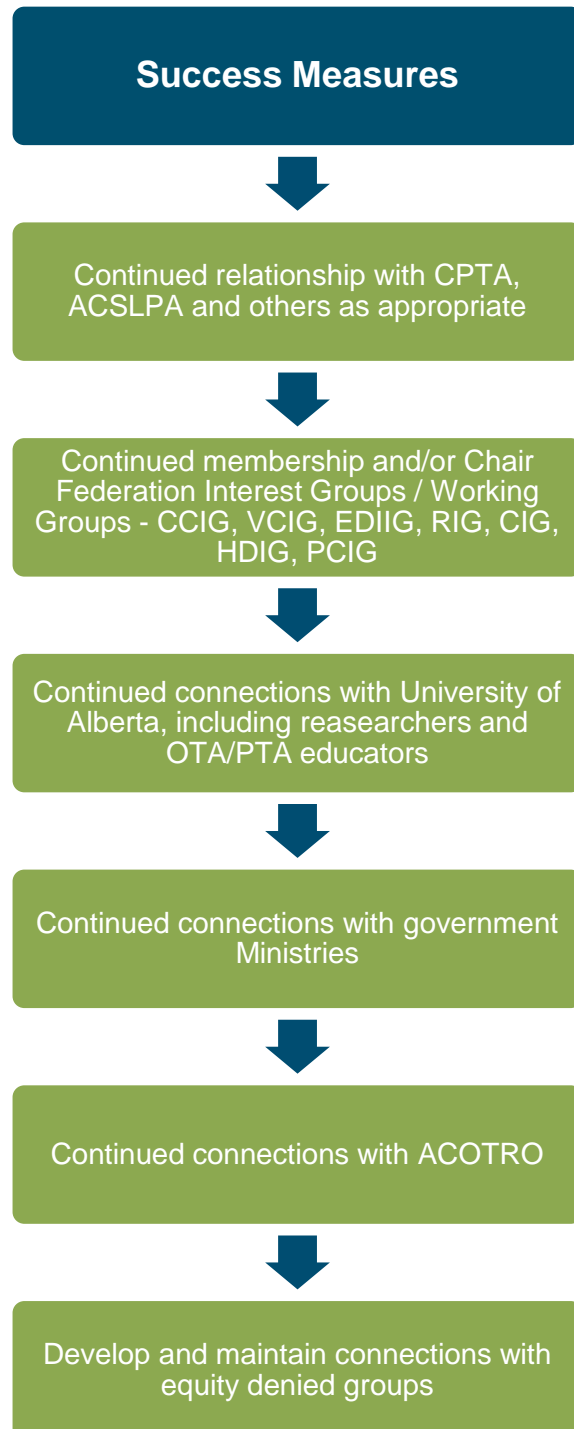
Objective - Our College

- Relentless pursuit of governance excellence



Objective - Our Strategic Connections

- *Broaden and deepen key relationships with rehabilitation medicine Colleges, other health professions, Colleges, the Alberta Federations of Regulated Health Professions, government, and equity denied groups*



ACRONYMS

CPTA – College of Physiotherapists of Alberta

ACSLPA – Alberta College of Speech Language Pathologists and Audiologists

CCIG – Continuing Competence Interest Group

VCIG – Virtual Care Interest Group

EDIIG – Equity Diversity and Inclusion Interest Group

RIG – Registration Interest Group

CIG – Communications Interest Group

HDIG – Hearings Directors Interest Group

PCIG – Professional Conduct Interest Group

OTA/PTA – Occupational Therapist Assistant / Physiotherapist Assistant

ACOTRO – Association of Canadian Occupational Therapy Regulatory Organizations